

# SKYWAY

Your future.  
Own it.



## FUNDRAISING TOOLKIT 2022-2023



# 1. Welcome to Team SkyWay

**Thank you for joining Team SkyWay and supporting us with your fundraising. Together we can make a lasting difference for disadvantaged children in London and inspire them to achieve a positive future.**

The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise will make a huge difference to the life chances of a child.

See what we're doing. Join in and follow us on **Twitter**, **Facebook** and **Instagram**.

We hope you enjoy your experience of fundraising for SkyWay.



If you need any further information, support or have a great idea for a fundraising challenge you'd like help with please contact us on **020 7729 6970** or at **challenge@skyway.london**.

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# 2. How SkyWay Makes a Difference



**SkyWay engages and supports disadvantaged young people aged 6 to 25 years from inner-London to achieve personal goals, realise their potential and contribute positively to their community.**

## Charlie's Story

Seventeen-year-old Charlie\* had a troubled upbringing living with various family members and struggling to find a place where she "belonged". Charlie was mixing with members of gangs and even though she had managed to stay out of trouble she had still been asked to 'hold' stuff, like drugs and weapons. We helped her to find somewhere to live and she joined the peer programme - eventually going on to get all of her GCSE's and go to college.

Thanks to your support, SkyWay is able to support over 1,000 children like Charlie each



year, offering a safe space where they can engage in positive activities and have access to trained experienced youth workers.

*\*Name has been changed and a stock photo has been used to protect identity*

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# 3. How Your Fundraising Helps

Each year we set a target for the Team SkyWay fundraisers to aim for. This year we are looking to raise £20,000 to pay for a detached project to engage young people on their own turf, and empower them to stay away from youth violence and get their lives back on track.



**£20** pays for an accreditation for a young person with no qualifications



**£55** could fund a managing conflict workshop for a group of young people



**£120** could pay for trained councillors to offer professional support



**£280** would allow us to take a group of young people on an educational trip or outing



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# 4. Ways to Fundraise

**There are lots of ways to fundraise. Whichever you choose, make sure to have fun and be creative.**

## Ways to fundraise

You may want to:

- Have a bake sale in your office
- Post a quiz night and raffle
- Put on a social event
- Run or cycle
- Swim the Sepentine
- Do a team challenge such as skydiving, abseiling or the Three Peaks Challenge

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# 5. Online Fundraising

**The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page.**

**Here's How to Do It:**

- 1** Go to our fundraising page, and click 'Start Fundraising'
- 2** Choose the type of fundraising you want
- 3** Register with us to open an account
- 4** Choose your fundraising target (the higher it is, the more children we can support), page title and team members if you have them.
- 5** Tell people why you are fundraising for SkyWay and how their donation can make a difference to the lives of young people.
- 6** Once your page is set up, email the link to your friends, family and colleagues, and link

it to your social media accounts. It's a good idea to ask those who are likely to sponsor you with a larger amount first to encourage other sponsors to be just as generous with their gifts.

## Why Online?

Online sponsorship saves time as you don't have to collect donations. It also reduces our costs so we can spend more of the money supporting children.

***If you need help setting up your page please email us at: [challenge@skyway.london](mailto:challenge@skyway.london)***



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# 6. Spreading the Word

**The more you talk about your fundraising, the more people will donate, so make sure you publicise what you're doing.**

## 1 Contact your local newspaper / radio

- Write a press release for them including information such as: when, who, where, what and why
- Include any photographs

## 2 Use Social Media

- Use photographs and videos to show your progress as you train towards or prepare your chosen event or goal
- Add links to our Facebook, Instagram and Twitter handles [@SkyWayCharity](#); [#TeamSkyWay](#); and [www.skyway.london](http://www.skyway.london)
- Tag other people

## 3 Tell friends and family

- Get your friends and families to share your fundraising page on social media and ask them to donate
- Tell your work colleagues about what you're doing and ask them to donate



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# 7. Frequently Asked Questions

## **Q: Can I use the SkyWay logo?**

A: As a fundraiser, you can use our 'in aid of SkyWay' logo to help promote your event or challenge. Contact us to find out more.

## **Q: Can I get materials to help me with my fundraising?**

A: We should be able to give you things like balloons, posters and flyers. Contact us to tell us what you need.

## **Q: How do I send in the money I raise?**

A: Please submit all money raised via the donate button on our homepage.

## **Q: When will I receive my kit?**

A: We will aim to get all SkyWay branded kit to you one month before the event. You will need to have ordered these 3 months before the event so that we can make sure you receive the correct size. You will get a different set of branded kit depending on your chosen event.



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# Thank You



SkyWay Charity is funded by voluntary contributions. Thank you for supporting our work and helping to inspire young people to achieve a positive future.