

Your Porchlight fundraising pack



Help us tackle homelessness in Kent

Porchlight 

Welcome

At Porchlight we believe that everyone should have a safe place to call home and the chance to make a positive contribution to their community. You can help make it happen.

In this pack you will find tips, advice and lots of inspiration to help you make your fundraising a success. Every pound you, your friends, colleagues and family members raise for Porchlight will make a huge difference to the lives of vulnerable and homeless people in Kent.

If you need any further information or support visit www.porchlight.org.uk/get-involved call us on 01227 813199 or email getinvolved@porchlight.org.uk

Thank you for being part of the solution and have a great time fundraising!



Porchlight is Kent's leading homelessness charity

We help people who have nowhere to go and no-one to turn to. Some are homeless and need our help to escape the streets and rebuild their lives.

Others are struggling to cope with different pressures in their lives and need our support to keep on track. We work with more than 7,000 people each year, helping them with homelessness, housing, mental health, education and employment.

Becky spent large periods of her adult life homeless. Like many women living on the streets she was exploited and abused.

“I would be kicked awake by drunk people or spat on and told to get a job. I'd have to move around three or four times a night to find somewhere safe enough to get a few hours sleep.”

The turning point came when Becky met our outreach worker Ismaila who helped her find the right support in one of our hostels.

Becky is now looking at a better future. She's living in a place of her own and is determined to make something positive out of her experiences. She recently completed an epic cycling challenge across the UK and raised more than £500 for Porchlight!



How the money you raise will support our services

Many of our services are reliant on people like you fundraising for Porchlight. With your support we can transform local lives, here in Kent.



£25

could fund a basic starter pack of food and toiletries, helping someone feel cared for on their first night in one of our hostels.

£50

could fund the cost of 10 calls to our helpline, letting someone in crisis know they are not alone.

£153.75

could fund a Rough Sleeper Worker for a day who will go out and meet people who are sleeping rough, offering advice and starting the process to help them move away from the streets.

£500

could cover a rent deposit for someone who is moving on from Porchlight accommodation into their own place.

£1,000

could prevent 5 people from becoming homeless by supporting them in their own home for a month, helping them to sustain their tenancy.

Be inspired!



Kate took part in a colour run with her friends

“I’m not usually a fan of running, and had never thought of doing any organised runs before. But when I saw the KM were organising a local 5km Colour Run, I thought I’d challenge myself. It was an enjoyable and relaxed event, lots of families took part, and being covered in paint was really fun! Just close your mouth when you go past the paint cannons!”



The Smith family did a 10K bike ride and raised nearly £400

“We chose to support Porchlight because they offer long-term solutions rather than just temporary shelters — changing people’s lives for good. My son adores cycling so we organised a sponsored 10km bike ride; the kids had a great time and were very proud of themselves. Porchlight is an amazing charity, and the work they do is absolutely invaluable.”



Patsy took part in a sponsored sleep out, raising £2,500

“My experience of the Porchlight Sleepout was enlightening. Despite being in a safe environment I felt vulnerable — just imagine being a woman on the streets. However, unlike those living on our streets I could return to the comfort of my home and a warm bath after the event.”

Other ways to fundraise

There are lots of fun ways to hit your fundraising target, from social activities like a coffee morning, black tie ball or pub quiz, to personal challenges like running a marathon or cycling the UK (like Becky!).

Choose something that you will enjoy and makes the most of your skills and talents. One way or another, the impact of your fundraising will be tangible on your doorstep. Best of all, your fundraising efforts will be making difference to people in your local communities.

Online fundraising and JustGiving

The simplest way to ask friends, family and colleagues to sponsor you is to set up an online sponsorship page. Here's how to do it:

- Go to www.JustGiving.com/Porchlight
- Click on 'Fundraise for us' and follow the instructions
- Use our Top Tips (right) to make the most of your page.

JustGiving™



Top fundraising tips

Tell your story

People will give more when they know why you care so it pays to take some time to add your story to your page.

Show yourself!

Fundraisers with photos on their page raise 14% more per photo.

Set a target

Pages with a target raise 46% more so tell everyone what you're aiming for and encourage them to help you reach it.

Share your page on social media

Every share is worth about £5 in donations, especially when they're timed around pay day.

Keep people engaged

Send updates on your training and preparations for the big day – photos are always great to add.

Ask your employer if they will match fund you

Add the link to your page to your email signature.

The more the merrier

Don't do it alone, ask a friend to join you and double your fundraising!

Tell everyone how it went

20% of donations come in after the event so make sure to tell everyone how it went. Most people need a couple of prompts so this is a great opportunity to make that final ask.



Keeping it legal and safe

Porchlight branding

By law, Porchlight's charity registration number must appear on all posters, advertisements and other fundraising materials. Please display this as follows: "Registered charity number 267116" Materials should also indicate that the event is 'in aid of Porchlight'.

Please get in touch for permission to use the Porchlight name or In Aid Of logo.

Fundraising agreement

If your event involved the general public you need to obtain a Fundraising Agreement from us. It's a standard document but a legal requirement – simply get in touch and we will send it to you.

Raffles

For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and have prizes drawn at the event too (but no cash prizes). The same applies to private raffles where you are only selling tickets to members of a club. Tickets must not be sold by anyone under the age of 16. For more guidance, contact the Gambling Commission at www.gamblingcommission.gov.uk



Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need permission from the owner or manager. If you collect on the street you must gain a permit from the local authority for the area you wish to collect in.

The minimum legal age for collecting money in Kent is 16 years old. For all collections, you will need to get official collecting tins and collection tin agreements from us. Please don't collect money door-to-door; this is illegal without a licence.

Insurance

Ensure that you have appropriate insurance cover for your fundraising activity.

If you are using a third party venue then be sure to check their Public Liability Insurance documents. Porchlight cannot accept liability for events and activities that you run. If you have any concerns, please get in touch.



Health and safety

Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone attending it, is safe. You must think about potential risks involved and how to prevent problems arising. If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines.

You must adhere to these. Always carry out a risk assessment to ensure you have proper plans for the safety of participants. The Health and Safety Executive has further information and guidance at www.hse.gov.uk.

Food and drink

If you are selling alcohol at your event you need a liquor licence, which you can apply for from your local magistrate's court. At a one-off event, you don't need a licence to sell food, but you should follow Food Hygiene Regulations – these can be found at www.food.gov.uk.

For longer events that run over a number of days, where you will be selling food each day, you need to register with your local authority. Ensure food is stored and handled correctly and safely following hygiene rules. Foods that contain nuts or other ingredients that people may be allergic to must be clearly labelled.



What we can offer

We can give you help and advice to make your specific fundraiser a success.

Get in touch today to talk things through and to request:

- A Porchlight t-shirt or running vest
- Materials such as collection tins, banners, Gift Aid envelopes and leaflets
- A speaker for your event
- A template press release
- A hard copy sponsorship form.

Get in touch:

Tel: 01227 813199

Email: getinvolved@porchlight.org.uk



Paying in the money you've raised

After your fundraiser, choose a way to pay in from the options below. The sooner we receive your donations, the sooner you will be able to make a difference.

By phone

Call us on 01227 813199 (Monday to Friday 9am-5pm) to pay by debit or credit card over the phone.

By post

Send a cheque made payable to 'Porchlight' to Porchlight, 18-19 Watling Street, Canterbury, Kent, CT1 2UA Please do not send cash in the post. Please do include a note on how your fundraiser went and your address so that we can send you a thank you letter.

In person

Our Head Office in Canterbury at 18-19 Watling Street is open Monday – Friday 9am to 5pm and you are very welcome to pop in to drop off the funds you've raised.

Bank transfer

If you want to make a bank transfer please get in touch to request the relevant details.

Online

You can pay in via our website porchlight.org.uk Please make sure you use the comments box to tell us how you raised the money.



Good luck and thank you!

Thank you for joining us in the fight against homelessness in Kent.

Together we can build a fairer society where the most excluded are included and everybody has a safe place to call home.

 Porchlight1974

 Porchlight1974

 Porchlight1974

www.porchlight.org.uk/get-involved

18-19 Watling Street, Canterbury, Kent, CT1 2UA

Tel: 01227 813199

Email: getinvolved@porchlight.org.uk

Porchlight

Changing attitudes • Changing lives



Registered charity no. 267116

