

LandAid

Fundraising Toolkit

Hints and tips to help get you started



Charity No: 295157

landaid.org

Thank you for fundraising for us!



Whatever event or activity you organise, you can be sure it will make a big difference in the lives of young people facing homelessness across the UK.

Every year, thousands of young people in the UK find themselves homeless. Many are forced into overcrowded hostels, budget B&Bs, or, tragically, onto the streets. It's a pressing issue that we're determined to tackle.

At LandAid, we unite the property industry to support charities that deliver life-changing services to young people who are homeless, have experienced homelessness, or are at risk of becoming homeless.

Through our unique network of corporate partners, we channel funding and expertise to create a lasting impact where it's needed most.



Office Based Fundraising Ideas

Participation Challenges

- Dress Down Day
- Loud Tie Day
- Pay to Clock Off Early
- Job switch

Creative Engagements and Games

- Social Media Takeover
- Spelling Bee
- Office Quiz, Raffle, Sweepstake or Bingo
- Treasure Hunt

Friendly Competitions

- Office Olympics
- Great Office Bake Off
- Guess the Baby Photo
- Ping Pong Tournament

Sponsored Challenges

- Charge to Use the Lift
- Sponsored Office Silence



Questions and tips when planning your event

In Person Events

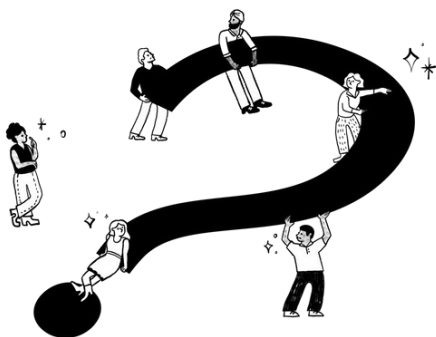
What policies and procedures does your company have in place regarding events?

How can we ensure everyone feels comfortable attending?

What venue or location is needed for the event, and do we need their permission before organising?

What potential costs are involved, and how will I cover them?

What is my plan for raising funds for LandAid through this event?



Virtual Events

1. Choose the event type and create a project plan, assigning tasks to team members involved.

2. Promote the event early using internal communications, email marketing, and social media channels.

3. Use an online form or similar tool to collect participants' names and email addresses (and home addresses if you'll be sending materials for the event).

4. You'll likely need tech support, whether it's just Zoom or a more complex setup. Remember: test, test, and test again!

5. Send participants all necessary information ahead of time, and follow up with a reminder on the day of the event.

6. Host the event!

Paying in your funds

Online Fundraising

If you are taking on a challenge or event to collect sponsorship, one of the best places to start is by setting up an online fundraising page. You can set up a JustGiving page at:

<https://www.justgiving.com/landaid>

Send us a cheque

Cheques should be made payable to "LandAid Charitable Trust" and sent to:

LandAid
55 Baker Street,
London
W1U 8AN

Please include a note with your email address and event details so we can thank you!

Pay in cash or transfer via BACS

Please make sure you reference your company and event on your payments. Cash can be paid directly into the LandAid bank account or bank transfer can be made using the details below.

Company Name

LandAid Charitable Trust

Bank	LloydsTSB
Account No.	0792706
Sort Code	30-90-69

By opting in for Gift Aid, LandAid can claim an extra 25% on your donation. Check our website for more information:

<https://landaid.org/events/fundraise-for-us/gift-aid-explained/>

Remember to

→ *giftaid it*



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REGULATOR