

Make Change That Matters



Fundraising for an Aberdeen Cyrenians Challenge Event



Challenge Fundraising for Aberdeen Cyrenians

Dear supporter,

Welcome to the team! We're delighted that you have chosen to do a challenge event and fundraise to make a difference in our community.

For over 50 years, we've been at the heart of the city, ensuring that no one need struggle alone. Walking side by side we are there for anyone facing crisis and social exclusion. From our deep-rooted connections in the city started by 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.

So from the bottom of hearts, thank you for being there for people in need.

This guide is packed full of useful hints and tips to get you started with fundraising as part of your challenge event. You will find information on unique and interesting ways to raise awareness and funds for your challenge. So dive in and find out how you can supercharge your fitness and make positive, lasting change for people in need.

Remember we're here to help you get the most out of your experience. Be proud of your challenge journey and share updates/milestones on social media/with friends and family.

Thank you again for choosing to make positive change happen in our community.

Good luck - and happy fundraising!

Your fundraising
makes a direct
difference for people
in our community
who are struggling.



Challenge Event Fundraising

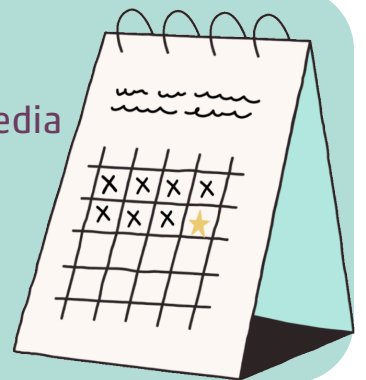
We can often be so focused on our training we forget to fundraise until the last minute. We recommend setting yourself up with a fundraising page as soon as possible so that it has time to build, giving you more confidence in your target and allowing more time to share your journey and keep you motivated. To check you're on track, you should aim to have raised 50% of your target at least one month before your event.

Fundraising plan

Break down your goal into weekly targets for you to try and achieve. Think of it as a part of your training plan to make it more manageable in smaller chunks towards your ultimate goal!

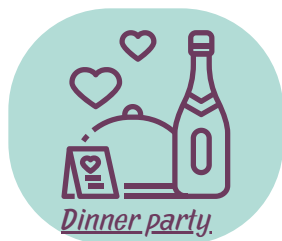
EXAMPLE

- Week 1 - Decide on fundraising goal and set out a plan
- Week 2 - Create your Just Giving page and share on social media
- Week 3 - Share training photos, maps or fitness data
- Week 4 - Host a dinner party to raise additional funds
- Week 5 - And so on..



Other ways to promote your fundraising

Host a mini event can help to further promote your challenge and raise funds



For other ideas see our [Host your own fundraiser](#) download

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.

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

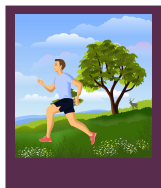
Use social media to your advantage and keep people up-to-date on your fundraising. Ask your friends and family to like and share too, and spread your fundraising mission further.

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

Get more inspiration for your socials in our [toolkit](#)... 

Top 10 JustGiving Fundraising Tips

Fundraising is a brilliant and fun way to connect with others and raise awareness of the charity you are supporting. Check out some of the top JustGiving fundraising tips below!



STEP 1

Get Snapping

Fundraisers with pictures or videos on their page raise **13%** more per photo. A perfect excuse for a #selfie!



STEP 2

Tell Your Story

Writing a story helps supporters understand why you're fundraising. You could raise **65%** more if you do.



STEP 3

Shoot for a target

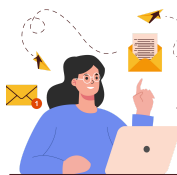
Pages with a target raise **17%** more, so aim high.



STEP 4

Share, Share, Share

Share on your social media pages, and to WhatsApp. They will all help you raise more.



STEP 5

Remember email!

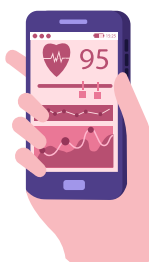
For anyone not on social media make sure you remember to email them about your exciting fundraiser!



STEP 6

Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos help tell your story and why the cause is important.



STEP 7

Connect fitness apps

Doing a physical challenge? You could raise **111%** more and have supporters keep track of your progress by connecting your page with your Strava or Fitbit account.



STEP 8

Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress.

STEP 9

Self donate

DONATE | ❤️

People who make a donation to their own page to get them started raise a whopping **84%** more!

STEP 10

Say thanks!



20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

Printable Sponsorship Form

Name: _____

I am taking part in: _____

on: _____ at: _____

The money I raise will help people experiencing crisis in Aberdeen and Aberdeenshire.

Aberdeen Cyrenians can claim an extra 25% back from the government on every donation, without costing you a penny extra. Please tick the box on the form below if you would like us to Gift Aid your donation. If you have ticked the Gift Aid box, I can confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Aberdeen Cyrenians to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year that the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.

First name /initial	Surname	House number or name	Postcode	Donation amount	Gift aid?	Date collected
		For gift aid we can only accept your home address				

Getting Social



Thank your donors

Encourage friends, family & colleagues to share your posts



Share the efforts you're making in training

#weareac
#TeamAC
#impact



T H A N K

Y O U

I'm fundraising for Aberdeen Cyrenians to make sure no one struggles alone.

#GiveHopeAHome
#lastingchange

I'm raising money for Aberdeen Cyrenians to give hope to people devastated by the cost of living crisis.

I'm raising money for Aberdeen Cyrenians to help vulnerable people affected by homelessness, poverty, mental health challenges and much more.

I'm raising money for Aberdeen Cyrenians to change perceptions of homelessness and to help local people recover from crisis.

We recommend:

Include a bit about Aberdeen Cyrenians in your posts such as who we are and what we do, that way donors will know who their donation will support and the impact it can make. Also try and include what motivates you to support the cause.

Post regular updates on how your fundraising and training is coming along using pictures / screenshots and remember to include the link to your Just Giving page each time you post.

You may also be able to use your email signature or bio's to share your Just Giving link.

Remember to keep thanking any donors along the way!



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 Donations Impact Our Community

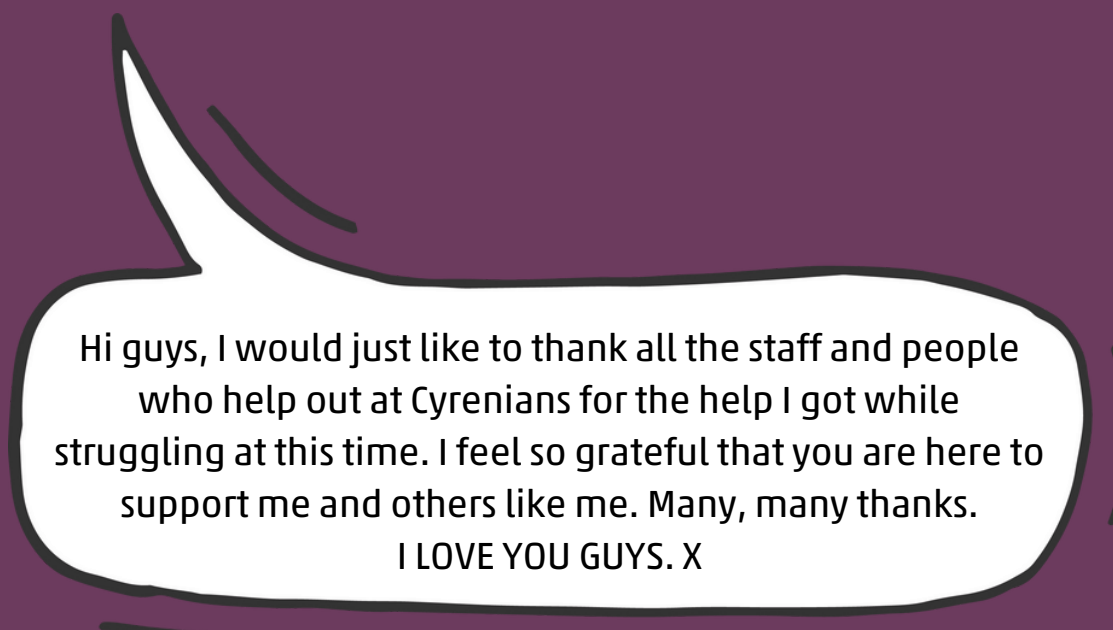
£3 lets people in crisis know they're not alone

£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.

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



0300 303 0903



fundraising@weareac.org



Aberdeen Cyrenians Limited is a charity registered in Scotland (No: SC014849) and also a charitable company limited by guarantee (SC70903).

