

THE BUS SHELTER MK®

Simple Guide to Fundraising

Everything you need to know about fundraising to help
The Bus Shelter MK provide a route out of homelessness.



Contents

- 2 - Thank you
- 3 - How can your money help?
- 4 - Craig's story
- 5 - Fundraising
- 6 - Fundraising ideas
- 7 - Seasonal fundraising ideas
- 8 - Step by step guide to fundraising success
- 9 - Be legal and safe
- 10 - How to send in your money
- 11 - Tell us all your fantastic plans



Thank you

Thank you for choosing to fundraise for The Bus Shelter MK. Whatever fundraising activity you organise, you can be sure it will make a big difference to the lives of the people we help – people experiencing homelessness in Milton Keynes with nowhere else to turn.

Milton Keynes has seen a huge rise in homelessness due to high rents and low wages. Between 2010 and 2017 there was an increase of 700% (compared to London at 300%). Paying the ultimate price, five homeless people have died on the streets of MK in the last three years. Without adequate hostel solutions available, there are limited options for a single homeless person in Milton Keynes.

At The Bus Shelter MK we understand sleep is just the beginning and we give far more than a bed for the night. Rebuilding a life takes many steps. It can be almost impossible to get back on the ladder without kindness, a safe place to rest your head, being able to regain your health and having knowledgeable people to help you move on. That's what our guests receive at The Bus Shelter MK.

We provide shelter, food, and a wide range of support for our guests, who would have no other option but to sleep on the streets. We support them to find a route out of homelessness and into work, or onto the correct benefits, and to find a sustainable home. On average someone will live on the bus for three months, rebuilding their lives in the friendly, supportive atmosphere we encourage among our guests. Normally, we have eight guests living on the bus at any one time.

In our first year of operation we provided a temporary home and a range of support to 31 people. We also provided advice and help to a further 117 people who we were unable to take onto the bus.



How can your money help?

We don't have a fancy office or spend money on PR campaigns; we are heavily dependent on community fundraising, volunteers and donated services to keep our project running.

Rest assured, any money you are able to raise will be carefully spent to support our guests and improve the facilities and support we offer.

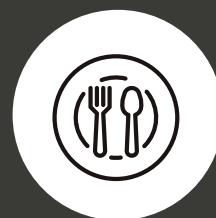


How your money might be spent:



£5

covers the cost of one hot shower for all of our guests



£25

would provide an evening meal for all of our guests



£50

will pay for one specialist counselling session



£100

would pay for a birth certificate, passport & essential ID documents



£250

would provide Universal Credit training for two volunteers



£500

would pay course fees and licence for forklift truck training (a good source of work)



£1500

would pay our utility bills for 3 months

Craig's story

Back in late 2018, Craig (not his real name) thought his life was on track, until matters took a turn for the worse. In just a few weeks his life had imploded and when he came to The Bus Shelter MK for help he had been sleeping in an underpass in MK for three weeks.



I ended up homeless through a relationship breakdown and then being made redundant.

The Bus Shelter MK is a real-life line for me. They've helped pick me back up. When I first arrived at The Bus Shelter MK I had lost all my identity documents and I couldn't get work as a result. It was like a nightmare that just wouldn't end. The Bus Shelter MK helped me apply for my identity documents and put together an individual plan to help me rebuild my world. I'm now back into full-time work, in a job I love, and I've almost saved up enough money to pay my deposit and first month's rent on my very own place. Without The Bus Shelter MK's support, I don't want to imagine where I would be now.

Once I'm settled in my own home, I plan to come back and volunteer so that I can help change the lives of others who find themselves in a similar position.



Fundraising

Anyone can do it, anytime. Whatever the weather, there's always something you can do to help The Bus Shelter MK raise money.

This fundraising information pack guides you on everything you need to know, from how to plan and publicise your activity, to making it successful and safe. If you're not exactly sure what to do, there are some fantastic fundraising ideas, to help you along the way!

If you are taking on a challenge or event that requires collecting sponsorship, one of the best places to start is by setting up an online fundraising page. You can do this via our fundraising partner www.virginmoneygiving.com. All the money you raise, will come directly to The Bus Shelter MK, so you don't have to worry about collecting it afterwards! This is the easiest way to help us raise money.



Fundraising ideas

Here are some all-year round ideas to get the ball rolling...



Cake sales

Form a bake-off with friends and colleagues to selling your homemade delights, a bake sale is a tasty way to raise money.



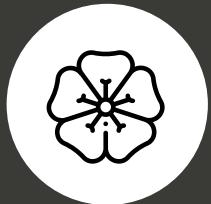
Dress down/or dress up

Everybody loves to abandon the dress code for the day and bring on our own sense of style. Whether you're wearing a specific colour, or dressing in fancy dress, you'll have great fun with your colleagues...all in exchange for a small donation on the day.



Seasonal fundraising ideas

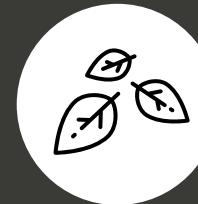
Get your creative thinking flowing!



Spring

As winter is left behind, this is a great time to do what you love the most, give something up, or try something new and adventurous.

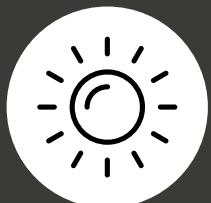
- Abseiling
- Bring 'n' buy sale
- Cake Sale
- Dog walking
- Easter egg hunt
- A fashion show
- Give it up something for lent – chocolates, beer, etc.
- Run a marathon
- Pancake race
- Bag packing at supermarkets
- Swimathon



Autumn

Nights draw in, coats come out, but there's fiery fun to be had by all. Doing something indoors might be safest to avoid the rainy weather.

- Band night
- Bonfire night fun
- Bric-a-brac sale
- Comedy night
- A curry night
- Dress-down day
- Film evening
- Halloween party
- Indoor games night
- International evening
- Jeans day
- Race night
- Salsa night
- Swear box
- Talent competition
- Wine tasting evening



Summer

It's the freshly cut grass and smell of BBQs that sets this theme off, so outdoor fundraising activities are obviously your best bet when the sun is shining!

- BBQ party
- Car washing
- Relay race
- Exercise marathon
- Painting competition
- Pram race
- Fancy dress pub crawl
- Football tournament
- Head shave
- Music concert
- Jumble sale
- Knobbly knee competition
- Teddy bears' picnic
- Treasure hunt
- Waxing – gals and guys!



Winter

'Tis the season of partying and giving! There's so much you can do around Christmas time to raise money from your festivities.

- Auction of promises/services
- Bingo
- Carol singing
- Coffee morning
- Guessing sweets in a jar
- Karaoke night
- Mulled wine and mince pie evening
- Murder mystery evening
- New Year's Eve party
- Play your cards right quiz night
- Raffle
- Readathon
- Santa's grotto
- Xmas party collection

Step by step guide to fundraising success



1. Decide what to do

First you'll need to choose your event. Often the simplest events are the best, but if you're planning something grand and ambitious, we'd love to hear more.

2. Get your friends and colleagues involved

Don't try to do it alone. Get as many people involved to help you as possible. Make a list of tasks and allocate people to help.

3. Set a date

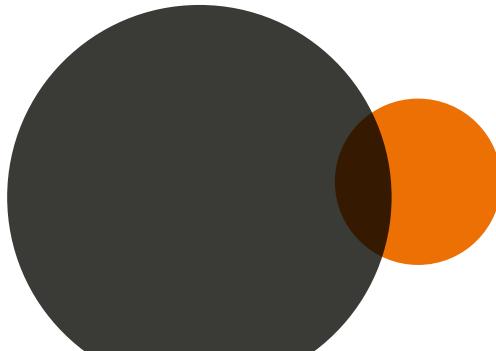
Remember to consider when the event is. Would it be better on a weekend, or over the school holidays? Make sure it doesn't clash with any other key dates or events, too.

4. Spread the word

Don't be shy, get out there and spread the news of your activity. It's a great thing to be raising money to help our homeless community. We will happily help you spread the word via our social media channels, and you can do the same. Potentially, we can get local media interest too if it's a grand event you have in mind!

5. Say thank you!

After your event, don't forget to thank everyone who helped and/or donated money or prizes.



Be legal and safe

Make sure you're covered! There are laws that govern charity fundraising activity. Here are some that may be relevant to the activity you are organising. If you have any questions or want to check anything, please contact our fundraising team via fundraising@thebussheltermk.org.

Raffles

Depending on the type of raffle, you may need a licence. For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and also hand out the prizes at the event (no cash prizes though). The same applies to private raffles where you are only selling tickets to members of a club. The rules and regulations can change so please visit www.gamblingcommission.gov.uk for the latest information.

Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you need to gain permission from the owner or manager before you do so. If you collect on the street, you must get a permit from the local authority for the area you wish to collect in. Make sure you leave yourself plenty of time to obtain the permit. Please don't collect money door to door; this is illegal without a licence.

We can help with the supply of sealed collection buckets, email our team [✉️ fundraising@thebussheltermk.org](mailto:fundraising@thebussheltermk.org)

Any fundraising materials you produce should clearly show:

'In support of The Bus Shelter MK. Registered charity in England and Wales number 1173705.'

If you would like a copy of our logo to use on your material email our team [✉️ fundraising@thebussheltermk.org](mailto:fundraising@thebussheltermk.org)



How to send in your money

Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque payable to 'The Bus Shelter MK' for the amount collected. Send your cheques to:

The Bus Shelter MK
Box 75,
Elder House,
548-550 Elder Gate,
Milton Keynes
MK9 1LR

Don't forget to include any sponsorship forms so that we can claim the Gift Aid back from HMRC, meaning we can get an additional 25% more at no extra cost to you. A blank sponsorship form and Gift Aid forms are available to download www.thebussheltermk.org/giftaid. Please enclose your name, address and postcode and details of how you raised your money too.

You can also transfer any funds to us via our bank account:

Unity Trust bank
Account Name: The Bus Shelter MK
Sort code: 60-83-01
Account number: 20395504

Please include a reference, then email us via fundraising@thebussheltermk.org with the details of the payment reference, your name, address and postcode and details of how you raised your money.



Tell us all your fantastic plans

We love to hear about how people are supporting The Bus Shelter MK.

Please email any photos to [✉️ fundraising@thebussheltermk.org](mailto:fundraising@thebussheltermk.org)
or send them to our Facebook page [⬇️ facebook.com/thebussheltermk](https://facebook.com/thebussheltermk)



The Bus Shelter MK is a charitable incorporated organisation with limited liability.

Registered as a charity with the Charity Commission for England and Wales.

Registered office: Box 75, Elder House, 548-550 Elder Gate, Milton Keynes MK9 1LR