

# FUNDRAISING FOR QSA

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QUAKER  
SOCIAL  
ACTION  
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# Thank you!

## **Firstly, thank you so much for your interest in fundraising for Quaker Social Action.**

This pack provides practical ideas, information and resources whether you're fundraising with friends and family, at work, school, university or at a local Quaker meeting or other faith group.

If you need hard copies of this fundraising pack, or the posters / sponsorship forms / individual donation forms at the end, please contact us – details under 'please keep in touch' below.

## **Who we are and what we do**

Quaker Social Action (QSA) is an independent charity responding to the challenges people face on low incomes in east London and around the UK. We help people overcome immediate crises, and provide longer-term support enabling them to develop their own resilience. Our services are open to anyone struggling on a low income. QSA has been helping people since 1867.



# Why QSA needs your help

## **The needs we respond to – useful facts and figures.**

Please feel free to use the following information when talking with supporters for your fundraising activity.

### **12% of people faced with a funeral struggle to pay for it (Royal London, 2019).**

- Down to Earth is the only UK-wide practical advice and support service for individuals and families struggling with funeral costs. We also work strategically to help bring an end to funeral poverty
- Over 4,000 clients helped in total to date, 705 clients in 2018/19.

### **44% of parents don't feel confident managing money (Money Advice Service, 2016).**

- Made of Money helps individuals and families to develop financial capability, and trains professionals across the UK in our holistic approach
- Over 2,800 families directly helped in total to date, over 200 in 2018/19.

### **1 in 10 people are unable to afford furniture in the UK (Christians Against Poverty, 2017).**

- Homestore, our community furniture reuse project in east London, helps people to furnish their homes with good quality affordable used furniture and new low cost white goods
- Over 31,000 customers served in total to date, over 1,800 in 2018/19.

### **75% of people living in the lowest income bracket have reported having mental health problems (Mental Health Foundation, 2017).**

- This Way Up uses mindfulness and coaching techniques to help people on low incomes in east London strengthen their resilience in the face of hard situations
- Over 200 participants in total to date.

### **Young adult carers aged 16-24 are three times more likely to be out of work, education or training than their peers, and 45% report having a mental health problem (Learning and Work Institute).**

- Move On Up is a unique project providing shared housing and one-to-one support for young adult carers in east London
- 12 residents at a time, 19 in total to date (this project started in 2017).

### **1 in 4 low income families struggle to eat regularly and healthily because of a lack of money (Food Standards Agency, 2017).**

- Bags of Taste helps residents in one of east London's poorest boroughs, Tower Hamlets, to prepare and enjoy affordable healthy meals
- 90 participants in total to date (QSA began running this project in 2018, it has also been run by Bags of Taste in other areas).







## How you can make a difference

**We prefer fundraised income to be ‘unrestricted’ which means supporting our work as a whole.**

It works magic because it is hard to fundraise for elsewhere and it gives us the time and freedom to ask ‘where is this most needed today?’ It also allows us to research new work, for example, allowing us to launch Down to Earth as the UK’s first (and only UK-wide) support service for funeral costs.

### **Karen’s Down to Earth story**

“When my parents died within six weeks of each other, it was all left to me and my husband, with no help from the rest of the family. I was slowly giving up and getting very depressed and upset that I couldn’t afford the costs on my own. I was then put in touch with Claire at Down to Earth. She understood my feelings and was very helpful. They kept in touch every step of the way. Now I can sleep at night and can grieve properly.”



# Fundraising for QSA made easy

## Getting started

Whether you're setting yourself a personal challenge for sponsorship, or organising an activity involving others, choose something you'll enjoy – get some feedback from family and friends before starting as they'll probably be the ones you'll be asking for money.

Please give us a call and let us know what you're planning! QSA's fundraising and communications team will be delighted to talk through your ideas and see if we can help – we can also send you some more information about our work.

Create your online fundraising page on [Just Giving](#) – this is the easiest way for people to support you. Set yourself a target, and keep your supporters updated with progress. Just call us if you need help.

## Our values

QSA warmly welcomes new fundraising ideas from our supporters; in keeping with our Quaker values of equality, simplicity and truth we respectfully ask that all fundraising activity in aid of QSA is carried out in a spirit of inclusivity towards participants, with the highest integrity, and with plain-speaking about QSA's work.

### Eileen's Homestore story

"I'm disabled and on a pension. Homestore is there for people like me. Over time, I've got a chest of drawers, a fridge freezer and two units; one I can put my birds on. My monthly bills are far too high to consider anything else. If I went to a shop I'd have to pay a fortune and face going into debt. I can now organise my house and put my things away, before they were just sitting on the floor. The Homestore team were so friendly and arranged a day for delivery. I recommend it to anyone."



## Fundraising tips and ideas

When asking for sponsorship or support, send a personalised email – send around an email or letter to some of your close friends, family and colleagues. Try to personalise each one, so it doesn't look like they are just on a long list.

**Outdoor challenges** – if you like walking, running or cycling, why not add a sponsorship element to something you already enjoy?

**Book club** – if you're more of an indoor person, book clubs provide opportunities to raise money. When hosting a book group, you can sell refreshments for a small fee or host a dinner and have the book discussion.

**Knitting** – make use of those nights sat on the sofa by knitting. Baby clothes, scarves, jumpers, these are all great things that people will give money for!

**If you're a Quaker** or member of another faith group, host an event at your place of worship – invite someone to come and speak at the event and ask attendees to make a donation on the door.

**Host a tea party or dinner party** – treat friends and neighbours to some of your fantastic hospitality at home, with a fundraising purpose.

**Donate your birthday presents** – if you've got a birthday coming up, you could suggest that your friends and family donate to QSA instead of giving you presents. You can even set this up on Facebook, where QSA is a listed charity: <https://www.facebook.com/fund/quakersocialaction/>

**Charity of the year** – nominate QSA as your workplace's charity of the year to raise valuable funds.

**Matched giving** – a number of employers match employee contributions and fundraising efforts. Ask your employer if they offer a matched funding scheme.

**Keep people up to date on social media** – use any social media, like Facebook or Twitter, to keep people up to date with your fundraising progress.







## Ideas for fundraising with children or the young at heart

**Five-a-side football** – challenge friends, teachers and colleagues to a five-a-side football tournament. Each team pays to play.

**Other sporting tournaments** – it doesn't have to be football! For example a game of rounders is very simple to organise.

**A fancy dress or non-uniform day at school** – ask pupils and teachers to donate money to wear fancy dress or simply wear their own clothes instead of the school uniform.

**Count your coppers** – collect all your unwanted change that's weighing your pockets down. You will be surprised how much you can raise.

**Bake sales** – these are always popular and good fun to get people involved in!

**Bag it up** – simply ask your local supermarket if you can bag customers' shopping and ask for a donation for your service. It's a simple, proven way to raise money.

**Quizzes** – there are lots of free quizzes online, all you need is a venue and some participants. Charge a fee to enter the quiz, and maybe sell refreshments.

**Please see 'important information for working with children under the age of 18' below.**



# Important things to remember

## The small print

**Please make it clear** to your supporters that funds raised in aid of QSA are for unrestricted purposes, which means supporting our work as a whole.

**Funds raised should not have any conditions attached** – for example, if you are doing a sponsored event, please make it clear to sponsors in advance that the money will still go to QSA even if you are unable to take part in or complete the event or if the event is cancelled.

Please use the expression ‘in aid of QSA’ to distinguish your fundraising from QSA’s own fundraising (this is a requirement of the Fundraising Regulator’s code of practice).

**Legal and safety issues** – it is your responsibility to ensure your event is safe and complies with relevant law. QSA cannot be held responsible for any losses, damages or injuries sustained whilst people are involved in fundraising in aid of QSA.

**Licences** – make sure you obtain any licences you may require for events. You can check with your local authority.

**Insurance** – if your event involves the public you will need to have public liability insurance. Check with your venue first in case they already have it. For example Quaker meeting houses should already have public liability insurance.

**Food and drink** – you do not need a food hygiene certificate to make and sell food for charity events. However, you need to make sure that you handle food safely. It is recommended to provide information for people about allergens present in the food as ingredients. Further information about providing food at community and charity events can be found at <https://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events>

**We ask supporters not to carry out street collections or house-to-house collections for QSA due to the regulatory requirements around these forms of fundraising.**





## Important information for working with children under the age of 18

Ask children to take part with their families and make it clear that parents/guardians remain responsible for their children throughout, unless the activity is being run in a setting such as a school, youth club or faith group in which you know that appropriate supervision and safeguarding procedures are in place and where you have the agreement of adult leaders.

By law, children are not permitted to carry out lotteries or raffles, or events involving alcohol.

### **Under the Fundraising Regulator's code of practice:**

Children under 16 must not be given overall responsibility for handling money or responsibility for counting collected money.

You must get permission before taking or publishing photographs of children. If the child is over 13 years old they can give this permission themselves. If they are under 13, you must get permission from their parent or guardian.

## Gift Aid

Donating through Gift Aid (a government tax relief scheme) means charities can claim an extra 25p for every £1 you give. It will not cost you any extra.

For online giving, Just Giving collects the information needed to enable QSA to claim Gift Aid.

For offline giving, please ask supporters to complete the relevant Gift Aid sections of QSA's sponsorship or donation forms.



# How to pay the money to QSA

**Once you've finished your fundraising activity and thanked your supporters, please send us all of the money you've raised as soon as possible.**

In line with the Fundraising Regulator's code of practice, the full amount collected must be sent to QSA without taking any expenses, unless these have been agreed with QSA beforehand.

## **Online fundraising**

If you've set up an online fundraising page on Just Giving to collect donations for QSA, you don't need to worry about forwarding your money as it automatically comes straight to us.

## **Offline fundraising**

If collecting cash, please either bank it immediately or keep it in a secure place until banking it as soon as possible.

To donate by post, please return your donation via cheque made payable to Quaker Social Action to:

Quaker Social Action  
17 Old Ford Road  
Bethnal Green  
London  
E2 9PJ

You can also pay your donation directly to us via online banking – please just contact us for our bank details.

Please remember to send us your sponsorship / donation forms too so that we can claim any Gift Aid on your donation.

## **Please keep in touch!**

**We're really interested to know why you have decided to fundraise for QSA – if you'd like to tell us, please get in touch.**

We'd love to hear how you are getting on too...

If you need any additional support, QSA's fundraising and communications team is always happy to help.

**fandc@qsa.org.uk**  
**020 8983 5037**

### **Ayana's Get Set story\***

**"I wanted to look at new ways of organising my own finances, in particular saving and also how to talk to my children and prepare them for their own financial future.**

**When I used to try and tell my children that I can't buy them a certain thing, they didn't understand. I felt that they needed to be involved more, but I needed help to know how to start.**

**In the one-to-one sessions, we highlighted the areas that I wanted to work on, which was mainly around saving money every month. I've started sitting down with the kids and involving them in a weekly budget and sticking with it. They have really enjoyed being involved and I've told them if we save enough money we can go on holiday or do other things. It has really motivated them."**

**\*Get Set was a financial capability project for families with young children**



## Printable resources

The templates below have been designed to help people fundraising in aid of QSA to promote their activity/event and to collect donations:

- **Poster template** – can be printed and the activity/event details filled in by hand
- **Sponsorship form** – for fundraisers to collect donations themselves before paying the money to QSA
- **Donation form** – can be used for people to donate offline, direct to QSA, including sponsoring a fundraiser for an activity/event they are doing



# Fundraising in aid of Quaker Social Action

**Action against poverty in east London and around the UK**

## Fundraising activity/event details:

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## IN 2018/19 QUAKER SOCIAL ACTION HELPED:

- Over 700 people across the UK struggling with funeral costs
  - Over 1,800 people in east London to furnish their homes
- Over 200 families in London to improve their financial capability

All funds raised are unrestricted, which means supporting  
Quaker Social Action's work as a whole.  
Registered charity no. 1069157.





# QSA Sponsorship form

Please sponsor me (name): \_\_\_\_\_

To (event): \_\_\_\_\_

**All the money I raise is in aid of Quaker Social Action.**

*giftaid it*

You can boost your donation by 25p for every £1 you donate. You must be a tax payer and understand that if you pay less income tax and/or capital gains tax than the amount of Gift Aid claimed on all your donations in a year, it is your responsibility to pay the difference.

Full name	Address and postcode	Amount £	Date paid	Gift Aid ✓

## **Information for sponsors:**

All funds raised are unrestricted, which means supporting Quaker Social Action's work as a whole.  
All funds raised are unconditional, which means that if the individual being sponsored does not take part in or complete the event/activity, or if the event is cancelled, all money raised will be paid to Quaker Social Action.

Registered charity no. 1069157.

# Fundraising in aid of

# Quaker Social Action

Action against poverty in east London  
and around the UK

Fundraising activity/event details:

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## Individual QSA donation form – for single or ongoing donations

### PERSONAL DETAILS

Name.....

Address.....

..... Post Code.....

Email.....

Telephone.....

### A SINGLE DONATION

Donate online via [www.quakersocialaction.org.uk/donate](http://www.quakersocialaction.org.uk/donate) or:

I enclose a cheque/CAF voucher (payable to QSA): ☐ £30 ☐ £75 ☐ £100 ☐ £500 ☐ Other

I would like to donate by CAF card £.....

Expiry ..... / ..... No: .....

### STANDING ORDER MANDATE

Please pay ☐ £5 ☐ £20 ☐ £42 ☐ £100 ☐ Other ..... each **month/quarter/year (circle)** to Quaker

Social Action, The Cooperative Bank, PO Box 250, Skelmersdale WN8 6WT. Acc 65035078 Sort 08-92-50

To bank.....Start date.....

Bank address.....

Account no.....Sort code.....

Signature.....Date.....

### GIFT AID DECLARATION

You can boost your donation by 25p of Gift Aid for every £1 you donate, at no extra cost. Gift Aid is reclaimed by QSA from the tax you pay for the current tax year. Your name and address opposite is needed to identify you as a current UK taxpayer. In order to Gift Aid your donation you must fill in the relevant box below:

#### For multiple donations:

☐ I want to Gift Aid my donation of £..... and any donations I make in the future or have made to Quaker Social Action:

#### For single donations:

☐ I want to Gift Aid my donation of £..... to Quaker Social Action.

I am a UK taxpayer and understand that if I pay less income tax and/or capital gains tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. Please notify us if you: want to cancel this declaration; or change your name or home address; or no longer pay sufficient tax on your income and/or capital gains. If you pay income tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your self-assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Signature.....Date.....

I would like to hear about the difference that my donation has made. Please send me a:

☐ email (briefing 3 times a year (supply email above) ☐ Annual Report

**PLEASE RETURN FORM TO: QSA, 17 OLD FORD ROAD, LONDON, E2 9PJ.**

QSA is committed to the highest fundraising standards. We don't do cold calls or share your personal information with third parties. Do not hesitate to get in touch with any queries. QSA is a registered charity (1069157) and a company limited by guarantee (3524063)

Sponsorship: If you are using this form to sponsor someone for an activity/event in aid of Quaker Social Action, all funds raised are unconditional, which means that if the individual being sponsored does not take part in or complete the event/activity, or if the event is cancelled, all money raised will be paid to Quaker Social Action.

