

Be the reason someone smiles today...



The Young Lives Foundation

Fundraising Pack



#makingadifference



Registered with
**FUNDRAISING
REGULATOR**

Your support can help us to reach our charity aims!

OUR VISION is that every young person in need shall have access to the resources and opportunities needed for them to achieve their potential and lead fulfilled lives.



Our Mission is to be alongside children and young people in need in ways that:

- Enable their voices to be heard and champion their rights and interests
- Support them through times of difficulty and distress
- Assist them to achieve their potential

The Young Lives Foundation (YLF) is an award winning children's charity in the South East of England with expertise in Advocacy, Mentoring, Befriending and Activity Programmes. We support over 3,000 young and vulnerable people and our volunteers deliver over 34,000 hours of frontline work every single year.

YLF aim to raise over £500,000 a year to enable us to continue meeting the demand for our services.

With incredible people like you, supporting what YLF does, we can change the lives of young people. We are so grateful to you for your efforts, enthusiasm and commitment and for being a #lifechanger.

We hope this information pack will provide advice and tips to help you make your fundraising successful. For more support and info you can also visit www.ylf.org.uk/fundraise or get in touch with our team on **01622 693459** or by email at fundraising@ylf.org.uk

From cake stalls to marathons, we want your fundraising experience to be fun, achievable and rewarding - all whilst knowing you are helping to make a difference. Our team are here to support you with whatever you decide to do.

We can't wait to get to know you!



Thank you for choosing to support the Young Lives Foundation



YLF #lifechangers

Our Hall of Fame



Here are some of our supporters and fundraisers who challenged themselves to help others....



The Weald of Kent golf club raised over £23,500 over the course of 12 months as part of our Charity Of The Year partnership



Our 2021 London and Brighton Marathon runners aimed to raise £500 each but collectively raised over £8,000

EMR metal recycling firm have selected to support YLF and so far raised over £1,000 to support our mentoring programmes



Niamh raised over £1,500 by bravely shaving off her hair!!



Elliott raised over £2,000 for his wingwalk - his employer match funded the event totalling over £4,000!

10 year old Connor walked 10,000 steps to raise £300 but ended up raising over £500!



This spot is reserved for you!
Be a YLF #Lifechanger and join our hall of fame!



Your fundraising journey starts here

We are keen to make sure your event runs as smoothly as possible. Below are some tips and advice to help you along the way. You can also visit yfl.org.uk/fundraise for a quick step-by-step guide to help get you started or to see what organised events you could join and fundraise for.

Helpful Hint!

Give yourself plenty of time to plan your event!!



Where is your event taking place?



Helpful Hint!

Always mention you are fundraising for a charity as you may get a discount when booking a venue!



Where you hold your event is up to you! It could be in your home, at work or in a community venue.

Make sure you plan ahead and book the right space for the event you are planning.

Fundraising target and budget

Helpful Hint!

You don't know until you ask!



Have a think about how much you would like to raise. Check out the projects we have and see if there is one you want to fundraise for specifically. It will help you to stay motivated if you have an idea of what you are fundraising for!

Work out the cost involved. Offset this against what you hope to raise! Local business are always willing to donate prizes, food and sometimes offer discounts if you are fundraising for a good cause.



Match funding



Double your fundraising total! Many companies run a matched giving scheme which could help you double your total.

Make sure you speak to your employer to see if they do. And if they don't, are you brave enough to suggest it?! It is actually tax efficient for them!





Setting up a fundraising page

It's easy, don't worry...You can set up a personal fundraising page via our trusted platform, Enthuse, in a few easy clicks.

Visit yfl.enthuse.com and click the **Fundraise** button at the top. You will just need a valid email address, details of your event and fundraising target, and a photo to really bring it to life! You have complete control of the page and can update it at any time. If you need a sponsor form, just ask us.



Remember to share your page. This is where your supporters will sponsor you (donate) and the funds come direct to YLF.

Helpful Hint!

Don't forget Gift Aid!



Any UK Tax Payer can include Gift Aid when they donate...25% gets added! Every time £4 is donated we receive an extra £1! This increases your total with extra funds from the taxman!

Your Enthuse fundraising page takes the hassle out of claiming Gift Aid. Your donors can add it with the tick of a box and Enthuse makes sure this comes direct to YLF too!



Shout about it!



There is little point in you sacrificing your time and efforts and not letting anyone know about the amazing event you are doing!

Share your fundraising page link. Tell your family, friends and colleagues and get them to tell theirs!



Helpful Hint!

Tell us about your amazing fundraising as we would love to share it too! Tag us and stay connected to YLF! @yfl.org.uk @yflcharity



Social media platforms such as Twitter, Facebook and Instagram are the perfect way of inviting people to get on board and also it keeps them up to date with your progress! You can invite people to join in your event or to pledge a donation via social media or email.

You can also ask us to help by designing a fundraising poster to advertise your event or even get the local Press involved where possible! Just email us

fundraising@yfl.org.uk





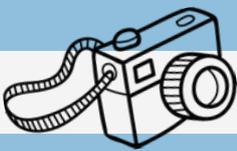
Event day!



After all your hard work preparing for your event, you wouldn't want anyone to miss the big moment. Remind people on the day and don't forget to take photos - if you have guests/spectators then do ask them to take photos too!

Share your proud moments on your social media pages and don't forget to tag us - you can even post updates on your fundraising page!

Once the day has come to a close and you've caught your breath from it all, drop us an email to fundraising@ylf.org.uk to let us know how it all went and don't forget to send us some photos. We love sharing our fundraisers achievements on our website and social media platforms.



Paying in the money you've raised



In order for us to put your fundraised money to use for our front line work, please send us the total amount. If you have fundraised for us online through Enthuse, all the money is automatically sent to us, so there is nothing more for you to do.

If you have collected cash sponsorship or donations, you can pay it by BACS (please email us for details) or send us a cheque by post made payable to **The Young Lives Foundation**. Please send it to **The Young Lives Foundation, 71 College Road, Maidstone, Kent, ME15 6SX** together with any sponsorship forms.

It goes without saying that we really appreciate all your hard work, dedication and support that you, your family, friends and colleagues have given YLF.

We will of course be sending you a big thank you!!!



Some points to consider...

Health and safety and legal stuff should always be considered when planning an event...pick up the phone if you are unsure or drop us an email.

Insurance



As you are organising your own event and it is not controlled by YLF, it is not covered by our insurance. You will need to arrange your own insurance, if appropriate.

Professionally organised events and any companies involved should be able to demonstrate their own insurance cover - always check. YLF sadly cannot be liable for any loss or injury arising from an event or its organisation.

Food Hygiene and Alcohol



A licence is needed if you have alcohol being sold at your event. You will need to submit a Temporary Events Notice to the local District Borough Council to apply for a temporary licence. You can avoid this by holding your event at a premises that already has a licence or in a local pub! For more information contact us at fundraising@yfl.org.uk

Always take care when preparing, handling and storing food!

YLF Branding



By law the YLF charity registration number must appear on all posters, advertisements and other fundraising materials. Please display this as follows:

**Registered Charity England and Wales
No 1119528.**

Please contact our team for permission to use the logo and YLF name.

YLF Materials



YLF are able to loan any banners or provide you with materials like posters and leaflets that you may need to use at your event, including t-shirts. Just drop us a line to discuss your needs, and remember to give us as much notice as possible.

You will need to arrange to collect these and use and store appropriately. Any damages will incur a charge.

Health and Safety



You are responsible for the health and safety of your event and of all those involved. The Chartered Institute of Fundraising and Government websites have useful information which may help.

Collection Boxes/Buckets

Collections are a great way to raise money. Please contact our office if you intend to hold a collection or wish to use our collection boxes.

There are strict legal requirements surrounding this. We will be able to guide you and provide all that is needed.

Fundraising Regulator

YLF is registered with the Fundraising Regulator which means we are committed to Fundraising Standards, good practice and compliant with the law.



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How fundraising and donations help

By supporting YLF you are helping to change the life and direction of a child or young person!



Alone, worried, unsure, no confidence, low self-esteem, insecure, feeling unwanted...

Fundraising and donations can change all of the above for a young person. Everyone deserves the chance to feel safe, valued and the opportunity to reach their full potential.



You can:

- Make a difference to the lives of young people in need
- Invest in the future of YLF and its innovative services for local children
- Give young people the chance to enjoy new experiences and gain new skills
- Give young people the opportunity to improve and achieve positive outcomes thereby maximising their potential



We provide trained, trusted and reliable adults who come alongside a young person who may be struggling at home or school.

Our volunteer mentor and befrienders invest their time, are a consistent role model and someone to talk to and share dreams and fears with. They support children and young people to feel empowered, confident and help them to realise their potential.



The tailored support and activities we also provide, including residential trips away, allow young people to gain new experiences, learn new skills and make new friends.



Will

"Will has been lucky enough to have such amazing support from Lisa, which she wanted to continue when he turned 18, and made the transition into becoming a Care Leaver. Thanks to Lisa's support over the years and confidence building excursions together to the cinema, theatre and bowling, alongside support with interview preparations and CV work, Will has been able to get himself his first paid job upon leaving school!"



AJ

AJ joined our Legends programme with a severe phobia of water due to a traumatic event in his past. Over a number of months our team worked with AJ to build up his confidence enough for him to just paddle in shallow water. Soon we progressed to helping him stand up in the swimming pool which he was so proud of. A few weeks later we held a residential trip to Wales where one of the activities was a gorge walk ending in a waterfall. A number of our young people who were strong swimmers opted out of this however AJ took the challenge on not once but three times. We were all so proud of him for overcoming his fear of water and for this phenomenal achievement.



Sophie



"I have been a part of YLF since I was put into care. I wasn't able to speak to anyone or go to school at first and so started attending the YLF groups where I could get out the house and socialise with other people my own age. I also became a member of the MCYPC and have my very own advocate Carole who is a Legend! YLF soon became like one big family and support network to me. I have grown in confidence and learnt lots of new skills. YLF is my safe place and I don't know where I would be without them."

Nathan

"My Leaving Care Mentor has helped me settle into independent living. It was a scary thought at first, having to live alone but he was patient and kind and taught me how to budget, cook for myself, get things done and prioritise. I have still got a way to go before I feel fully comfortable with this big change, but with my mentors help I know that I will be there in no time at all. He makes me feel confident in myself and knows how to deal with the things I throw at him. I appreciate this help a lot and don't know what I would do without him."



How the money you raise can be used

We receive a large amount of our funding from generous fundraisers and supporters like you.



Below are some different ways your donations could be used.

£25

Pays for a young person to enjoy one of our regular evening activities

£125

Pays for one young person to take part in an activity day

£150

Pays for a young person's place on a tailored 10-week mentoring programme

£150

Covers hall hire for a group activity session, two sessional staff, food and drink

£250

Covers hall hire for a group activity session, two sessional staff, food and drink and outsourced organisation to deliver a skilled activity

£350

Pays for one young person's place on a YLF residential camp away

£400

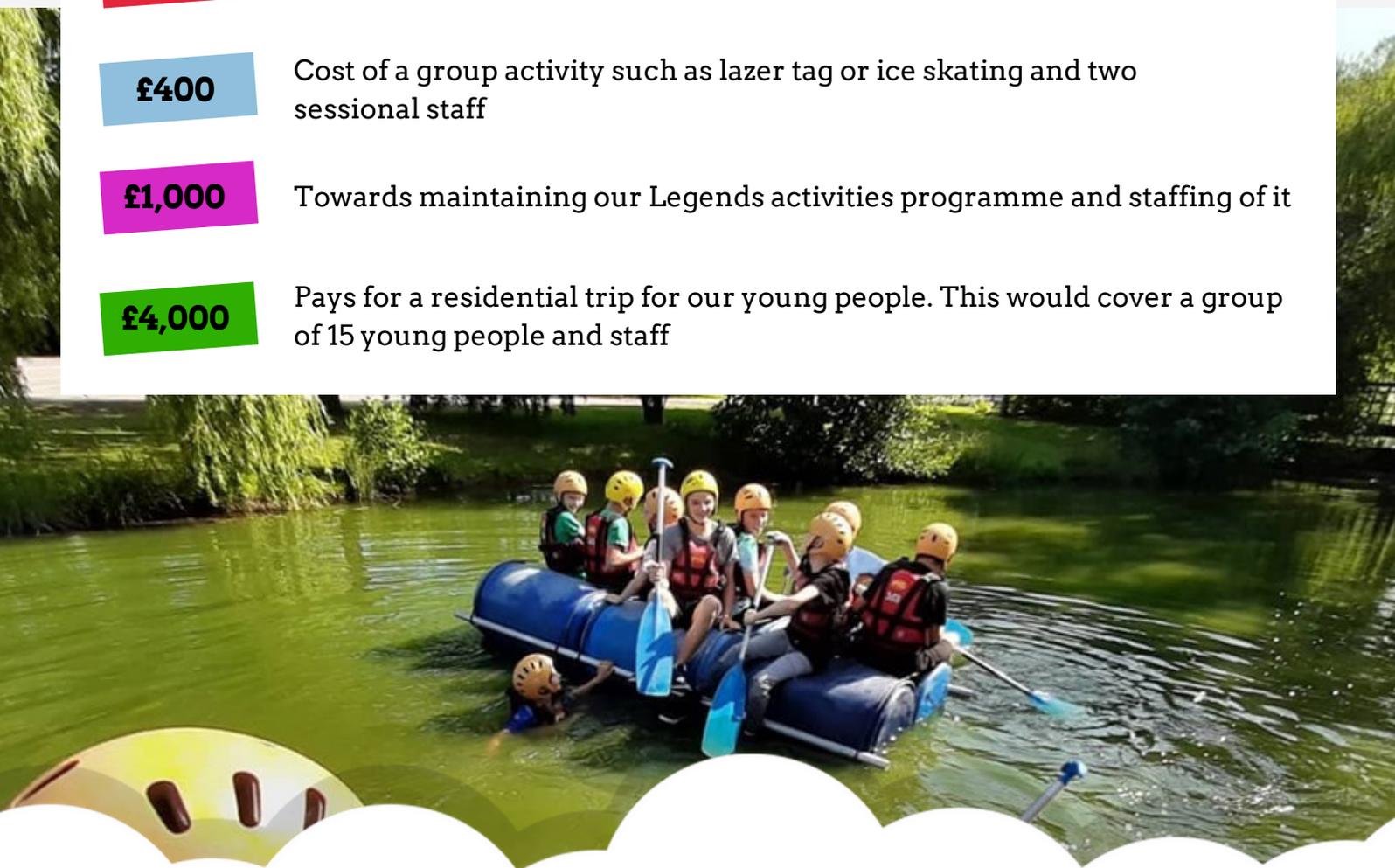
Cost of a group activity such as lazer tag or ice skating and two sessional staff

£1,000

Towards maintaining our Legends activities programme and staffing of it

£4,000

Pays for a residential trip for our young people. This would cover a group of 15 young people and staff



What to do next to become a fundraiser

1.... Drop us a line - let us know you want to be our next #lifechanger:

01622 693459
fundraising@ylf.org.uk



2.... We can discuss your challenge or event and get your fundraising journey started!
Then our fundraising team can help provide you with the following:



Fundraising Ideas
A Fundraising Pack
Help setting up a Fundraising Page
Any sponsorship forms
Posters or leaflets
Banners, materials or t-shirts
Social media support
Thank you poster - for all your supporters!



Or you can head straight over to our fundraising platform, Enthuse, and start fundraising today! Visit ylf.enthuse.com

3.... Once your event has taken place and we have received your sponsors/donations, we will be delighted to present you with a completion certificate and share your achievements on our website and social media.

We look forward to hearing from you!





The Young Lives Foundation
71 College Road, Maidstone, Kent ME15 6SX
01622 693459
enquiries@ylf.org.uk

www.ylf.org.uk

stay connected:

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-  the young lives foundation



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