

HOPE
STEAD

EVERYONE
DESERVES
A PLACE TO
CALL HOME

FUNDRAISING PACK

HELP HOPESTEAD END HOMELESSNESS.



THANK YOU FOR CHOOSING TO SUPPORT HOPESTEAD!

We're absolutely thrilled to have you fundraising personally for us. Your efforts will help all our work tackling homelessness – because everyone deserves a place to call home.

Homelessness doesn't always look how people expect. It's often hidden - a mum and her children in temporary accommodation, someone standing in an empty flat with nothing but a plastic bag of belongings. That's where you come in.

WHAT WE DO:



HOPE AT HOME - turning houses into homes

We provide beds, sofas, washing machines, carpets and the essentials to help turn an empty house into a home.



HOPE FUNDS - supporting brilliant charities

We fund frontline organisations tackling homelessness across the East of England.



BUILDING HOPE - creating new homes

We work in partnership to develop innovative accommodation like modular homes for people transitioning out of homelessness.



VOICE OF HOPE - changing perceptions

Our campaigns show the real face of homelessness and push for systemic change.



“Through your support, we provide furniture, white goods, and essentials that help people rebuild their lives with dignity and choice.”

WHY YOUR FUNDRAISING MATTERS

IN 2024-25 OUR HOPE AT HOME PROJECT SUPPORTED 670 PEOPLE INCLUDING 262 CHILDREN. HOMELESSNESS FOR THEM LOOKS LIKE THIS:



27%

fled
domestic
abuse



22%

had a
relationship
breakdown



39%

had mental
health
conditions



97%

sustained
tenancies
with support

My new home has given me my life back. I am looking forward to the freedom of moving around my own space. My recovery can really start from now, as it's easier to exercise and have health professionals visit me at home



PIPPA'S STORY

A grayscale background image showing a woman with curly hair and a young girl with curly hair sitting together, looking at a smartphone. The woman is on the right, and the girl is on the left, both looking intently at the device.

BEFORE

Fleeing domestic abuse

“We couldn't stay in one place too long, so I kept the peace by telling the kids we were having sleep overs.”

HOPESTEAD STEPPED IN

- ✓ Flagship house secured
- ✓ A bed for Pippa
- ✓ Dining table and chairs
- ✓ Flooring throughout
- ✓ All white goods needed

NOW

Building a future

“Every day is getting better. Half the things I had to worry about, have just gone. I've got a lovely house now.”

AMAZING WAYS TO FUNDRAISE



GET ACTIVE

- **Challenge events** - runs, cycles, obstacle courses with subsidised entry
- **Daily challenges** - walk 365,000 steps in a month!
- **Do your own thing** - bike rides, swims, your favourite activity

GET CREATIVE

- **Yellow & Purple Day** - dress in our colours, dye your hair!
- **Bake sales** - everyone loves cake
- **Quiz nights** - test your mates' knowledge
- **Car boot sales** - declutter for good



#EveryoneDeservesAPlaceToCallHome

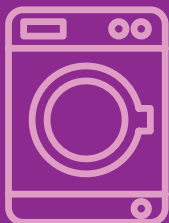
GET SOCIAL

- **Birthday fundraisers** - donations instead of gifts
- **Virtual events** - do an online challenge
- **Workplace fundraising** - office activities
- **Social media challenges**

WHAT YOUR FUNDRAISING ACHIEVES

£1,700

Pays for a Hope Funds charity partner project for a month



£500

Whitegoods like washing machine

£100

Airbed & bedding



£25

Toaster or kettle

£3,078

Funds white goods, flooring, beds, sofas and more for someone moving into an empty house



Every single pound makes a difference.

82%

of people we support said they would have gone without or into debt without our help.

LET'S GET STARTED!

SET UP YOUR JUSTGIVING PAGE

1. Go to justgiving.com and click "Start fundraising"
2. Search for "Hopestead" and select us
3. Choose your target and personalise your page
4. We can provide photos and text
5. Donate to your own page first - people who do this raise 84% more!

SPREAD THE WORD

- **Share on social media**
use #EveryoneDeservesAPlaceToCallHome
- **Share your JustGiving link with friends and family**
- **Tell people why you're fundraising** - personal stories get the best response
- **Post updates as you train or prepare**

TOP FUNDRAISING TIPS

- Set a realistic target - you can always increase it later
- Share around payday when people might feel more generous
- Use photos and videos to bring your story to life
- Thank your supporters and keep them updated

MAKING IT HAPPEN

- ✓ **Set up your JustGiving page** - it handles Gift Aid automatically, boosting donations by 25%
- ✓ **We can help you help us** - share your posts on our social media, provide logos and key facts, offer fundraising tips, and connect you with other supporters
- ✓ **Get the word out** - use our graphics and stories to help explain your fundraising
- ✓ **Have fun!** - the more you enjoy it, the more others will want to get involved

**REMEMBER: YOU'RE NOT
JUST RAISING MONEY, YOU'RE
GIVING FAMILIES HOPE AND
HELPING THEM BUILD A PLACE
THEY CAN TRULY CALL HOME.**

Got questions? Contact Chris Elliott, our Fundraising Manager:

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Hopestead is a charity registered in England under number: 1190324
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#EveryoneDeservesAPlaceToCallHome

**TOGETHER, WE CAN
END HOMELESSNESS.**

