

SIFA fireside

FUNDRAISING PACK

Thank you for taking on a fundraising challenge to raise vital funds for SIFA Fireside!

This pack contains helpful hints and tips to help maximise your fundraising efforts.

If you have any questions at all, please don't hesitate to contact us at fundraising@sifafireside.co.uk or call 0121 766 1700, Monday - Friday 9am-5pm.

www.sifafireside.co.uk



@sifafiresideofficial



@sifafireside



@sifafireside



@sifa-fireside



CREATING YOUR FUNDRAISING PAGE

Create your page and personalise it



Create your page on your chosen fundraising platform. We recommend JustGiving, see the instructions below. **Tell your story!** Tell people why you're taking on this challenge and why SIFA Fireside is important to you. The more people connect with your challenge, the more likely they are to donate. **Set a fundraising target:** pages with a target raise an average of 46% more!

Share it far and wide

Start with friends and family: share your fundraising page link in texts and emails amongst people you know. **Share on your socials:** share the link to your page on whatever social platforms you use and tag us so we can share too! **Boost your fundraising at work:** link to your page on your email footer (check it's allowed!), ask about **match giving**, plan a **work challenge** to encourage colleagues to donate. **Reach new audiences:** share your page with community groups or clubs that you are a part of, consider contacting local news outlets to spread the word!



Collect donations and provide updates

Now your donations are rolling in, don't forget to provide updates to your donors and followers. You might feel like you're oversharing but most people donate after seeing at least three posts. **Photos and videos are key!** Provide updates directly to your fundraising page or post on your socials and add the link to your page. **Don't forget to thank your donors:** this also gives you another opportunity to link to your fundraising page without asking for donations.



Don't underestimate last minute givers

Up to 20% of donations could come in after the event. **Post on the day of the event** to remind everyone it's happening and thank them for all their support. **After the event:** don't forget to tell everyone how it went (with some final photos or videos) and that there's still time to make those last minute donations!



SETTING UP A JUSTGIVING PAGE

If you can, please use JustGiving for your fundraiser!

It takes a lot of administration to manage multiple fundraising platforms. JustGiving is our chosen platform because it automatically syncs new fundraising pages with our database and donations are received automatically into our account with zero admin required!

Don't worry if you've already setup a page on another platform! Just drop us a line at fundraising@sifafireside.co.uk to let us know.

1. Head to justgiving.com/create-page

2. When asked, select 'Yes, I'm fundraising for a charity'

3. Create an account, or log in to your existing account

4. Type 'SIFA' and select SIFA Fireside as your cause

5. Select your event or enter your own event details

6. Set your target! Be ambitious! (Don't forget to check about Match Funding with your employer)

7. Personalise your page - there's some text to get you started. Describe why SIFA Fireside is important to you!

8. Add a photo and publish your page!

SETTING UP A JUSTGIVING PAGE

Make sure you choose SIFA Fireside so your page is linked to us!

Are you raising money for a charity?

This helps us to determine Gift Aid eligibility. [Learn more](#)

Yes, I'm fundraising for a charity
Choose from thousands of local and national charities

No, I'm raising money for my own cause
Donations go directly to a personal bank account

[Next](#)

Choose a cause you'd like to support

RESULTS UK charities

- SIFA Fireside**
UK • RCN 1049728
- Change into Action
UK
- Bryncelynog Victory For Velindre
UK
- Dog food
UK
- Teddy medical care

Fill out your event details so your supporters know what you're up to!

Set your target so supporters can keep track of your progress.

Are you taking part in an activity?

I'm taking part in an event
A mass participation event, for example, a marathon, bike ride, or trek

I'm doing my own activity
Get creative and organise your own activity, like a bake sale or coffee morning

Just fundraising
As simple as asking people to donate to a cause that you care about

[Back](#) [Next](#)

How much would you like to raise?

Targets help to set the donors, maximising funds for your selected charity

£ 1000 GBP

£500 £1,000 Most popular £1,500 No target

Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

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Let your supporters know why SIFA Fireside is important to you.

Add a photo to your page and start your fundraising!

Personalise your page

A great story will help to engage potential supporters. Not ready? [Skip and add later](#)

Page title

Why are you raising money?

SIFA Fireside runs Birmingham's main Support Centre for people experiencing, or at risk of, homelessness. By supporting my fundraiser, you'll be helping them provide immediate and long term support to members of our community in Brum.

Starting with hot food, showers and clothing, SIFA Fireside ensures that all the services their clients need to lead healthy, happy and fulfilling lives are under one roof. The team offers support with emergency housing, health and wellbeing, independent living skills, employment, legal advice, tenancy support, community engagement and much more...

[Enhance my story](#)

Customise your web URL

[justgiving.com/page/my-crazy-adventure-1707409360039](#)


[Go back](#) [Next: Page cover](#)

Add a page cover

This is a large photo or video at the top of your page. Not ready? [Skip and add later](#)

Photo Video Stream

Custom photo



Zoom and drag to get the crop you want

[Rotate photo](#) [Remove photo](#)

[Go back](#) [Next: Finalise](#)

FUNDRAISING TIPS



Keep your supporters updated! Share when things are challenging too so people understand your journey and can offer support. Tag us where you can so we can share too!

 @sifafiresideofficial

  @sifafireside

 @sifa-fireside



Tie in festive seasons with your fundraising activities! Have a Burn's Night dinner party, organise an Easter treasure hunt, hold a pumpkin carving competition, offer a Christmas wrapping service, be creative and ask people to donate in return!



Use your hobbies! Offer paintings, caricatures, cakes, jewellery, Origami cranes - whatever you do best - in return for a donation.



Hold a games or quiz night: agree an entry donation or a donation based on scores! Snacks and leaderboard required!



Video content

Don't underestimate the power of video. Posts with video content are 6x more likely to result in a donation! You don't need a feature film, just a short clip with an update is all it takes!



Ask people to donate £2 to add a song to your challenge or training playlist. Raise extra funds and give yourself a boost when the song comes on; a reminder of all the people supporting you!



Contact us for a fundraising letter and see if a local business could provide you with a raffle prize for extra donations. Add a raffle to your games/quiz night to really boost your donations! See details below regarding raffles.



Rally some friends and organise a car boot sale or set up an ebay or vinted store to raise some extra funds *and* clear out your drawers!



Self employed?

How about adding an optional donation to your invoices?

Match giving

Lots of employers can 'match' however much you raise. This can be £ for £ and potentially double your total with very little work! Ask your employer if match giving is available and what you need to do to submit a claim.



Make sure anything you post includes the link to your fundraising page!

USEFUL INFORMATION



Charity number

So everyone knows where their donations are going, please make sure any posters or information about your event includes the following:
“SIFA Fireside is a registered charity in England and Wales (1049728)”.
Not the catchiest, but very important!

If your event is in a public place, you must get permission first, from the local authority or property owner. It's a good idea to get the permission in writing for your records.

Permission

Insurance

Depending on your event, you might need insurance. If your event involves the general public, it's important to have Public Liability insurance. Your venue may already have insurance that would cover your event, so check with them first. If your event is at home or on private property, check your insurance covers this.

Serving up delicious treats at your event? Although you don't need approval or certificates to prepare and serve food, make sure you follow the guidelines at www.food.gov.uk to make sure any food is safe for people to eat.

Serving food

Public collections

If you are planning on collecting donations in a public place (e.g. on the street), you will need a licence and an authorisation letter from us. Please contact us so we can help. You can email us at fundraising@sifafireside.co.uk or call 0121 766 1700, Monday - Friday 9am-5pm.

Raffles are a really great way to boost your fundraising efforts. To keep things simple and legal, just remember to:

- 1) **ONLY** sell raffles at the event, **NOT** before the event or offsite/online
- 2) Provide physical tickets to those who enter the raffle

You can announce the result at the event **OR** after it has ended, just let people know when. Find out full details [here](#).

Raffles

Paying in

your donations



JustGiving: Sit back and relax. Your donations (and any Gift Aid) comes directly to us!

Cash: If you have cash donations, please pay the cash into your account and either:

- 1) Write us a cheque made payable to SIFA Fireside and post it to:
48-52 Allcock Street, Birmingham, B9 4DY
- 2) Contact us for our bank account details and make a BACS transfer directly to us

Please use the sponsorship form below to allow us to claim Gift Aid on cash donations

Contact us at fundraising@sifafireside.co.uk or call us on 0121 766 1700 and we will be on hand to assist!

Sponsorship and Gift Aid declaration form



Your details

Name	
Address	
Postcode	
Phone number	
How did you fundraise?	

Gift Aid: boost your donation by 25p for every £1 you donate, at no extra cost to you

If I have ticked the box headed 'Gift Aid?', I confirm that:

- I want to Gift Aid my donation below and any donations I make in the future to SIFA Fireside.
- I am a UK Income or Capital Gains taxpayer.
- The donation detailed below is my personal money, has not been made on behalf of someone else, and the donation has not been made in return for something (e.g. sweepstakes, proceeds from sales or collections).
- I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference.

Please let us know if you want to cancel the declaration, change your name or home address, or no longer pay sufficient tax on your income.

Sponsor details

Please use blue or black pen and write in CAPITAL letters.

Please ensure the details of each donation are recorded accurately in your sponsor's own handwriting – forms in the same handwriting or printed are not valid for Gift Aid purposes.

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for SIFA Fireside to claim tax back on your donation.

Sponsor's Full Name (First name & surname)	Sponsor's Home Address Only needed if claiming Gift Aid. NOT work address.	Postcode	Date paid	Donation Amount	Gift Aid? ✓
DANNY EXAMPLE	12 EXAMPLE ROAD BIRMINGHAM	B1 ABC	1/1/24	£20	✓

