



BEN'S CENTRE

FUNDRAISING PACK




BEN'S C
A PLACE OF SANCTUAR

A simple line drawing of a white hand with a pointing index finger, positioned on the left side of the page. A speech bubble originates from the hand, containing the text 'THANK YOU!' in a bold, orange, hand-drawn font.

**THANK
YOU!**

Thank you for choosing to fundraise for Ben's Centre, we're so excited to have you on board!

This pack will give you materials, tips and guidance on how to get the most out of your fundraising experience.

If you need any further assistance please get in contact at:
funding@benscentre.org or marketing@benscentre.org

WHO ARE WE?

Ben's Centre is an organisation that aims to provide a safe space to vulnerable people like street drinkers & rough sleepers in Sheffield.

Our project is split into three parts: The Day Centre, Outreach & our charity shop / info hub Ben's Bazaar.



OUR PURPOSE

written by an ex-service user

A few details I may have forgot over the years, but some are still instilled in my mind. I was given the opportunity to move to Sheffield through Homeless teams. First thing I did when I arrived is head to the offy. I stayed at a hostel but these places never listened. I went through a period of shoplifting and got caught, but I plodded along. I happened to get talking to a few people who said why don't you go to Ben's Centre?

I went but thought this place was useless as I had to be interviewed before even getting through the door. But that day totally changed my life... although didn't know it at the time. My interview was with a very nice woman who became something of a mentor to me. She told me to have faith in myself, I just lost my way. So I started going every day.

I met Daryl who great and inspiring. I met Ben as well. I used to hate coppers but finding out Ben's Centre was founded by a policeman changed my whole perspective. I did a bit of volunteering but eventually lost my permanent accommodation again, I thought I'll use the tools Ben's has given me to help people less fortunate. I've moved back to my home town now, got a two bedroom house and all the tools I could ask for.

Please if anybody doesn't believe in Ben's Centre, just give them a chance. All I have these days is thanks to Ben's Centre... and to be frank and honest, it was a pain in the arse at times, but I got through it! Thank you Ben's Centre for everything.



GET STARTED

CREATE A FUNDRAISER ON LOCALGIVING

Follow the link to create a fundraiser on our preferred donation site, [Localgiving.com](https://www.localgiving.com)

click me
localgiving

KNOW YOUR WHY

Think about why you're doing your fundraiser. Knowing what you want to get out of it & how your donation will help vulnerable people in Sheffield will motivate you and your sponsors.

SET YOUR GOALS

Decide on what you want to achieve and set a fundraising target. It's good to have a clear goal of what you're working towards.

Once your fundraiser page is complete, make sure to let us know so we can help promote it.

SPREAD THE WORD

Now it's time to get those sponsors in. Share your sponsorship form with friends, family & colleagues. Share on social media & get your friends to reshare too. Shout it from the rooftops if you have to!

SOCIAL MEDIA TIPS

1. GET AN EARLY START

Don't be afraid to start your fundraising efforts early - the more time you leave before the actual event, the more chances you can have to get some sponsors in. You can also use this time to build up a bit of hype before the big day.

2. #TAG US

Hashtags are a great way to get your stuff out there. Add #benscentre to your posts and make sure to tag us (@benscentresheffield) so we see it!

Click the buttons below to find our socials.



3. MAKE IT EASY TO DONATE

You want to make it as simple and easy as possible to donate. Make sure to share the link to your fundraiser on all of your posts. On Instagram you can put it in your bio. Think about who you're asking - It might be easier to ask your Gran to sign your sponsorship form than find your Instagram.

Once you've created your fundraiser, we can provide you with a scan-to-donate QR code.

4. TAKE A PICTURE, IT'LL LAST LONGER

Make sure to take plenty of pictures across the whole process, not just on the big day. Whether it's an update on your how your training is going or just a funny moment, your sponsors will love to see how you're getting on.

**THANKS AGAIN FOR CHOOSING TO
FUNDRAISE FOR OUR CENTRE FOR
VULNERABLE PEOPLE. FOR MORE
INFORMATION YOU CAN GET IN TOUCH AT:**

07957 226 349

FUNDING@BENSCENTRE.ORG

MARKETING@BENSCENTRE.ORG