



The **Benjamin** Foundation

# The Benjamin Foundation Fundraising Pack

Thank you for helping us to bring hope, opportunity, stability and independence to children, young people and families in Norfolk and Suffolk.

V2: December 2020

Registered Charity Number: 1124936  
Company Number: 3825425  
[www.benjaminfoundation.co.uk](http://www.benjaminfoundation.co.uk)



# ABOUT US



Thank you for requesting a Fundraising Pack!

Since 1994, we have been helping local children, young people and families to deal with challenges in their lives.

Now in 2019 – our 25th anniversary year – we prevent youth homelessness, help families to build stronger relationships, and provide positive activities to young people who have limited opportunities in life. By helping at an early stage, we aim to prevent more serious problems arising in the future.

Our work brings hope, opportunity, stability and independence to the people we support in Norfolk and Suffolk.



## WHY FUNDRAISING IS IMPORTANT



With all sources of funding under pressure, any fundraising we receive can make a real difference and allow us to continue to support local people.

Despite being a well-established charity and helping in the region of 2,000 people each year we only have a small number of regular fundraisers and supporters. We are, of course, keen to grow this number and will always look for ways that provide support and recognition in return.

We are always keen to hear from kind individuals, social and community groups or businesses that would like to raise money for our great charity.



# HOW FUNDRAISING MONEY HELPS



We want to end youth homelessness and we're tackling the problem locally by providing a home and support to over 100 vulnerable young people at any time.

£25 could buy a new duvet, pillows and covers for a young person when they arrive at one of our accommodation centres with few possessions of their own.



We deliver a range of services to help children and young people to talk about their feelings in order to build self-confidence, resilience and helping them to recognise their 'inner-wealth'.

£180 pays for 6 sessions of emotional wellbeing support for a young person. We delivered 12,446 sessions of emotional wellbeing support to young people in local schools in the 2017/18 academic year.



We provide positive activities for young people with limited opportunities in life. Perhaps they're caring for a relative or they come from a socially deprived area.

£500 will pay for a residential trip for a group of young people to give them the chance to escape their day-to-day pressures and be a child again.

"The Benjamin Foundation have helped me gain independence, confidence, self-esteem and I have discovered more about myself. They have given me great opportunities and I am ever so grateful to be a part of it. If it wasn't for them I don't know where I'd be today."



Young Person supported by our  
Housing and Homelessness Service

# USE OF VIRGIN MONEY GIVING



The easiest way raise money or gain sponsorship is to use Virgin Money Giving, where our charity is registered – this way your fundraising flows straight to us. If you're taking part as a group, you can either set up individual fundraising pages, or a group one.

Once you've set up your online fundraising page, you can share with family, friends and colleagues to gain sponsorship or donations. If you would prefer not to use Virgin Money Giving you can use our sponsorship form to raise money offline. Please contact us for a form.



How to set up your online fundraising page:

- 1) Visit [virginmoneygiving.com](https://virginmoneygiving.com) and under 'Start Fundraising' select 'Create Your Page'.
- 2) VMG will ask you how you're raising money. Enter the details and follow the prompts.
- 3) Answer 'No' to the question 'Have any of your selected charities contributed to the cost of your event?'

Don't forget to share your page regularly on social media to encourage donations!



We can support you with:

- Donation tins
- Information leaflets
- Promotion on social media
- Running vests
- A poster for your event

## KEEP IN TOUCH @CHARITYTBF



Tag us on social media!  
We're @charitytbf on Facebook, Twitter and Instagram

Our Marketing and Fundraising team are here to support you. Here are our contact details – please don't hesitate to get in touch!

Jessica Glover, Events Coordinator  
01603 886932 [jessica.glover@benjaminfoundation.co.uk](mailto:jessica.glover@benjaminfoundation.co.uk)

Rachel Hogg, Communications Coordinator  
01603 886931 [rachel.hogg@benjaminfoundation.co.uk](mailto:rachel.hogg@benjaminfoundation.co.uk)

