



crosslight  
advice

# Fundraising Guide

Restoring dignity,  
renewing hope



Registered with  
FUNDRAISING  
REGULATOR

# Thank you so much for deciding to raise money for Crosslight Advice. We are so excited to have you on board.

At Crosslight Advice, we want to Advise, Equip and Encourage our clients and we feel no different about our fundraisers! This Fundraising Guide is here to help you on your fundraising journey.

If you have any questions, or need anything from us, you can contact us by emailing [fundraising@crosslightadvice.org](mailto:fundraising@crosslightadvice.org).

Your support really and truly means so much to our clients.

**£50**

can pay for **assessing a client's needs** and providing initial support

**£125**

enables us to **provide an introductory advice session** with a new client

**£325**

pays for a **Money Course workshop** with a small group

Have you always wanted to conquer a marathon, tackle a triathlon or even tick off a skydive from your bucket list? If so, then taking on a challenge event in support of Crosslight Advice is the fundraising event for you!

Alternatively, does eating cake, enjoying a drink while at a pub quiz or a bingo night sound more your style? If that's the case, then organising your own event could be right up your street! Get your friends, family and community together to raise vital funds for Crosslight Advice.

You could also get your workplace, school, college or university involved in a fundraising event. Could anyone brave a sponsored head shave, rock their silly socks for a day or even come to work in their PJs?

Fundraising doesn't have to be something you do on your own either, grab a group of friends and have some fun! How about a charity clothes swap, wine and cheese evening or why not take the plunge and do a cold water swim every day for a week?

Still not sure what you want to do? Get in touch with the Fundraising Team to help get those fundraising ideas flowing



***"I would like to say a huge thank you for all your help and support over the last few months. The guidance and advice that Crosslight Advice has given me has been truly life-changing for my family and I cannot thank you enough for everything that you have done for us."***



# Legal Info



We want to make sure that your fundraising is fun, but it is very important that everything is safe and legal, for all involved. It is important to plan ahead so that you get things right.

## Permission

You will need to get permission from either the local authority or property owner if you're holding an event in a public place.

## Photos

If you plan to take photos of other people at your fundraiser, please make attendees aware. You may need their written permission if you plan on using any photos taken at your event.

## First Aid

If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance ([sja.org.uk](http://sja.org.uk)) or the British Red Cross ([redcross.org.uk](http://redcross.org.uk)). As a basic guide there should always be someone on hand to help for smaller events, but for larger events involving around 500 people there should be a minimum of two qualified first-aiders on site.

## Insurance

If your event involves the general public, it's important to have Public Liability Insurance in place. Check first to see if your venue already has this (as will often be the case). If you're holding an event at home or on private property, check your own insurance covers this too.

## Fundraising with food

To keep everyone safe, check Food Standards Agency guidelines on preparing, handling, cooking and storing food at [food.gov.uk](http://food.gov.uk).

## Public collections and raffles

If you are planning to hold such an event, please call our team first as you may need a license and can request collection buckets or tins.

## If you are under 18

If you're aged under 18, you'll need to get permission from a parent or guardian to raise money for the Crosslight Advice.

## Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. You can find information about how we protect and use personal data in our privacy policy which is on our website at [www.crosslightadvice.org/privacy-policy](http://www.crosslightadvice.org/privacy-policy)



There is a wealth of legal fundraising information on some great websites, so we've pinpointed a few if you would like to do more research:

- Visit [fundraisingregulator.org.uk/more-from-us/resources](http://fundraisingregulator.org.uk/more-from-us/resources) to access great fundraising information and resources.
- To speak with your local council for advice, visit [gov.uk/find-local-council](http://gov.uk/find-local-council) and search your postcode.
- If you plan to host a raffle, lottery or other prize-related fundraiser, visit [gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries](http://gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries).

If you have any questions regarding your fundraising or any of the above, please visit [www.crosslightadvice.org/support-us](http://www.crosslightadvice.org/support-us) or email us [fundraising@crosslightadvice.org](mailto:fundraising@crosslightadvice.org). We'll be more than happy to help out.

# Online Fundraising



In this tech-savvy world, many people find it easier to give online, and so we have a number of great online options you can use as you fundraise for Crosslight.

Fundraising online means you can share the link with your friends and family, on your social media accounts and even in your email signature, to help you raise more. All of the options below automatically link to our charity account, so that all donations are sent directly to us, and you can see at a glance how much you've raised. We think that's a win-win.

**Once you have created your fundraising page, please email us the link so that we can make sure we provide you with all the support you need.**

## Facebook

Head on over to our Facebook page (@CrosslightAdvice).

On the Facebook app, slide across till you find 'Fundraisers'. Once this section is open, click on the button 'Raise Money'. This will create a fundraising page that you can edit.

On the desktop version of Facebook, scroll down to 'Fundraisers'. Click on 'Create Fundraiser' to open a new fundraising page that you can edit.

Once your fundraising page is live, it'll be shared on your profile. Make sure to continue to share it during your fundraising so that friends and family continue to see it on their own newsfeed. You can also share the link outside of Facebook to direct people to the fundraising page.

## GoFundMe

Visit [GoFundMe.com/en-gb](https://www.gofundme.com/en-gb) and click on 'Start a GoFundMe'. Insert the requested information, click continue and then select 'Charity' when asked who you are fundraising for. Search for Crosslight Advice, then input your target, followed by and you own information to create your fundraising page.

Anyone can donate to a GoFundMe page so make sure to share it far and wide!

## JustGiving

Search for [www.justgiving.com/crosslightadvice](https://www.justgiving.com/crosslightadvice) and select 'Fundraise for us' to create a fundraising page. Follow the step-by-step prompts to set up your page, which you can personalise with images and text.

Get busy sharing your fundraising link and keep your donors updated via your JustGiving page too.



If you have any questions regarding your fundraising or any of the above, please visit [www.crosslightadvice.org/support-us](https://www.crosslightadvice.org/support-us) or email us [fundraising@crosslightadvice.org](mailto:fundraising@crosslightadvice.org). We'll be more than happy to help out.

# Sponsorship form



Hi, my name is ..... and I'm doing a sponsored  
..... for Crosslight Advice who work to lift people out of poverty  
and help them build a better future.

[illegible]

giftaid it

\* By ticking this box and giving your signature you are agreeing for us to claim Gift Aid on your donation. Every £1 will be worth £1.25 to us at no extra cost to you. 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.







Restoring dignity, renewing hope

**What:**

**When:**

**Where:**

**Contact:**

**Phone:**

**Email:**

**[crosslightadvice.org](https://crosslightadvice.org)**

Raising funds for



Crosslight Advice (registered charity no. 1163306) is authorised and regulated by the Financial Conduct Authority (registration no. 715066). Crosslight is part of the Community Money Advice network of debt advice agencies and a member of Advice UK. Crosslight Advice holds the Advice Quality Standard.





Restoring dignity, renewing hope

**What:**

**When:**

**Where:**

**Contact:**

**Phone:**

**Email:**

**[crosslightadvice.org](https://crosslightadvice.org)**

Raising funds for



**crosslight**  
advice

Crosslight Advice (registered charity no. 1163306) is authorised and regulated by the Financial Conduct Authority (registration no. 715066). Crosslight is part of the Community Money Advice network of debt advice agencies and a member of Advice UK. Crosslight Advice holds the Advice Quality Standard.



## Paying in Money

If you fundraise for Crosslight Advice offline, then you can either:

Transfer your fundraising straight to our bank account. **Make sure to put your full name and postcode as the reference so it can be linked to your fundraising total!**

Bank: Cooperative

Sort Code: 08-92-99

Account number: 65780006

Send Crosslight Advice a cheque, **made payable to Crosslight Advice**, with a note of your name and address, and send it to

*Fundraising Department, Crosslight Advice, HTB Brompton Road, London, SW7 1JA*

**Not one for cash?** Check out the insert about online fundraising to find out all the ways you can support Crosslight Advice this way.



***"Sometimes you can be drowning in problems so big, or for so long, that even small things become impossible. Crosslight understands, accepts, explains, and helps make the real problems go away. It's life-changing and lifesaving. Thank you."***



***"For such a personal subject to have to discuss, we really felt cared for rather than judged and people genuinely wanted to help us. A service based on love and kindness. Thank you."***

**If you have any questions, need any help or fancy a chat about fundraising, you can email us at [fundraising@crosslightadvice.org](mailto:fundraising@crosslightadvice.org).**

We would also love for you to tag us and get in touch via our social media pages!

 @Crosslight\_Advice

 @CrosslightAdv

 @CrosslightAdvice

 /CrosslightAdvice

HTB Brompton Road  
London SW7 1JA



[crosslightadvice.org](https://crosslightadvice.org)

Crosslight Advice (registered charity no. 1163306) is authorised and regulated by the Financial Conduct Authority (registration no. 715066). Crosslight is part of the Community Money Advice network of debt advice agencies and a member of Advice UK. Crosslight Advice holds the Advice Quality Standard.