



# GREATER MANCHESTER MAYOR'S CHARITY

Registered charity number: 1198852

## #TeamGMMC Fundraising Toolkit

#WeDontWalkOnBy

# Welcome!

---

We believe homelessness has no place here in Greater Manchester. With your support, we can make that vision a reality! Whatever your interests, we know you will find some great inspiration in this pack to support your fundraising journey.

So get planning, get sharing, and get going. Join #TeamGMMC and let's show the world that in Greater Manchester, we don't walk on by!

We can inspire...

---

MEET IN HANCOCK  
ST. PETER'S SQUARE  
1 SEPTEMBER

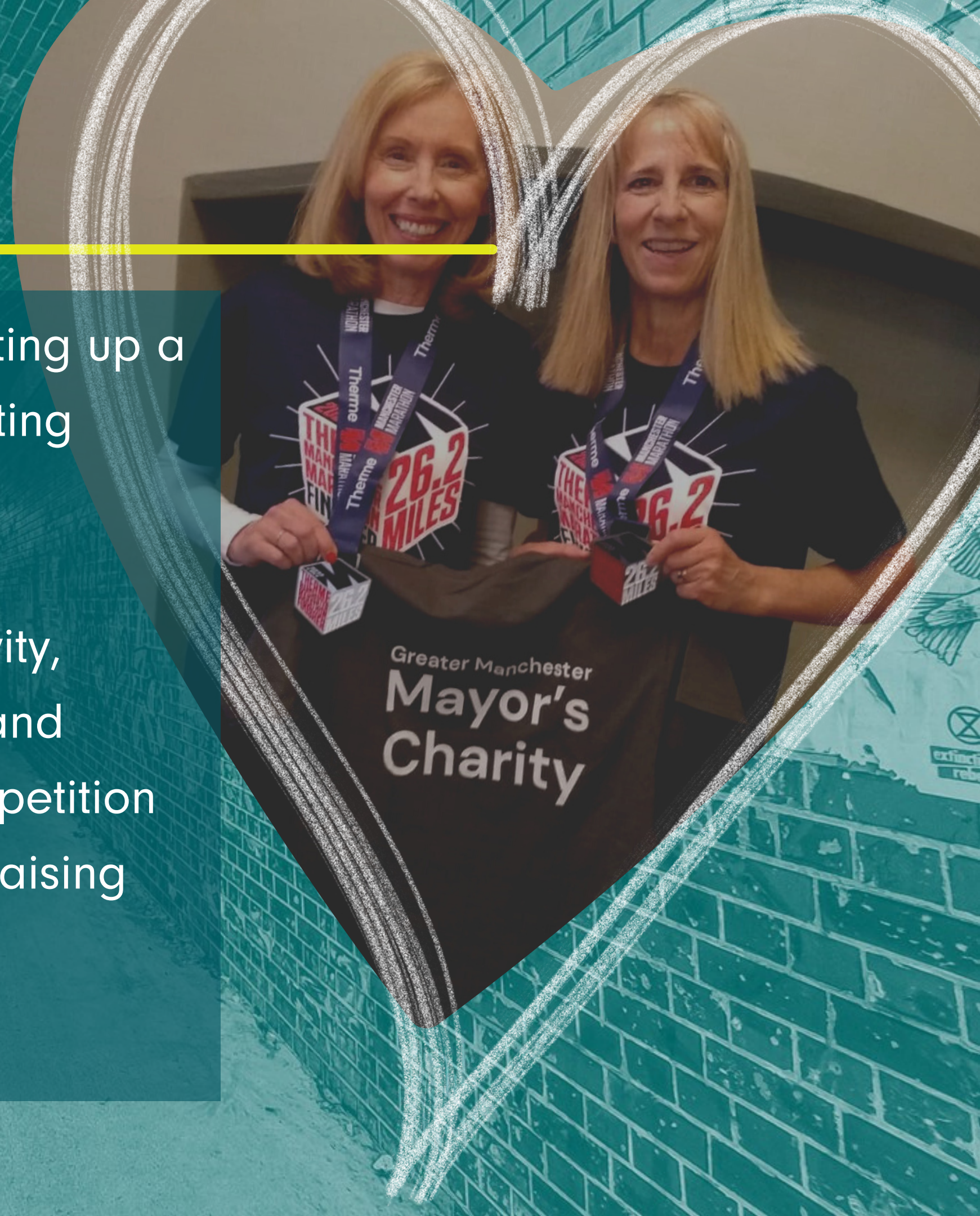


extinction  
rebellion

# Get active...

Whether you're embarking upon a couch-to-5k or totting up a new personal best in the Manchester marathon, getting active can help make a difference!

Raise funds as you challenge yourself to a new activity, group event, or personal best. Getting your friends and colleagues involved can add a healthy dose of competition as you go head-to-head on anything from your fundraising target to the number of sets you can complete!



# Get active...

Need some inspiration?

- **Your distance, your choice!** Walk, jog, cycle, skate, swim, ride, hop or skip a distance of your choice. Enter a public event or set your own challenge. For all those dog walkers out there, those miles can count too!
- **Play a friendly!** Pull together a team of novices and experts alike, compete across a tournament, single game, or even a sponsored sports day. Football, netball, rugby - whatever you fancy trying your hand at.
- **Challenge yourself!** Yoga, climbing, weightlifting, dancing, jumping or planking - always had half an eye on a new challenge for yourself? Try something new while raising funds that really make a difference



# Get active...

Entering a race?

Greater Manchester is home to some incredible tracks and races. If you are entering into anything from your local 5k to the Manchester marathon, we want to hear about it! Wherever possible for some of those big distance events, we will be there cheering you on or giving you a well deserved shout out on social media.

- Commit to raising **£50**, and we'll send you a badge to wear with pride as you pound the streets and increase your mileage.
- Commit to raising a minimum of **£100**, and you can receive a technical t-shirt or running vest to show the world who you are racing for. For more information, see the pledge form in the resources section at the end of this pack.

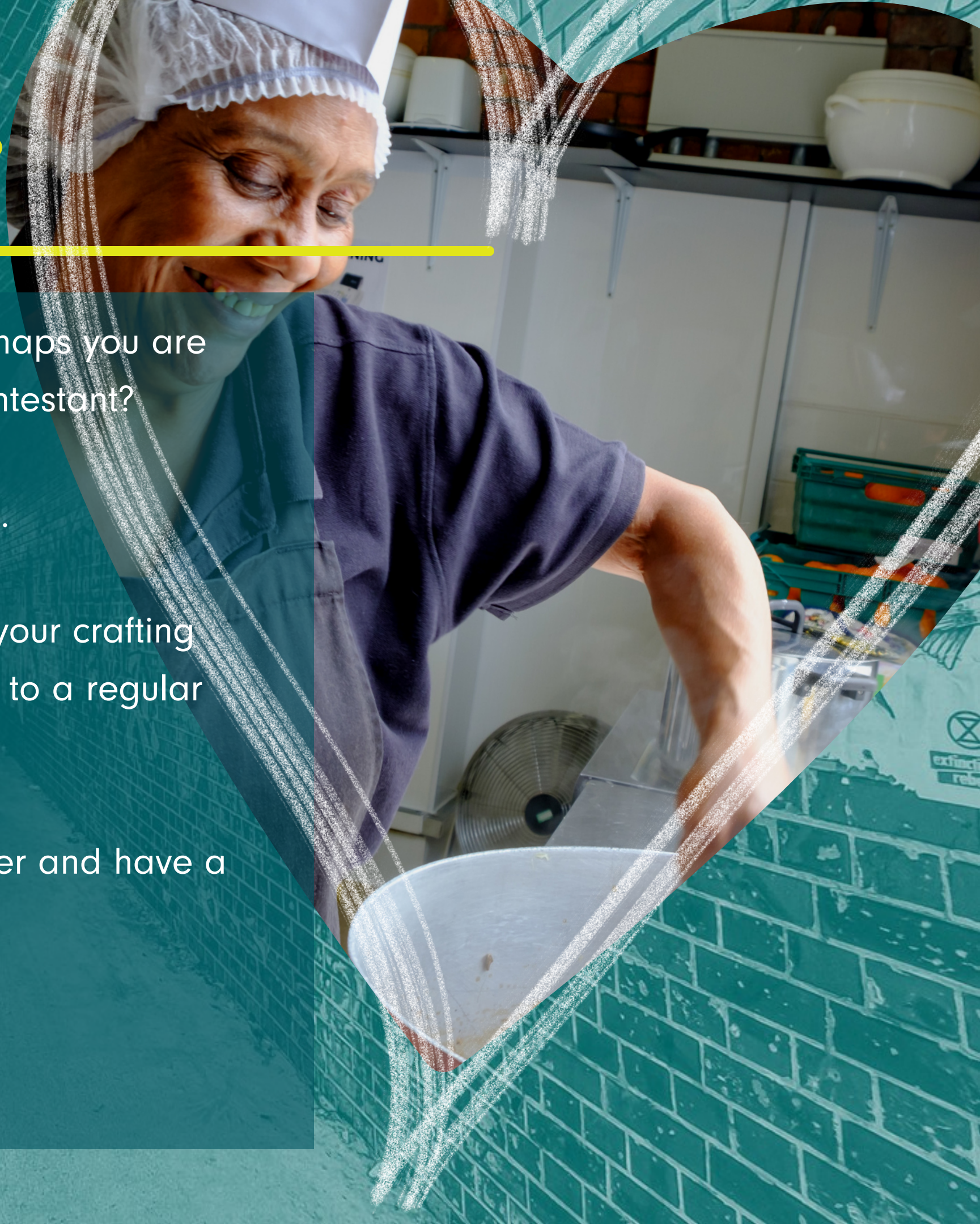


# Get creative...

Are you an expert at **needlework**, or a dab hand at **paper crafts**? Perhaps you are known for your **green fingers**, or as an aspiring **pottery** throwdown contestant?

Whatever your crafting preference, you can put that skill to great work.

- Get your friends, colleagues and family together and teach them your crafting expertise! You can get donations for anything from a one-off class to a regular session.
- Hold on to the fruits of your labour, or boost your fundraising further and have a raffle, auction or sale of your beautiful crafts.



# Get together...

## Foodies

For all our budding bakers, aspiring chefs, and afternoon tea aficionados, you can get together to share in your passion for food while raising funds to support our mission to end homelessness.

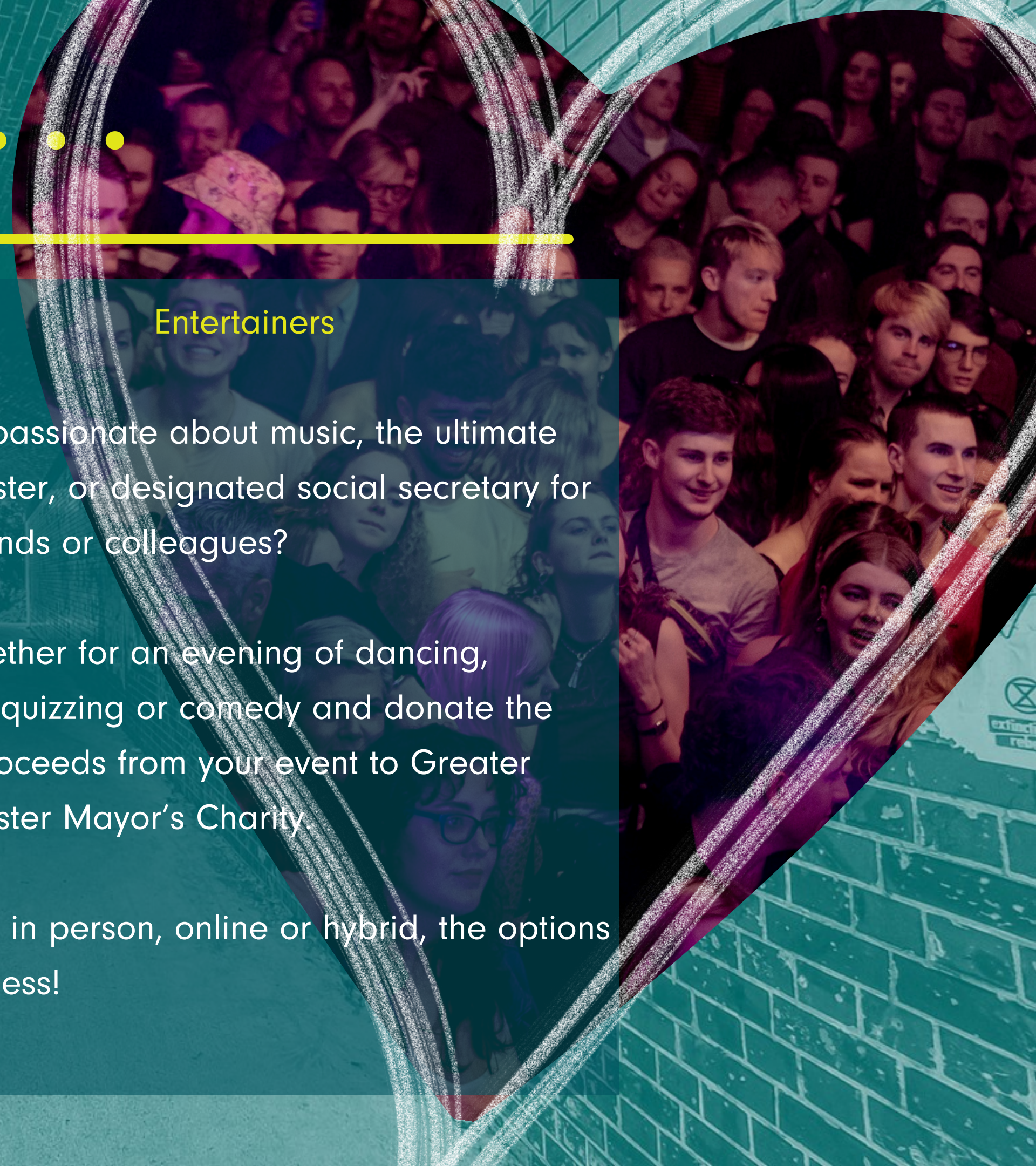
Host a bake sale, challenge your friends to a bake off or come dine with me, or even host the perfect afternoon tea. How many donations can you bring?

## Entertainers

Are you passionate about music, the ultimate quiz master, or designated social secretary for your friends or colleagues?

Get together for an evening of dancing, singing, quizzing or comedy and donate the ticket proceeds from your event to Greater Manchester Mayor's Charity.

Whether in person, online or hybrid, the options are endless!





We can plan.....

---

MEET IN HANCOCK  
ST. PETER'S SQUARE  
1 SEPTEMBER



extinction  
rebellion

# Get planning...

---

## When?

Timing is key! You don't want to clash with an exam, birthday, wedding, or holiday, and you want to make sure as many as possible can support you.

Get that date booked and locked in!

## Keep safe!

If you are hosting a public event, make sure you have access to a first aid kit.

If food and drink are involved, make sure you are aware of any potential allergens so you can advise people in advance – this includes anything from refreshments on the day to the tasty cakes and treats at your bake sale.

## Where?

Do you have the perfect spot in mind? Or are you thinking of going digital? Whatever your venue, there are some important things to think about. Check if you need to book your venue, and whether any costs are involved.

Lots of places and spaces will be very happy to help out with a charity event, so make sure they know early what your event is in aid of.

Make sure it's accessible, and that regardless of location, you have permission to use it for a charity event. This includes public spaces such as parks!



**We can make some noise.....**

---

MEET IN HANCOCK  
ST. PETER'S SQUARE  
1 SEPTEMBER

extinction  
rebellion

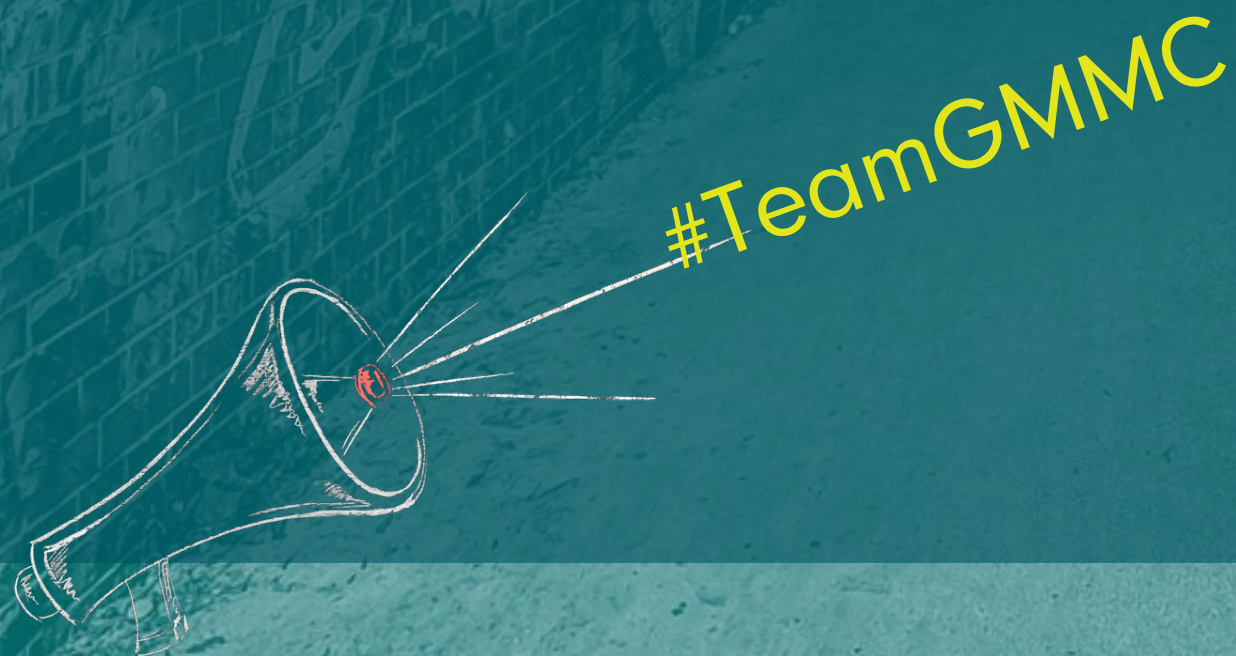
# Get shouting...

---

Venue booked, plans afoot, what next? It's time to shout about your event! The more people who know about it, the more people to invite, engage, and fundraise. Register your event with us and we can help you make some noise!

You are now part of #TeamGMMC so don't forget to shout about it and tag us in your social media shout outs. If you register your event with us, you will get access to some exclusive social media assets to help make that noise.

Tag us across your social medial channels, and we'll make some noise too!



# Get shouting...

---

- **Before...** Make some noise online! Twitter, Instagram, TikTok, Facebook, WhatsApp groups can all help to spread the word about your event or activity. Whether you're running a race, crafting for change, or being a foodie that fights, people want to hear about it. Get sponsorship, sales, and attendance with some canny advertising
- **During...** Photos, live action video updates or shoutouts all help to create a buzz about your activity. Get noticed, get pledges, get impact!
- **After...** You did it, but that's not the end of your journey. Keep sharing, updating about how much you raised, and why you did it. Up to 20% of donations can be expected after your event has ended, so make sure you create the space for that final flurry of fundraising! Added bonus? You will be helping to spread the word and getting more people behind our goal to end homelessness.



**We can make a difference.....**

---



# Get fundraising...

---

Every pound you raise will make a difference and help show that homelessness has no place here in Greater Manchester. Make it easy for people to get involved, and you will see a greater return!

- JustGiving: set up a page on JustGiving so that you can promote what you are doing, make it easy for people to donate, and share your story. On JustGiving, people can easily add gift aid to their donation – this means their gift is worth even more! You can see more information about JustGiving and gift aid at the end of this fundraising pack.
- Match funding: get your company involved! Can you boost your fundraising even further by getting matched funding from your employer? Many are keen to give back to their communities, and this is a highly effective way to do so. You never know, involving your employer might even get a few more people signing up to your event!

# Get donating...

---

## Sending your donations

If you have collected cash at an event or in sponsorship, please don't send us the cash in the post. It is easiest and safest to send us a cheque. Cheques should be payable to 'Greater Manchester Mayor's Charity' and posted to:

FAO Greater Manchester Mayor's Charity  
Tootal Buildings  
56 Oxford Street  
Manchester  
M1 6EU

Don't forget to send the sponsorship forms for your activity as this means we can claim Gift Aid at no extra cost to you or your sponsors.

Please include your name and contact details, without them we cant say **thank you!**



# Get donating...

---

## Sending your donations

If you prefer, you can also pay by bank transfer.

Please email [enquiries@gmmayorscharity.org.uk](mailto:enquiries@gmmayorscharity.org.uk) with 'fundraising donation' in the subject of your email to request bank details

All donations made via the website or JustGiving come to Greater Manchester Mayor's Charity directly.

# Resources

---



# We make it easy...

---

## Resources

Planning an event, publicizing it, and getting all the forms and funds together is no mean feat! To help make this as easy as possible for you, we have a range of resources available to you.

- Supporting your fundraising! To help collect donations or set up a JustGiving page, click on the links below for key resources:
  - [Sponsorship form](#)
  - [JustGiving instructions](#)
- If you would like to promote your event on social media and get access to exclusive supporter materials listed below, email us to register your event now! We just need to know the event, date, and your details. Get in touch today on [enquiries@gmmayorscharity.org.uk](mailto:enquiries@gmmayorscharity.org.uk)
  - Pledge form
  - Digital supporter assets
  - Printable promotional material

**Don't forget!**

---

MEET IN HANCOCK  
ST. PETER'S SQUARE  
1 SEPTEMBER



extinction  
rebellion

# Important Information

---

We welcome your engagement and support, but it's important you keep safe and keep legal! Some tips and pointers are below, but make sure you seek additional guidance where necessary.

- Health and Safety: you've already thought about the first aid kit and any potential allergens, but to help you deliver a low risk event, consider completing a risk assessment in advance. This will help you think through any potential risks for yourself and your guests, as well as ways to mitigate against them. If you think you need a first aider at your event, contact St John's Ambulance for more advice ([www.sja.org.uk](http://www.sja.org.uk)). Please check what public liability insurance is in place at the venue where you are hosting your fundraiser.
- Data Protection: Data Protection is something you will need to know about if you are collecting personal details. As a rule of thumb, don't collect or keep personal information you don't need, and don't share personal data about someone without their permission. For more information please request our policy at [enquiries@gmmayroscharity.org.uk](mailto:enquiries@gmmayroscharity.org.uk)

# Important Information

---

- Collections: remember that people aged under 16 are not allowed to collect money through public collections. They can be present, but they should not be holding the bucket or collection tin! Make sure you have permission for your collection wherever it is based. This might be granted through a licence from your local authority, or the site manager if you are at a venue such as a station, supermarket, pub or restaurant.
- Raffles and lotteries: basing your fundraiser around a local raffle, or adding a raffle prize to boost your charity quiz? Further information can be found at Chartered Institute of Fundraisers -> Lotteries and raffles ([ciof.org.uk](http://ciof.org.uk)). Key guidelines include:
  - Obtain a small lotteries licence if running a large scale raffle - contact your local authority
  - Tickets must state that the raffle is in aid of Greater Manchester Mayor's Charity and include your full name, address and date of the draw
  - Small raffles must be drawn on the same day of the event, before it closes (no licence required)
  - All tickets must be sold for the same price without any discounts

Greater Manchester Mayor's Charity accepts no liability for third-party events. The advice provided in this pack is not exhaustive and is for guidance only. Please consider all risks, ensure you comply with all regulations, and seek further advice where necessary.

If you require any further information or support, please get in touch at [enquiries@gmmayorscharity.org.uk](mailto:enquiries@gmmayorscharity.org.uk)!

Thank you!