



How you can fundraise for Toynbee Hall to support a future without poverty



TIPS AND IDEAS
TO HELP YOU GET
FUNDRAISING
TODAY!

Why we need your support

Our mission is to build a future without poverty by tackling its root causes both in East London and beyond.

Toynbee Hall works on the frontline in the struggle against poverty, inequality, and social injustice. Where we work in Tower Hamlets, half of children and pensioners live in poverty—the highest rate of any London borough.

We support 14,000 people a year in our community—but demand for our services is growing.

We rely on the generosity of individuals to ensure that vulnerable people across our community—from children growing up in poverty, to older people living in isolation—are able to build a brighter future.

How you can help

From hosting coffee mornings to taking on a marathon, we can support you to fundraise for people living in poverty.

Our team are happy to share ideas, talk through plans, and offer support at each stage.

Call **020 7392 2970** or email fundraising@toynbeehall.org.uk and a member of the team will be happy to help.



Why fundraise for us

Meet Robert, Sports Challenge Fundraiser

There are so many reasons why people have fundraise for us. Robert decided to run the London Marathon for Toynbee Hall after volunteering at our Free Legal Advice Centre for a number of years and seeing first hand the impact of our work.

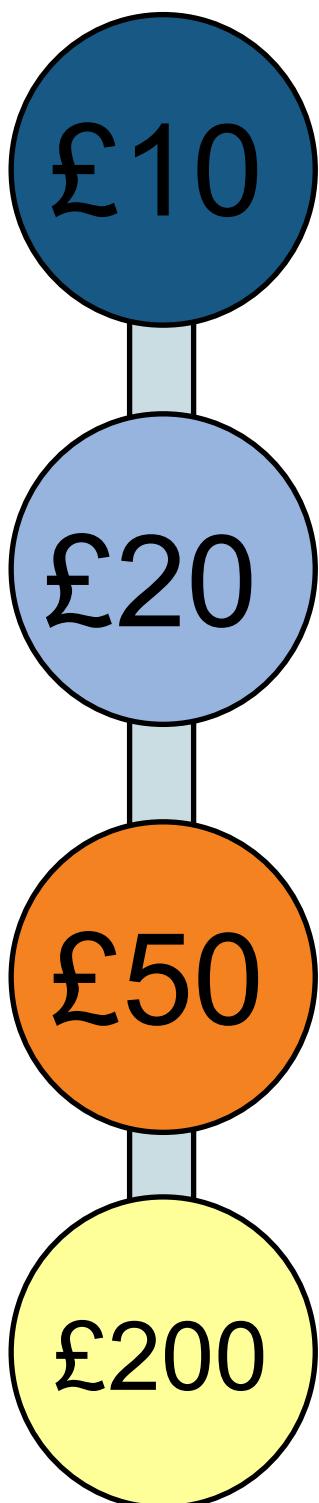
"I really enjoyed running the London Marathon—the sense of achievement at the end was great, and definitely worth the pain along the way! However, what really left its mark on me was the sense of community amongst the runners, as well as the amazing support given by the crowds."

"I'd really recommend doing a fundraising challenge for Toynbee hall—the fundraising team can give you support and ideas to make the whole process easier and more enjoyable."



How the money you raise helps

The impact you can have is incredibly broad—from helping an older person reconnect with their community, to ensuring young people are equipped with the skills and confidence they need to thrive. Donations can benefit a particular aspect of our work or be unrestricted, allowing us to use your gift where it is most needed.



COULD PAY FOR HOT, HEALTHY MEALS FOR AN ISOLATED OLDER PERSON

Our lunch club brings together isolated older people and helps them reconnect with their community

COULD PAY FOR 1 HOUR OF FINANCIAL MANAGEMENT TRAINING FOR SOMEONE STRUGGLING WITH MONEY PROBLEMS

Our Community Money Mentors programme skills up people to manage their finances more effectively and trains them to pass on these skills to others

COULD PAY FOR TAILORED ADVICE FOR A FAMILY IN CRISIS

We offer tailored and holistic advice for people in crisis—from benefits advice to assistance with legal issues

COULD PAY FOR A COMMUNITY GET TOGETHER AT TOYNBEE HALL

We host events which bring together people from a range of ages and backgrounds to build stronger a sense of collective belonging

The impact of your support— Catherine's story

Catherine was a regular face at our older people's centre, she came once a week for lunch and to meet up with her friends. Staff began to be concerned about her as she became increasingly anxious and confused, often bringing in unpaid bills and notices from creditors.

One week, Catherine didn't turn up for lunch as normal, and after liaising with community support workers, it was discovered that Catherine had fallen down in her home and had to be rushed to hospital.

Catherine stayed in the hospital for three months. This was a particularly traumatic time for her as her extended family all lived in Devon and so couldn't come and visit her very often. She missed seeing her friends and felt very lonely.

Our staff found out the ward that Catherine was on and visited her regularly to keep her spirits up. They updated her with news from her friends at Toynbee Hall, and contacted her family in Devon to ensure they were kept up to date of her progress.

Whilst in hospital, Catherine was diagnosed with onset of dementia. This was a very upsetting and difficult time for Catherine and her family, but our staff did all they could to help. They ensured that Catherine and her family had all the information they needed on the condition, and helped Catherine to move into an Extra Care Sheltered Scheme when she was discharged from hospital. They liaised with removal firms to move Catherine's furniture, and ensured she was happy and settled in her new home.

Catherine has now returned to Toynbee Hall to have lunch with her friends, and with the encouragement of our staff she is building a support plan to help keep her mind active.



Some fundraising ideas to get you started

TAKE PART IN A CHALLENGE EVENT

If you feel like pushing yourself to try new things, browse sites such as Time Outdoors, Running Diary, and Discover Adventure for a range of challenges you can get involved in.



HOST A COFFEE MORNING OR BAKE-OFF

Host at work with colleagues or home with family and friends, and ask everyone to bring along tasty treats to sell or pay extra to become a judge.



HAVE A CAR BOOT SALE

Ask friends and family to clear out their homes and donate spare toys, books and bric-a-brac for you to sell.

HOLD A DRESS-UP OR –DOWN DAY

Say goodbye to uniforms and dress codes and get friends or colleagues to take on fancy dress or casuals, and ask for a small donation from participants.

Meet our fundraisers

“The Santa Run was a brilliant way to support Toynbee Hall and have a fun morning as a family. My son loved waving to supporters and my daughter slept through the whole thing, waking just as we crossed the finishing line!

Toynbee Hall provided all the information and support we needed to complete the event and encourage our friends and family to support us.”

Clare and family



Planning your event

Whether you're a seasoned fundraiser or a complete beginner, Toynbee Hall's fundraising team is here to offer you support at every stage—from coming up with an idea to providing helping hands at events.

Please get in touch to let us know how we can support you by emailing fundraising@toynbeehall.org.uk or calling 020 7392 2970.

We can offer a range of materials to help:

- **Collection buckets**
- **Toynbee Hall T-shirts**
- **Banners and posters**
- **Booklets and leaflets about our work**

Tell the world!

Here are some ways you can spread the word and get people to support you:

Online and social media

Shout about your fundraising on social media and email everyone to let them know what you're doing!

Local press

Contact your local newspaper to see if they would like to write about your fundraising. It's a great way to get new supporters!

Share with us

We'd love to hear about your fundraising journey and support you online along the way—keep us in the loop and share stories and pictures:

Facebook [toynbeehall](#)

Twitter [@ToynbeeHall](#)



Any questions? Get in touch via fundraising@toynbeehall.org.uk or call 020 7392 2970

Online fundraising and top tips

RECOMMENDED SITES

We suggest you use **JustGiving** to fundraise online, as their systems are integrated with ours—allowing us to save on admin costs and claim Gift Aid easily on donations from individuals.

Just go to <https://www.justgiving.com> or <http://uk.virginmoneygiving.com>, click on ‘Get started’,

TOP TIPS

Set targets

If you’re taking part in a challenge and want to encourage people to support you, set a fundraising target and start publicising and collecting sponsorship early on. Start with family and friends, then extend to wider networks such as colleagues and social media contacts.

Use Gift Aid

Anyone who gives and is a UK tax payer can fill out a Gift Aid declaration form. This will allow us to claim an extra 25p for every £1 they donate.

Keep it legal

Check the legal requirements for entertainment with your local authority and/or venue of choice. Door-to-door and street collection is not permitted without approval from your local authority.



Getting your donations to us

There are several ways to get your money to us once this has been collected from your sponsors:

In person

By visiting Toynbee Hall and asking for a member of the fundraising team at reception. Our address is: 28 Commercial Street, London E1 6LS.

Cheques

You can send these by post to the above address, or drop at our offices.

Online

Visit our JustGiving page ([justgiving.com/toynbeehall](https://www.justgiving.com/toynbeehall)) or website (toynbeehall.org.uk/donate/).

By phone

Call our fundraising team on **020 7392 2970** to give by debit or credit card.

By online banking

Call or email the fundraising team when you're ready to transfer your money and we'll supply you with our bank account details and talk you through how to do this.



A big Toynbee Hall thank you!



Toynbee Hall
28 Commercial Street
London E1 6LS
www.toynbeehall.org.uk

fundraising@toynbeehall.org.uk
020 7392 2970
Registered Charity Number: 211850

