Welcome to the St Mungo's #HomeTeam

St Mungo’s
Ending homelessness
Rebuilding lives

events@mungos.org
020 3856 6230
TeamMungos
StMungosUK
StMungos
Welcome

Thank you for signing up to fundraise for St Mungo’s – we’re so pleased to have you on board!

This fundraising pack will tell you more about St Mungo’s and the work we do which you will be supporting, as well as tips on how to reach your fundraising target.

If you have any questions, need information, or fundraising materials, please don’t hesitate to get in touch – we are on hand to help!

About St Mungo’s

Our vision is that everyone has a place to call home and can fulfil their hopes and ambitions.

We provide a bed and support to nearly 3,000 people sleeping rough per night who are either homeless or at risk as we work to end homelessness and rebuild lives. As a homelessness charity and housing association our clients are at the heart of what we do.

We support men and women through more than 300 projects including:

- Emergency, hostel and supportive housing projects
- Advice services
- Specialist physical and mental health services
- Skills and work services

We believe in our clients’ potential. We are committed to every individual’s sustainable recovery.

We currently work across London and the south of England including Bristol, Bournemouth, Reading, Milton Keynes, Oxfordshire and Sussex, as well as managing major homelessness sector projects such as StreetLink and the Combined Homelessness and Information Network (CHAIN).

We influence and campaign nationally to help people to rebuild their lives.

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Registered Charity No. 1149085  Company No. 8223808 (England and Wales)  Housing Association No. LH0279
Auction of promises

Bake off

Curry Night
  Indian?  Malaysian?  Thai?

Dog walking

Everything must go!
  Car boot or garage sale

Fancy dress party

Gaming marathon
  24hrs hours non-stop gaming

Hair
  Shave it. Wax it. Grow it.

Indoor sports or games evening

Jars
  Swear jar/sweets in a jar

Knock out tournaments
  Football?  Netball?  Hockey?

Lent
  what will you give up?

Matched Giving
  will your employer match?

Newspaper
  send a press release about your fundraising event to your local newspaper

Online giving
  check out the next page, all about how to master this!

Put on an event

Quiz night
  let’s get quizzical – pick any topic you like!

Raffle

Sweepstake
  Eurovision?  X factor?  Sports tournaments?

Themed events

Underwear
  wear it on the outside for a day? Host a party?

Eggie or vegan
  change your diet for a week (or a month?)!

Ear something wacky
  £1 for participants, £2 for the others?

Mas Bazaar

YES day
  say yes to everything!

Zumba dance-off!
JustGiving’s top ten fundraising tips

1. Ready for your close up?
Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.

2. Tell your story
People will give more if they know why you care. Add your story to your page.

3. Smash your target
Pages with a target raise 46% more. Be brave and tell the world what you’re aiming for.

4. Add a summary
Give your supporters a quick snapshot of what you’re doing and why. It could raise an additional 9%.

5. Don’t do it alone
There’s strength in numbers – people that are part of a team raise 10% more.

6. Find your company
Impress your boss by linking to your company’s Profile on JustGiving. It could boost donations by 20%.

7. Update your friends
Been out training or have some news about your fundraising? Post an update to keep your friends interested.

8. Get creative
Give people an extra reason to donate. “If I raise half my target in a week I’ll dye my hair blue.”

9. Share your page
Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.

10. It’s all over... or is it?
Twenty percent of donations come in after the event. You never know who might still be feeling generous...
“For me, memories flood back when talking about the past, like the time when my ears were full to the brim with mental health diagnoses when I was 13 years old, to the times when I was water-hosed at 6am for sleeping on a street behind a hotel. As well as the times that I was called “scum of the Earth”, kicked around and beaten when sleeping rough.

But it also reminds me that all of those memories and all of my experiences can be shared to get policies and laws changed. I am growing in confidence and my dedication to making our voice heard drives me forwards today and in my future; campaigning for change.

It’s important that everyone has a quality of life. Who is anyone to say who can and can’t have that? It upsets me because I know that isn’t the reality. I have friends with mental health problems who don’t have what I have, a nice flat. Not something which is dark and dingy and makes them feel worse about themselves, but instead the feeling of a place to call home.

It is the support I’ve received over the years and building strong and positive relationships with people that has enabled me to rebuild my life. What I have achieved up to now is me knowing that I’m making progress in my recovery.

It is also with thanks to the supporters of St Mungo’s, people like you.”

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Good luck and thank you for your support!