



Elmore
Community Services

Fundraising Pack





“Fundraising was fun and I had direct contact with Elmore throughout, who made me feel part of the family!”

Duncan Enright, Mayor of Witney (2019-20)

Thanks for signing up

Thank you. You've taken the first step to supporting people affected by mental health, complex needs, domestic abuse, and homelessness in Oxfordshire.

Now it's our chance to support you in your fundraising journey.

We make every penny count. For every pound Elmore spends, 91p goes directly towards improving the lives of people. Just 9p in every £1 we spend is used to keep Elmore alive, meeting our running costs.

As a local small charity, we rely on funding and donations. Right now, our work is more important than ever, and we cannot provide support, advice, and information to more people who need it without your fundraising.

We are incredibly grateful to all individuals and businesses who choose to do fundraising activities on behalf of Elmore and our clients.

Whether you put on a bake sale, bicycle ride, quiz night or head shave, whatever you choose to do, you're joining a team making a difference to people's lives.

Whether you're looking for ideas, tips, or materials, we've got everything you need to easily organise fundraising, keep it fun, and make it a success.

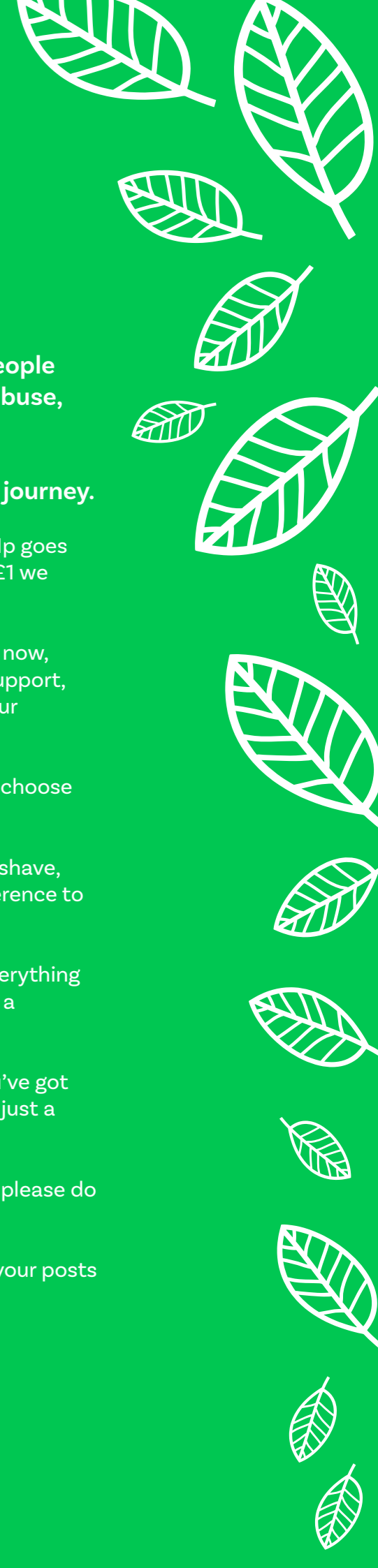
I hope you find everything you need in this fundraising kit. If you've got any questions or just need some advice; our fantastic team are just a phone call away on 01865 200 130.

If you're posting about your fundraising on Facebook or Twitter, please do tag @ElmoreCommunity.

We can't wait to see what brilliant things you do and will share your posts with our followers!

Tom Hayes

Tom Hayes
Chief Executive of Elmore Community Services



The Elmore Difference

Our vision

Everyone is treated with dignity and humanity and feels able to look to the future with hope. Society meets the human needs we all share and becomes stronger as a result.

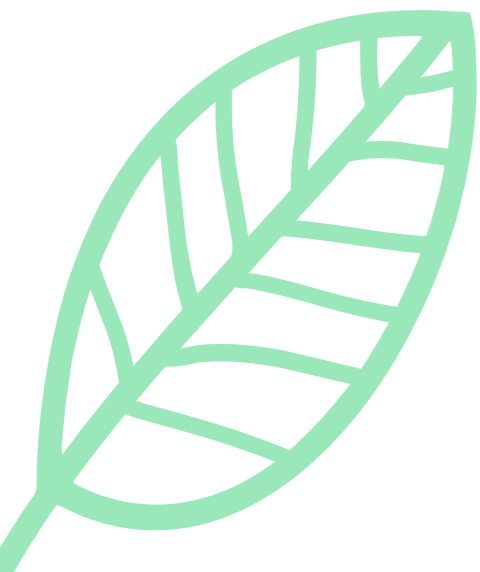
Services are sufficiently funded to flexibly engage and support people with complex needs, mental ill health, a lack of shelter, and trauma because of domestic abuse, sexual violence, and exploitation. Nobody feels pushed to the brink by the pressures in their lives.

Our mission

To hold the hope for people, supporting and standing alongside them, so that they know they aren't on their own and feel empowered to look to the future.

To provide clients with the tools and support they need to achieve their potential and facilitate other services to support people and close the gaps that they might fall through.

To help eliminate exploitation and increase understanding about people's needs and hopes.



Our values

The Charity is viewed by the team as skilled and unique. The sense of team is a distinctive feature of Elmore. So, too, is the feeling among frontline caseworkers and managers that they live their values through their service to Elmore and make a difference to lives.

Bespoke

We respond with creativity and flexibility to people's needs and circumstances and support them to achieve the things that matter to them (not what others may want them to achieve). Elmore provides the right support—no matter how big the challenge or how small our control and influence.

Non-judgemental

We never judge people because we believe in treating everyone with dignity and humanity and encourage others to do the same.

Tenacious

We won't give up on people and support clients to expand their options, opportunities, and choices. We always raise issues that may be uncomfortable through a problem-solving approach.

Integrity

We are honest with ourselves and those we work alongside and form authentic relationships as a result. Elmore is a trusted service provider, partner, and respected relationship builder with other agencies to ensure people get the right support when they need it.

Empowering

We think outside the box to support people to increase their sense of control over all areas of their lives. We find new ways to help people to increase their sense of self-determination and hold the hope until they can feel hopeful about their own future.

Top Tips

Want to raise money, but don't know where to start? Here's 5 great ways to raise money for Elmore!

Make it unique and creative

People are likely to sponsor you for something unique and creative. Set yourself a challenge if you reach a fundraising milestone, like 'if I reach £1000, I'll wear fancy dress to work'.

Get Online

Kickstart your fundraising by setting up your online giving page at JustGiving.

Using JustGiving makes it easy for friends and family to sponsor you. Just send them a link to your page, and all the money they give comes straight to us. JustGiving also have some great fundraising advice to help you promote your page.

Things to include in your online giving page:

- What you're doing and keep it personal. Pages raise 60% more if they explain why you're taking on the challenge and how important it is to you.
- A target amount. Pages with a target raise 75% more than pages without one. As soon as you reach your original target, set a new one!
- Photos, including a picture of yourself, maybe while training for your challenge. Fundraisers with photos raise 14% more on average.

Gift Aid

If your sponsors are UK taxpayers, Elmore can claim an extra 25p more for every £1 you raise. Ask them to tick the Gift Aid box when sponsoring you online or let us know and we'll take care of it.

Matched funding by employers

Some employers offer to match charity donations up to a certain amount. If you're an employee, ask if yours does!

Share with friends and family

Get in touch with family, friends, colleagues, and neighbours to tell them about your fundraising for Elmore. Send your fundraising page link to your contacts via WhatsApp. You could also use email, phone, or social media.

Here are some top tips for sharing your fundraising on social media:

- Post on Facebook, Twitter, and Instagram, or even just put your JustGiving link in your page's profile, bio or status.
- Keep it visual. Sharing photos and short video updates can be a fun and engaging way to spread your message. Text only updates can easily go unnoticed.
- Keep everyone updated and communicate regularly. 3 to 4 times is the sweet spot. Plan what you'd like to say and keep it varied and interesting.
- Tag us on Twitter and Facebook. You can find us at [@ElmoreCommunity](#)—we love to hear what you're up to and will share your posts with our followers.





Simple Steps to Fundraising

Posters and flyers

We have everything you need for your fundraising, whether it's a bake sale, a sponsored silence or a danceathon! Just turn the page to find materials that can be printed, so you can have posters and leaflets at your event.

Make sure everyone in your office, school or community knows about your fantastic fundraising with these printable posters and flyers.

Donate the funds you raise

After your fundraising event, there are a number of ways you can donate the hard-earned money you have raised

By credit/debit card

Call us on **01865 200 130** or pay your donation online at elmorecommunityservices.org.uk/donate

By bank transfer

Please use your name as the reference and transfer it to:

Elmore Community Services (Bank: Handelsbanken)

Sort Code: **40-51-62**

Account number: **25560282**

By Your Giving Page

If you've set up a JustGiving or Virgin Money Giving page, there's nothing more you need to do - your supporters pay their donation online and Elmore receives the money and puts it to work supporting people once your fundraising has finished.

Matched funding by employers

Some employers offer to match charity donations up to a certain amount. If you're an employee, ask if yours does!



**Elmore and Blackwell's Oxford
hosting a conversation with
singer Frankie Bridge for
World Mental Health Day**

Does your employer want to become a corporate partner?

If you enjoyed supporting Elmore, might your employer want to become a corporate partner to Elmore.

Relationships are the heart of our services, it's the same for our fundraising. We know businesses and potential corporate partners don't want transactional interactions. Nor do we. **We all want to build meaningful relationships.**

We want to work with you in a way which honours your choice to support Elmore by making a lasting difference to people's lives. By choosing Elmore as your charity partner, you can improve the lives of people who are locally affected by mental health issues, complex needs, homelessness, and domestic abuse.

Relationships rightly take work, so Elmore will provide:

- A dedicated point of contact who responds promptly to your emails and proactively stays in touch
- Materials, resources, and advice for fundraising, and support throughout
- Priority places for events such as Oxford Half Marathon, Blenheim 7K, and Bike Oxford, taking in the best scenery while you improve your fitness
- Ideas and options, so that you can decide how you want to support us
- Eagerness to work with you to implement your own ideas about how you'd like to support Elmore

We want to ground all our relationships in shared values, so Elmore will always:

- Listen to your ideas and suggestions, and work to build a relationship rather than treat you as a chequebook
- Give you choice: If you would like to allocate your donation to a particular area of our work or specific project, we can ensure that this will happen.

- Give you confidence: Elmore won't waste a penny of your fundraising and we will put your gift to work quickly to make a difference.
- Give you updates: Elmore will keep you up to date about how your support is helping to change lives as part of our ongoing discussions.
- Acknowledge your choices: People can judge businesses by the company they keep, and Elmore has a proven track record that we're proud of. We want to recognise our relationship in public, so that more people know about our shared commitment to supporting people locally affected by mental health issues, complex needs, homelessness, and domestic abuse.

Let us know if you want to explore a partnership by filling in the form on elmorecommunityservices.org.uk/be-a-corporate-partner or giving us a ring on **01865 200 130**.

You'll hear back from Elmore within a few days.



We're fundraising for



Every penny raised goes towards supporting people affected by mental health, complex needs, domestic abuse, and homelessness in Oxfordshire

EVENT:

DATE:

TIME:

LOCATION:

CONTACT:

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LOCATION:

CONTACT:

elmorecommunityservices.org.uk

This event is held in aid of Elmore Community Services, Registered Charity 1090616

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Elmore Community Services are a registered Charity (1090616)

