



Fundraising Pack

Spring, 🌸 Summer, ☀️ Autumn, 🍁 **ALWAYS** Wintercomfort



wintercomfort.org.uk • info@wintercomfort.org.uk • 01223 518140

Wintercomfort for the Homeless is a registered charity in England and Wales
(charity number 1003083) and limited company (number 26159050)

What we do

Wintercomfort is an advice and support hub at the heart of homeless services in Cambridge.

We provide year-round vital services for people who are rough sleeping, at risk of losing their home or who have had past-experience of homelessness

Open every day of the year, we are the only daytime drop-in service for rough sleepers in the city, offering free meals, showers, laundry services and clothing.

We provide:

- Help to find accommodation
- Ongoing tenancy support
- Training and education programmes
- Help to gain employment
- Work opportunities within our social enterprise scheme, Overstream Clean & Garden
- Access to healthcare and counselling
- Digital skills support
- Debt and money advice
- Dedicated women's services
- Sports and fitness programmes
- Social activities to boost mental wellbeing
- Specialist support for non-UK nationals
- Regular drop-in clinics at community spaces around the city



We Need Your Help!

Each year we need to raise over **£1m** to enable us to deliver our vital services.

Amid the cost-of-living crisis, the number of rough sleepers and people at risk of homeless in the UK is rising rapidly. Here in Cambridge, demand for our services has increased by approximately **35%** over the past 12 months and continues to rise.

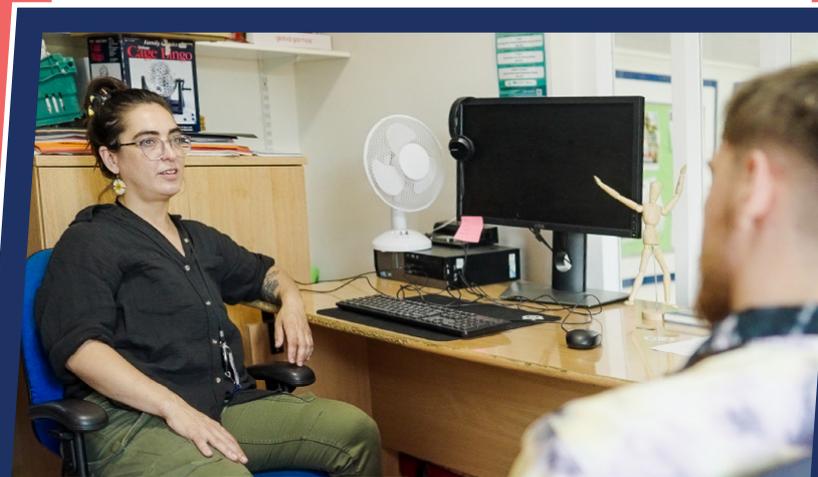
With costs of service delivery at an all-time high, your support has never been more needed.

Your support will make a difference

For every **£1** we raise, **94p** is spent on services to improve the lives of those experiencing homelessness.

“*We never could have believed we would find ourselves in this situation. When we were at rock bottom with nowhere else to turn, Wintercomfort welcomed us with such kindness and compassion.*”

David and Clare



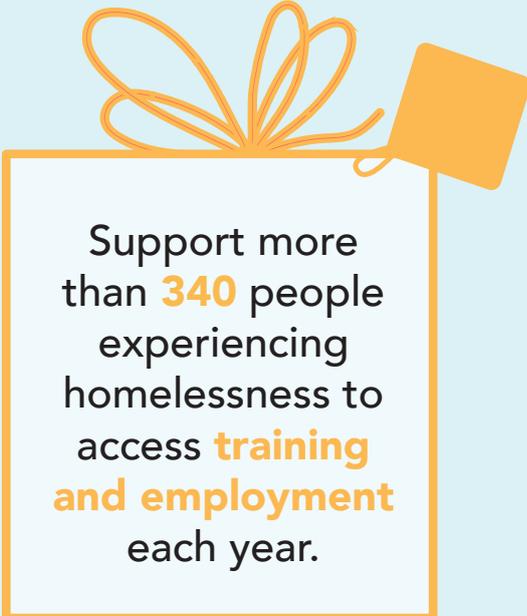
Your gift will help us to



Prepare and serve more than **12,000 hot meals** each year for people sleeping rough.



Facilitate access to more than **400 counselling sessions** each year.



Support more than **340** people experiencing homelessness to access **training and employment** each year.



Wash more than **5 tonnes of laundry** each year, providing clean clothing for people living on the streets.



Provide a **warm, welcoming space** for all those who need us, 365 days a year.

winter 
comfort
opening doors 

Fundraising ideas

Make an impact in your local community by turning your passion into a fundraising event. Whatever your plans to raise money, our Fundraising Team will be on hand to support your efforts and help promote your activities. Here are some ideas to get you started.

1



If you are a member of a band, local choir, or orchestra, we'd love to hear from you! Whether you're planning a carol concert or summer soiree, using your musical talents is a fantastic way to raise money and make a real impact in your community.

2



Whether you're a long-distance swimmer, cyclist, a runner or a climber, sporting challenge events are a great way to raise money.

We can help you to create a Just Giving fundraising page for donations to support your efforts and share your success.

3



If you're stuck for gift ideas for your birthday or anniversary, why not ask people to make a donation to Wintercomfort on your behalf? We can help you set up a Facebook giving or Just Giving page to get you started.



4

Put your culinary skills to good use and organise a bake sale, afternoon tea party or coffee morning in support of Wintercomfort. Cake and positive vibes – what’s not to love?!



6

Gather donations of offers of gardening services, dog walking, piano lessons, a week in a sun-drenched holiday villa.... Use your contacts’ resources, time and talents and auction them off to the highest bidder!

Many companies offer a match-funding donation scheme to boost the fundraising efforts of their employees. This can have a huge impact on hitting or even doubling your fundraising target, so be sure to ask your employer whether they have something in place.

And the answer is... A Quiz Night! Gather friends, family, or colleagues together and put teams through their paces with a general knowledge quiz. There are loads of question ideas available online and our team will be happy to help get you started.



5



7

Leave the comfort of your own bed for one night and hold a sleepout. This is a great way to raise awareness of the challenges faced by homeless people on a nightly basis. We can provide help and guidance to ensure that your event is safe and secure and can also help you set up sponsorship pages to gather donations.

Making your donation

With Just Giving it's easy. If you create a Just Giving fundraiser under the following Wintercomfort page, all the money raised will automatically come to us – simple!

JustGiving® www.justgiving.com/wintercomfort

Alternatively, you can make your donation on our website – www.wintercomfort.org.uk/make-a-donation or via a bank transfer using the account details below. Be sure to reference the name of your event so that we can thank you!

Wintercomfort for the homeless
Account number: 12089981
Sort code: 16-15-19



Don't Forget to Gift Aid

Gift Aid allows charities to claim back taxes on donations. If you are a UK taxpayer and include Gift Aid in your donation, we will be able to claim an additional 25% at no cost to you. NB. Terms and conditions apply.



How can we help you?

We can provide banners, leaflets, collection buckets and (subject to availability), a card payment machine. We will also work with you to set up fundraising pages and to promote your event. Where possible, we will always try to come along to events to support you in person.



Talk to us!

Remember to tell us about your event in advance so that we can help you spread the word!

Twitter @Wintercomfort20

Facebook/Instagram @wintercomfortforthehomeless





Thank you for choosing to fundraise for Wintercomfort, we are so grateful for your support. All money raised will enable us to continue to be there for the people within the community who need us most.

Thank you!

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