

Fundraising Kit

Now is the time
to start



COMPLIMENTS OF
THE HOUSE

Thank You.

For choosing to believe in us and all that we do for our guests at Compliments of The House.

Through Covid-19 we have worked hard to provide vital nourishing food for those most at risk during this pandemic. Our rapid emergency response service has regularly supported over 100 families and individuals, with food parcels delivered to their door every two weeks since March 2020.

Food provision not only has a huge impact on the physiological nourishment of our bodies, but provides invaluable mental well-being assistance for those who are struggling to support themselves through the pandemic

Your fundraising will benefit our guests during this crucial time by securing them ease of access to food and vastly improving their quality of life.

If you would like to find out more about our operations, please feel free to contact us.

✉ team@complimentsofthehouse.org
☎ 07855242918

Our Story

A homeless care leaver at sixteen, Founder and CEO Sinéad Browne understands what it's like to go without food.

Growing up on the fringes of society often means fighting for the most basic of necessities. Sinéad was no different. Although now a lawyer and Founder and CEO of a growing charity, Sinéad struggled through these life events often going without meals and with little to no support for her general wellbeing. Knowing the impact this had on her own life left Sinéad wanting to do more.

While backpacking in New Zealand, Sinéad's experience with the Free Store proved the incredible benefits food redistribution could have on both society and the environment. After shaping the concept to reflect the socio-economic issues of London, in September 2018 Compliments of The House (CoTH) was born... and we haven't stopped growing since. Our hub space in Brixton Market places us in the centre of the local food community, with business' and volunteers alike continuing to return to us because of the welcoming and inclusive environment they find here.

Our perseverance in combating food insecurity will last as long as there is hunger, and we will continue to redefine food provision services by dignifying and respecting the community in which we work.

No-one should go without food.

It's scandalous that in such a wealthy country, people are going without food because they can't afford to eat. It affects the quality of their life, their potential in the world and their sense of worth and respect. COTH gives people access to opportunities through food, while connecting to a community full of love, kindness and respect.

Sinead Browne, Founder of COTH





**Approximately
3 million food parcels
were regularly distributed
in the UK in 2020**

How you can help us

Fundraising is a great way to support small grassroots charities such as ours, while enjoying a fun time with your friends, family or colleagues.

If you're stuck on just how to begin this process, you've come to the right place! We've put together a few ideas for some fundraising activities that are perfect for remaining safe during the pandemic:

Sit-a-thon - Staying indoors doesn't mean a bland fundraiser! Sitting down for charity can include activities such as meditation, playing board games or even marathoning your favourite films to raise money.

Individual sporting events - Or get right back up again! It doesn't have to be a 26 mile run, you could run 2.6 miles or simply do 26 star jumps! The possibilities are endless for individual sporting events.

Virtual games night – Organise a virtual quiz, bingo or an online game, such as Among Us. You could choose a theme and ask everyone to dress up too!

Virtual Bake off- Choose a recipe and send it out to your friends. See who makes the best or most baked goodies in a set time frame!

Take to the virtual stage - Are you a performer? Sing, dance or do some magic via a Facebook or Instagram Live video with a donate button.

Get crafty – Cracking at crochet? Picasso with a paintbrush? Sell your items at local outdoor markets, via social media or on online marketplaces such as Etsy. With a proportion of the sale going to CoTH you can promote your artwork while helping to support our charity.

Getting Started

1. Define a goal

People are more likely to give money to a fundraiser that is clearly defined. Focus on why you want to help CoTH and if there is a specific amount you want to raise for the cause, then explain why that is. Tell a story!

3. Make it unique

When deciding what fundraising event to do, remember that people enjoy taking part in something new and interesting – try to think of ways to make your fundraising event different!

4. Choose a donation method

Virtual fundraising is a safe way to reach more people and raise money during Covid-19. There are loads of sites to choose from, but if you want to donate easily to CoTH you can link up to our JustGiving page with your own fundraiser. See more about how to do this on the following page. If you want to fundraise with cash see our guidelines in the Legal section.

2. Set a deadline

Estimate how long it will take you to reach your fundraising goal and set a deadline. Clear timelines create a sense of urgency that makes donors respond more quickly. If you have external time constraints make sure to tell your donors about these. Remember to stick to these deadlines as best you can once your fundraising begins..

5. Spread awareness

Share what you will be doing! Facebook, Twitter, Instagram, WhatsApp Broadcast and LinkedIn will help spread awareness of your fundraiser and rally support

**10% of children
live with severely
food-insecure
people**

Setting up JustGiving

JustGiving is a quick and easy way to raise money. It will save you hours of asking people for sponsorship and make donating to CoTH that much easier.

Create an account

Go to www.justgiving.com/sso/ signup to create your JustGiving account. From here you can click 'Start Fundraising' to set up your fundraising campaign. Our Covid-19 appeal can be found at www.justgiving.com/campaign/coth-coronavirus-response. If you need further support setting up your page, there is a step by step guide provided at the following address, www.justgiving.com/fundraising/tips/how-to-create-a-fundraising-page.

Customise your page

Photos and information help shape your story. Everyone has a different reason for fundraising. Whether you have experienced food poverty yourself or you simply want to join our cause, adding a personal, emotive touch can make a big difference.

Share the link

Once you've organised your fundraising page, share the link through social media and in person, to get people involved. Then let us know so we can share it too! All donations will automatically secure Gift Aid through this platform, and go directly to our account, so there's no need for you to do anything, but fundraise!

Where your fundraising makes a difference...

£5 could fund

Tea and coffee for our guests, for a week



£40

could fund

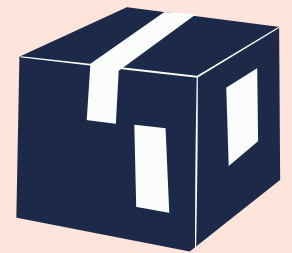
A nutritious food parcel for someone in need



£60

could fund

Petrol for our delivery van for a week



£100

could fund

Vital PPE for our delivery volunteers



£500

could fund

Over 12 families with two weeks worth of nourishing food

The legal bit

Liability

Please make sure that it is clear that you are fundraising in aid of Compliments of The House and that your activities are not representing or appearing to be organised by Compliments of The House.

The Charity cannot accept any responsibility for your promotion or activities or for anyone who participates in them.

Handling cash and sending in your donation

If you are fundraising with cash please have two separate persons count and document all donations as they come in. Keep this cash safe as you fundraise and try to deposit cash in a bank the same day as collected. You can then transfer these funds to us via cheque, made payable to:

**Compliments of The House, International House, Canterbury
Crescent, Brixton, London, SW9 7QD**

If you would prefer to use a bank transfer please get in contact for our details.

If you have a JustGiving fundraising page linked to our appeal you do not need to transfer anything to us, your donation will go directly to the Charity.

There is an automatic option to opt in to Gift Aid with online giving but if you are collecting donations yourself please get in touch to request a Gift Aid or Sponsorship form. An extra 25p for every £1 donated really adds up.

Use of CoTH's logo

If you would like to use the Compliments of The House logo for your fundraiser, please get in touch with us. If we agree this is appropriate we will then explain to you how you may use it.

Digital events or activities

It is not possible at the moment to run a live event but you may be running something for a community online, using apps or other social media. In promoting your event or activity you'll need to state clearly whether all funds or only a percentage of funds raised at the event will go to Compliments of The House.

Third party data handling

As part of your fundraising you may come into contact with personal data and information belonging to people involved in your activity. You are responsible for ensuring that any paper or electronic data you hold complies with the Data Protection Act 2018.

As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

Safeguarding and Risk Assessment

You should perform a safeguarding and risk assessment to map out potential risks and fundraising compliance issues.

knowhow.ncvo.org.uk provide useful information on this to get you started.

Working with children

Extra care should be taken if your fundraising activity involves children and you must ensure proper adult supervision.

Note that children under the age of 16 are not allowed to purchase raffle tickets.

If children are photographed or appearing online in your initiative you must have prior permission from their parent or guardian.

Your support
can make a
difference



Fundraising Checklist

When you feel ready to start your fundraiser come back here to check off the list...

- ☐ Fundraising activity decided
- ☐ Date set
- ☐ Fundraising target set
- ☐ Online event created (if relevant)
- ☐ JustGiving fundraising page set up and linked to CoTH, or read the guidelines about other forms of raising funds
- ☐ Gift Aid and/or Sponsorship form requested and printed
- ☐ Legal and health & safety issues checked - got questions? Contact us!
- ☐ Friends, family, colleagues, schools and local businesses contacted and asked to get involved, share on social media or donate
- ☐ Promoting the fundraiser with posters, local press, Facebook, Twitter, WhatsApp Broadcast, Instagram - even shouting it from the rooftops!
- ☐ Finally, sharing pictures of your fundraising story across your chosen online giving platform, social media and to friends and family

Remember to contact our Fundraising team if you need help, at team@complimentsofthehouse.org

At the end of your fundraiser...



1. Thank your donors

They cheered you on from the sidelines, shared your posts on their social media, they may have even got involved themselves. So make sure to say thank you, either individually or via a general message, and update them on how you did!



2. Update your donation page

If you used an online giving platform make sure to notify donors and the general public that the fundraiser has ended. You can also let them know if you reached your goal and how it went!

3. Transfer funds

If you fundraised outside of JustGiving you now need to deposit the funds raised into a bank account for transfer to CoTH. The sooner you do this, the faster we can get help to those in need! Remember if you need a Gift Aid form, please request one from us.



4. Share your success story!

You may have updated your donors, but what about us? Get in touch to let us know how you did and we'll spread the word of your success!

Good luck!

And thank you so much
for supporting us.



@complimentsofthehouse



Compliments of The House



@coththemovement



compliments-of-the-house-brixton

