

FUNDRAISING FOR INCLUDEM

Your Guide to Making a Life-Changing Difference



Welcome to includem!

Thank You for Your Support

We are delighted that you have chosen to fundraise for includem.

At includem, we work alongside children, young people and families facing multiple and complex challenges.

Through our relationship-based approach, we provide tailored, flexible and responsive support that helps young people build confidence, improve wellbeing and create positive futures.

Your fundraising helps us go beyond core service delivery and provide vital opportunities, essentials and experiences that can make a lasting difference in a young person's life.

Every pound you raise helps open doors and create brighter futures.

Where Your Money Goes

The Impact of Your Fundraising

Funds raised through community fundraising directly support children, young people and families across our services, including initiatives such as the Young Person's Fund.

Your fundraising can help provide:

- Essential items during times of crisis
- Access to activities that support wellbeing and confidence
- Education, training and skill-building opportunities
- Travel costs to attend appointments or education
- Safe and positive experiences that reduce isolation

What your fundraising could do:

- £25 could provide essential items for a young person in need
- £50 could support access to wellbeing activities
- £100 could help fund learning or life skills opportunities
- £250+ could contribute towards emergency support and opportunities

Every contribution, no matter the size, has a meaningful and lasting impact.

Fundraising Ideas

There are lots of ways to support includem. Choose something that suits you, your organisation or your community.



For Individuals

- Sponsored walks, runs or fitness challenges
- Birthday or celebration fundraisers
- Personal challenges (creative or endurance)
- Online or streaming fundraisers



For Schools & Youth Groups

- Dress-down days
- Sponsored activities
- School fairs and events
- Assemblies and awareness campaigns



For Corporate Teams

- Charity of the Year partnerships
- Workplace challenges
- Team fundraising events
- Payroll giving initiatives



For Communities

- Coffee mornings
- Local events and fairs
- Club or group fundraisers
- Community challenges

Six Simple Steps to Fundraising

1

Choose your fundraising activity

2

Set a fundraising goal

3

Create your fundraising page

4

Download and use your fundraising resources

5

Share your fundraiser with friends, family and colleagues

6

Celebrate and thank your supporters

Planning ahead and promoting your fundraiser early will help you maximise your impact.

Setting Up Your Fundraising Page

Online Fundraising Tips

Creating an online fundraising page is one of the easiest ways to collect donations and share your story.

Top Tips:

- Add a clear photo and personal message
- Explain why you are supporting includem
- Set a realistic fundraising target
- Share regular updates on your progress
- Thank donors and supporters
- Remember to include a link to includem so supporters can learn more about the difference their donation makes.



Promoting Your Fundraiser

How to Spread the Word

Promotion is key to successful fundraising.

Social Media

- Share your fundraising story
- Post updates and milestones
- Use photos and videos
- Tag includem where possible

At Work or School

- Share in newsletters or intranet
- Put up posters
- Mention your fundraiser at meetings or assemblies

In Your Community

- Ask local groups to support
- Share posters in community spaces
- Encourage word-of-mouth support



Don't forget to use the social media graphics included in our fundraising pack.

Sponsorship & Offline Fundraising

Collecting Donations Safely

You can use the sponsorship form included in our fundraising pack to collect offline donations from friends, family, neighbours and colleagues.

Guidance:

- Clearly write your name and event
- Record each donation amount accurately
- Keep cash secure
- Return funds promptly using the agreed method

If applicable, supporters may be able to add Gift Aid to increase the value of their donation.



SPONSORSHIP FORM

NAME

EVENT

DATE	NAME	CONTACT DETAILS	AMOUNT	PAID

How We Will Support You!

You're Not Fundraising Alone

When you fundraise for includem, our team is here to support you every step of the way.

We can provide:

- Fundraising advice and guidance
- Digital resources and templates
- Social media promotion (where possible)
- Impact information about your fundraising
- Branded materials (subject to availability)



We value every fundraiser and appreciate the time and effort you give to support children, young people and families.

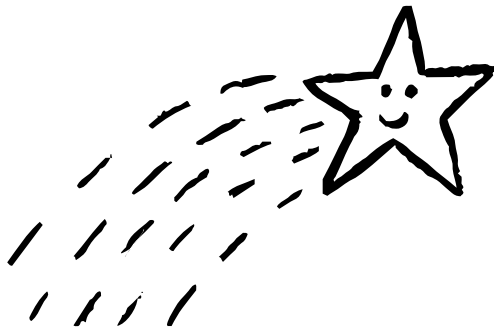
DOWNLOAD

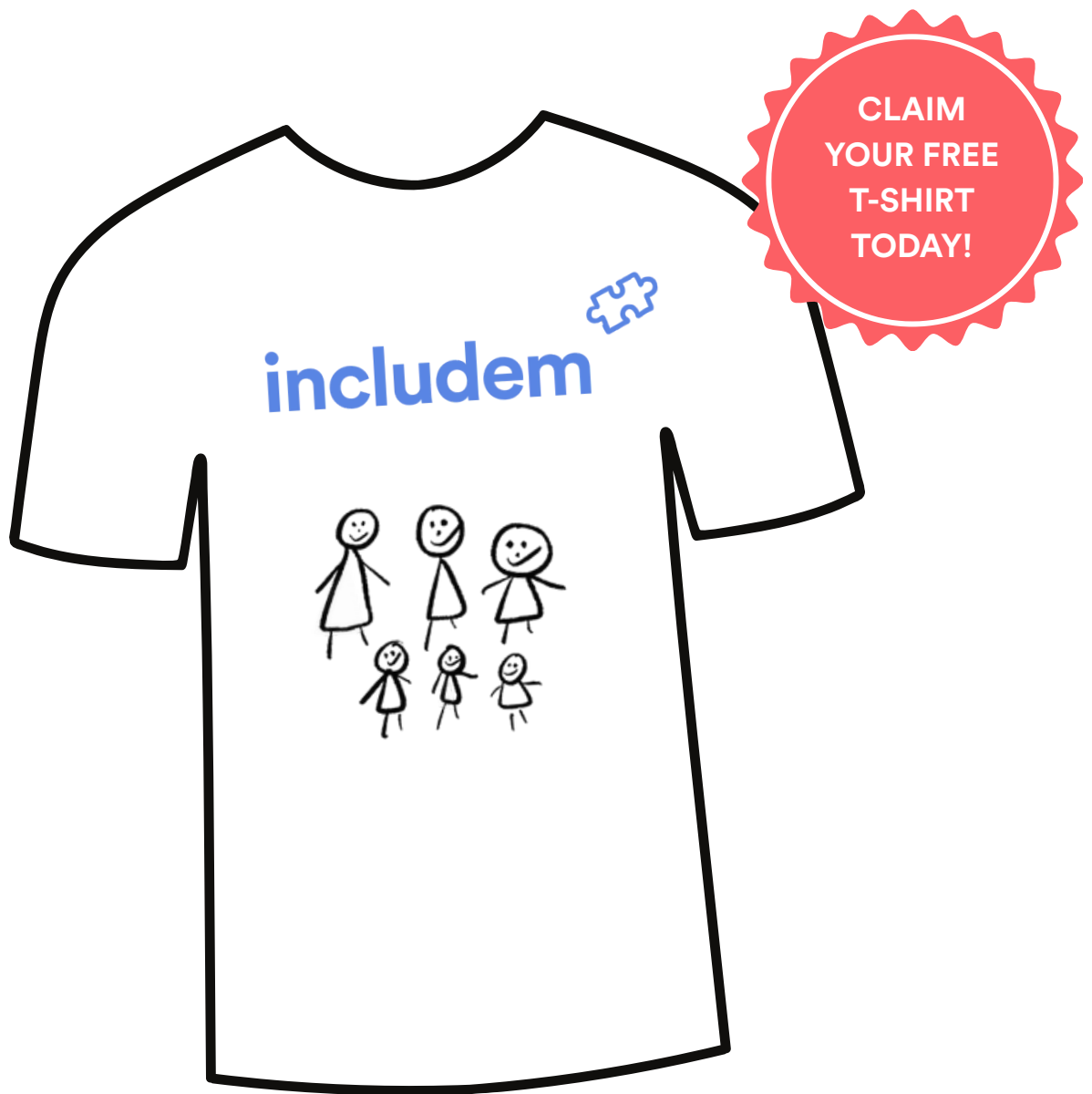


Don't forget to download your fundraising supporters pack!

Thank you for choosing to fundraise for includem!

Your support helps remove barriers,
create opportunities and provide life-
changing relationship-based support to
those who need it most.





Get in Touch

If you have any questions or would like support with your fundraiser, please contact our team.

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