

The
Gingerbread
Centre



'Supporting Homeless Families'

Corporate Fundraising Pack

Thank you!



By opening this **Corporate Fundraising Pack** for The Gingerbread Centre you have taken the first step to creating a future for vulnerable families in Staffordshire.

The Gingerbread Centre is a local charity that has been working across Stoke on Trent for 37 years to provide community support and accommodation to homeless vulnerable families across the city and throughout Staffordshire to help them regain their independence.

The Gingerbread Centre aims to raise money to provide a quality service for families who are homeless or at risk of homelessness to achieve life-long independence.

There are a huge number of lone parents, children, teenagers and families in Staffordshire that need our services.

Once you have chosen to fundraise with The Gingerbread Centre at work we will provide you with all the information and resources you need to make your fundraising a success!

The Gingerbread Centre makes fundraising easy! We have Fundraising packs and fundraising calendars packed with ideas and activities that can be downloaded from our website. All you need to do is pick and choose your favourites, speak to our community fundraiser about collection buckets and extra resources then get going!

Every penny YOU raise makes a real difference and without it we wouldn't be able to continue to support those who need us most.

Please get in touch when you have read through this pack. We are ready and waiting to support you to fundraise with us. We have so many ideas and suggestions to share with you.

We look forward to hearing from you soon.

Corporate Fundraising Information

Corporate Social Responsibility (CSR)

CSR describes the principle that companies can and should make a positive contribution to society through engaging with the community around them and managing the social, environmental and economic impacts of their work on their stakeholder community. Although, the use of the word corporate would suggest that this refers to the larger commercial enterprises, this effectively can be any business choosing to engage with our organisation for a greater good.

The approach being taken by the Gingerbread Centre is to look to engage in a longer term strategy of engagement with the corporate/ business sector that is built around mutually beneficial partnership that utilises the skills, expertise and wider resources of the corporate partner to enhance or improve the activities of the charity.

This type of CSR relationship can include anything from: employee skill sharing and volunteering to help in the delivery of charitable activities or fundraising events; skilled mentoring of the charity's staff from the industry experts; business or cause related marketing; in-kind donations of resources, equipment or knowledge, general development and capacity building of the charity in respect of a more business focused approach to its work and competing for ever more precious financial resources.

The benefits for the corporate in developing a longer term CSR relationship with The Gingerbread Centre are many from the: development and enhancement of relationships with customers, suppliers and networks; maintain a happy workforce and be an Employer of Choice by developing this kind of corporate social entrepreneurship which is employee led; differentiate yourself from your competitors; generate innovation and learning; improve your business reputation and standing and generate positive publicity and media opportunities due to the media interest that surrounds ethical business activities.

Here at The Gingerbread Centre we are committed to working with and alongside corporate/business partners as a route to help us more effectively deliver our support to homeless families across Stoke on Trent and Staffordshire and would welcome approaches from Staffordshire based organisations who have an empathy with our work supporting homeless vulnerable families.

Why we need your support

Homelessness is rising. Stoke on Trent do not have enough social and genuinely affordable housing. Benefits and services are being cut and to top it all off more cuts to welfare are on the horizon. We need your help.

We are an independent Charity who have been doing innovative work with Homeless Lone Parent Families for 35 years.

Gingerbread provides a range of services including supported homeless accommodation for Lone Mums & Dads, supported accommodation for Teenage Mums and support in the community to prevent homelessness.

Case studies are included in this pack and more information about the Gingerbread Centre and the support we provide can be found on our website

Fundraising for the Gingerbread Centre

Fundraising means we can support our service users every day and fund the vital facilities that go to providing a quality service for families who are homeless or at risk of homelessness to achieve live long independence. Without continuous fundraising many of the services at The Gingerbread Centre would be forced to close.

Fundraising at work is rewarding for everyone involved. With the support of a workforce we can raise awareness within the community, which is an important part of fundraising. With awareness comes understanding, empathy and commitment to a cause or individual.

Why support us?

By supporting The Gingerbread Centre your organisation will be helping vulnerable families regain independence.

This is a great incentive to encourage staff to get involved. Previous corporate relationships have shown that staff teams will develop empathy and understanding of the cause and show a strong willingness to get involved for many years in to the future.

When you choose to fundraise with the Gingerbread centre you will be putting your organisation in the spotlight.

The media will be happy to promote activities and share with the community your work. This will provide great visibility for your company and will increase your profile immensely. If your company has a corporate responsibility initiative in place, we can support you to fulfil this annually.

Many companies have a charity of the year. Not only can it generate positive local PR opportunities attracting valuable media attention, it can boost staff morale, encourage team building, and gives you something to talk about with your customers, clients and partners!

We can provide press releases, case studies and photos which companies can use to put up on their websites, publish in internal magazines etc to give ongoing exposure and advertising. We always write to say thank you and will always offer a Gingerbread Centre representative to collect cheques where asked.

What we can offer

Fundraising made easy! We want to get to know you and work with you to promote The Gingerbread Centre to your company. On our website is a full year's fundraising calendar. This gives you loads of ideas of ways to get your staff teams energised and involved in fundraising with The Gingerbread Centre.

If you are considering fundraising with The Gingerbread Centre but are unsure of how best to get started, a discussion with a member of the Gingerbread Centre's team can be arranged to provide advice and support.

This has proven to be very helpful for previous companies.

On-going support

Just knowing that someone is there to assist, advice, guide and listen can be a huge support. We will commit to building a relationship with key fundraising coordinators within your organisation. A member of the Gingerbread Centre's team will be on hand to answer your questions, run through plans, and give ideas of great ways to enhance your fundraising and to assist with issues which may arise.

Guest speaker

The Gingerbread Centre knows how important it is for fundraisers to know who they are raising money for and why. We will endeavour to provide a guest speaker to share with employees the services that The Gingerbread Centre provide.

Once you have raised money, you may want to make an event of a cheque presentation. We can provide a member of the Gingerbread Centre or a family member to attend and receive the cheque.

This is a great opportunity for you to include the media to raise the profile of both your company and The Gingerbread Centre. We will stay in touch with you in to the future so your staff members will be able to see how the money they have raised is being spent.

Fundraising at work

With your help The Gingerbread Centre is able to deliver innovative education, employment, housing and well-being services that address individual needs and help homeless families transform their lives.

There are many fun and easy ways to support the Gingerbread Centre

- ✓ Simply host a Raffle. Everyone loves a chance to win a good prize, maybe your boss would donate a day off?

- ✓ Get sponsored. Take part in one of our sponsored events or do something crazy for charity and collect your own sponsorship. Collect a sponsorship form from a member of the gingerbread's fundraising team.
- ✓ How about Trading places, reckon you could do someone else's job for a day? Set some objectives and trade places for the day with your colleagues sponsoring you.
- ✓ Have a gift wrapping service. Love it or hate it, presents have to be wrapped. If you love it, why not wrap presents for your colleagues.
- ✓ Inter-department competitions. Create some healthy competition between teams with a lunch-time quiz and charge an entry fee.
- ✓ Suggest to your boss that your company host a dress down day where your colleagues donate to dress down for the day
- ✓ Everyone loves a treat with their cup of tea. Whip up a batch of cakes and treats and sell them to your colleagues.
- ✓ Simply organise a sweep stake. The winner gets half whilst the other half goes to The Gingerbread Centre.

Charity of the year

Does your company have a charity of the year?

Why not nominate us?

Nominating The Gingerbread Centre for your Charity of the Year is a great way for your whole company to work together to make a really positive impact on The Gingerbread Centre. Charity of the Year partnerships are very positive relationships for organisations and promote team spirit, boost staff morale and engage employees with a shared focus.

Getting great prizes

If you are considering hosting a raffle, or an auction or anything which needs some good prizes there are simple ways to source these. Ask staff members to consider their personal contacts such as restaurant owners, local businesses and services. Donating prizes or financing prizes can be great marketing for other companies looking to increase business.

Alternatively your company or business could donate a prize to a raffle or auction. This would be a great marketing opportunity and the money raised would go towards supporting The Gingerbread Centre.

Matched Giving

Many larger companies now operate a matched funding scheme, whereby they will match all the funds raised by one of their employees up to a specified limit. So, if you raise £200, you may find that your company will match that money with another £200.

Payroll Giving

Payroll giving is one of the easiest ways for employees to give regularly to the Gingerbread Centre plus it's both flexible and tax efficient. Employees choose how much they want to give each month, and the charities they want to give to. The donation then comes off their gross pay, before the tax man touches it. The Gingerbread Centre would benefit from payroll giving because receiving regular donations means that they can make financial plans for their long-term future – knowing they can rely on the regular gifts of their payroll donors. Employees can give as much or as little as they like, and because the donation is taken from their pay before tax, it actually costs them less.

Payroll giving is completely flexible - you can change the amount you give or which charities you donate to at any time. If you want to stop making donations then simply contact your payroll department. If your company does not offer the scheme they can set up a Payroll Giving Scheme by signing up with an approved Payroll Giving agency as listed on HM Revenue and Customs.

Gifts in Kind

If appropriate, your company might be able to support us by providing gifts as donations in kind. We are grateful for all gifts including, home ware, novelty items, raffle prizes, toys and clothing. To donate please call 01782 344740

Gifts in Time

The Gingerbread Centre are seeking skilled mentoring of the charities staff from industry experts, donations of resources and knowledge for our social enterprises, skilled labour to support to The Gingerbread Centre with maintenance and refurbishments and any other skilled workers to help with graphic design, raising awareness and talking to the service users about employment skills. If interested in giving your time please call 01782 344747

Copyright

All marketing materials must have accurate and clear details of the event and clearly state how the money raised from the event will be used. Materials must adhere to copyright laws and permission must be obtained from the rights holders for use of images, logos, etc. They must be printed with all legally required information including our charity number, our full charity name and registered address.

Gift Aid

Please ask donors/ sponsors to sign a Gift Aid declaration or tick the relevant box on your sponsor form. This enables us to claim tax back from the government and increases the overall benefit to The Gingerbread Centre as a charity.

Further information

For further information or to discuss any of these opportunities further please contact

fundraising@gingerbreadcentre.co.uk or Phone 01782 683016

Case Study

Living at Gingerbread, by Lilly (name changed)

My daughter and I had to leave our home after problems with my partner. Everything was in his name, so when I left, I left with nothing. We became homeless. It was then that I moved in Gingerbread. It sounded ok, but I was scared about moving us there. I spoke to a member of staff on the phone and they reassured me that it was there to help us. I moved in that day!

I was scared for me and my daughter and I would not let go of her hand until we got through the door. My little girl had been through so much and I felt guilty that I could not protect her from becoming homeless, but the staff were really welcoming and visited me a lot to make sure I was ok. Although I still had many problems, the support was always available and I started to work through my issues and I began to take part in some of the activities

The support I have received has been constant through the good times and the bad, and it has made me feel like I am more than what I was when I first become homeless. My daughter has started to smile more and has made some friends. I watch her play and feel happy that she has become carefree and doesn't have to worry about what could happen, like she used to when I was with my partner.

The workers at Gingerbread have convinced me that I can achieve anything that I want to and although it has taken me a lot of time, and after I had cried a lot of tears, I have finally started to believe it. Being at Gingerbread has made me realise that I can make a better life for me and my daughter and that my daughter doesn't have to go through what I have.



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