



Social  
Interest  
Group

# Fundraising Toolkit

In aid of Social Interest Group, registered charity no. 1158402.



Registered with  
**FUNDRAISING  
REGULATOR**

# Welcome to SIG's Fundraising Toolkit!

This fundraising pack has all you need to make your fundraising activity a success and help create a brighter, fairer future for those who need it most.

SIG's Fundraising Team is here to help. Reach out to us today to discuss your plans and receive support:

**[fundraising@socialinterestgroup.org.uk](mailto:fundraising@socialinterestgroup.org.uk)**



# Thank You For Choosing to Fundraise For Us!

Your efforts mean we can offer our participants and residents the best possible support, bringing us another step closer to achieving our mission of keeping people out of prison, out of hospital, and off the streets for good.

# *Make a Difference:* **How Your Fundraising Helps Change Lives**

Across SIG's subsidiary charities (SIG Penrose, SIG Pathways to Independence, SIG Equinox, SIG Safe Ground, SIG Housing Trust, and Milner Gibson, we provide life-changing services for people at critical moments.

Fundraising is vital in improving the lives of the people we support. Fundraising efforts by people like you help us not only keep a number of our services running but also enable us to provide extra support including:

**Vital support packs of essential items for people rehoused after experiencing homelessness, mental ill health or abuse, helping them on their journey to stability.**



**Activities including in-house arts and crafts sessions, community-based activities, and days out to help those recovering to create positive memories.**



**Programmes and workshops to help people on their journey to recovery, including accessing employment, training, and education.**



***"Helping one person might not change the whole world, but it could change the world for one person."***

# What Can the Money You Raise Buy?

At Social Interest Group, we make sure that every single penny you raise is put to good use. Whether it's £5 or £5,000, know that you are really making a difference to the lives of those we support. Here are just some of the ways the funds you raise will be spent:



**£5** can cover transport costs for someone trying to make a great change in their life, like attending a job interview, or medical appointment, showing them they are not alone on their journey.



**£20** can provide materials for creative arts and crafts sessions, giving residents and participants a valuable opportunity to unwind, express their feelings, and build their confidence in a supportive environment.



**£50** can fund a Move-in Pack filled with essential items like bedding and kitchenware, helping someone start their new life with dignity and comfort.



**£100** can provide long-term, personalised support, empowering individuals to rebuild their lives and overcome the challenges they face.

You can support us through a one-off donation, regular giving, individual fundraising activities and events, or donating to one of our fundraising campaigns. If you want to make a difference and transform the lives of the people we support, please get in touch. To donate to SIG visit:

[justgiving.com/socialinterestgroup](https://justgiving.com/socialinterestgroup)

**JustGiving™**

# Step-by-Step Guide to Becoming a Fundraiser – *Part 1*

# 1

## Well Done!

You have already taken the first step by making the decision to fundraise.

# 2

## Event

Think about what activity you would like to do and whether this is a 'one-off' event, like a bake sale or if you intend to fundraise long term, like training and completing for a marathon.

# 3

## Tell Us

Make sure you tell us about your event so that we can send you any materials you might need i.e. social media and poster templates or t-shirts. This will also allow us to support you throughout.

# 4

## Planning

Ensure there is enough time for you to arrange everything you need to before the event. This includes training for sporting events.

# 5

## Set a Target

You should aim to raise at least three times the amount your event costs. Try to keep expenses to a minimum by getting items or services donated or discounted.

# Step-by-Step Guide to Becoming a Fundraiser – *Part 2*

6

## Venue

If you need to, find a place to host the event; somewhere accessible and within your budget.

7

## Date

If this isn't already decided by an event organiser, choose the ideal date and time for people to attend.

8

## People

Think about who you need to make your fundraising a success, and how to reach them.

9

## Promote

Think about how you will promote and advertise your event, remember to put up posters, send emails, use social media, and contact your local newspaper.

10

## The Big Day!

Remember to enjoy yourself and don't forget to take lots of photos to send to the fundraising team, or tag us on social media.

# Fundraising Ideas



Do a sponsored run, cycle, swim, or climb.



Get everyone in your office to offer £2 for a dress-up or dress-down day.



Host a bake sale.



Host a raffle or quiz night with teams paying to enter.



Get sponsored for a month free from smoking, drinking, meat-eating, or other habits and challenges.



Hold a car wash or book sale.



Organise a music or art event and charge for entry.

# Making Your Event Safe and Legal – Part 1

When you are fundraising for Social Interest Group, you are acting “in aid of” Social Interest Group, rather than “on behalf of” or “representing” Social Interest Group.

This means that you are operating independently of Social Interest Group, and what you do does not fall under the control of the charity.

Please make sure your posters include the line *“In aid of Social Interest Group, registered charity no. 1158402.”*

## First Aid Cover

You may require first aid cover for larger events. The amount of first aid cover required will depend on the event size – check with your local council for advice. First aid providers you might try are *St. John Ambulance* ([www.sja.org.uk](http://www.sja.org.uk)) or *The British Red Cross* ([www.redcross.org.uk](http://www.redcross.org.uk)).

## Collections

It is illegal to carry out house-to-house or public street collection without a license.

If you want to do a collection on private property – for example, a train station or supermarket – you will need permission from the manager. Social Interest Group will need to see written proof that you have permission to collect on any private premises.

## Temporary Event Licenses

If you are having alcohol and/or live music at your event, you will need to apply for a temporary event license. Licensed premises – like pubs, bars, and restaurants – should all be fine. Contact your local council if you need to apply for a temporary license.



## Food Hygiene

If you are selling food to members of the public, you will need to ensure the vendor/catering supplier is licensed.

## Raffles and Lotteries

If you are holding a raffle and have a single prize worth more than £200, or you are selling tickets prior to the date of the event, you may need a license.

Please contact your local council and look at the *Gambling Commission* website ([www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)) for further information.

**While we are grateful for all your support, at Social Interest Group we cannot accept liability for your fundraising event.**

**Please make sure all relevant insurances and licenses are in place.**

If you are planning to collect donations online for your event, please read the fundraising regulators guidance: **[Setting up an online fundraising appeal: advice for the public](#)** | **[Fundraising Regulator](#)**

## Sponsored Events

Sponsored events are good fundraisers to attract people of all ages, young and old. Setting up your own online sponsorship is the easiest and quickest way to collect immediate support from friends, family, and work colleagues.

All you have to do is log onto [www.justgiving.com/socialinterestgroup](http://www.justgiving.com/socialinterestgroup) and once you've set up your fundraising page, you can start directing your supporters there.

Online donation is safe and easy, and ensures all money comes straight to Social Interest Group.

## Top Tips

To attract the most people and give yourself the best shot, here are a few top tips:



**Personalise your page – add a photo and state why you have chosen to fundraise for us.**



**Edit your page at any time with updates and news.**



**Promote your fundraising page in your email signature, on social media, on your blog, and on your website.**



**Tell everyone you know, and don't be afraid to send reminders! Once people see your dedication, they will soon want to make a donation.**

## Sponsorship Form

You can request a sponsorship form by emailing us or our team via: [fundraising@socialinterestgroup.org.uk](mailto:fundraising@socialinterestgroup.org.uk).

Give forms to friends, family, and local businesses to help collect extra donations. You could even ask your local hairdressers or newsagents if you can put a copy on their pay counter, or a poster in their window.

## Matched Giving

Don't forget to tell your employer that you're raising funds for Social Interest Group and why you're doing it. Most companies are willing to help by matching the amount you have raised, or offer near the to the total. It's a great way for your company to support you and the charity.

# Using Social Media to Boost Your Fundraising

## LinkedIn and Facebook

- Follow our account and tag us in your posts – *@socialinterestgroup*
- Use status updates to let your followers and friends know what you're doing.
- Ask your friends to talk about what you're doing in their status updates.

## Instagram

- Follow our account and tag us in your posts – *@socialinterestgroup*
- Post photos or videos about what you're doing and why.
- Make sure to #hashtag your video with keywords like *charity* and *fundraising*.

## Threads

- Follow our account and tag us in your posts – *@socialinterestgroup*
- 500 characters isn't a lot, so post little and often with regular updates about your fundraising projects.
- Tag us whenever you post about fundraising so we can hear what you're up to and join the thread.

## Blog

- Set up a blog and update friends, family, and the wider blogging community on your fundraising efforts.
- Write regular entries with stories or information about your fundraising event, whether it's your marathon training or event preparation.
- Update your blog with pictures, videos, and text.

# Other Ways to Support Us

## Fundraising at Work

If you would like to discuss how your company can help to support Social Interest Group, please contact the Fundraising Team via [fundraising@socialinterestgroup.org.uk](mailto:fundraising@socialinterestgroup.org.uk) – we're happy to help!

## Collection Tins

As a country we have £345 million of loose change. You could help us by asking your place of work, your local pub, or local shop whether they would mind having one of our collection tins and help us put some of this loose change to good use. To order a collection tin, please contact SIG's fundraising team.

## Making a Gift in Your Will

Making a gift in your Will is a wonderful way to help continue the work that already takes place at Social Interest Group. It's easy to do, will be free from inheritance tax, and it doesn't cost a penny during your lifetime. Contact our fundraising team for more information.



**Social  
Interest  
Group**



Telephone: **020 3668 9270**  
Email: **[fundraising@socialinterestgroup.org.uk](mailto:fundraising@socialinterestgroup.org.uk)**  
Website: **[www.socialinterestgroup.org.uk](http://www.socialinterestgroup.org.uk)**  
Socials: **@socialinterestgroup**



Registered with  
**FUNDRAISING  
REGULATOR**

Social Interest Group (SIG) is a leading UK charity providing bespoke person-centred health and social care services through SIG Penrose, SIG Equinox, SIG Pathways to Independence, SIG Safe Ground, and SIG Housing Trust. Our mission is to empower independence through trauma-informed solutions and dynamic partnerships that keep people out of prison, out of hospital, and off the streets.

**Charity no. 1158402 | Company no. 9122052**



**Penrose**

**Equinox**

**Pathways to  
Independence**

**SIG Housing Trust**

**Safe Ground**

**Milner  
Gibson**