

# STEP BY STEP

Young People. Hard Times. Bright Futures.



## School Fundraising Guide

Get In Touch

Fundraising Team

01252 346 107

[fundraising@stepbystep.org.uk](mailto:fundraising@stepbystep.org.uk)

[stepbystep.org.uk](http://stepbystep.org.uk)

# Thank You!

**“Thank you** for your interest in raising money to support our work. We help young people who are facing adversity, including homelessness. Your fundraising really will make a difference and change lives for the better.

There are lots of different ways that you can fundraise at your school and engage everyone from staff to pupils and their families.

This pack contains fundraising ideas and guidance, information about our work, how it’s helping young people transform their lives, and how your fundraising will make a genuine difference.

We would love to hear about your fundraising plans to ensure that we offer you all of the support you need. It would be great to meet your teachers and pupils. If you would like us to come to speak before or after your event, or even attend the event itself, do let us know.

Would your school like to inspire others? Please send us pictures and information about your fundraising that you are happy for us to use on our website, in our social media feeds and in the press so that we can promote your fantastic fundraising as much as possible.

Every penny you raise really does help. Thank you for your support.”

## Step by Step Fundraising Team

### Contact Us

**Fundraising Team**

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### Did You Know?

1 in 100 young people are now expected to experience homelessness



# About Step by Step

Step by Step is a charity that passionately believes in supporting local young people who are going through hard times. Our unique Step by Step approach provides accommodation, specialist support services and personal development opportunities. It is tailored to each young person's needs, wants, talents and aspirations. Together these create a path to lasting stability and independence. Each step builds on the preceding, giving new skills and confidence, developing independence and resilience whatever a young person's issues.

These vital services include Training and Development programmes to move young people into work or further education, Family Mediation, Counselling, and links to any other community services that might be needed. It is these additional services which make our approach so successful and allow us to deliver such positive, life-changing outcomes for the young people we support.

Step by Step services are spread across five Counties in the South of England.

## Why Step by Step?

- Your support will make a direct difference to the lives of the young people we help each year
- Over 10,000 young people passed through our doors in our first 20 years. We want you to be part of helping the next 10,000
- Each year we see an increase in the need for our services but also cuts in funding
- We need your support to be able to continue to offer the range, quality and level of services that young people require
- Homelessness is devastating at any age, but for young adults it can have much further reaching consequences if not addressed quickly and effectively



**“Together** we can help empower more young people to build better lives for themselves.”

# How Your Money Helps

Our fundraisers and supporters are crucial to our work with young people (11 to 25 years). People like you have helped fund the work we do in giving young people a better tomorrow. Some of our key results from last year:

- **367** young people were accommodated
- **3,395** young people were supported (including those reached through Peer education and Community presentations)
- **90%** of young people in Supported Lodging placements progressed positively
- **180** young people used our training services
- **1788** counselling sessions were delivered to young people
- **38** young people were able to return home thanks to family mediation
- **83** young people worked with Future Steps Talent Coaches last year

We have contracts with several local authorities to provide accommodation and support to vulnerable young people. However, the contracts are for basic accommodation and support. They don't pay for all the services which we know enable young people to thrive and fully sustain independent living.

## How much difference would funding from your school or college make?

**£44** is the daily cost to deliver the specialist support services and personal development opportunities that Step by Step offers

**£308** provides specialist support for a young person for a week

**£1,540** provides specialist support for a young person for 5 weeks

**£7,392** provides specialist support for a young person for 6 months – the length of time they can stay in Step One accommodation

## Did You Know?

Unemployment rates are three times higher for 16-25 year olds when compared with the rest of the UK population.

# Fundraising Ideas

**Sleep Out** – pupils and teachers sleep outside for the night. It gives an appreciation of how you might feel if you didn't have a home to go back to each night. We can provide you with help to plan this event, and alternative ideas for younger children.

**Movie Night** – create your own cinema and hold a film night for students and their families. Sell popcorn and drinks and charge an entry fee. Theme the night on your favourite type of film.

**School Fete Stall** – guess the number of sweets in a jar, human fruit machine, hook a duck, face painting.

**Soup and Roll Lunch** – invite parents and pupils for lunch together at school. People pay to have their lunch and the profit goes to Step by Step (even better if the school caterers are able to donate the food or maybe a local supermarket will). This helps the children to appreciate that some people don't have access to fresh food each day.

**Step Into Purple** (Step by Step colours) – pay £1 per child to take part. Easy to organise and brings in a good amount of money too. Teachers can take part as well!

**Quizzes** - works well run by teachers for pupils, by older pupils for younger classes, or even pupils setting quizzes for parents after school. Source prizes from local business and get quizzing.

**Bring and Buy Sale** - sell donated goods on a stall. Cakes, books, home-made jam, bric-a-brac.

**Sports Competition** – three-legged race, walk, run, rugby/football/cricket/netball match, teachers v parents event

**Steps for Steps** – set up a walking challenge of a set distance and get pupils as well as teachers and parents involved

**Board Game Marathon** – how many different games or how long can pupils play for?

**Guess the Baby Photo** – staff bring in photos and the pupils pay to guess who it is. The person who guesses the most correctly wins a prize.

**Cake Sale** – you will be amazed at the wild and wacky cakes that you can make.

**Talent Show** – realise those hidden talents within staff, pupils and parents.

**Charity of the Year** – make Step by Step your school's charity for the year and organise different events throughout the year for people to get involved with.

# Key To Success

- Pick something you enjoy and keep it **simple**
- Set yourselves a **fundraising target**
- Think about **who** you are going to get involved and ask them
- Tell people **why** you are fundraising for Step by Step
- Ask people to donate items or give charity discounts when **sourcing** items for your event – we can supply a letter of authority to confirm we know you are fundraising for Step by Step
- Avoid clashes with **other charity events** in your local area or nationally
- Decide **where** you are holding your fundraising activity
- Put your plans into action and **promote** your event
- Raise **awareness** – newsletters to parents, PTA, local press, local radio, local council, at the parents' place of work (intranet and newsletters, notice boards)
- **Press** releases – remember to include who you are, what you are doing, why you are doing it when and where it is as well as your contact details and if appropriate where someone can go to donate online. We can provide you wording about Step by Step to include.

## Did You Know?

Half of all mental health problems have been established by the age of 14, rising to 75% by age 24.





# Guidelines for Fundraising

It is really important your fundraising is legal and safe. Follow our simple guidelines, as well as the links to information from other sites, to ensure your fundraising is remembered for all the right reasons.

**Collecting Money** – if you are going to be doing this on a street, in a public place or house to house you will need a licence from your local authority and be at least 18 years old – contact them directly and they will be happy to help.

**Raffles and Lotteries** – there are different rules around these and the most up to date information can be found at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).

**Events** – ensure that you carry out a full risk assessment and that your event is planned with safety in mind! Ensure that any relevant insurances are in place and if any special licences are needed, e.g. public entertainment licence, licence to sell alcohol. You will also need to follow Food Hygiene regulations if you are serving food. We are unable to accept responsibility for your event or anyone who takes part in it.

**Gift Aid** – this enables Step by Step to reclaim 25p for every £1 you give and it won't cost you any extra. You need to be a UK tax payer and sign a Gift Aid declaration form (enclosed) or for a sponsored event the sponsor needs to complete their details and tick the Gift Aid box on the sponsorship form, we can do the rest once you return the form to us.

**Fundraising Materials and Publicity** – any materials that you produce should include:

“This event is kindly organised by a supporter of Step by Step and not by Step by Step directly. Any concerns or queries about the event should be directed to the organiser of the event whose contact details can be found above. Step by Step is not liable for any loss suffered by anyone as a result of their attendance at the event.”

Step by Step Charity Registration Number 900308

**Step by Step Logo** – if you would like to include our logo please get in touch and we will send you the logo as well as guidelines for using it.

There are lots of ways that you can **promote your fundraising** including: social media, what's on guides, in your email signature, local press and radio and via JustGiving. Also consider photos and videos (with the relevant consent from the people in them and their parents if they are children), posters, flyers, newsletters, intranet and set up a blog.

**Counting Money** – please count any money with another person present so that you can both verify the amount raised. Make sure any cash donated is kept in a secure place and banked as soon as possible. If people are donating by cheque it is best to get them to write it to Step by Step directly. If they would like to Gift Aid the donation they need to complete a Gift Aid form.

# We Can Help!

## Lesson Ideas

We would be delighted to come in and talk to you and your students about Step by Step, the work that we do and how we can support your fundraising efforts and ideas.

We can do this in lesson settings, and can even attend off curriculum days with tailored lessons plans and workshops suitable for year 6s up to year 11s.

## Step by Step Materials

Please let us know if you would like any of the following materials:

- Balloons (max 10 per fundraiser)
- Collection tins
- Collection buckets
- Gift Aid Form
- Gift Aid Envelopes

## Useful Websites

[www.gov.uk](http://www.gov.uk) (find your local council and fundraising guides)

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

[www.sja.org.uk](http://www.sja.org.uk) or [www.redcross.org.uk/eventfirstaid](http://www.redcross.org.uk/eventfirstaid)

[www.hse.gov.uk](http://www.hse.gov.uk) and [www.food.gov.uk](http://www.food.gov.uk)

## Parent Power

Now that your school is fundraising for Step by Step, we would love to get the parents involved as well. Whether it is their workplace, social groups, the PTA or anywhere else they meet with people – we want them on board!

We can provide fundraising ideas, support and a sense of pride as they help young people create a brighter future for themselves. Will your school set the parents a Parent Power Challenge? The top fundraiser could win a prize and a spot in the school newsletter!

### *Challenge ideas:*

- Wear purple at work day
- Cake sale
- Quiz night
- Disco or themed party
- Football match or sports challenge
- Coffee morning
- Work raffle
- Car boot sale



# Paying In Your Money

Thank you again for raising money for Step by Step. Now it's time to get it to us so that we can put it to use, working hard to help young people!

**Donate by Post** – send a cheque made payable to:

Step by Step Partnership,  
36 Crimea Road,  
Aldershot,  
Hampshire GU11 1UD

Please include some information about how you raised the money and your contact details so that we can thank you. If you would prefer not to hear from us again just let us know and we can send a thank you but no further correspondence.

**Donate Online** - [www.justgiving.com/StepbyStepPartnership/Donate](http://www.justgiving.com/StepbyStepPartnership/Donate)

Please drop us an email to let us know about your fundraising and how much you have raised [fundraising@stepbystep.org.uk](mailto:fundraising@stepbystep.org.uk)

**Donate Directly into our Bank** – please contact us for our bank details [fundraising@stepbystep.org.uk](mailto:fundraising@stepbystep.org.uk)

**Matched Giving** – if you are holding an event where parents are involved, ask them if their employer will match fund the amount that they raise. Lots of companies do this and if they haven't before, your event could be the start of some great company giving in the future too!



## Gift Aid

Remember to ask your donors to Gift Aid if they are eligible to. It means that Step by Step gets an extra 25p per £1 donated. There are rules around Gift Aid so if you are unsure just ask us.

# Contact Us



01252 346107



fundraising@stepbystep.org.uk



www.stepbystep.org.uk



/StepbyStep1989

## Tell Us What You Did!

We would love to hear about your fundraising activities and how you got on. Why not drop us a line, telling us:

*How did you fundraise?*

*When was your event?*

*How many people took part?*

*Would you be happy for us to share your fundraising experience with other supporters?*

## Contacting You

Please let us know if you would prefer that we do not contact you in the future about our work or upcoming events.