



YMCA

Fundraising Pack

YMCA WORCESTERSHIRE

REDDITCH / WORCESTER / BROMSGROVE / WYRE FOREST
WYCHAVON / MALVERN HILLS



Contents

PAGE 3	WELCOME
PAGE 4 - 11	ABOUT US AND OUR SERVICES
PAGE 12	FUNDRAISING IDEAS FOR INDIVIDUALS
PAGE 13	FUNDRAISING IDEAS FOR GROUPS
PAGE 14	FUNDRAISING IDEAS FOR BUSINESSES
PAGE 15	EASY FUNDRAISING
PAGE 16	HOW TO SEND US YOUR FUNDS
PAGE 17	GUIDELINES
PAGE 18	LEGAL & SAFETY ADVICE
PAGE 19	SHARE YOUR EFFORTS
PAGE 20	FAQs
PAGE 21	THANK YOU



YMCA

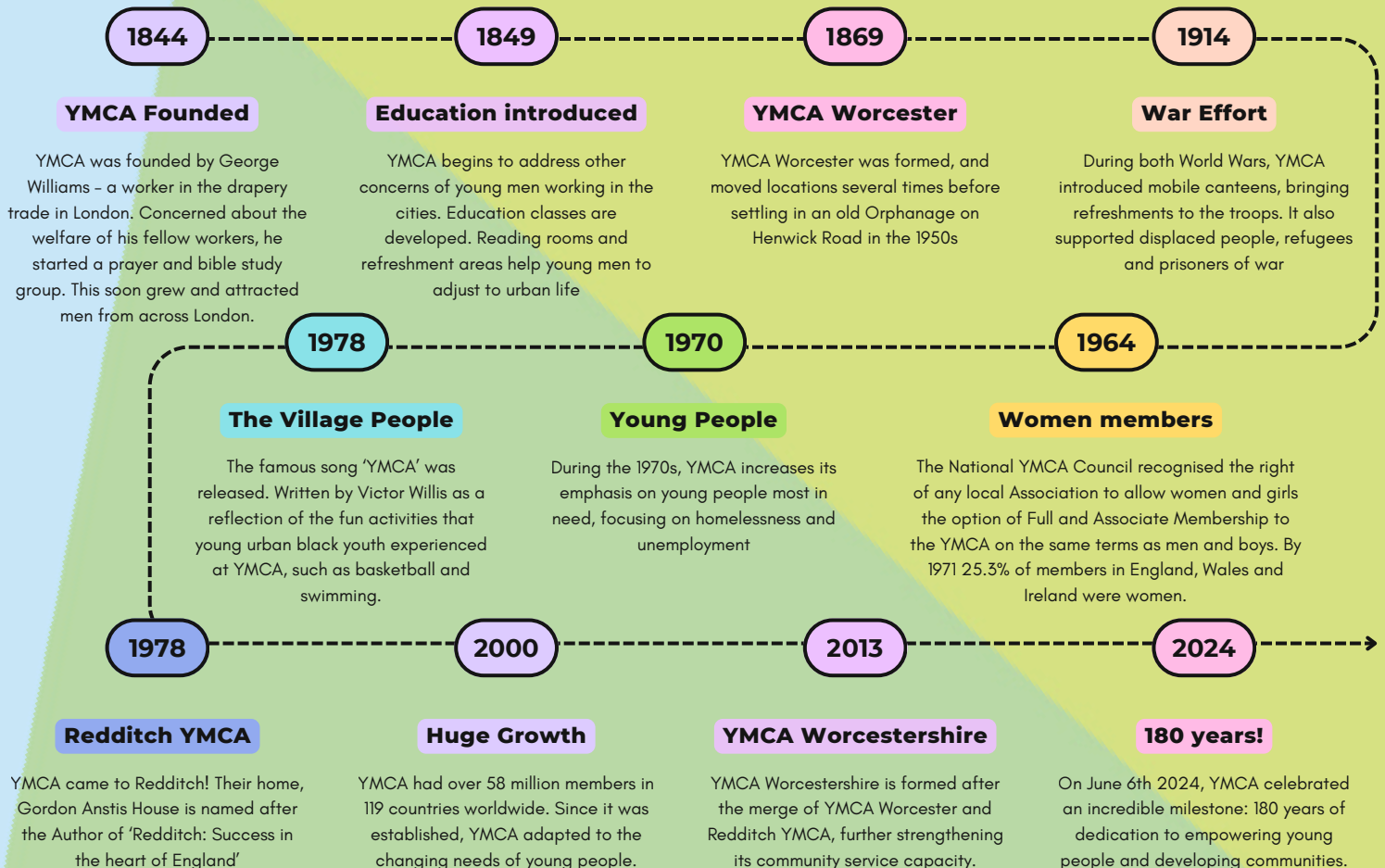
Here for young people
Here for communities
Here for you

Welcome

Thanks for picking up our YMCA Worcestershire Fundraising Pack—we're so glad you're here! Whether you're planning a one-off event, rallying your workplace, or just looking for ways to give back, this guide is packed with ideas and inspiration to help you make a real difference. Every pound you raise helps us support young people, families, and communities across Worcestershire. Together, we can create opportunities, build brighter futures, and bring hope where it's needed most.

Proud to be part of the Oldest Youth Charity in the World!

We've been part of life in Worcestershire since 1869. That's over 150 years of walking alongside people through the ups and downs, always with one goal: to help them thrive. A lot has changed since then, but one thing hasn't—our belief that everyone deserves a chance to reach their true potential. And with your support, we're still making that happen every single day.



ABOUT US

Vision Statement of YMCA England & Wales

YMCA's vision in England and Wales is of an inclusive Christian movement transforming communities so that all young people can belong, contribute and thrive.

The Vision of YMCA Worcestershire

Our vision is an inclusive future, where everyone can reach their true potential.

The Mission of YMCA Worcestershire

Together, we empower everyone to create lasting positive change in our communities.

The Values of YMCA Worcestershire

At YMCA Worcestershire, our actions are guided by four distinct and strong values rooted in our Christian ethos.



We want to be **honest** and **truthful** in our work. We will act with **integrity**.



We want to be **kind** and **caring** in how we work. We will show **compassion**.



We really want to **change lives** for the **better** in what we do. We will seek **transformative** impact.



We want to do it all in the **best way** we can. We will strive for **quality**.

These values are key to our approach and guide our decision-making.

Why your support matters

When you fundraise for YMCA Worcestershire, you're doing more than just raising money—you're changing lives. Every donation we receive goes straight back into supporting local people who need it most.

Here's how your fundraising makes a difference:



**Safe places
to live**



**Youth clubs
and mentoring**



**Mental Health
Support**



**Early years
education**



**Family
support**



Real Lives, Real Change

"I was 17 when I found myself without a place to live. YMCA gave me more than a roof—they gave me hope. Now I'm in college and working part-time. I don't know where I'd be without them."

— Jordan, former YMCA resident

Why We Fundraise

As an independent charity, we don't rely on big government funding. While we work hard to secure grants, much of what we do is only possible because people like you step up.

Community fundraising fills the gaps—it keeps our youth clubs open, our housing supported, and our family services running. It lets us respond quickly in a crisis and offer more where it's needed most.



The Power of People

When local people come together to support local causes, incredible things happen. Your cake sale, fun run, quiz night, or workplace fundraiser might feel small—but every action adds up to something big. Together, we're not just raising money—we're building a stronger Worcestershire, where everyone has the chance to thrive.

YMCA

Here for young people
Here for communities
Here for you

ACCOMMODATION

We believe that all young people should have a safe place to stay.

We don't just think 'youth,' we also think community: by coming along to a YMCA Worcestershire property, a young person can become part of an inclusive community of people of all ages, faiths, cultures and backgrounds; communities that are supportive, inclusive and energising. That's our youth minded community approach.

Our Residencies



We provide a safe home for

211

people in
Worcestershire

Supported Housing

Residents in our staffed properties receive education, training, and gain life skills through a variety of activities and community engagement.

General Needs

We provide quality, affordable housing that supports our community. Our focus on fair rents ensures access to housing, regardless of income, across Worcestershire.



**GORDON ANSTIS
HOUSE,
REDDITCH**



**FORESTERS
ARMS,
WORCESTER**



**MORETON
HOUSE,
WORCESTER**



**BEECH
BANK,
WORCESTER**



**FREDERICK
EARY HOUSE,
REDDITCH**



**KNOWLE
CLOSE,
REDDITCH**



Mel was 16, the relationship with her parents had completely broken down and she was made homeless. She says: "I found myself in a very dark place sleeping rough." Finally, Mel got in touch with YMCA and we gave her a room and the support she needed to make a fresh start. After graduating from university, and unable to secure paid work, Mel found herself facing homelessness for a second time. After a period of sofa surfing, she contacted YMCA again. With our support, Mel gained the courage to take on an art project that has led to a full-time job at YMCA.

Sleep Easy

Every year, hundreds of our supporters sleep rough to raise money for local YMCAs. Sign up to one of our events all over England and Wales at www.ymca.org.uk/sleep-easy

"If it wasn't for YMCA, I don't know where I would be now."

FAMILY WORK

We believe that every family should have the support they need to develop and lead more fulfilling lives.

We provide 3 Early Years settings

Little Treasures Nursery
Worcester

 128 Children

Squirrels Nursery
Redditch

  67 Children

First Class Nursery
Kidderminster

  64 Children

In total, we have **78** dedicated early years specialists nurturing and inspiring the next generation.



HMP Hewell Bridge Family Project

This project helps strengthen the connection between incarcerated parents and their children through a variety of meaningful programs. Parenting courses, family days, and initiatives like Story Book Dads, where inmates record bedtime stories for their children, offer parents a powerful way to stay present in their children's lives. These recordings not only give parents a voice but also create treasured, emotional keepsakes for the entire family. In addition, Hidden Sentence training equips professionals with the tools to better support families affected by imprisonment, while creative art workshops provide inmates with the chance to craft personalised gifts, deepening emotional bonds from behind bars.



Celebrating Parents

Each year, our YMCA Worcestershire nurseries hold family events to celebrate parents and carers, and our HMP Rainbow Project hold family days to allow families to come together, have fun and make lasting memories.

We know that the right start in life makes a big difference. So we work with people from birth to adulthood, enabling individuals and families to flourish.

Steven hadn't seen his four daughters in over three months while serving his sentence in Prison. He was a father in crisis — cut off from his children, struggling to cope, and feeling utterly hopeless.

Referred to the Children and Families team, Steven was desperate to reconnect with his girls. With our support, we helped arrange a YMCA family visit where he could spend meaningful time with all four children — sharing food, playing games, and being a dad again.

That day changed everything.

He went on to complete a parenting course, recorded a Storybook Dads CD for his children, and became a mentor to other fathers in prison.

He was released in 2023, ready to rebuild his life — working with his dad, living with family, and seeing his daughters regularly.

“Without the help of YMCA, I don't think I'd be here. I got my kids back — and myself too.”

HEALTH & WELLBEING

At the heart of everything we do is a strong commitment to the health and wellbeing of everyone who comes through our doors—from young residents and youth club attendees to nursery children and our dedicated staff.



Safe Spaces & Community Connection

We create safe, inclusive spaces where people can speak openly, feel heard, and connect with others. Regular gatherings and youth activities help build a strong sense of community and reduce isolation.



Physical & Mental Wellbeing

Through running clubs, sports meetups, and wellbeing-focused activities, we support both physical health and emotional resilience across all age groups.



Personalised Support

Everyone's needs are different. We provide tailored support to ensure that every person—from young residents to staff—receives the care and guidance they deserve.



Without their health and wellbeing, young people simply can't flourish in other areas of their lives. It's why we place a firm focus on mental health.

Kieron, who has experienced stress, depression and anxiety since his teens, has found support at YMCA.

Kieron says: "First it started with self-harm. It was some form of coping mechanism because I couldn't come up with anything else. I got help because I tried to end my own life, which was the worst possible moment not only for me but my entire family. "Music is the one way I can escape any sort of down feelings I have. At first it was listening to it, then creating it from scratch."

Marathon

Want to run the real deal in real time? Why not join Team YMCA? Find out more at ymca.org.uk/london-marathon

"The experience I've had can help others in the same situation as me. It's not just the support I give either, but the fact I've got people supporting me. YMCA make you feel a part of a family. I literally grew up here."

SUPPORT & ADVICE

YMCA is here for every young person in the community, offering a wide range of support services. From housing and employment to career guidance and everyday challenges, we provide practical advice and a helping hand when it's needed most.

Our Youth Engagement Team provide youth groups, engagement work in schools, holiday provisions and outreach, targeted and detached work within the community.

Our services can help young people navigate personal, academic, and domestic challenges, build confidence, and stay on track for a more positive future.

Our Youth Clubs



Our Youth Engagement Team deliver youth clubs, mentoring in schools, life skills sessions and activities attended over 2000 times each year.



Mentoring

YMCA Worcestershire's Youth Engagement Team facilitates mentoring in schools, on a 1-2-1 basis, to support young people with a variety of struggles they may be facing.

Creating safe spaces for young people to talk openly is vital—it helps them feel heard, understood, and supported as they navigate the challenges of growing up. **Bryony, 14, was getting in trouble at school, and decided to attend YMCA mentoring sessions.** She says: “Before I attended, my self-esteem was pretty low. Growing up I experienced and witnessed a lot of domestic violence, as well as verbal and emotional abuse. I was angry all the time, and didn't really know what I wanted to do in life.” Bryony started attending our Redditch Youth Club where she discovered her love of basketball and other team sports. This group helped her build confidence and self-esteem, meet new people, and ultimately, embrace her personality.

“I've stopped getting into drama, and it's been the best experience.”

Our Community

We're more than a youth charity—we're here for the whole community, offering support, connection, and essential services for people of all ages.

Willow Trees Community Centre

Our much-loved Redditch community centre is a welcoming, versatile space that hosts over 20 clubs, groups, and practitioners each month. From meetings and workshops to celebrations and community events, it's a place where people come together. Income from room hire is reinvested to support the centre and the vital services we provide for the wider community.



- Squirrels Nursery
- Children's playground
- Meeting & event spaces
- Maternity Services
- Health & Wellbeing Classes
- YMCA Youth Clubs

Friend Of Isaac's Food Bank

We are incredibly proud to host this food bank in our community centre car park, providing **vital support** to those in need.

Isaac Winfield (Age 12) is responsible for the following:

- 5 food banks across Redditch.
- 15 volunteers who support the charity.
- 5000 food parcels delivered annually



We are incredibly proud to host this food bank in our community centre car park, providing **vital support** to those in need.

YMCA Great Malvern Charity Shop

Run by a team of dedicated volunteers, this shop is open seven days a week, serving as a vital connection between our organisation and the local community.



- Quality second-hand items
- Led by a passionate team
- Central, high street location
- Supports our vital services

Church Hill Big Local

YMCA Worcestershire and CHB:L regularly host group activities and the annual Christmas Fayre at Willow Trees Community Centre including Santa's Grotto.

Church Hill Big Local Charity advocate for:

- Stronger Communities
- Enhanced Skills
- Meaningful Impact
- Improved Living Environments

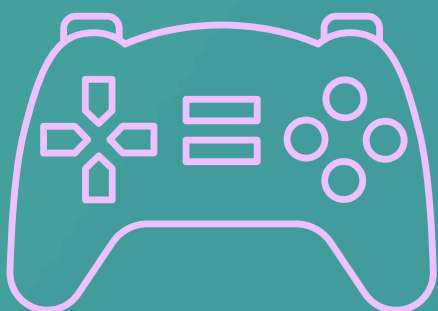


Fundraising Ideas

For Individuals

01. Birthday Donations

- Got a birthday coming up? Why not ask for donations instead of presents?
- Set up a Facebook fundraising page or donate to our GoDonate page directly and let your friends and family know that, this year, their gift could help a young person find a safe home or access mental health support.
- It's a simple and meaningful way to make your special day count.



02. Host a Livestream Event

Go digital with a livestream fundraiser like a gaming marathon, music performance, or online challenge. Get creative, get people involved, and watch the donations come in.

03. Have a Bake Sale!

- Who can resist a good cake for a good cause? A bake sale is a classic fundraiser that's simple to run and always popular. Whether you're baking brownies at home, taking over the company kitchen or getting the kids involved, it's a sweet way to raise money.
- Set up your stall at school, work, a community event—or even on your driveway!
- Every cupcake sold helps support young people and families across Worcestershire.



04. Start a fitness challenge

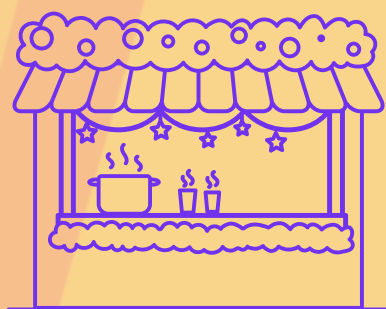
Whether it's running, walking, swimming, cycling—or even hula-hooping—taking on a fitness challenge is a great way to get active while raising funds for a great cause. Set a goal, ask friends and family to sponsor you, and share your progress on social media to keep the support rolling in!

Fundraising Ideas

For groups, schools & clubs

01. Talent Show

- A fun and inclusive event where people of all ages can showcase their skills—singing, dancing, comedy, magic, or even unusual talents!
- Book a school hall, church, or community centre—or host it outdoors if weather allows and charge a small entry fee for audience tickets.
- Invite local businesses to donate prizes or sponsor the event.
- Add extras like a bake sale, raffle, or refreshments stall for extra fundraising on the night.
- Promote it through schools, local groups, and social media.



02. Community Fair

A fun-filled event with stalls, games, food, and entertainment—perfect for bringing the community together while raising funds.

Choose a local venue like a school field or park and invite businesses or groups to run stalls (crafts, tombola, food, etc.). Add live music, face painting, or classic games like hook-a-duck, and raise money through ticket sales or pay-as-you-go activities.

03. Car Wash

A hands-on, fun way to raise money with minimal costs—perfect for youth groups, schools, or sports teams.

- Pick a high-footfall location (school car park, church, community centre) and get permission.
- Gather buckets, sponges, hosepipes, signs, and willing volunteers.
- Charge per car or ask for donations and maybe offer add-ons like refreshments or a bake stall to boost funds.
- Bonus tip: Advertise in advance and use big, clear signage on the day to attract passing cars.



04. Fancy Dress Day

A non-uniform or themed dress-up day is a fun and easy way for schools to raise money. Participants donate £1–£2 to wear their own clothes or dress up for a theme—like pyjamas, superheroes, or book characters. It's simple to organise, gets everyone involved, and raises funds while letting people express themselves. Just pick a date, spread the word, and enjoy the day!

Fundraising Ideas

For businesses

01. Charity of the Year Scheme

- Ask your workplace to nominate YMCA Worcestershire as its Charity of the Year.
- Present a simple proposal showing our impact and how staff can get involved (such as volunteering) then plan a year of fundraising activities (e.g. dress-down days, raffles, fun runs).
- Encourage payroll giving or matched donations from your employer.
- Keep the momentum going with regular updates and success stories.



02. Sponsorship Opportunities

Businesses can support us by sponsoring events, services, or facilities—a great way to boost brand visibility while making a real impact. Opportunities include youth programs, supported housing, community events, and essential equipment. In return, we offer promotion through social media, event signage, and organisational recognition. Get in touch to explore a sponsorship package that suits your goals.

03. Office Bake-Off or Sweepstakes

- Invite colleagues to bake their best treats and host a friendly competition—charge per slice to raise funds.
- Have a judging panel or let everyone vote for their favourites.
- Alternatively, run a sweepstake around big events like the Grand National, Eurovision, or World Cup—ask for a small entry fee and offer a prize.
- Great for office morale and making a difference!



04. Workplace PJ Day

Pick a day for everyone at work to wear their pyjamas (or slippers!) in exchange for a small donation. Keep it light-hearted with prizes for the best, worst, or funniest outfits, and add extra touches like a hot chocolate station or a movie-themed lunch break. It's a cosy, feel-good way to get the whole team involved while raising money and awareness for a great cause.

Easy fundraising

We've teamed up with Easyfundraising, where over 8,000 retailers will donate to our cause whenever you shop.

From everyday essentials to big purchases, every shop can raise free donations for YMCA Worcestershire.



Scan me!

Or visit
www.easyfundraising.org.uk
 and choose YMCA
 Worcestershire as your cause

 **easyfundraising**

2025

A year of raising

This is what one supporter could raise for your group in a year by shopping through easyfundraising.

 **easyfundraising**

<p> April Buy home insurance Up to a £17.50* donation GO.COMPARE</p> <p> June Buy pet insurance Up to a £40* donation Petplan*</p> <p> August Trade in an old car Up to a £40* donation webuyanycar</p> <p> October Get a new fridge freezer £22.50* donation ao</p> <p> December A year of weekly food shops £57* donation TESCO</p>	<p>January Book a holiday £70* donation TUI</p> <p>March Upgrade TV & broadband package Up to a £40.25* donation </p> <p>May Upgrade a mobile phone Up to a £47.50* donation O2</p> <p>July Get school uniform & shoes £4.50 donation M&S</p> <p>September Buy car insurance Up to a £15* donation MONEYSUPERMARKET</p> <p>November Buy a Christmas tree £4.50* donation B&Q</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p>
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Total £358.75

*Donation rates change from time to time. The amounts above were correct as of 2/12/2024.

ASDA



JUST EAT

Booking.com

Sainsbury's



trainline

Etsy

How to send us your funds

Simple ways to get your donations to us safely and securely.

Once your fundraising is complete (or even along the way), here's how you can send us the amazing funds you've raised. Whether you're fundraising as an individual, part of a group, or collecting in cash, we've made it easy for you to support YMCA Worcestershire.

01. Givestar

If you're collecting funds as part of a team, organisation, school, or community event, we recommend using our official Givestar fundraising page.

This helps you keep track of donations, share your progress with supporters and avoid handling cash wherever possible

► <https://givestar.io/ch/worcestershire-ymca-limited>



02. GoDonate

If you're fundraising on your own and want to make a direct donation, the easiest way is through our secure online donation page:

► ymcaworcestershire.godonate.org.uk

It's quick, safe, and you'll receive an instant confirmation and thank you for your support.

If you're not sure which option is right for you, just get in touch and we'll guide you through it.

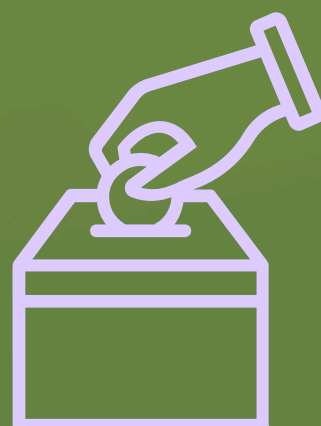
03. Cash donations

We can provide you with branded donation pots or collection buckets for your event - we'll just need the name of the person responsible for them.

Once you're finished collecting:

- Please count and store funds securely
- Contact our Community Development Manager at **kellie.dean@ymcaworcestershire.org.uk** to arrange a safe drop-off or collection of the funds.

We'll issue a receipt and thank you properly when we receive your donation!



Guidelines

Everything you need to know to get started safely and successfully.

We know you're exciting to get going, but before you get started, there are a few important guidelines to follow to ensure your fundraiser is safe, successful, and fully supported by us.

Let us know first

Before launching your fundraising activity, please let us know about your plans. It's important that we're aware of who is fundraising on our behalf, and it also means we can support and promote your efforts along the way! Contact our Community Development Manager at: kellie.dean@ymcaworcestershire.org.uk



Read the fundraising pack

Reading this pack carefully will help you protect yourself, your supporters, and your fundraiser—while giving you the best chance of success.



Use our Official Givestar page

We ask that all funds raised online are done through our official Givestar page. This makes it easy for your supporters to donate securely, and ensures all donations come straight to us.

<https://givestar.io/ch/worcestershire-ymca-limited>

Do you need a DBS?

If your fundraiser involves direct interaction with children (e.g. leading activities, workshops, or events where children participate), you'll need to provide a valid DBS certificate for any adult involved. This helps us meet our safeguarding responsibilities and ensures a safe environment for everyone. Not sure if this applies to your event? Contact us and we'll be happy to help.

Cash Donations

If you're planning on raising cash donations, for example, at an event or through a collection tin, get in touch with us so we can provide you with some branded collection tins, and inform us who will be responsible for them. Please return any cash donations to us as soon as possible—ideally within 24–48 hours—by contacting our Community Development Manager to arrange a drop-off or collection.



Legal & Safety Advice

Now for the serious stuff. To make sure everything about your fabulous fundraising event runs smoothly, please follow the following super important tips.



Risk Assessment

Carry out a simple risk assessment to show evidence that you've considered possible hazards and taken steps to mitigate risks. Use this as a live document, carry out a check before your event starts and record any additional action taken around safety. While this is all common sense, keeping a record means everyone is clear on what they need to do and you can show it has been considered.

Raffles

Without an appropriate licence, you can only sell raffle tickets on one single day or to a discrete group of people (for example employees of one company). If you want to sell tickets over multiple days to a wider group of people, you'll need to apply for a small society lottery licence from your local authority. Remember that for any type of raffle every entry must be charged at the same rate, so you can't offer a discount for buying multiple tickets. For more info, visit - www.gamblingcommission.gov.uk

Money

When handling money you should keep good records and be safe. Two people who aren't related should always be present to count money and you should also think about how to transport it to be cashed.

Food

If you only handle, prepare, store and serve food occasionally and on a small scale, you don't need to register as a food business. However, you do need to ensure the food is prepared hygienically and it's best practice to provide allergen information. Find out more at www.food.gov.uk/safety-hygiene

Insurance

If you are inviting members of the general public to an event and don't have public liability insurance through your workplace or association, it's recommended to get this for the occasion.

First Aid

Think about what first aid provision you need for your event. If it's a large event you may want to engage a supplier such as St John Ambulance.



Share your efforts!



You're doing something amazing—so let the world know! Spreading the word about your fundraiser not only helps raise more money, it also inspires others to get involved.

Shout on the socials!



Social media is a powerful tool. Post updates, photos, videos, countdowns—anything that gets your followers excited and involved.

Use your channels to:

- Share your fundraising page and tell people why you're taking part.
- Post behind-the-scenes moments—whether you're training, baking, planning or prepping.
- Celebrate milestones (even the little ones!).
- Use relevant hashtags and tag us so we can share your efforts too!

Don't forget to tag us:



@ymcaworcs



@worcsymca

And use the hashtag: #TeamYMCAWorcs

Capture the journey



Photos and videos bring your story to life. Whether it's a selfie at your event, a group photo with your supporters, or a video diary of your progress, visual content grabs attention and encourages people to get behind your cause.

Need inspiration?

- Time-lapse of your setup or challenge
- A “thank you” message to your supporters
- Fun reels or TikToks highlighting your prep

Get local



Spread the word in your local community—offline still matters!

- Put up posters in local cafés, gyms, shops, schools, and libraries
- Tell your workplace, school, or clubs—ask them to share your fundraiser in newsletters or on noticeboards
- Reach out to local newspapers or radio stations—they love community stories!

TOP TIPS

1. Keep your message personal and passionate—tell people why this matters to you
2. Make it easy to donate—include your fundraising link wherever you can
3. Keep updates regular to maintain momentum and keep your supporters engaged
4. Celebrate the people who donate—tag and thank them if they're happy to be mentioned!

FAQ'S

20

01. *Do I need permission from you before I fundraise?*

While you don't need formal permission to fundraise for us, we do kindly request that you let us know before you start. This helps us stay aware of the amazing efforts happening in the community, and it allows us to offer you the best possible support and guidance throughout your fundraising journey. Plus, we love celebrating our fundraisers! We regularly share your efforts on our social media and in our staff newsletter to thank you and inspire others to get involved.

02. *Where does the money go?*

The funds raised will be prioritised based on current needs, ensuring they go to the areas where support is most urgently required. However, if you'd like to raise money for a specific department or project, just let us know, and we'll make sure your donations are allocated accordingly.

03. *Can I sponsor a specific YMCA program or service?*

Yes, absolutely! If you have a specific project or department in mind, you can fundraise directly for that area. Just make sure to clearly note the project name or department when you send in the funds, and we'll ensure they go to the right place.

04. *How will I know the impact of my fundraising?*

We regularly share updates on the outcomes of our projects, along with news and highlights, on our social media and in internal publications. This way, the whole organisation can see the impact of your fundraising efforts and how they're making a difference. With your permission, we can also contact you directly to share the specific impact of your efforts, ensuring you see the real difference you've made.

05. *Who can I contact if I need support with my fundraiser?*

Contact our Community Development Manager, Kellie Dean
kellie.dean@ymcaworcestershire.org.uk | 07796114433

THANK YOU



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WYCHAVON / MALVERN HILLS

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