

Make Change That Matters



Host your own Fundraiser for Aberdeen Cyrenians



“After seeing homeless people in Aberdeen, I decided to raise money and help them. I like riding my bike and that’s why I chose to ride 20 miles, but I ended up doing 40! It’s fun helping people.”

Cammy's Fundraising Story

**£1,170
RAISED**



Exceeded fundraising target by 1170%



Cycled 40 miles



Story covered in local media

Fundraising for Aberdeen Cyrenians

Dear change maker

Welcome to #teamAC! We are over the moon that you have chosen to make a positive difference in our community by fundraising!

For over 50 years, we've been at the heart of the city, ensuring that no one need struggle alone. From the Aberdeen University students that founded us as a soup kitchen and night shelter; to the thousands of local people that have participated in our events, volunteered their time, and donated to fund our services, we couldn't make positive change without people like you.

Fundraising can be a lot of fun! It can be a chance to try something adventurous with new experiences, new friends and new skills, and gives you the warm and fuzzies for being a part of making good things happen.

We're here to help you get the most out of your experience. With this guide we'll share our top tips and resources for successful fundraising so you can make a big impact.

Thank you again for being a change maker, and using your time to help make positive change happen.

Good luck - and happy fundraising!

Your fundraising
makes positive
impact for people in
our community who
need support.



Host Your Own Fundraiser

Your event can be as big and bold, or small and intimate as you like. Something you do at work or school, with friends or could be a public event. You can plan it on your own or get others to help. Stuck for ideas? Don't be! We have loads of ideas to inspire you to create change for your local community.



- Golf day
- Gala dinner
- Fancy dress party
- Tea party
- Zumbathon
- Burns night
- Curry evening
- Skydive
- Dog show
- Fashion show
- Clothes swap
- Dress down day
- Fitness Challenge
- Bandana day
- 80s disco
- Sponsored walk
- Concert
- Bridge tournament
- Garden party
- Karaoke night
- Abseil
- Street party
- Car boot sale
- Quiz night
- Skydive
- Fitness Events
- Run Balmoral
- Banchory Beast
- Mactuff
- London Marathon
- Tough Mudder
- Edinburgh Marathon
- Dance off
- Firewalk
- Bake Off



Bake off



Grinch Dive



Lego show

How to get organised

Here's a handy list of considerations to make sure your event goes off without a hitch:



Set a goal

This could be how much you want to raise, how many people you reach to share information about Aberdeen Cyrenians, or recruiting volunteers. How many people do you think will attend?



Choose your event

It's important to think about your audience, will it be something they want to do? Will weather have an impact, will people be able to get there easily, does it fit with Aberdeen Cyrenian's mission?



Budget

Will you incur any expenses? How will you cover them? Keep track of your spending. Please note, we are not able to cover any costs incurred, so we recommend charging enough to cover any costs and aiming to generate at least a 25% profit for donations. Think about how much you'll need to charge to make it attractive to people and generate donations for charity.



Support

If your event involves a lot of work, think about getting a team together to help with different jobs that need doing. Organising the venue, catering, promoting the event, managing ticket sales, arranging volunteers, securing raffle prizes, setting up and tidying up can all be shared if you have big plans.



Set the date

Check any other major events being held in your area on your proposed date, bank holidays or school holidays too. Is it far enough in advance to make all the arrangements? Should it be evening or weekend - when are most people likely to be able to attend?



Promoting your event

Depending on the size of your event, you might want to keep it invite only. But if you want to get as many people involved as you can, then creating a flyer to share information, make a posters for putting up in the local community, and use social media to share, share, share.



Set up and enjoy!

If you have a big event, remember to check everything is organised, sound is working, venue is decorated, people know where to come and what to bring. Now the hard work is done so join in and enjoy!

Top Notch Planning

What else do I need for planning a fundraiser?



Fun and Safe Fundraisers

Complete a risk assessment looking at what could cause you or your participants harm and check you have taken the necessary precautions to prevent incidents from happening. If you have many people coming, please make sure to have appropriate First Aid support in place. If you need guidance, please contact Aberdeen Cyrenians for support.



Things to check

Some things require a licence, such as:

- Alcohol or entertainment
- Holding a raffle, lottery, or auction
- Doing a public money collection
- Putting up banners or signs in public areas

Please check with us before running any of the above fundraisers.

This list doesn't cover everything.

If you plan to take photos, please make sure participants are aware.



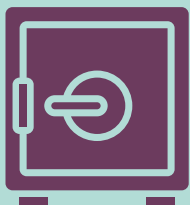
Whats covered?

If your event involves the public you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event.



Everyone Involved

If your event involves the public you must follow all legal requirements and meet consumer and discrimination laws. Consider accessibility and equal access of your chosen venue.



Handling Donations

You will be responsible for any money when hosting you own event so make sure you think about how to keep money safe. We have lots of tools available to you to make this as easy as possible. Check out our Tools section, later in this guide.

See also our event [terms and conditions](#) for more information on your responsibilities in taking on an event.

Resources Toolkit

- Online Donations
- Taking card donations
- How to make an ask
- Useful facts and figures
- Other sources of information



We encourage you to offer different ways of accepting donations for your fundraiser. Whilst many people do still carry cash, donating by card and mobile are becoming more common. Check out some of the ways to accept donations below to make things as easy as possible.

Online
fundraising
page

JustGiving™

Tap to Give
on your own
phone



QR Codes



Facts and
figures



Just Giving

Just Giving allows people to donate with a card and the money goes straight to us, making it super easy for you.



Your page keeps track of all the donations you receive so you can see how much you've raised, as well as all the messages people have left cheering you on.

You can also use Just Giving to say thank you to your supporters, and to keep them updated on your progress which encourages them to share their donation, helping you reach even more donors so you can reach your goal.

Scan here to start your own fundraising page on the Just Giving donation platform or visit:



[Justgiving.com/cyrenians](https://www.justgiving.com/cyrenians)

Make your page your own

Be sure to add photos, videos and stories to your fundraising page so people will be able to see what you are doing and why it means so much to you. Letting people know why you are passionate about a cause is a great way to encourage them to support you.

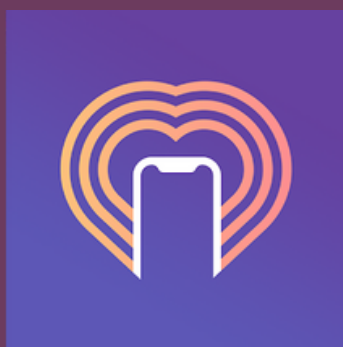
Be social

Use social media to your advantage and keep people up-to-date on your fundraising. Ask your friends and family to like and share too, and spread your fundraising mission further.

- be sure to tag us in your posts using the hashtag #weareac!

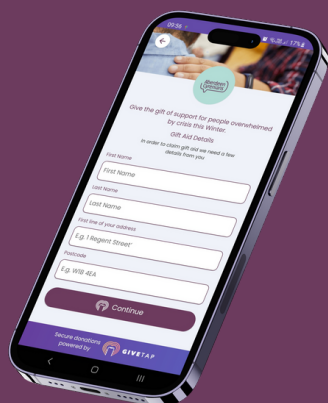
Get more inspiration for your socials in our toolkit...

GiveTap: Tap to donate



Hosting an in-person event and want to be able to take card or phone tap payments? You can now turn your own smartphone into a contactless donation point with the GiveTap app.

As long as your phone has NFC capability (if you can pay by phone then it has) and are connected to wifi or data when you take payments, then your phone can help raise money.



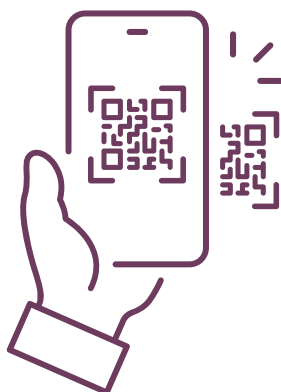
Download the app now

<https://portal.givetap.co.uk/download-mobile-app>

Email Fundraising@weareac.org to get your new login set up



Phone not compatible? Try QR instead



Give Tap and Just Giving allow you to create a QR code that is a scannable code that stores information, often used for quickly accessing websites or information with a smartphone.

A QR code can direct your supporters to your fundraising profile page on, JustGiving to donate.

Follow the steps here to get set up:

<http://tinyurl.com/JGQRHelp>

How to ask

For many fundraisers, asking for donations can feel like the hardest part so here are some tips to build your confidence when asking for a donation.



People often **want** to donate to help a good cause, it makes people feel good to take action and support a friend in their challenge too.



Begin by asking those closest to you, and ask for feedback on your approach.



Consider writing an email or letter explaining what you're doing and send it to friends, family and colleagues. Think about other social groups you belong to where you can ask or run small fundraisers to help reach your goal.



When asking for a donation, share why you chose to support Aberdeen Cyrenians and why the cause matters to you.



Focus on the difference that donations will make happen for people in crisis in the north east.



Include articles or videos which explains the work of Aberdeen Cyrenians to allow potential donors to learn more about where their money will go.



Remember to check if your workplace offers matched giving and if so, tell your donors that your company will match their donation to help motivate them!

Facts and Figures

Including facts and figures in your appeals can encourage donations, here are some examples: -

- Homelessness in Aberdeen is expected to rise by a third in the next two years. Live cases have already risen by 72%. (2024 Scottish Homelessness Monitor and 2023 Shelter Report Card)
- Aberdeen Cyrenians have 10 services which provide specialist support for people affected by homelessness, poverty, abuse, trauma, isolation, limitation, discrimination, mental health and addiction challenges, digital exclusion, social exclusion, and care needs at home.
- In 2022-23, Aberdeen Cyrenians provided 67,522 support sessions - that's an average of 185 every day, 365 days a year. (Aberdeen Cyrenians 2023 Annual Report)
- £25 provides support, emergency essentials and comfort to someone in crisis.

About Aberdeen Cyrenians

Life can challenge us all - bereavement, mental illness, job loss, and health problems can tip the balance and begin a downward spiral. Simple issues become multiple and complex, and the ability to maintain a home can become an overwhelming challenge.

We offer a helping hand to anyone in crisis to get them back on their feet, and provide vital support and assistance to individuals and families that are experiencing crisis, homelessness or are at risk of losing their home.

Starting life as a soup kitchen organised by Aberdeen University students, Aberdeen Cyrenians, we have worked for five decades as a pioneer in service delivery creating initiatives such as Britain's first "wet" hostel, the first women's only residential project in Aberdeen, the first Rent Guarantee Scheme and many more.

Through our community projects and residential services in Aberdeen and Aberdeenshire, we now support rough sleepers, couch surfers with no permanent address, people who struggle to maintain a tenancy due to poverty, discrimination, mental health or addiction challenges, people who need support to reintegrate into society and those who flee from violence, abuse or exploitation.

Our vision is a society where everyone has a safe and stable place to call home.

So to make that happen we:

- respond to the demands of societal challenges which adversely impact people in the north-east of Scotland so that no one struggles alone.
- promote choice and inclusion, through the delivery of locally based holistic services in our communities so that people feel belonging, live with dignity, and are empowered to make positive, sustainable change.
- together, use the diversity of our skills, disciplines, and experiences to raise awareness and break down barriers to build a fairer and more sustainable society.

We stand by people that have lost hope for their future. We provide the support needed to overcome damaging experiences and difficulties impacting people's lives. We are there for people so that they can rebuild their futures free from crisis, trauma and exclusion. We provide emotional and practical support for people to regain hope for a healthy, happy and meaningful life.

How your fundraising impacts our community

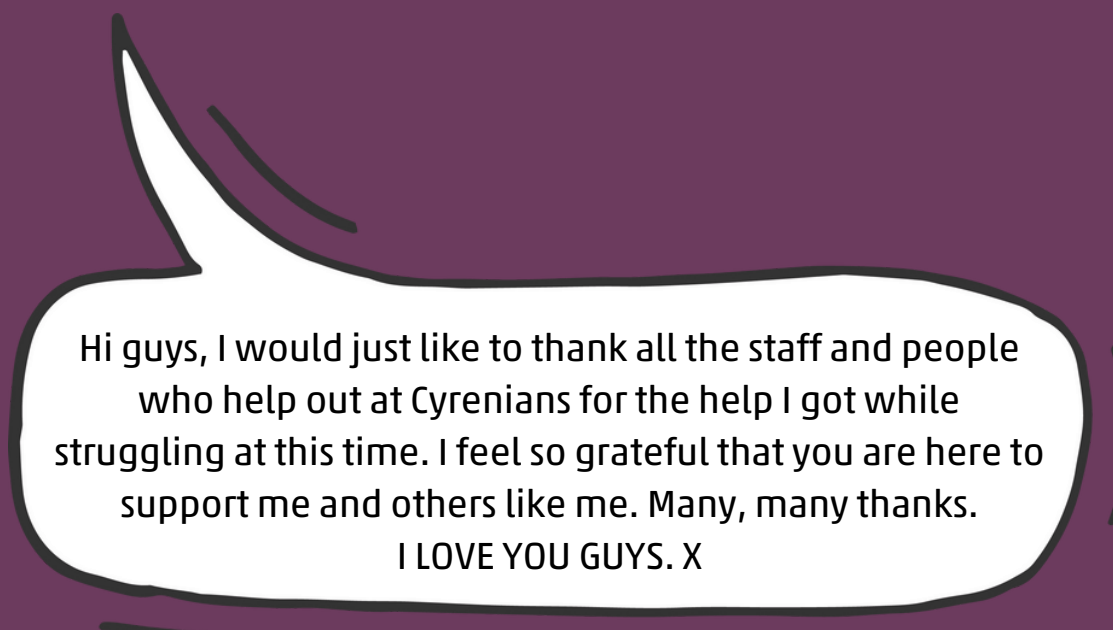
£3 lets people in crisis know they're not alone

£15 offers a listening ear to people that are struggling

£25 creates the foundation of hope and change

£40 creates dignity and changes lives to vulnerable people

£475 offers hope and paves a path for a positive future



Hi guys, I would just like to thank all the staff and people who help out at Cyrenians for the help I got while struggling at this time. I feel so grateful that you are here to support me and others like me. Many, many thanks.

I LOVE YOU GUYS. X

Thank you for choosing to make change for
Aberdeen Cyrenians.

Want to fundraise at an organised event?



2024 CHALLENGE EVENTS

Look after your wellbeing and stay motivated by signing up to one of our challenge events. We're with you for the journey. Sign up [here](#)

£60 **25 MAY**
TOWER ABSEIL
KING'S CHURCH
TOWER



£20 **02 JUNE**
KILTWALK
ABERDEEN



£42 **24 AUGUST**
RIDE THE NORTH
ANGUS



£35 **29 SEPTEMBER**
**BAXTER'S LOCH NESS
MARATHON**
LOCH NESS



MAKE REAL
IMPACT
TODAY



HOME IS THE HEART OF OUR SUPPORT

Settled Housing Support
HOMELESSNESS

Direct Access Service

Food and Essentials Hub

Digital & Financial Inclusion

CRISIS & POVERTY

ABUSE, DISCRIMINATION & EXPLOITATION

Ending Violence & Abuse Aberdeen (EVAA)

EVAA Inclusive

Strength for Tomorrow

JUSTICE & MENTAL HEALTH

Justice Support Service (JSS)

Resilience, Inclusion, Safety & Empathy (RISE)

ISOLATION, VULNERABILITY, & ADDICTION

Wernham House

Care Choices



Further support

Good luck and thank you for choosing to make a positive difference.

Remember, we are here to support you on your fundraising journey and so if you have any questions or queries please contact us using the following details:

Other useful resources:

[Code of Fundraising Practice](#) by the Fundraising Regulator

[Challenge Fundraising](#) by Aberdeen Cyrenians



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