

Christmas Fundraising Pack



Welcome

Hello and welcome to our Christmas Fundraising Pack, filled with fun and exciting ways to raise funds during the festive season!

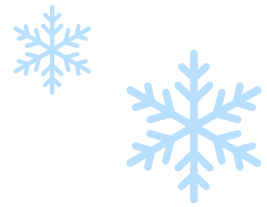
Your support is vital to the work we do, and without it, we simply couldn't continue providing our essential services. Christmas is the perfect time of year to gather colleagues, friends, or family for some fantastic and enjoyable fundraising activities. Whether you're hosting an event at home, work, or school, or participating in one of our events, we — and all the people we support — are incredibly grateful for your generosity.

The difference your donations make

- £5** Could provide a meal for two people
- £25** Could fund one hour of a caseworker's time
- £50** Could fund a night in a hotel for someone sleeping rough
- £75** Could support someone's physical and mental health with specialist sessions
- £100** Could fund our Women's Morning for a week



Why fundraise for us?



Meet Jamie



If you'd met Jamie a few years ago, you might think that his story is fairly similar to yours. The ex-veteran had a good job that came with housing and was pretty happy in life. That was until he was made redundant with little warning, like many others during the cost of living crisis.

From there, Jamie stayed at hotels until his money ran out. Then he started to sleep in St James's Park in central London. It felt like a hopeless situation, until he was directed to us.

“...being pointed here [to The Connection] was a massive relief, that there was actually an organisation out there that are willing to help people that were deemed not a priority.”

On his first visit, Jamie wasn't optimistic about getting the right support from us had he had been rejected elsewhere – but as soon as Jamie came through our red door, he knew something was different.

“To be honest, I've never been in a place like this. I didn't kind of know what to expect...but the staff were incredible. They're incredibly patient. Everyone was so friendly. I walked in expecting coffee, instead, they could see that I was just tired.”

After a nap and hot meal, Jamie felt ready to talk. We aim to create this relaxed and supportive environment for everyone we meet. After feeling isolated for so long, Jamie saw he didn't have to be alone anymore and that it was safe to let people in.

“So the biggest thing for me was I just needed somewhere to go. Because with my experience for the last eight or nine years, getting the job wasn't the issue: it was having a place that I could get prepared and get ready for interviews. Obviously I needed a suit, I needed shoes and all of my stuff had been stolen when I was on the streets. So my worker Zoe introduced me to Marina.”





Marina is our Skills & Opportunities Coordinator. She supports people with anything from job interviews to tidying their CVs. She was eager to meet Jamie and get him set up to find work. An interview soon followed.

“I got an interview for a good job but I didn’t have anything to wear, so Marina said “come on, let’s go shopping”. And we walked to the shops together to get my suit. That was that gave me hope that there were people out there who still cared, and genuinely wanted to help me get back on my feet.”



It’s personal connections like this that allow us to build proper relationships with the people we support. Clearly, Marina had a big impact on Jamie’s life when he needed it most:

“Marina was literally like a ray of sunshine. She really was always so positive.”

Jamie’s interview was successful and he was offered a live-in job at a hotel. Unfortunately, not long afterwards the hotel had to make cuts and he found himself unemployed again. Jamie came back to us straightaway and he, Marina and Zoe got their heads together again.



Jamie now plans to re-join the army in the new year, and we’ve been able to help him secure accommodation too. He is much happier and has regained his confidence. We can’t wait to see what’s next for him!

In the meantime, we have plenty of people who need us coming through our door every day. Each person is different but, like with Jamie, we will be with them every step of the way.

Fundraising Ideas



Christmas Bake Sale

Spread some cheer this Christmas by organising a festive bake sale. It is a fun and tasty way to raise money for the The Connection.



Mince pie and mulled wine sing-a-long

Get together with your friends, family and colleagues at home or in the community for this cosy fundraiser. Ask everyone for donations to raise funds.



Christmas Jumper Day



Get into the festive spirit and put on your favourite jumper, socks, tie, skirt...any outfit will do! Why not have a competition to see who dressed the best or worst? Ask friends or colleagues for a donation to take part.

Take part in our Christmas Raffle

Join our annual Christmas Raffle and help bring warmth and hope to people experiencing homelessness in London this winter.



Christmas Sweepstake

You can play this at work, with your family or at your local club.

Ask your friends and family to guess where Santa is hiding. Don't forget to offer an exciting prize for the winner. Please see page further in this pack for details.



Christmas Karaoke

Time to channel your inner Mariah Carey or Bing Crosby. Why not sponsor workmates to step up to the mic at your office party and take on some seasonal classics? There are plenty of songs to choose from!





Christmas Quiz

Download our [Connection Christmas Quiz](#) and test your friends, family and colleagues to see who knows the most about all things Christmas.



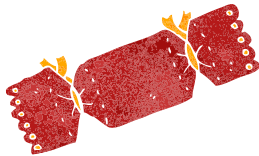
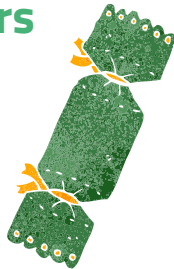
Gift wrapping services

Offer family and friends the opportunity to have their gifts wrapped by you and ready for the big day, all in exchange for a donation to The Connection.



Christmas crackers

Buy lots of crackers and insert a golden ticket into one of them. Ask for a donation for each cracker and split "the pot" between the winner and The Connection. Easy peasy!



Christmas decorations

Go wild and decorate the outside of your home with lots of festive sparking lights and ask visitors to donate.



Carol singing

Bring joy and make a difference by carol singing with your team to support The Connection. Gather colleagues and spread some holiday cheer.



Or do your own thing!



Make a difference by fundraising for The Connection in your own unique way! So get creative and remember that every penny raised helps support people sleeping rough with essential services, warm meals, and life-changing support. Your efforts bring hope.



Ideas to boost your fundraising



Set up a Just Giving page

Online fundraising pages are one of the easiest and most efficient ways to fundraise and get your donations to us.

One of the most popular sites is [Just Giving](#) and they make it really simple for you to set up, so you can focus your energy on fundraising in no time at all.



Spread the word

The people most likely to donate are your friends and family, so social media is a great way to start sharing what you're doing. Don't forget to tag us in your posts so we can help spread the word.



Make it personal

Add a profile picture and tell everyone why you are taking part. Depending on the challenge, you can share updates leading up to the big day and on the day of the event itself.



Set a target

Pages with targets raise more money so share that target with your supporters and dream big!



Matched funding

This is where your employer either donates a fixed amount towards your target or matches the amount you have raised. Ask your HR department and find out if this is something your employer does.



Use Gift Aid

giftaid it

For every £1 donated to us, we can claim an extra 25p back from the government, so please encourage your family, friends, and colleagues to boost your sponsorship by ticking the box to add Gift Aid. All that is required is that they are UK taxpayers.



I am fundraising for The Connection this Christmas!

Event:

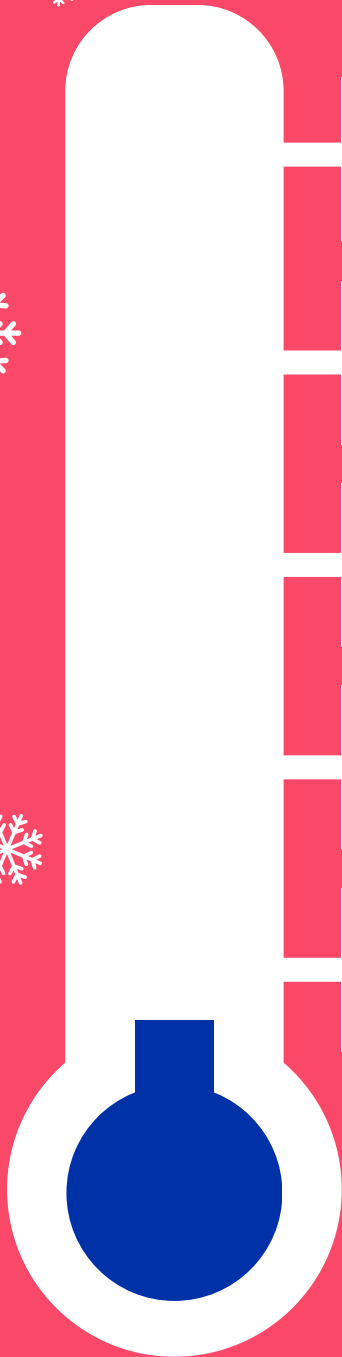
Place:

Date:

Time:

Totaliser

THE CONNECTION
at st martin in-the-fields



£

£

£

£

£

Target

£

Santa sweepstakes



Where is Santa hiding?

Pick a square (or more), write your name on the square and make a donation for each square you pick. The winner gets a prize!



	a	b	c	d	e	f	g	h	i	j
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

NB. Organisers – don't forget to pick a square to be the winner, make a note of it and put it in a sealed envelope. Make sure you have a gift for the winner as well!

Sponsorship and Gift Aid Declaration Form

Please sponsor me:

to:

(name of participant)

(name or nature of event)

in aid of:

(name of charity)

If I have ticked the box headed 'Gift Aid?' I confirm that I am a UK income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.




Sponsor's full name	Sponsor's home address (only needed if Gift Aiding donation)	Postcode	Amount	Date paid	Gift Aid (Please tick)
Total donated to charity					
Total Gift Aid					
Date donations given to charity					

Once full, please return this form to events@cstm.org.uk, or FAO: Fundraising, 12 Adelaide St, London, WC2N 4HW

We're Here to Help!

Questions? Promotional materials? Just get in touch!

 events@cstm.org.uk

 020 7766 5555

We are here to help you with your fundraising every step of the way and we've got lots of promotional materials that we can send out to you:

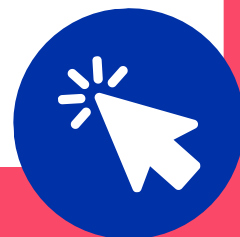
- Leaflets and publications
- Posters
- T-shirts
- Pens
- Balloons
- Printed Materials
- Collection Tins

Get social

 [TheConnectionatStMartins](#)

 [homelesslondon](#)

 [connection_homeless](#)



www.connection-at-stmartins.org.uk

Registered Charity No. 1078201