



FUNDRAISING PACK

Working together to
keep families together

stmichaelsfellowship.org.uk

Charity number: 1035820

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‘Parenting is the biggest single factor affecting children’s well-being and development.’

Public Health England

Welcome to Team St Michael’s! We’re delighted to have you as part of our team in the TCS London Marathon! Thanks to generous supporters like you, we can continue providing tailored support to families facing adversity, helping every child get the best possible chance to thrive.

Our small but dedicated Fundraising and Communications team will be with you every step of the way. You can count on personalised support as our way of thanking you for the incredible time, energy and effort you’re putting into fundraising for St Michael’s.

Thank you.

Fundraising Journey



Step 1

- Register your place through 'Let's do This!'
- Set up and personalise your fundraising page on Enthuse.

Step 2

- Brainstorm fundraising ideas.
- Check if your employer offers match funding.

Step 4

- Share regular updates and use pictures and videos to put the 'fun' into fundraising!
- Ask and ask again.

Step 3

- Share your challenge with friends, family and colleagues on and offline.
- Reach out for donations!

You've Done It!



- Chase any outstanding donations.
- Update your social media with how much you raised.
- Say THANK YOU to those who donated.

Get inspired!



Get creative!



Get active!



Get DJing!



Get painting!

Take a hobby, or something you enjoy &
turn it into a fundraiser

Get Involved!

Workplace

Did you know?

Many employers offer match-funding opportunities, helping you to reach your target even quicker! The workplace is also a brilliant space to organise a fundraiser and encourage colleagues to get involved and donate.

Community

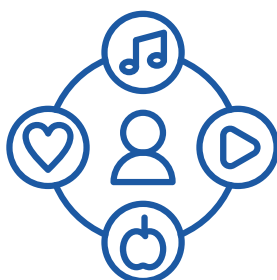
Did you know?

Your community is a hub of generosity, and eager to get behind a local superhero for a good cause! From raffle prizes to freebies, see what your local groups and businesses can help you with today!

Hobbies

Did you know?

Your hobbies could be a way to encourage donations! DJ, knit, padel, bake, read, paint or golf your way to extra donations!



Fundraising Ideas

S

singing contest, sponsored silence, sports day

T

Tough Mudder, talent show, treasure hunt, TikTok challenge

M

music night, mindfulness workshop

I

Iron Man, improv night

C

car boot sale, cycling, coffee morning, car wash

H

honeyrox, hiking challenge, head shave, halloween party

A

auction, afternoon tea, art class

E

eighties night, eBay sales, Eurovision party

L

lego competition, Las Vegas night

S

supper club, swimming, sweepstake

Fundraising Ideas

F

acebook Birthday fundraiser, fancy dress day, football tournament, film night

E

ntertainment night, exhibition, Etsy sales

L

ivestream challenge, litter pick

L

ocal history walk

O

pen mic night, obstacle course

W

ine tasting evening, wedding donations, walk

S

treet party, spelling bee, superhero challenge

H

amper raffle, hour of earnings

I

nternational food night, ice-cream party

P

ub quiz, padel competition, pizza party

Fundraiser Spotlight: Pauline's Journey

What made you want to fundraise for St Michael's?

"I'm a Clinical Lead for Health Visiting, and a lot of my work is with children in care. Knowing the impact that it would have on families like those I work with was just huge."

What was your biggest challenge and how did you overcome it?

"I was very anxious about raising money because I hated the idea of asking anybody for anything."

"I documented lots of my journey on socials, I thought it was cringe but people kept telling me they loved it!"

If you did it all again what would you do differently?

"I don't want to do it again because I don't think anything could top my experience. It was one of the best days of my life."

"The only thing I wish is that I had started fundraising earlier. I was scared of doing events so I would partner up with other runners and ask if we could host something together."



"I wanted to be successful."

"I never felt under pressure
from St Michael's.

I definitely chose the right
charity."



Rush and Trusha

"The whole experience was amazing. The support from the charity was incredible. I couldn't be any more grateful for it."

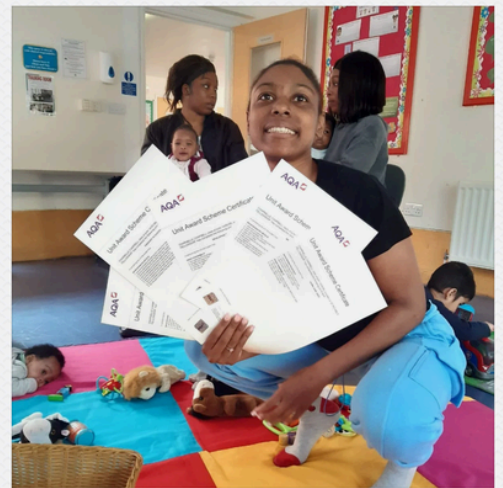
100%

of our runners felt connected to our work and would recommend others to fundraise for us.

How We Help

St Michael's Fellowship works with families facing adversity in our community. We help support mums and dads to develop their parenting skills so that their children can thrive.

"I can honestly say coming to St Michael's was the best thing that could have happened to me."



Learning & achieving



Cooking up a storm!

"You're lovely souls and are amazing individuals with very big hearts. Thank you for all your help and words of wisdom. I appreciate everything you've done for us."

£10

Play Resource Pack

£20

Family Welcome Pack

£50

2 hours of 1:1 support

£100

1 session within the Caring Dads Programme

£250

1/2 day family contact at Jigsaw

£1000

Supporting our Summer Outreach Programme

Our Families



“The heroes I had growing up were fictional... I want to ensure that my son has a real-life hero he can believe in. I want to be that person.”

- Dad



“1:1 support boosts my mood and just makes me feel motivated. Help with housing, the food pantry and accessing nappies and formula has been a godsend.”

- Mum

“If it wasn't for St Michael's, I don't think I'd be here today.”

Parent



Our Fundraising Top Tips

Start Fundraising Early

Research shows the earlier you start fundraising, the more you raise!

Give a Little App

Collect contactless donations, to make it as easy as buying a coffee! This is great for any in-person fundraising events / getting people's donations in the moment.

Ask & ask again!

Life is busy and people can forget to donate! So don't be afraid to give people a gentle reminder.

Gift Aid

Encourage supporters to select Gift Aid when making an donation online.

Their donation will be worth an extra 25% to us - at no extra cost to them, or us!

Match Funding

Find out if your employer offers match funding, this could double your amount raised!

Social Media Hacks >>

Social media is a brilliant way to share both your training and fundraising journey!

Running a marathon is no easy feat! People love seeing the time and dedication that goes into training for the BIG day.

Whether it's in your family WhatsApp chat, posting on your Facebook timeline, sharing on your Instagram feed or starting a mini TikTok series - it all adds up!

The more people that see your journey, the more likely they are to donate.

- ✓ **Add your fundraising link to Strava activities**
- ✓ **Commit to sharing on socials once a month**
- ✓ **Don't forget to tag us so we can engage!**



Share your journey!

Last year, Ellie and Lucy documented their training journey with videos. It was brilliant!

[Click here](#) to watch them.



The legal bit

- Get permission for venues or public spaces.
- Check if you need licences (raffles, lotteries, alcohol, music, collections).
- Be clear and honest about where funds go.
- Handle donations securely.
- Follow data protection rules when collecting personal details.
- Put safeguarding in place if children are involved.
- [Click here](#) to read the Fundraising Regulator's Code of Fundraising Practice for full guidance.

Paying in your donations

- Most donations will come through your fundraising page.
- For in-person fundraiser events, or collecting donations with ease, we can set you up on 'Give a Little Champion', an app that allows you to collect contactless donations from your smartphone!
- Any other donations in cash, cheques etc. can be paid in via bank transfer.



NatWest Bank

Account name: St Michael's Fellowship

Account number : 82008329

Sort code: 60-05-34

Ref: Full name & 2027 London Marathon



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