



FUNDRAISING PACK 2025

THANK YOU

..... for choosing to support local people experiencing homelessness.

The money you raise will help people in your community out of homelessness, and on a pathway to a brighter future.

The following pages will help you get started on your fundraising journey, with plenty of ideas, tips and tricks to make the most of your experience.

We hope you enjoy your fundraising experience, if you have any questions or need any further support, please don't hesitate to contact us at fundraising@turning-tides.org.uk or on 01903 680740. We will be in touch to see how we can help you achieve your target. In the meantime if you want to find out more there is information on our website.

www.turning-tides.org.uk/get-involved



SET YOUR TARGET

£30

could provide ten people sleeping rough with a hot meal at one of our community hubs, likely their only meal of the day

£100

could pay to run our mobile community hub for one day, providing essential support to people in remote areas

£500

could provide digital devices to clients and help run digital inclusion sessions, enabling people to develop skills for better community inclusion

£10000

could go towards ongoing counselling sessions to work through a traumatic past, helping to change the course of people's future

SET UP YOUR FUNDRAISING PAGE

If your fundraising challenge involves raising money through sponsorship, the simplest way to request and receive donations is online.

It's easy to set up. Visit our JustGiving page at www.justgiving.com/turningtideshomelessness, click 'Fundraise for us' and then simply follow the on-screen instructions.


Set your fundraising target. (Aim high! People are often surprised by the level of support they receive.)

Add details to your page - say why you're fundraising for Turning Tides. There is information on the website, if you want explain the difference your supporters will make to local people experiencing homelessness.

When your page is set up, start sharing! Email, text and add to your social media. Ensure your friends, family and colleagues know about the challenge you're tackling and how much training you will be doing.

If you would like a paper copy of our sponsorship form, please get in touch.

OUR TOP TIPS FOR RAISING MONEY THROUGH SPONSORSHIP

-  Post your fundraising page on social media at peak times, such as early evening and payday Friday.
-  Ask those likely to sponsor you with higher amounts first. This could encourage other friends to be equally generous!
-  Keep your JustGiving page updated with photos and stories as you train and/or prepare for your challenge.
-  Put your JustGiving link on your email signature and ask if it can be added to your staff newsletter.
-  Many employers will sponsor or match fund your fundraising. Just speak to your manager or give us a call.
-  Contact your local press. A few lines in the local paper or an appeal on your local radio station can really help.
-  Connect your Strava account to your page so supporters can keep track of your progress. Why not join the Turning Tides Strava group?
-  Don't forget to thank supporters for their generosity!
-  Tag us @turningtidesorg and use #turningtides across your social posts.

DID YOU KNOW?

20% of donations are raised after the event. So don't forget to let everyone know when your challenge is complete!



OTHER WAYS TO FUNDRAISE

Maybe you want to fundraise by hosting your own event? Or perhaps you're looking for innovative ways to hit your fundraising target for a challenge?

Whatever it may be, we are here to help! Below are a few ideas to inspire you...



Car Boot Sale

Have a spring clean around the house, then book yourself a spot at your local car boot sale to sell your unwanted items. One person's junk in another person's treasure, after all!

Quiz Night

Host a quiz at your house, local pub or village hall. Ask friends to recruit five team members and charge £5 entry. Hold a competition or raffle to boost the amount raised.

Raffle

Hold a raffle at your workplace, community group or social club. £1 for a strip of tickets will add up quickly!

Mini Music Festival

Hire a venue, have a DJ or some local musicians and serve some great food. Sell tickets to your friends and promote your event in the local press.

OUR TOP TIPS FOR HOSTING YOUR OWN EVENT

1

Make a To Do list for your event to help keep track of what you have done and what you still need to do.

2

Get noticed with Turning Tides materials, like collection buckets and t-shirts. Contact us to find out more.

3

Think ahead to the help you might need on the day, and gather generous friends and family to volunteer with you.

4

Have a contingency plan in place in case you have to reschedule your event for any reason.

5

Vitally, don't forget to check you're keeping your event safe and legal. Phone us for advice or visit www.turning-tides.org.uk/fundraising-help for further information.



GETTING MONEY TO US

Don't forget to send us all those donations you have worked so hard to raise! Your fundraising will make a big difference to the lives of the people we support.

You can get the money to us in a variety of ways:

BACS

Account name: Turning Tides Homelessness

Sort code: 40-47-23

Account number: 31498959

Please use your name as a reference and email to let us know you've made the payment.

Cheque

Post a cheque payable to 'Turning Tides' and send FAO Fundraising Team, Turning Tides, Town Hall, Chapel Road, Worthing, West Sussex, BN11 1HA

Card

Call the Fundraising Team on 01903 680740 to pay over the phone.

In person

You are welcome to pop by our office at Town Hall in Worthing to drop off cash or a cheque.



FREQUENTLY ASKED QUESTIONS

Can I have branded materials, such as collection tins, and posters, to help with my fundraising or event?

Yes! We have bags, collection tins, t-shirts, leaflets and more. Just get in touch by phone or email and we'll talk through how we can support you with these items.

Can I use the Turning Tides logo?

Yes, as a fundraiser raising money in aid of Turning Tides you can use our Logo for promotional purposes. Please send an email request to fundraising@turning-tides.org.uk

Can someone from Turning Tides speak at my event?

We would love to attend and speak at your event, but it will depend on availability. Please drop an email or phone the Fundraising Team to make a request.

Can Turning Tides promote my event?

Absolutely! We are more than happy to promote your fundraising event on our social media channels.

How do I claim Gift Aid on the money I raise?

If your sponsor is a UK taxpayer, the government will give us 25p for every £1 donated. Your sponsor will simply need to tick the Gift Aid box on your form and fill in their full address.

Are there any regulations around fundraising and events that I need to consider?

Yes. Charity fundraising is regulated by law, so please check out our guidelines to ensure your fundraising is both safe and legal. This covers everything from how to obtain permission for collecting money in public, to the need for Public Liability Insurance when holding certain events. For details, please visit www.turning-tides.org.uk/fundraising-help or contact our Fundraising Team for further support or advice.

RUNNING TO END LOCAL HOMELESSNESS

Mark is an avid runner. Having completed three marathons, his next running event was an ultramarathon. (That's a staggering 70 miles to those of us less familiar with the mind-blowing challenges beyond a marathon!) running the route of Hadrian's Wall to fundraise for Turning Tides.



As someone who runs along Worthing seafront multiple times a week, Mark often passes people experiencing homelessness. He felt saddened seeing members of his community forced to sleep rough and wanted to help. Mark began to regularly volunteer at Turning Tides, but when he was unable to continue due to work commitments, he decided he would use his next running challenge to fundraise for his local homelessness charity instead.

Before he's epic run he said: "I'm looking forward to the challenge - not just of the run, but the challenge of fundraising as much as I can too. I've been wanting to attempt an ultramarathon for a while and Hadrian's Wall is one of the best in the UK. It's like being back at school - I'll experience history (running along a wall built by the Roman Empire), geography (seeing the northern hills), and cross country (the run itself!)."

SPONSORED WALK YOGA
CYCLING RUNNING
SPORTS DAY **OBSTACLE COURSE**
SKYDIVE **HIKING** DANCEATHON
FOOTBALL MATCH **SWIM**
NETBALL TOURNAMENT

Cheryl's story

"After renting for many years and always paying on time, I found myself abruptly and unfairly evicted. My rent had tripled overnight, so suddenly I was unable to continue my tenancy. In the blink of an eye my life had completely unravelled - I was homeless.

I sofa-surfed for a long time until I plucked up the courage to visit the council. They referred me to Turning Tides. I moved into the charity's accommodation and with their help I have got my life back on track. I receive counselling and have a keyworker supporting me. For so many years, as I moved from one place to another, I just felt unsafe and on edge. Now I feel hopeful about the future.

Through all this, running has been my therapy in many ways. It gives me a sense of freedom. I run marathons and now I do them to raise money to support the incredible work Turning Tides do every day."



MAKING SOME NOISE

First time fundraisers for Turning Tides, the Quayside Ukulele Club, raised £300 when they organised a band party.

The 100 strong ukulele club has been playing together for over seven years and have grown in numbers forcing them to relocate to a larger venue for their monthly jamming sessions.

Derek Parr, Lead Club Member, says: 'we had been thinking about how to raise funds for people less fortunate than ourselves. Homelessness is a terrible situation, and we recognise it could happen to anyone at any time due to difficult life events. Raising £300 through simply running a raffle and donations from members is a starting point for our involvement with Turning Tides and we hope to do more this year to support this worthwhile local charity'.



Did you know?

Turning Tides offers a holistic approach to homelessness and recovery, many clients find art forms cathartic which is why we run music and art groups for our clients.

The power of music to convey emotions and messages gives hope to others and is tremendously positive. One client, Chris, has written and released his own songs, he says "mentally and emotionally, music helps me out big time."

Russell, who runs the music group says, "being part of Chris' journey as a songwriter is a hugely inspiring mission to be part of - watching Chris develop as a singer and songwriter has been an awe inspiring and life-affirming experience. He has a story to tell, he is telling it through music and we aim to make sure that he is heard."

Groups like this one make a big difference and are funded by you.

MUSIC CONCERT
COMEDY NIGHT
KARAOKE **RAFFLE**
DANCEATHON
THEMED PARTY **QUIZ NIGHT**
CRAFT EVENING **TALENT SHOW**

CUTS FOR THE COMMUNITY

Turner's Barbershop was established by Alex Turner in 2021. Based in Worthing, Alex's business goes by the motto 'everyone is welcome'. His focus on ensuring his clients feel cared for and comfortable spills over into his actions for the community.

To mark Turner's Barbershop's second anniversary, for a consecutive year, Alex has donated £2 from every appointment during the week to Turning Tides. He chose the charity because, as a local business, he wanted to support his community. Sadly, all too often he sees people sleeping rough throughout his town, so he wanted to use his business to help.

Alex says: "We told our clients that a donation would be made from their payment for their haircut, so they were made aware they were contributing to a charity, which encouraged conversation about the issue of homelessness.

"It's given us insight into how regular donations can be made by small businesses without dramatically affecting overall profits. Building donations into our regular working routine meant it was really easy to raise money for a vital local charity, and enjoy the process too."



Sam's story

"I moved into one of Turning Tides' supported living services. I had no possessions, no confidence and I was scared about the future. Turning Tides gave me not only a roof over my head, but the mental health support I needed, vitally helping me accept what I had been through. It doesn't matter what your background is or who you are, finding yourself homeless can happen to anyone.

I started volunteering at a local charity shop shortly after I had moved in. This led to me securing a paid position providing cover at stores a few days a week. It felt great to be earning my own money again and I soon felt ready to go back to work full-time. I was offered a position as a Store Manager.

Simultaneously, Turning Tides had spoken to the council and found me a property I could move into – and this was the perfect time for me to move into my own place – I was ready!

I'm proud of where I am now. I love my job and I love being busy. Turning Tides provided a platform for me to succeed. Without them, I don't think I would be here. I certainly wouldn't be the person I am today."

Thank you



TURNINGTIDES
ENDING LOCAL HOMELESSNESS

REGISTERED CHARITY No: 1027832