

FUNdraising pack

Easy step by step to guide



Feathers
Futures

Registered Charity no.1187930



Thank you

Thank you

for choosing to support
Feathers Futures.

As a registered charity, we rely
on kind support from the local
community, businesses and
supporters like you.

Our FUNdraising pack has been
specially created to help guide
you, offer ideas and, above all,
make sure you enjoy supporting
Feathers Futures.

Jo
& the Team at
Feathers Futures

Jo Critch.
Founder and Manager

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About Feathers Futures



We are a small charity making a BIG difference in women's lives across Great Yarmouth.

Founded in 2018 to bridge the gap in providing an immediate safe space, Feathers Futures is unique in its easy-to-access location, instant, supportive, safe haven, and ongoing support it offers women across Great Yarmouth. We aim to be a place for women to come and make friends, socialise, learn new skills and receive support.

Feathers Futures brings women into a connected community group, providing a safe, non-judgmental environment. As a result, women can have a voice and express feelings while being heard and understood.

Supported by a mix of volunteers and staff, we offer a range of expertise to help women to create a brighter future. Over the years, we have created enjoyable small groups, including drop-in sessions, counselling, domestic abuse tool kit, Feathers Friends, classes and groups, a book club and art sessions.

Through our small groups and varied tailored programmes, Feathers Futures are proud to have helped create a better future for hundreds of women each year.

How your money will help

Last year Feathers Futures supported women by providing informative workshops and courses, counselling, friendship and a safe haven which all together create a welcoming environment to empower women to make a positive future.

This is only possible with your help.



Every penny you raise does count and will make a massive difference to the lives of women across Great Yarmouth who need a helping hand.

How your fundraising will make a real difference

- £5 pays for someone's bus fare to attend a session who wouldn't be able to otherwise
- £10 pays for the refreshments for the Own My Life 12-week course
- £15 pays for an Own My Life journal and resources for one person to attend the course
- £25 covers all our volunteer counsellors' expenses for one week - providing counselling to up to 25 women each week
- £50 covers two volunteers' induction training
- £120 pays for all the resources needed to deliver one course of It's All About Me! helping eight women rebuild their confidence and self-esteem
- £200 pays for all the resources needed to deliver one course of The Domestic Abuse Recovery Toolkit 12-week course

Your funds will provide equipment, volunteer coordination and training required to deliver our tailored services for women—directly helping women by enabling Feathers Futures to continue supporting and creating a brighter for many women each year.

As a registered charity, Feathers Futures relies on kind donations to keep its doors open and provide much-needed support to women. This strong support network is only possible with thoughtful contributions from our wonderful, supportive community.

Our group workshops provide a caring environment to learn practical skills and for women to chat and share experiences in a safe space and make friends. Every penny you raise will help fund places at our workshops which make a massive difference.

"The environment at Feathers Futures is so warm and welcoming, the staff, the volunteers, and the whole ethos. The moment I walked in the door, I just felt comfortable. Feathers Futures is inclusive, warm and understanding. Feathers Futures is a very compassionate, special place. It will always have a special place in my heart."

Nicola Volunteer counsellor.

Feathers Futures restoring and growing confidence

How your donation will make a difference

"I find that everyone is very inclusive to everyone who comes to Feathers and to who works here. They are extremely good at not judging people who they are or what struggles they may have. For example, I am on the autism spectrum and I don't get treated differently I'm just given extra support if I need it."

"Thank you for the kind words, support and for helping me grow. Feathers Futures have supported me so much. I am forever thankful. Thank you for facilitating my counselling - which has supported me in many ways. Most importantly, thank you for being a safe place, free from judgement and full of warmth and love."

*"No judgement, so much encouragement is given, self-confidence built, and plenty of groups where people can make friends achieve certificates (which I would never have got without this help of Feathers). With the help of Jo, I am a walk leader as I was put on a course. Again I wish I had more time. They also kept us women going through the horrid lockdown too.
I'd be lost without them."*

We welcome all women at Feathers Futures. We are women supporting women in an individual, person-centred way. We come together as a group whilst recognising that we are individuals, and so is our journey. We want everyone to feel safe and respected and be themselves when they are here.

Planning your event



Brainstorm

What do you enjoy doing? What are your strengths, or would you like to push yourself and undertake a new challenge?

Goals

How much would you like to raise? What would you find easy to organise? What will bring in the most amount of money?

Think of location, time, and place.

Where will you hold your event? Will it be online or in person? Is there a venue you can use? How many people does it need to hold?

When is the best time to hold it? When will most of your supporters be free? Check that your date and time don't clash with any other events. Should it be tied to a specific calendar date?

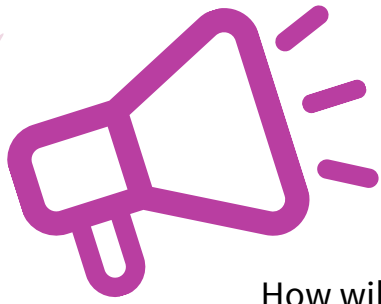
Please keep it safe and legal.

Your event must be safe and legal for all those involved. Research any information you need clarification on, or speak with Feathers Futures.

Make sure you tell us!

Share your plans and see if we can offer advice and support.

Email us at fundraising@feathersfutures.org

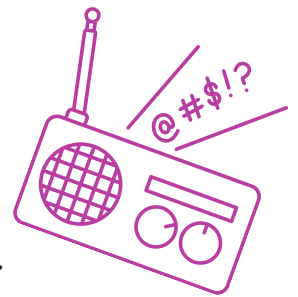


Shout about it

How will you tell people about your event? Think emails, social media, media, posters and word of mouth. Speak with friends, family and work colleagues, tell them about your ideas, get them involved.

Please contact the team at Feathers Futures, and we can provide you with poster templates and other fundraising tools to help you tell everyone about your plans.

The local media love to share good news stories. Could you tell local media the details of your event - think about papers, radio and online outlets.



Make sure you also speak with them afterwards and communicate your successes.

Social Media



Facebook, Instagram, and Twitter can be great ways to inform people about your plans. Create eye-catching posts and make sure you include all the information, such as date, time, and of course, information about Feathers Futures and how all donations will make a difference. Encourage friends and family to share and comment on posts. The more likes and interactions you have, the more people will see your posts.

Remember to tag us in your posts or use the hashtag #feathersfutures.

Photos.

Make sure you capture pictures of your fantastic fundraiser. Share them on social media channels, send them to media, and remember us! We love seeing all your wonderful photos. However, please ensure you get the consent of all those in the images before using them.

Thank you

After your fundraiser, it is really important that you say thank you to all those involved. You can communicate the amount raised on social media or by creating a poster.

Corporate and group fundraising



Group and corporate fundraising can be a great way to create a common goal to unite your team, make a difference in your community, learn new skills, and gain positive PR while supporting a dynamic, much-loved local charity.

Whether your community group wants to help the local community, your business is buzzing about making a difference, or your group fancies a new challenge. Everyone at Feathers Futures truly appreciates all your fundraising activities, and your dedication and innovation never fail to surprise us!

From running up mountains to raffles and races and reaching those fundraising targets, we thank you for your support. If you'd like to raise money to fund and sponsor a specific project, create a new one, or make us your nominated charity of the year, we can help support you.

If you'd like to support Feathers Futures, please get in touch to discuss your plans and see how we can help you.

"The Hair Base have enjoyed working with Feathers Futures over the years. We have developed a great partnership and the Team & our customers have enjoyed having fun & making a difference."

Emma Jarvis, Owner of
The Hair Base
in Gorleston

The
Hair
Base

Feathers
Futures
Registered Charity no.1187930



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to



of
fundraising
ideas

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A - Abseil, art exhibition, aerobics class

B - Bake sale, birthday giving instead of gifts, bingo night

C - Car wash, crafts sale, competition and ask for a donation to enter, cooking book sale

D - Dog show, dinner party

E - eBay sale, have a clear-out and donate the profit

F - Facebook fundraising, football matches, face painting

G - Golf day, give something up and ask people to sponsor you

H - Donate an hour of earnings and ask your colleagues to join

I - It's a knockout

J - Jokeathon, jumble sale

K - Knitting sale or sponsored event, kick a habit

L - Learn a new skill, lego challenge

M - Mobile free day, climb a mountain

N - Nighttime walk

O - Olympics-themed event

P - Press up challenge, poetry day, pop up shop in your workplace

Q - Quicket time challenges, quiet hour/ day, quiz night

R - Raffle, run, recipe book sale

S - Street party, swimming, sponsored events

T - Tombola, teddy bear picnic, treasure hunt, tuck shop

U - Uniform day/non-uniform day, upcycling

V - Vegetable growing sale, video game challenge, virtual online run

W - Wedding gifts, world record attempt, wear purple or pink day

X, Y, Z - X factor competition, yoga marathon, zero waste day, Zumbathon

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Maximise your fundraising

How can you give your efforts a boost? Could you maximise the impact?

At your event, you have a captive audience. How can you maximise fundraising impact? Could you add a raffle? Maybe speak with local businesses and see if they want to donate prizes?

You can sell tickets - not only will this help your target, but it also ensures that people attend.

Match funding - would your workplace match fund donations?

Add links or QR codes to Feathers Futures donation page or a site like Justgiving. It is easier to get people to donate at the moment rather than relying on filling out forms and losing the urgency.

giftaid it

Gift Aid is a scheme which allows charities like Feathers Futures to claim from HMRC the basic rate of tax their donors have paid. Gift Aid increases the value of donations by 25%, so even more money comes to Feathers Futures. The best bit is that it doesn't cost you at all, and you have to do is ask those donating to tick to confirm that they qualify.

This means that if you raise £100 and your sponsors tick the Gift Aid box, it becomes £125.

JustGiving and go fund me enable you to set up a fundraising page to collect sponsorship from family and friends and is fast and easy to set up and use.

JustGiving™



gofundme™



Feathers Futures
Registered Charity no.1187930

Giving your funds to Feathers Futures



After all your fantastic fundraising and hard work, it is important to transfer your funds to us as quickly as possible.

Once we get it, we can send you an official Thank You.

Online



If you have already set up an online donation page, such as Virgin Money Giving, Just Giving, or GoFund Me then you don't need to worry, all funds will be sent directly to us, but it is helpful to inform us to expect the funds.

You can transfer any funds you have raised via bank transfer or by paying through our 'Donate' button on our website.

Bank transfer

Please use the bank details below and email us at fundraising@feathersfutures.org and let us know your final totals so that we know to expect your donation, and we can thank you. Also, please ensure we can identify your activity by adding references such as surname and activity.

Feathers Futures bank details.

Natwest

Acc No: 44648057

Sort code: 52-41-29

THANK YOU!



Helpful links



We welcome volunteers and this is a great way to support Feathers Futures, add to your CV and gain new friends and skills. Please do get in touch for an informal chat or more information.

www.feathersfutures.org/volunteer



[Feathers Futures](https://www.facebook.com/feathersfutures)



Instagram

[Feathersfutures](https://www.instagram.com/feathersfutures)



www.feathersfutures.org

Email: fundraising@feathersfutures.org

Address: Feathers House: 25-26 Hall Quay, Great Yarmouth, NR30 1HP

Telephone: 01493 268222