



Together  
we will end  
homelessness

# HOME FOR ALL

## Networks Toolkit



# Contents

<b>Fundraising ideas</b>	<b>3</b>
We've put together some fundraising ideas to get you started	
<b>The Race to End Homelessness</b>	<b>5</b>
Join us in The Race to End Homelessness – the race is yours	
<b>Social media toolkit</b>	<b>6</b>
Visuals, videos and key Crisis messaging around Home For All	
<b>Fundraising pages</b>	<b>6</b>
Set up a fundraising page to track team fundraising	
<b>Weekly updates</b>	<b>7</b>
Learn about our regular email updates on Home For All	
<b>Home For All booklet</b>	<b>7</b>
Share the campaign with your networks using this bespoke booklet	

# Fundraising

## ideas

There are plenty of ways for you and your colleagues to fundraise for Crisis. Whether you want to organise something at home, in your local community or online, we've put together a host of exciting ideas to get you started. Please be sure to check the current [government guidelines](#) on coronavirus when organising your events.

Take a look at our [suggested fundraising targets](#) to see the difference your fundraising makes. Why not use these price points to set the entry or participation fees for your fundraising event, or use them as your own targets.

**Live challenge:** Find friends or colleagues with a shared hobby (whether this is cooking, sewing or football 'keepy uppys') and get sponsored to compete on a live challenge. Stream the competition for your sponsors and ask them to vote for the winner!

**Bake sale:** Whether you're an expert or new to baking, why not use your skills to raise vital funds for Crisis. Organise a small bake sale in your local outdoor space or offer to deliver your freshly baked goods in exchange for a donation.

**Summer Olympics:** Bring back the 2020 Olympics! Come together in small teams and use a shared leader board to organise your own tournament. Ask participants for tournament entry fees and source a donated prize for the winners.

**Share recipes:** Share your top 5 recipes with friends or colleagues in exchange for a donation. Start a social media thread and encourage participants to share pictures of the new recipes they have tried.

**Group exercise:** Host a regular workout session for small groups in your local park or outdoor space, like yoga or a HIIT class. You could also host a series of workouts on a video call for people further away. Charge for participation in each session and reap the dual benefit of feeling good while doing good.

**Dress up:** Organise a Dress Up Friday with colleagues – arrange local celebration ‘hubs’ to mark the end of the working week or come together via video call. Pick a theme and award prizes for best outfit or costume!

**Quiz:** Gather your friends or colleagues for a night of trivia. Write up a quiz (or ask us for one) and get people to organise themselves into teams. Charge an entry fee per team.

**Book club:** Organise a book club and get participants to donate. While socialising is restricted, there’s no better time to read that book that’s been sat on your bedside table. Discuss what you thought of the book via a video call or in the park..

**Family fundraising:** Get your kids involved in fundraising too. They could do a sponsored movie marathon, create greetings cards and sell them, do a 30 day PE challenge or even do a sponsored silence for a period of time. Check out Crisis’ fundraising resources for young people:

<https://www.crisis.org.uk/get-involved/resources-for-young-people/>

**Suggested fundraising targets:**

- **£30** could help someone moving into accommodation get a vital wellbeing or starter pack for their new home.
- **£50** could provide essential support to people having to leave temporary accommodation and those made newly homeless by the coronavirus emergency.
- **£80** could go towards helping to re-house someone in stable accommodation and give them the support they need to keep their home for good.

# The Race to End Homelessness



If you and your colleagues would prefer to take part in one of Crisis' fundraising events, join The Race to End Homelessness.

Walk or run a distance of your choice between the **20-31 July**: the race is yours. Every step or stride you take in your race to end homelessness, every action or donation - no matter the size - is important and will make a difference

## Signing up

- Registration is **free** with an individual fundraising target of **£50**.
- Sign up on our [website](#) and we will automatically create a fundraising page for you, so you can ask your colleagues, friends and family to sponsor you to reach your target straight away!
- You can choose to create a **team** page once your page is set up
- You can link your online giving page to your **Fitbit**, **Strava** or **Map My Run** app or manually log the distance you travel on your page.

## Weekly challenges

Think you can run the fastest mile? Or go the furthest distance overall? Or do you have the best running outfit? Turn up the heat and compete with your colleagues in our weekly challenges and win one of our great prizes!

Share your snaps and progress on social media using the hashtag **#CrisisRace**

Read our [event FAQs](#) for more information, and follow [government guidance](#) about social distancing when taking part.

## Social media toolkit

We've created a toolkit which will help you spread the word about Home For All. It explains our strategy in more detail, as well giving you a guide on how to talk about homelessness, and all the tools you need to share your message on social media.

[Access the social media toolkit.](#)



## Setting up a fundraising Page

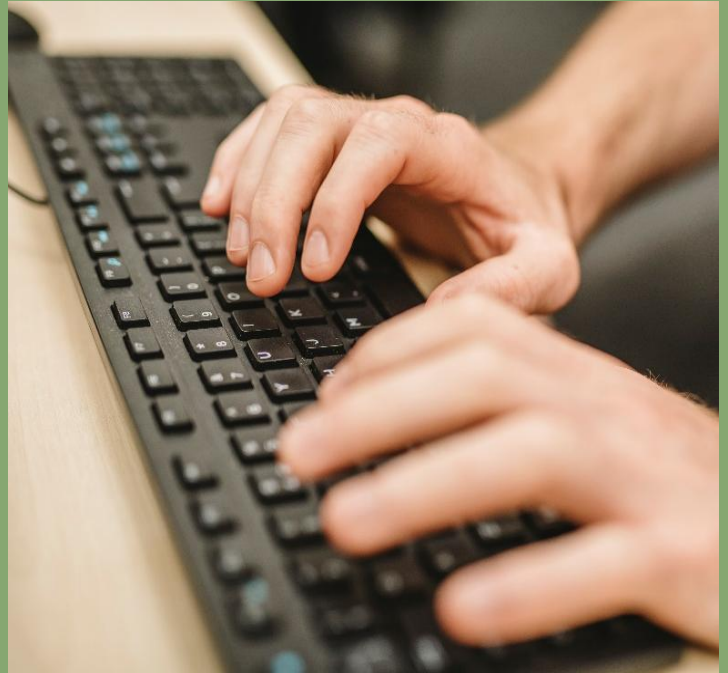
For any of your fundraising activities, you can set up an online fundraising page with Virgin Money Giving. This is just like Just Giving but charges less commission so is our recommendation. Money raised by either site is automatically transferred to Crisis.

[Set up a Virgin Money Giving page](#)

## Email updates

We're sending regular updates to supporters to let them know about our Home for All campaign and key developments in how our teams are responding and adapting.

If any of your contacts would like to sign up to our updates, please invite them to email us via [corporatepartnerships@crisis.org.uk](mailto:corporatepartnerships@crisis.org.uk)



## Home For All Presentation

If you would like to learn more about the Home For All campaign, you can do so using this bespoke campaign booklet. This can also be used to share further information about Crisis with your contacts.

[Access the Home For All booklet.](#)

**Crisis Head Office**  
66 Commercial Street  
London E1 6LT  
Tel 0300 636 1967  
Fax 0300 636 2012  
[enquiries@crisis.org.uk](mailto:enquiries@crisis.org.uk)  
[www.crisis.org.uk](http://www.crisis.org.uk)

Crisis UK (trading as Crisis)  
Registered Charity Numbers:  
E&W1082947, SC040094



**Together  
we will end  
homelessness**