



**HOME
START**
Butser

**Fundraising
Pack**

Help us change a childhood



We believe that the best possible start in life for a child begins at home with their family. A nurturing, stable family and home environment strongly determine a child's future life chances. But life doesn't always go to plan. Without support during difficult times, the impact on a child can last a lifetime.

Home-Start Butser provides a vital service to local families in need, carefully matching them with a volunteer who can visit regularly and offer emotional and practical support. This parent-to-parent approach is a simple but effective way of helping families to navigate challenges and ensure that no child's future is limited.

Some families prefer group support and enjoy the chance to meet and make friends with other parents who live nearby. Our Little Steps Family Groups provide stimulation, caring adults and other children so that new healthy relationships can flourish. Parents can share ideas and gain confidence, whilst the children can enjoy fun activities, crafts and games, all in a supportive environment.

We want to see a society in which every parent has the support they need to give their children the best possible start in life.



We can only do this with the help of our amazing community, so thank you for choosing to fundraise for Home-Start Butser. We hope this pack will help you with your fundraising efforts, but please get in touch for further guidance. Give us a call on **01730 233755** or email us at **office@homestart-butser.org.uk** if you need a chat, resources, advice or simply some inspiration.

£100

would fund the running costs of a weekly play session for up to 20 families

£200

would fund the training and supervision of one home-visiting volunteer

£500

would fund the support costs of one family for six months

Laura's Story:

Finding strength through support

April 2024 marked the start of a difficult chapter for Laura. As a single mother to her six-month-old son, Axel, she found herself living alone in a new flat, a situation she had never envisioned. Though she had friends and family, the lack of consistent support left her feeling isolated and overwhelmed.

“It was one of the hardest times of my life. I was struggling terribly with my mental health, I really didn’t know how I was going to cope on my own with a baby, I felt so alone,” Laura shares. “I had recently moved into my first home, a flat, but it wasn’t how I’d pictured it or wanted it to be. My pregnancy wasn’t planned, and I didn’t have a partner to move in with. I was trying to build a new life for me and my baby.”



Laura recalls the overwhelming feeling of being alone with her baby in an unfamiliar environment. Desperate for help, Laura visited her doctor where she was introduced to Home-Start. Laura explains: **“Home-Start was so friendly and helpful from the get-go. I felt cared for immediately.”**

“At first, the idea of having a stranger in my house was daunting, but from the moment Brittany arrived, I felt at ease. She helped in ways I never imagined. She’d play with my son, giving me time to have a shower or we’d cook a meal together. She helped me sort through clothes to sell on Vinted, made my home feel more homely and even assisted me with finances and benefits, making sure I had what I needed to keep going.”

“Looking back, I can’t imagine having made it through those early months without her. The support, guidance, and friendship were life changing. When I talk about Brittany, I have tears in my eyes – happy tears. I wouldn’t be where I am today without her.”

Thank you for choosing to fundraise for Home-Start Butser

By raising funds for us, you're helping to make a real difference in the lives of families who need support the most. Your efforts will directly contribute to the vital work we do in the local community, providing practical help and emotional support to parents and children.

We're here to support you on your fundraising journey. To get you started, we've put together a collection of ideas, tips, and resources to help make your fundraising a success. You can be as imaginative and creative as you like with your fundraising activity, we always love seeing new and exciting ideas! But if you're looking for a bit of inspiration, we've listed some of our favourite fundraising ideas below.



In the community:

- Concert
- Bake sale
- Bridge evening
- Afternoon tea
- Curry night
- Craft evening
- Guided walk
- Quiz night
- Stall at a community event
- Clothes swap
- Gin tasting
- Wreath making

Take on a challenge:

- Abseiling
- Bungee jump
- Skydive
- Marathon
- Sponsored cycle
- Sponsored swim
- Golf tournament
- Football tournament
- Local run or walk
- Mountain climbing
- Sponsored hike

At school:

- Concert
- Summer Fayre
- Sports day
- Wear purple or orange day
- Sponsored silence
- Read-a-thon
- Mini football tournament

At work:

- Office Olympics
- Themed dress day
- Dress down day
- Lunchtime quiz
- Raffle
- Swear jar

"Skydiving with my mum was one of the most incredible experiences I've ever had. From start to finish, I loved every second – the rush, the views, and the sense of freedom. It felt amazing to share such a memorable moment with my mum while raising money for a cause I care deeply about."



Planning your activity:

Your quick guide to a successful fundraiser

Set a date

Pick a day that gives you plenty of time to plan and promote your activity. This will also give your supporters time to clear their diaries. Think about what else is happening around the same time - you don't want to clash with major events or holidays.



Set a target

A clear fundraising goal helps motivate both you and your supporters. Think about what you want to raise - be ambitious but realistic! You could link your target to something tangible e.g. *"£500 could fund the support costs of one family for six months"*.



Pick your fundraising platform

Set up your online fundraising page - we recommend using **JustGiving**. It's a safe, simple way for people to donate and follow your fundraising journey. Best of all, once your event is over, the money comes straight to us - no extra steps needed! Search for Home-Start Butser on JustGiving and click 'Start fundraising'.



Spread the word

Let people know what you're doing and why. Share your JustGiving page on social media, send emails or WhatsApps, put up posters, and talk about it in person. The more people you reach, the more support you'll receive. Don't be shy - you're doing something amazing!





Use our branding

We've created printable tools to help your fundraiser look the part. Turn to page 7 for tools to make your event stand out and show your support clearly.



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Check it's safe and legal



Make sure your event is safe for everyone involved. Consider risk assessments, permissions (if you're using a public space), age restrictions, and any local regulations. Check out page 12 for essential safety tips and legal guidelines to help you stay on track.



S T A Y
S A F E



How to donate the money to us

If you're using JustGiving, great - the donations come straight to us. If you've raised cash or done things offline, just get in touch. We'll let you know how to get the funds to us.



*Thank You
Very Much*

Say thank you!



Make sure to thank everyone who took part, donated, or supported you along the way. A personal thank you goes a long way - whether it's a quick message, a photo from the event, or a shout-out on social media. You've made something great happen, and so have they!

Every penny makes a difference!

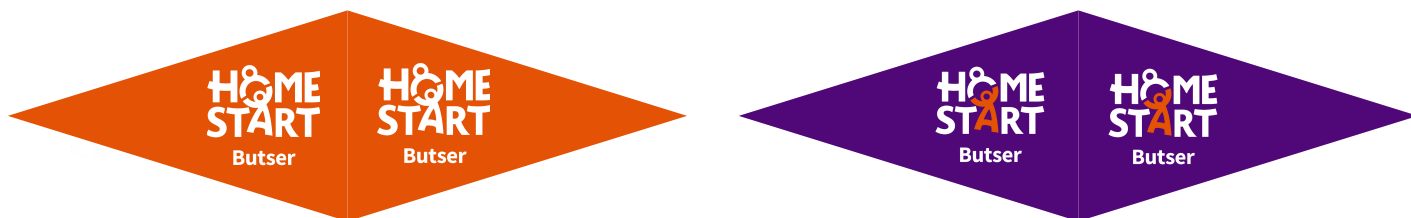
Fundraising Tools

Here are some printable tools to help your fundraiser look the part. If you'd like to use Home-Start Butser branding or our logo on any other materials, please contact us at office@homestart-butser.org.uk

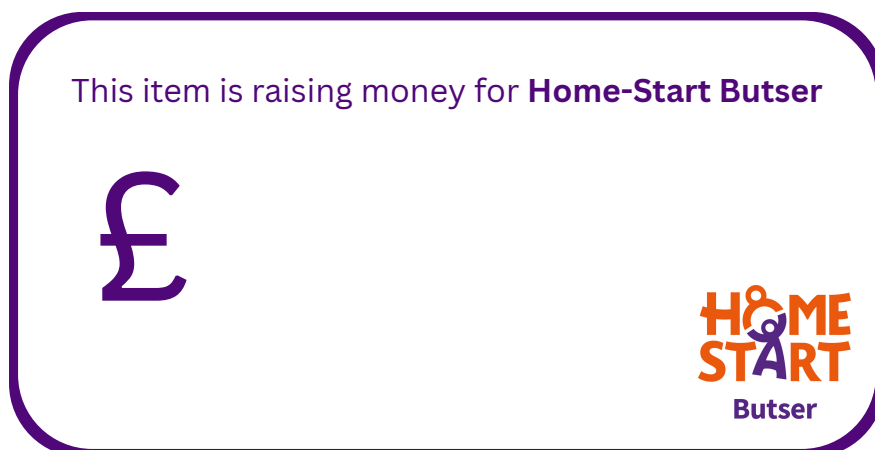
E-mail signature



Mini flags for labels/cake making



Item label







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“I don’t think I would have coped without Home-Start. I don’t know what I would have done without it, to be honest.”

“I'll be forever grateful to Home-Start and my volunteers, they have both made my life worth trusting and believing in again.”

“She makes me feel I can do things I didn’t think I could do, she gives me confidence, she is easy to talk to. If I do mess up she can shrug it off and we try again. She keeps me safe.”

“My volunteer has helped to talk things through when I wasn’t sure what step to take next. To me, Home-Start Butser means non-judgmental support, friendship, safety and space to breathe.”

Keeping it Safe and Legal

Always fundraise safely and within the law

Here are a few general guidelines to remember when planning your event.

Insurance

Please check with your local council about any required licenses and insurance. Please remember that, although we are here to help you with your fundraising activity, you are solely responsible for your event, you are not covered by Home-Start Butser insurance and we are unable to accept liability.



Raffles and Lotteries

Raffles can be a great way to fundraise, but some may require a license. One-day raffles should have a set ticket price and be drawn the same day. If your raffle runs longer or sells tickets in multiple locations, you'll need a lottery license from your local council. Visit www.gamblingcommission.gov.uk for more information.



Other Licenses

Other fundraising activities require licenses.

Collections: If you're collecting on public land, you'll need permission from your local council.

Alcohol and Entertainment License: If you're selling alcohol, or it's included in your ticket price, you may need a Premises Licence or Temporary Event Notice.

Guidance can be found here:
www.fundraisingexpert.com/event-licenses/



Public Health and Safety

Please remember that you're responsible for the health and safety of your guests, so make sure you carry out appropriate risk assessments. If you're serving food, visit the Food Standards Agency website - www.food.gov.uk for guidance on best practice.



Other ways to get involved

The fun doesn't need to end there!

There are many ways that you can still get involved and support Home-Start Butser. We put on a range of exciting events that you can attend or participate in. Please let us know if you'd like to subscribe to our mailing list, and make sure you follow us on social media:



www.facebook.com/butserhomestart



www.instagram.com/homestartbutser

You could also join us as a volunteer or a trustee. More information can be found here:
[www. homestart-butser.org.uk/volunteering-opportunities/](http://www.homestart-butser.org.uk/volunteering-opportunities/)

Let's chat!



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Thank you from everyone at Home-Start Butser