



The **Benjamin** Foundation

FUNDRAISING

GUIDE





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WHO WE ARE

Life is a journey, full of twists and turns that can sometimes be difficult to navigate. The Benjamin Foundation is here for those who need some help along the way.

Supporting children, young people and families throughout Norfolk and Suffolk, the services we provide include childcare, mental health, youth, family and housing support services in many different forms.

These services are based on a deep rooted understanding of people's needs, and a resolute commitment to inspire hope, create opportunity and build stability into their journey towards independence.



Watch this video to learn more about one of our recent campaigns and the services it supports!

OUR SERVICES

Click on each heading to learn more!

Housing & Homelessness

We provide a wide range of housing options for those aged 16 to 30, from 24/7 supported accommodation through to affordable move on housing. We also offer various services including education and employment support, mental health support and Tenancy Transition Support.

Youth & Community

We run various youth groups, youth outreach and youth ambassador projects, a specialist short break service for young people with disabilities, family support groups, parent and toddler groups and a range of young carer support services.

Emotional Wellbeing

We provide services helping young people to talk about their feelings in order to build their self-confidence and resilience. By helping at an early stage, our work aims to prevent more serious problems arising in the future.

Childcare

Our childcare services are suitable for children from just a few months old to 13. All settings are Ofsted-registered, providing supportive environments designed to give parents peace-of-mind. Click the case study video to find out more!

CHOOSING YOUR ACTIVITY

Whether you're an individual or business, you can choose your own way to support us! With with your community, in the office, or otherwise, below are some ideas of how to get involved in the way that suits you best. You can find more fundraising ideas [here](#)!

CHALLENGES

Ready to take on the 3 Peaks or the Norwich Half Marathon to support TBF? Learn more [here](#)!

LINK TO CAMPAIGNS

Plan an event that fundraises for or fits into one of our campaigns! You can find a list of our campaigns at the end of this guide.

INCORPORATE US

Already overbooked? Incorporate us into an event you're already planning!

QUIZ NIGHT

Quiz time! Have a quiz at home or work, charging for entry or encouraging donations.

RAFFLE

Raffle off an item and donate the ticket proceeds!

YOUR OWN WAY

Choose your own way to support The Benjamin Foundation!



Norwich Civic Association Pub Quiz
Keep reading for a case study!

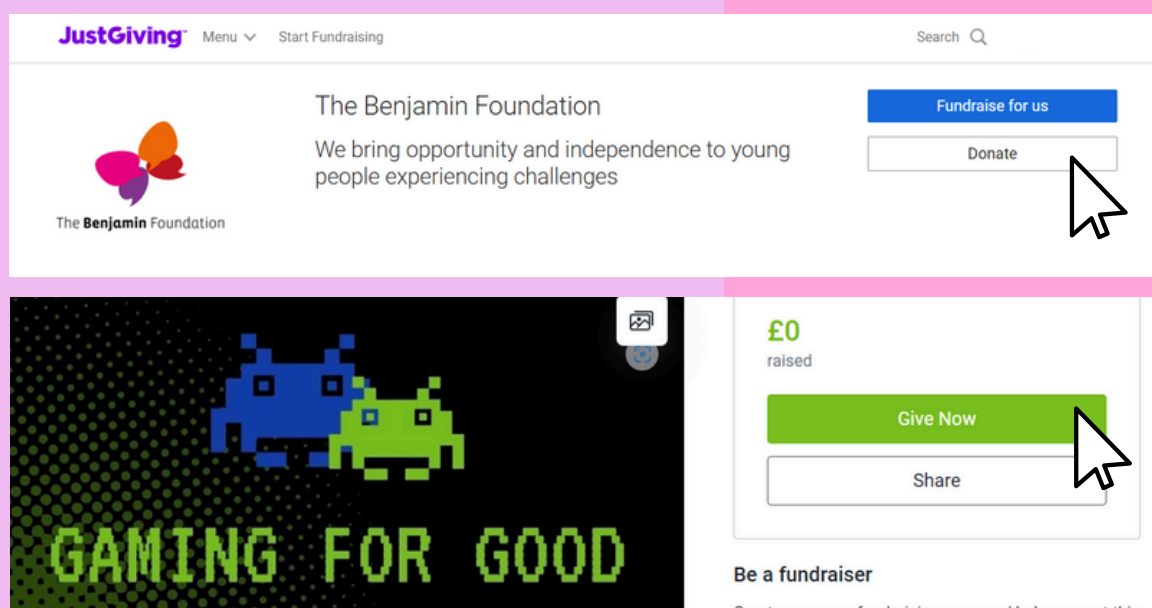
FUNDRAISING PAGES



There are a variety of options to create or donate to fundraising pages associated with The Benjamin Foundation, which you can explore below!

DONATE DIRECTLY TO TBF PAGES

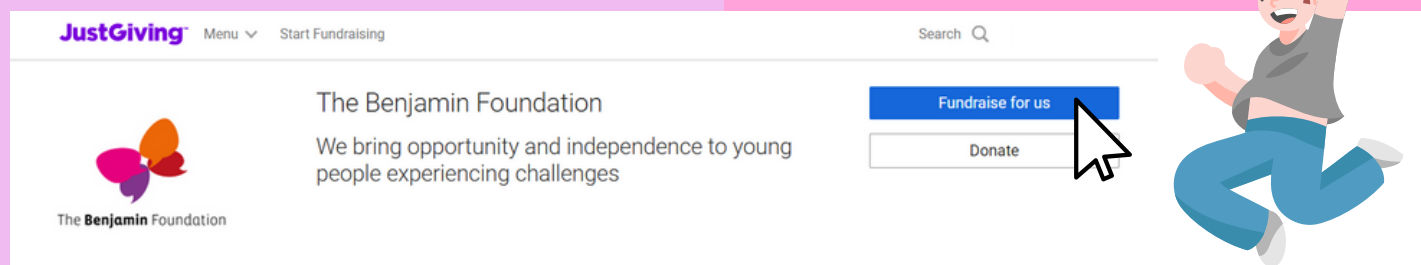
You can donate or direct others to donate to our main JustGiving page, or our specific campaign pages.



Our main JustGiving page

You can donate to our individual campaigns like Gaming for Good through JustGiving.

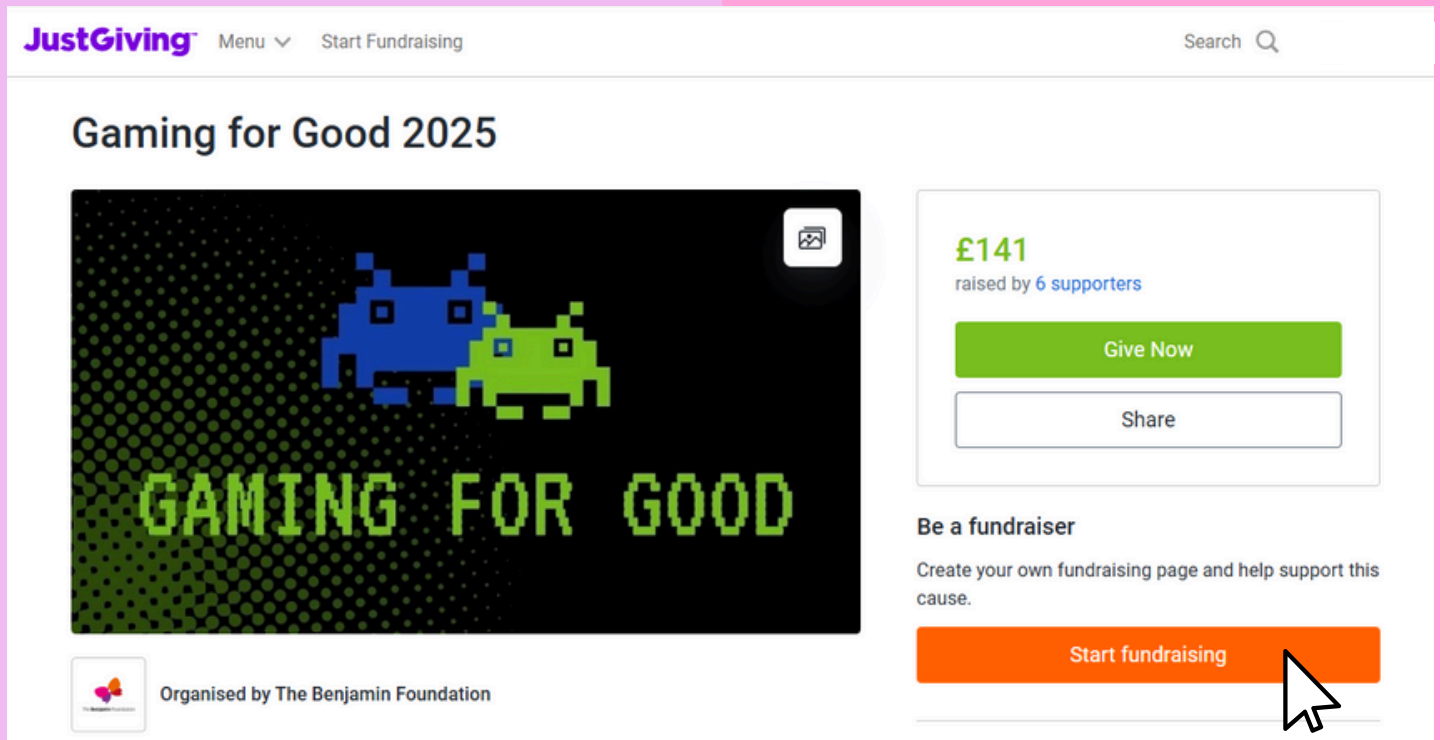
SET UP A FUNDRAISING PAGE FOR TBF



Selecting 'Fundraise for us' on our main JustGiving page will take you through the steps to create a fundraising page in your own name that is connected to the charity.

SET UP A SUB-PAGE FOR OUR CAMPAIGNS

You may want to fundraise for a specific campaign, a list of which is provided at the end of this guide. Links to the specific JustGiving campaign pages can be found via the campaign's website page.



Selecting 'Start fundraising' on the specific JustGiving campaign page will take you through the steps to create a fundraising page in your own name that is connected to the campaign.



The 48-Hour Livestream for the Gaming for Good campaign

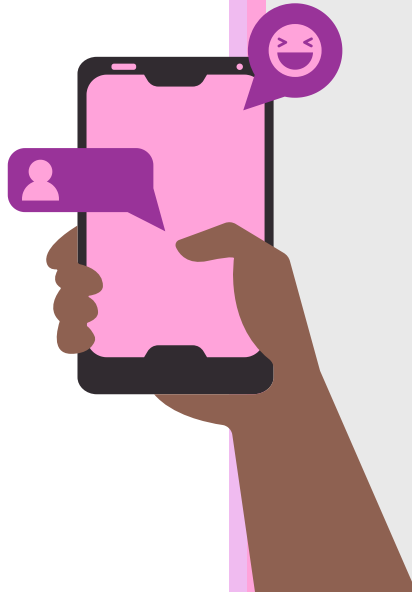
HOW WE SUPPORT YOU



Whether you are an individual, community group or business fundraising for us, we can support you in a variety of ways!

Social Media

We can promote your business or community and fundraiser on our social media channels, including Facebook with a following of over 5000 and Instagram with a following of over 2000!



Branding

We can work together to create promotional materials with your branding, and also showcase your branding on our website, social media, and other tools such as livestream platforms that might be used to fundraise.

Events

We can provide attendance, speakers, and informational material at your event to further highlight your charitable support

Other

We can also mention your fundraiser in our newsletter, reaching an audience of over 700.

MESSAGING



You can use this messaging when advertising your fundraiser!

Copy Me!

Every year, The Benjamin Foundation supports over 200 vulnerable young people by providing them with support and a place to call home.

I/we are fundraising for The Benjamin Foundation's vital services through our event, and we want YOU to be there! (fill in event details below)

Every week, The Benjamin Foundation supports over 300 young people in our youth and young carers groups or childcare services.

I/we are fundraising for these important services, and even a small donation can make a difference! (Provide link to your JustGiving page)

Every month, The Benjamin Foundation delivers 1000 hours of emotional wellbeing support, helping young people become more resilient, confident, and preventing mental health issues.

To help support this work, you can donate here (provide a JustGiving link) or participate in our fundraising activity (provide details below).

The Benjamin Foundation provides hope and opportunity for children, young people, and families across Norfolk and Suffolk. Here is the difference your donations can make →

£10 could pay for a welcome pack of essentials when a young person at risk of homelessness arrives at our accommodation.

£20 could buy mindfulness resources to help improve a young person's wellbeing.

£40 could pay for an hour of one-to-one practical and emotional support to help a young person find a job.

Donate today to make a difference! (Provide JustGiving link)

CASE STUDY

A SUCCESSFUL COMMUNITY FUNDRAISER

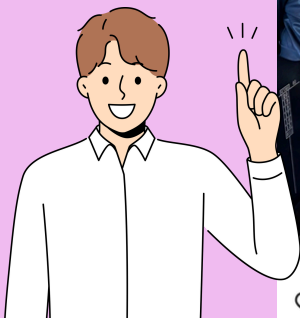
The Norwich Civic Association hosted a charity quiz at a local pub, successfully raising over £450 in support of our Boom! Young Carers service.

The quiz was successful because...

- Quizzes are popular and well known
- The fundraisers integrated a raffle into the event which helped raise more money
- The fundraisers collaborated with the venue to provide food which was well timed for an evening event



We're
here to
help!



As a charity, we helped by...

- Reaching out to our networks to encourage attendance for the event
- Advertising the event on social media
- Providing attendance from charity staff, and being on hand to speak about the services the event was supporting

EVENTS & CAMPAIGNS 2025



Click on each heading to learn more!

Gaming for Good

June 13-27

This campaign consists of a variety of events throughout June, with a 48-hour gaming livestream as the headline event. The campaign is a way to build community, raise awareness around issues of social isolation, and support our youth and community services.

Butterfly Ball

September 26

In celebration of The Benjamin Foundation's 30th anniversary, we are hosting the Butterfly Ball which includes a 3 course meal and entertainment throughout the night. Money raised from tickets will be used to help us fund vital support for our Boom! Young Carers Service.

Sleep Out

November 7

Participants in this campaign spend the night sleeping outside to raise awareness of the issues facing young people experiencing homelessness. The money raised goes towards our Sleep Out fund, which can be accessed by young people in our housing services, to support their lifestyle or access new opportunities.

Christmas Appeal

This appeal supports the charity at Christmas when many and communities and individuals face hardship. Participants can support by donating, creating a festive fundraiser, or donating gifts which will be delivered to our services for Christmas day.

Challenges & Sporting

Year round

Participants can run, hike, cycle or swim their way towards positive outcomes for The Benjamin Foundation by completing a challenge or sporting event! From the Three Peaks Challenge to celebrating the sunrise over Mount Snowdon, you can take your pick and choose your next adventure.

CONTACT US

Get in touch: events@benjaminfoundation.co.uk

Get in touch: 07825 130 003

Learn more about what we do: [Our Website](#)

LET'S GET SOCIAL



charitytbf



The Benjamin Foundation



The Benjamin Foundation

THANK YOU

