



The Gingerbread guide to fundraising

**Everything you need to take your
fundraising to the next level**





Welcome!

First of all a huge thank you for your support - we're so pleased to have you on board!

Whether this is your first time raising money for charity or you're an experienced fundraiser, it can be difficult to know where to start to make your fundraising a success.

But don't worry because we're here to help! We've got everything you need to help kick start your fundraising and make sure you reach your target.

In this booklet you'll find...



All about Gingerbread



Ideas for fundraising



A guide to fundraising online



Hot tips to help you hit your fundraising goal



How to pay in fundraised cash



All about Gingerbread

Life for the 2 million single parents in the UK has never been harder.

Despite most being in work, single parents are twice as likely to be in poverty than coupled parents. They face prejudice and judgement. And the loneliness and isolation they experience compounds things, putting their mental health and wellbeing at serious risk.

That's why we're here to fight for single parents and their children.

We campaign against the systemic inequalities and injustices – in the workplace, in the benefits system and in society – that single parents face every single day. We challenge the stigma and negative perceptions around being a single parent. We provide information to support all single parents so that they have the tools to support their children. We provide a support network so that, with Gingerbread, no single parent is ever alone.

And we work closely with organisations who share our values and our objectives.

Together we can create a world where all single parents and their children don't just survive but thrive.

Support for today

Over 3,000 members of local groups across England and Wales, all sharing their experiences and supporting one another.

Our local groups are led by single-parent volunteers and are a safe, welcoming space, allowing members to meet other single parents, facing similar challenges.

Local groups are also great for helping children make friends with other children from single parent households.

Change for tomorrow

We challenge social stigma and influence government policies, to create change and improve the lives of single-parent families.

We collaborate with parents, policymakers and media to tackle issues like:

- Reforming the Child Maintenance Service
- Securing flexible working
- Making childcare work
- Tackling child poverty and improving welfare support





Ideas for fundraising for Gingerbread

Fundraising can come from any activity that can generate money. Make it as fun and unique as you can! Here are a few ideas to get you started...



Tasty treats

Do you have a sweet tooth? You could host a bake sale, a ticketed tea party or a cake decorating competition.

Make it seasonal with chocolate eggs at Easter, a picnic in the summer or gingerbread at Christmas

Cash in the attic

Sell your unwanted books, clothes or bric-a-brac at a jumble sale, yard sale, car boot or even eBay and donate the profits to Gingerbread.



Dressing up or dressing down

Get together with colleagues to have a fancy dress day in the office. Or, if you spend the week in suits and ties, suggest a dress-down day

Alternatively, you could collect fancy dress items and have people sponsor you (per item) to wear them for a day.

Make it personal

Ask friends and family to sponsor you to give up your favourite food or drink for a week (or a month if you're feeling really hardcore!)



Crafting

Do you have a talent in crafting? Whether it's woodwork, jewellery-making or painting, get crafty and sell your creations to friends, family and colleagues, and donate your profits to Gingerbread.

Whatever you decide to do, make sure it's something you'll find fun!



A guide to fundraising online

To create an online fundraising page, please sign up with Just Giving (JG). JG has 0% platform fees, which means all funds donated will go directly to us to help us continue our work.

How to sign up with Just Giving

1. Head to www.justgiving.co.uk/gingerbread
2. Click the "Fundraise for us" button at the top right of the screen
3. Either sign into your JG account or set up a new account
4. JG will ask a selection of questions to find out the type of fundraising activity you are doing, when you'll be doing it and how much you want to raise
5. You'll be able to share why you're raising money for Gingerbread and get your personalised web URL to share with friends and family
6. You can add your own photo or video or stick with the Gingerbread logo
7. You're almost finished! You just need to check the summary and say if you're happy for us to contact you about our work and you are good to go!

Just Giving tips to make the most of your fundraising

- Ask friends and family for sponsorship as soon as you've published your JG page.
- Post regularly about how your fundraising activity is going to keep your sponsors engaged and excited about your fundraising activity.
- You can create a QR code in your JustGiving page settings. You can save it on your phone for easy sharing of your fundraising page. You can also print it off and add to your sponsorship poster or sponsorship form (downloadable from <https://www.gingerbread.org.uk/support-us/fundraise-for-us/>)
- When you reach the date of your fundraising activity, people will no longer be able to donate to your fundraising page.
- Any sponsorship collected on your fundraising page will be automatically sent to Gingerbread so you can relax, knowing it's all been taken care of.



Hot tips to help you hit your fundraising goal

1. Ask your most generous friends and family to donate first

Our first hot tip is to ask the person you think will be most likely to give big to donate to your fundraising page first. It will give you a boost and encourage others to be as generous.

2. Don't be afraid to ask

You're doing something fantastic and challenging to support a great charity, there's no need to be shy about asking for support. No one will give unless you ask them!

Bonus tip: Ask your employer if they will match fund - for every £ you raise, they will give the same amount (up to X amount).

3. Timing is everything

People are more likely to be more generous immediately after payday. Post about your fundraising activity on your social media channels on the last working day of the month and you may get a little more towards your total.

4. Give something in return

If you're working towards a longer goal, like a challenge event, people usually only sponsor you once. By doing different small activities like a bake sale, a tea party (or something else from our list of fundraising ideas), you're making it fun for people to donate to you more than once!

Just remember to leave a break between events to give your friends' wallets a rest.

5. Enjoy it!

Our most important tip. Whether you're working towards a fundraising goal, taking on a high adrenaline challenge or simply having a fantastic party, you're doing something amazing for single parents. Enjoy every moment, knowing you're making a big difference.



Paying in cash donations

Sometimes, friends and family will give you cash for your fundraising activity. There are two ways to pass the money onto Gingerbread.

Donate it to your own fundraising page

If you have an online fundraising page, you can donate it to your page in less than a minute.

- Make a note of the exact amount you've collected in cash (down to the pence).
- Remember to NOT tick the Gift Aid box as the money is being donated on behalf of others.
- Keep the cash donations to replace the amount you've donated.

Send us a cheque

You can send us a cheque in the post.

- Remember to make the cheque out for the exact amount you raised in cash and include a note with your name and how you fundraised.



Get in touch!

fundraisingteam@gingerbread.org.uk

or message us on social media



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