



FUNDRAISING PACK



THANK YOU

Thank you for choosing to support our work and the people we help. Without the efforts of incredible fundraisers like you, we could not reach out to hungry, homeless and vulnerable people in Bath and the surrounding areas.

We provide immediate practical help for people in crisis and offer long-term opportunities for them to improve their lives and prospects. In 2019/20 we served over 13,000 hot meals for hungry people in Bath, had over 6,400 visits to our Lifeline Centre for support with housing, debt and addiction and provided 26 different wellbeing and skill development activities and courses at Life Skills. [See more in our snapshot – click here](#). We could not have achieved any of this without our fundraisers, donors and volunteers.

This fundraising pack will provide you with inspiration, advice and all the essential information you need to get the best out of your fundraising. This is a chance to have fun, whilst making a big difference to the lives of people struggling locally.

If you need extra help or information we're here to support and encourage you!

Good luck and thank you for helping us to transform lives.

The Genesis Trust team



Inspiration to get you started

Fundraising can be as simple or as elaborate as you want. Whether it's a bake sale you're organising, or a marathon you're running, activities are most successful when they are personal and enjoyable to you. Need some inspiration? Here are some ideas to get your fundraising started.

KEEP IT SIMPLE

There are lots of activities that are super simple and effective. Get your friends together for a coffee morning, organise a bake sale in your local community or complete a sponsored silence for a day. And there's always the classic spare change collection jar – it all adds up!

MIX IT UP

Had your fill of bake sales and coffee mornings?

Change it up with a cheese and wine night, food tasting evening or a pop quiz.

IN THE WORKPLACE

Get your colleagues involved and organise a 'casual clothes day' or 'wacky tie competition'.

SEASONAL FUNDRAISING

Take advantage of the time of year!

Set up your own Lent lunch, Easter egg hunt, a Christmas carol or a BBQ banquet in the summer.

OCCASIONS

Got a special event coming up?

Use it to fundraise! Ask wedding guests to donate instead of giving gifts, or set up a collection bucket at a party.

USE YOUR STRENGTHS

Do you have a special skill or hidden talent?

Think about how you could use it to collect sponsorship. Organise a concert if you can sing, host a dinner party to show off your cookery skills or get crafty and sell your creations to raise money for us.

UP FOR A CHALLENGE

Set yourself a step challenge, do a Welly Walk or climb Kilimanjano. Either make up your own event or link in to an organised one. See the [Fundraising](#) section of our website for our [Challenge Events](#) and [Virtual Events](#) ideas and opportunities:

- Time Outdoors
- Skyline Events
- Global Adventures



Organising your fundraising

Here's a step-by-step guide to make your fundraising a success.

STEP 1 GET INSPIRED

Choose what kind of fundraising you'd like to do. If you're stuck for ideas, ask your friends, colleagues or give us a call. Have a look online at what other fundraisers have done in the past.

STEP 2 PLANNING

Consider where and when your event will take place. If you're hosting a bake sale, contact your local school for example. If you're staging an event, ask local businesses for support. Decide on a budget and a target for your fundraising, then set up your online giving page or sponsorship form.

And don't forget to read our Stay Legal and Safe guide

[STAY LEGAL AND SAFE GUIDE CLICK HERE >](#)

STEP 3 SPREAD THE WORD

Tell everyone what you're doing. Take advantage of social media, put up posters and contact the local media to let as many people as possible know what you're achieving. For more advice on promoting your fundraising, check out the next page or read our Social Media guide.

[SOCIAL MEDIA GUIDE CLICK HERE >](#)

STEP 4 YOUR EVENT

Capture the big day in action. Take pictures, videos and keep people updated using email and social media. Be sure to get comments and feedback from people that support you.

But most of all – have fun!

STEP 5 SHOW YOUR EARNINGS

It's time to collect all the money you've raised and send it to us. For more information on how to do this, check out page 4.

HOW TO COLLECT SPONSORSHIP AND DONATIONS

Online Fundraising Page

Creating an online fundraising page is the simplest way to collect donations. Search 'Genesis Trust Bath' at any of the online giving sites below and set up a page from there:

- Just Giving
- Virgin Money Giving

Sponsor Forms If you'd prefer you can download our Sponsorship Form and collect donations as you go.

[SPONSORSHIP FORM CLICK HERE >](#)

Collections Having donation tins and buckets are a great idea if you're hosting a large event. You can encourage donors to give loose change during your event or place tins at the entrance/exit.

Please contact us for branded buckets and tins



Promotion

Promoting your event is a key part of successful fundraising; it enables you to raise more money and awareness for your cause.

SOCIAL MEDIA

The easiest, cheapest, most effective way to spread the word about your event is via social media platforms. Create a hashtag for people to use and share, for example **#runningforGenesisTrust**, **#cookingforGenesisTrust**. Use pictures and videos to grab people's attention and include links to your fundraising page on everything you post. Keep people updated on your progress as you go. If you're running, let people know how your training is going. If you're selling food, post pictures of recipes to encourage people to attend. And remember to always @ us in the posts you create so we can share them!

 @GenesisTrust

 @TheGenesisTrust

 @Genesis_Trust

 Genesis Trust Bath

LOCAL COMMUNITY

Tell your local community what you're up to by putting up posters in busy areas, like village hall notice boards or inside shop windows. Alert your work colleagues and ask them to put posters up around your workplace and tell their friends.

Do you attend a group?

Let your book club or your church community know what you're planning. Any celebrities living local? Contact them using social media and ask them to spread the word!

CREATE YOUR OWN

Are you an aspiring writer?

Why not set up a blog documenting your journey. You can inform people of your cause whilst keeping them up to date with your progress. Platforms such as Wordpress and Tumblr are free and easy to use.

LOCAL MEDIA

Contact your local newspaper with all the relevant information for them to cover your event. It may seem daunting, but local journalists are always on the lookout for inspiring stories. It is best to have a typed up press release ready including the 'who, what, where, when and why' information. Always remember to include a photo as this will increase your chance of being published.

See below for a simple guide to writing a press release.

Headline: keep it short, make it catchy and recognisable to your event e.g. 'Bath's Brilliant Bake Bonanza'

First Paragraph: summarise the key facts of your event in 50 words, including the 'who, what, where, when and why'.

Second Paragraph: Explain in more detail, giving a personal reason why you're hosting your event.

Third Paragraph: Use a quote from yourself or someone relevant to say more about the motives of the event.

Final Paragraph: Give the important details such as travel information, sponsorship and contact details.

Type the word '**ends**' to indicate the end of the press release.

Leave a line then provide your contact details so journalists can get in touch with you if necessary.



Getting the money to us

Once your fundraising is complete, it's time to get those hard-earned funds to us.

ONLINE FUNDRAISING PAGE

If you've fundraised through an online fundraising page, then the total amount plus Gift Aid will be automatically sent to us – simple!

BANK PAYMENTS

Pay the money into your own bank account and then simply transfer to us via BACS payment. Please email us so we know to expect it.

Genesis Trust Bath

Barclays Bank

Sort code: 20-05-06

Account Number: 13456285

You can also visit our website www.genestrust.org.uk and click the orange donate button to make a one-off payment into our bank account. If you are able to Gift Aid any of your donations, please give us names and addresses of the relevant donors in an email.

CHEQUE

Cheques should be made payable to **Genesis Trust Bath** and sent to our office. If you are able to Gift Aid any of your donations, please give us the names and addresses of the relevant donors in an email.

**The Gateway Centre
Snow Hill
London Road
Bath BA1 6DH**

CASH

We still love counting notes and coins!

If you have cash donations and any collection buckets and tins please call to arrange a time to bring them in to the office.

GIFT AID

By applying Gift Aid to a donation, it allows for 25p to be claimed from the government for every £1 donated – that's an extra £1 for every £4 donated! Gift Aid can be applied to any donation from a UK tax payer as long as the amount claimed is no more than the tax paid that financial year. A full name and address is all that is required for Gift Aid.

All donors who give via your online fundraising page will be given the option to Gift Aid. There is a Gift Aid option on the paper Sponsorship Form too. Alternatively, download our Gift Aid form for your cash and cheque donors. Please do ask your sponsors, every extra pound makes a big difference the final amount and the people we support.

[GIFT AID FORM CLICK HERE >](#)

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WELL DONE!

Thank you so much for all your efforts supporting our work and the people we help.

If you need any further information please don't hesitate to get in touch.

www.genesistrust.org.uk

CALL 01225 463549

EMAIL office@genesistrust.org.uk

Genesis Trust Bath
The Gateway Centre
Snow Hill
London Road
Bath BA1 6DH

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