



Your essential guide to having fun, getting it right and raising money for a great cause!

St GILES TRUST

Fundraising Ideas



Contents

- Welcome3
- Who we are4
- Who we work with.....5
- What your money does6
- Got ideas?7
- Running events8
- Adventure challenges10
- Need some more ideas?12
- Legal niceties13
- Money matters14
- Final steps15

Thank you for fundraising for St Giles Trust!

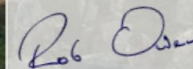
We could not do the work we do without your support and there are many ways to support St Giles Trust and have fun into the bargain!

We hope you will find this guide packed full of great ideas, amazing personal stories and clever tips to inspire you.

Whatever activity you've got planned, enjoy it and have fun. We'll make sure that every penny you raise helps make a dramatic difference to people's lives.

Thank you again for your help and support, and keep an eye on our website for news and updates.

Best wishes,



Rob Owen
C.E.O.
St Giles Trust



St GILES TRUST

St Giles Trust helps ex-offenders and other disadvantaged groups address multiple needs such as homelessness, mental or physical health problems, poverty, unemployment, addiction, disability and poor basic skills.

We put people who want to change at the heart of the solution. We work with over 20,000 people a year. As well as housing advice services, we also provide targeted support and training projects to address the needs of vulnerable people in prisons and communities across London, the south east, south west and East Anglia.

Our purpose is to break the cycle of offending and our vision is to create safer communities by turning lives around and preventing the children of offenders from becoming the next generation involved in the Criminal Justice System.

Pictured: Michael, on his release day



A delicate balancing act

Our clients are amongst the most disadvantaged people in society. While there is not a 'standard' client, here are some of the more likely problems and basic solutions faced by the people we work with...

Prisoners are...

x18
more likely to have been in care as a child

The Social Exclusion Unit has identified key factors influencing re-offending...

education

employment

x3.5
more likely to be dyslexic

housing

x13
as likely to be unemployed

drug/alcohol misuse

82%
are at, or below, the writing level expected of an 11 year old

mental and physical health

institutionalisation and life-skills

x10
as likely to have been a regular truant

attitudes and self-control

financial support and debt

27
is the average age of someone sentenced to custody

family networks



What your money does...

At St Giles Trust we believe in helping ex-offenders, the homeless and other marginalised members of society to make positive changes in their own lives. Everything you raise for St Giles will help our clients move away from crime and homelessness, **no matter how little or how much you donate.**

£9 buys a birth certificate, to help change someone's life.

£15 helps a disadvantaged young person visit a museum for the first time.

£20 buys a child's bedding set for a family unable to afford this themselves.

£28 would help pay for an emergency room for the night and a hot meal.

£50 helps our Training team give basic literacy skills to build a person's confidence in filling out application forms.

£100 would help towards the deposit in sustaining a young person's private rented accommodation.

£500 will pay for the training costs for a St Giles Trust 'Peer Advisor', enabling them to support for fellow prisoners.

...and where we spend it...



One fab donation of £5k bought a used car to help our women's WIRE project reach clients across the UK (left).

What's your **BIG** idea?

Chances are by now that you already have a good idea of how you're going to fundraise for St Giles Trust. If not, here are a few suggestions. Remember, no matter how big or small your event, or how much money you raise, you can be sure that every penny will make a difference.

Run away with yourself

If you are fleet of foot, there are many running events across the UK, in which you can fundraise for us.

Have an adventure

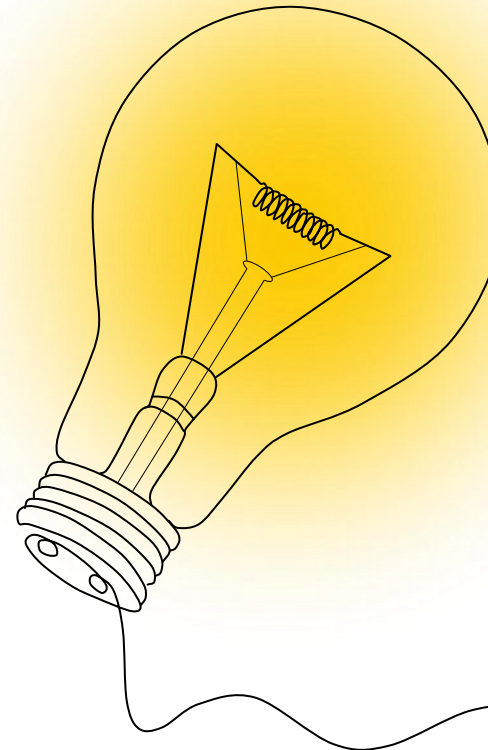
Maybe you fancy doing something a little different, such as mountain trekking or horse riding or different adrenaline pumping activities which enable you to raise money for St Giles Trust.

Be a social animal

If a more leisurely form of fundraising appeals to you, there are loads of ways to raise money for us. BBQs, cake sales and fancy dress parties are all good options for those of you with good hosting skills.

Use your brain

Pub quizzes go down well with those who are the fonts of all knowledge and even sponsored charity ghost watches have been done by those with nerves of steel!



Help keep St Giles Trust running!

If you are up for a physical challenge - as well as raising a fantastic sum of money for St Giles Trust - a running event might be perfect for you.

We have places in a number of events with different distances and targets to aim for. We give you an official St Giles Trust running vest and are on hand with any fundraising or training guidance for you.

If you have your own place in these or any other events, just let us know so we can send you a vest and be on hand to help with any advice (*right*).

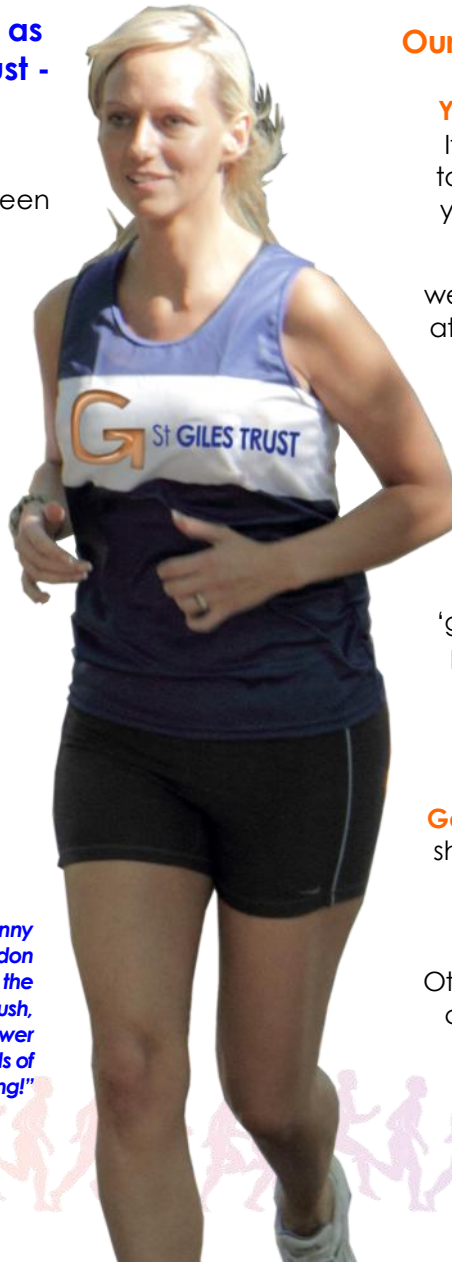
We also have places in the following events, paced towards different abilities and experience.

The **Virgin London Marathon** takes place every year in April is the UK's most prestigious and challenging running event, taking runners on a 26.2 mile route around London.

For beginners who are keen to take on a challenge the **British 10K** is ideal! The 10km (6.2 miles) route runs through central London, past Trafalgar Square, the London Eye and Big Ben. The 10k is in July.

Half marathons such as the Royal Parks (October) event are always popular, especially for experienced runners looking to push themselves up to 13 miles.

Pictured: PA Penny describes the London Marathon "It was the most amazing rush, running under Tower Bridge with thousands of people cheering!"



Our top racing tips...

You REALLY DO need to train.

It can be dangerous to race totally untrained, only do so if you can face the challenge.

If attempting the Marathon, we recommend you have run at least 18 miles in one session before the big day.

Don't know where to start? Get some guidance!

Most races offer online training programme. Follow one if you are a novice. Many offer 'getting away with it' training plans to fit in with a busy life.

Set aside training times and plan them into a timetable.

Get proper trainers. The right shoes at a specialist running shop can be invaluable.

Cross-train and stretch out Other activities, like swimming, cycling, dancing or going to the gym, will also increase your stamina.

Stretch out properly for five minutes before and after a run.

Eat well and get your vits!

Don't drastically change your diet but training for longer runs can take its toll so eat good food regularly.

Carbohydrates - like bread, potatoes and pasta - offer slow release energy and are good the day before a race. Make sure you are getting your five-a-day in.

Seek help if you are injured

Don't despair if you're injured but don't ignore it either.

Seek medical advice as soon as possible and follow it. Treat yourself to a sports massage every so often to ease out knots and tension.

The power of the mind

Remember that running is as much about the mind as well as the body! Think positively. Reward yourself for tackling challenges successfully.

Adventure challenges

Fancy a challenge? Want friends or colleagues to get involved in some team building? Our supporters regularly take part in a number of physically challenging fundraising endeavours - from the **3 Peaks Challenge** and the **London Triathlon** to **biking** and **hiking** and the **Charity Challenge** - whatever your poison, we've got it covered!



The London Triathlon

The **London Triathlon** is the largest triathlon in the world, and this year we hope to find some athletically gifted supporters to take on the challenge for St Giles Trust!

This annual event attracts a world class field of elite athletes and more than 11,000 competitors (and 30,000 spectators!) to the **ExCeL Centre** in the London Docklands. **The 2012 Triathlon will be held on Saturday 22nd and Sunday 23rd September.**

If you want to swim, run, cycle, or do all three, we would love to hear from you – you can take part by yourself or get together with a couple of mates to complete the challenge.

Get in touch anytime for more details on **020 7703 7000** or emailing us at **fundraising@stgilestrust.org.uk**.

3 Peaks - 3 Countries - 24 hours

For the seriously fit: the **3 Peaks Challenge** is a mountain endurance challenge where teams attempt to climb the highest peaks of our island's three countries.

If **YOU** would like to climb Ben Nevis, Scafell Pike and Mount Snowdon then you're in luck! We're recruiting for the next 3 Peaks adventure. **Call us!**

In May our team raised an amazing **£6k** to help more clients break free from crime and homelessness!

Read about their exploits at: **stgilestrust.blogspot.com**

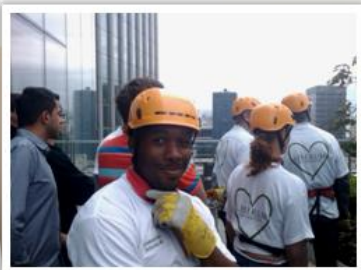


Ben Nevis
1,344m



Scafell Pike
978m

Snowdon
1,085m



Photos (clockwise from left) Chris goes abseiling in the City; the Three Peaks team enjoy a well-earned pint; volleyball on Brighton beach; Tyrone takes in the view of the Lake District; and Colin enjoys the zip-wire course in Kent.



Fundraising A-Z

The world is you oyster! More great ideas to help you get out there, have fun and raise money for disadvantaged people.

- A**
 Abseiling
 Afternoon tea stall
 Antiques fair
 Assault course
 Athletics event
 Auction of favours or promises
 Auction of unwanted goods
- B**
 Badminton tournament
 Bake-a-cake stall
 Baked bean bath
 Ball or dance
 BBQ
 Beard shave
 Bingo
 Bring & buy sale
- C**
 Cabaret night
 Caption competition
 Car wash
 Car boot sale
 Coffee morning
 Cricket match
- D**
 Dance-athon
 Darts competition
 Disco
- E**
 Easter egg hunt
 Expedition
- F**
 Face-painting
 Fancy dress pub-crawl
 Fashion show
 Five-aside tournament
 Fun run
- G**
 Garage sale
 Garden party
 Go-karting
 Golf competition
 Grow a beard/moustache
 Guess the weight/ height/ name of...
- H**
 Half marathon
 Halloween party
 Honesty box
- I**
 Indoor games
 It's a Knockout
- J**
 Jogging (sponsored)
 Jumble sale
 Justgiving.com
- K**
 Karaoke night
 Knit-in
 Knobbly knees competition
- L**
 Lotteries
- M**
 Lunches
 Limbo dancing
- M**
 Marathon
 Market stall
 May fair
 Mile of pennies
 Mountain bike race
 Muffi day
 Mystery tour
- N**
 Name that tune
 New Year's resolutions (sponsored)
- O**
 One day fast
 Open day
- P**
 Painting competition
 Pyjamas at work
 Pie eating contest
 Plant stall
 Pool competition
 Pram race
 Pub games night
 Pub crawl
- Q**
 Quiz night
- R**
 Races
 Raffles
 Ruff race
 Relay race
- S**
 Shoe shining
 Silent auction
 Skittles
 Slave auction
 Sports day
 Swear box
 Swimming (sponsored)
- T**
 Talent night
 Ten-K run
 Themed party
 Three-legged race
 Three Peaks
 Treasure hunt
 Trek in Mongolia
- U**
 Underwater hunt
- V**
 Valentine's Day party
 Volleyball
- W**
 Waxing
 Wheelbarrow race
 Wine tasting
- X**
 Xmas party
- Y**
 Yacht race
 Yard of ale
- Z**
 Zip wire

Keeping it **safe** and **legal**

We want you to have fun AND to use your common sense. We're not expecting you to risk-assess a tea party but for more complicated, adventurous, physical or particularly commercial activities, you must look before leaping...

Risk assess your venue, bearing in mind what kind of activity or event will be taking place on the day. Identify what could go wrong, and how likely that is to happen. Having recognised the biggest risks, you can figure out what steps need to be taken to stop that happening.

For more info visit: [hse.gov.uk](https://www.hse.gov.uk) (the Health & Safety Executive)

If your fundraising involves a public collection, putting up banners and signs in public or providing alcohol and/or entertainment, check the guidelines and permission requirements with your Local Authority.

If planning a **raffle or lottery** get in touch with the **Gambling Commission**.

Call **0121 230 6666** or visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

If providing or selling food and drink, make sure everything is prepared hygienically and safely. One person should have a foundation-level food hygiene certificate but if not make sure everyone has read the Food Standard Agency's **'Guide to Food Hygiene'** (available at [food.gov.uk](https://www.food.gov.uk)).

Have an emergency procedure in the event of a fire, and that you know where the fire extinguishers are. It is also good to have a first aid box.

Please note: sadly St Giles Trust cannot accept any liability for accident, injury, loss or damage as part of your fundraising.

If you want any information on the laws and codes of practice surrounding fundraising, just call on **020 7703 7000** or email us at fundraising@stgilestrust.org.uk and we will be happy to help.

What to do with the money

Now you've done the hard work all you have to do is pay in your hard-earned cash to St Giles Trust. You can do this in one of the following ways...

Online pay in a single sum at stgilestrust.org.uk/support-us

Just Giving via JustGiving.com, just search for St Giles Trust to donate.

Virgin Money Giving search virginmoneygiving.com for St Giles Trust and donate.

Text giving is a new, campaign-specific way of

donating. **Look out for campaign codes** on our website and in newsletters.

Gift aid is great! Get supporters to tick the Gift Aid box on the sponsor form. This earns and **extra 25p per £1** and to do this we need your full name and address.

By post monies can be made payable to '**St Giles Trust**'. Send your cheque, with the paying in slip to **Fundraising Team, St Giles Trust, 64-68 Camberwell Church St., London SE5 8JB.**

Left: St Giles Trust's London Marathon Team get together for a well-earned pint in front of the flag.



Final steps...

Now you've done all the hard work and you're nearly there! These are our final few tips to successfully finish your fundraising.

Don't forget to THANK everyone who helped you do it – whether they baked cakes, took on a quiz or simply showed up to lend their support!

Let everyone know how you did – email your friends and family with an update and post your fundraising total and photos on social networking sites like Facebook and Twitter.

While you're at it, don't forget to **let us know how you got on!** We love to see our fundraisers in action and we are always grateful for any snapshots and details of fundraising events.

If you like, we can even feature your **hard work in our quarterly newsletter**, Gateway, or on our website, to let all our friends and supporters know about your fundraising experiences.

For any further information please contact us:

St Giles Trust

64-68 Camberwell Church Street
London SE5 8JB

T: 020 7703 7000

F: 020 7703 5695

E: fundraising@stgilestrust.org.uk

W: www.stgilestrust.org.uk



Charity Reg. No.: 801355
Company Reg. No.: 2175146 (England)



St Giles Trust is
proud recipient
of the following:

