

Your Guide to Fundraising at



August 2024

Join us as #InLeedsPeopleMatter

We believe that everyone has a role to play in supporting all disabled people to live their best lives.

Together we can ensure that Leeds is a great place to live for everyone.

From everyone at People Matters, we thank you for your interest in supporting our work.

In this guide you will find a range of helpful tips and advice on how to maximise your fundraising efforts.

If you are in need of any extra support, our office team is here to support you every step of the way!

Every pound that you, your friends, family and colleagues raise for People Matters will make a huge difference to the local community here in Leeds.

If you have any questions please do not hesitate to get in touch:

Email: fundraising@peplemattersleeds.co.uk

Tel: 0113 2346896

You can also join our online community by following us on social media: @PeopleMatterLds



Get to know us

Not only will your efforts help to raise vital funds to support our work, but you will raise awareness of People Matters; and that is invaluable for us!

The best way to encourage people to support your fundraiser is to invest them in the cause.

On this page you will find information about People Matters and the work you will be advocating.

The mission of People Matters is three-fold:

- 1.** Preventing crisis through creating opportunities for people with learning disabilities and other hidden disabilities who experience disadvantage to be more independent and enjoy life in the same ways as anybody else
- 2.** Ending isolation, ill health and poverty for disabled people by providing innovative and tailor-made services that are flexible, collaborative and act with integrity and determination
- 3.** Advocating for those who feel they are not heard by amplifying their voice to bring about real change

Who do we support?

Our services are available to those who have disabilities in Leeds, particularly those with learning disabilities and autistic people.

As the first Leeds based disability organisation to recognise the link between poverty, ill health and disability we also run a dedicated Employment Support service supporting people to enter many different employment sectors or resume different careers. This service supports people who have either never worked, just left education or been out of work for many years.

What do we do?

People Matters provides practical support and a wide range of services to help transform the lives of people who have learning disabilities or are autistic people.

We run a base in Holbeck, just south of Leeds City Centre, have an outreach service working across the entire city supporting people on a one to one basis, employment and health services and multiple social groups for young people and adults reducing isolation so people have friendship groups with those who bring a sense of community and belonging.

£50 could pay for our information, advice and guidance officer to support two members in planning for their future

£100 could help us to provide the supervision and training in a month for one of our support workers

£250 could pay for immediate emergency support due to mental health concerns for a member without statutory social care in place

£500 could fund our health and wellbeing coordinator for a week, to support 18 people with a life expectancy of just 63 to better understand how to keep themselves healthy

£1000 could pay for our Employment Support team to find long term learning or employment opportunities for 4 members.

£2000 could pay for our foodbank stocks for 6 months or staff all our social groups for young people leaving full time education for 2 weeks

Our vision is of a society where people with hidden disabilities like learning disabilities or autistic people live their best lives, everyone has friends and benefits from taking their full place in society.

You can find out more about our services at www.peoplesmattersleeds.co.uk/get-involved/

Sally's Story



"Covid-19 was very scary and frightening at first! Thank goodness for People Matters they really helped keep me going during the lockdowns and still do."

"My life changed when the pandemic hit because I couldn't do my usual things. It made me really sad but People Matters started doing online activities to help members stay occupied and did lots of practical support for people who had to shield. Now things are finally getting much more back to normal.

People Matters has enhanced my life since I started with them. It's amazing that they put members before themselves in the pandemic, and kept us happy, content and safe. They have been an inspiration, and people's lives have changed for the better when they are involved in their care.

I know that most people get the Covid-19 vaccine. So many people with learning disabilities died during the pandemic but taking the vaccine was quite worrying and scary for me. Having the support and deciding to have the vaccine has still been a blessing and it has helped us to get back to normal life – that means a lot."

We now often have a waiting list of 2-3 months for people being referred to us into different services and projects in comparison to before the pandemic. Any family can have a disabled person as a family member but the impact of supporting them can result in significantly reduced income due to caring responsibilities and employment changes.

Thank you for helping us to support more people like Sally.

Online Fundraising

The best way to start your fundraising is to head online. It's free, quick and secure. Donations are sent to us automatically, and you have a worldwide audience at your fingertips! Combine it with some creative thinking, sharing your fundraising journey on social media and you will hit your target amount in no time!

We recommend using the Go Fund Me site, which takes you through the process of setting up a page step by step. There are videos on their website to support you in doing this.

Step 1 - Set your fundraiser goal
Keep yourself motivated with a fundraising goal. Make sure you add it onto your page, so your friends and family know too. Making your goal visible on your fundraising page could help you to raise 45% more.

Step 2 - Tell your story
Start by telling people why you have chosen to take on this challenge. Let them know what your motivations are, what you will be doing to achieve your goal, and how they can support you. This is a great chance for you to show off your knowledge about People Matters and what we do.

Step 3 - Update your photos and videos
Start your page with your favourite photo of you/those you are fundraising with.

Once you have started fundraising, refresh your page with new photos and videos of you training or of your fundraising efforts so people can see what you have been up to.

Step 4 - Share your page
Shout loud and proudly. What you are doing is a wonderful thing!
Share your page with your friends, family, colleagues, and social media connections, and don't forget to tag @PeopleMatterLds so we can reshare your post!

Alternatively, why not send a message on WhatsApp or email your work colleagues.

Step 5 - Ask and ask again

Don't let people forget – send the link to your page around more than once, particularly as your event gets nearer. Top tip: Remind people when payday hits! People are more likely to give when they have been paid

Step 6 - Don't stop too early
Once your event is done and you're justly feeling proud, update your fundraising page and post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate. Top tip: Share your page on payday or on your birthday to increase support.

Get Inspired

Our most successful fundraisers use their skills, interests, and networks to create fun and engaging events/activities for people to get involved in.

If you are unsure of what to do, see some of our most popular examples below. More are on our website at <https://peoplesmattersleeds.co.uk/support-us/> and we welcome new ideas to add to this webpage.

Quiz night

Charge an entry fee and offer an awesome prize to the winning team. Run a raffle too and boost your fundraising even further!

Bake sale or coffee morning

Host a bake sale at work or at home. Ask friends, family and colleagues to donate treats and take some time to talk about People Matters and why you have chosen to take on this challenge.

Games night

Get your friends together for a fun night in to crown your board game champion. Ask players to donate to 'get out of jail' or set a fine for the Jenga toppler.

Old-school sports day

Everyone loves a bit of healthy competition, whether it's a game of football, rounders or a good old egg and spoon race. Charge teams to enter and ask for a donation towards refreshments on the day.

Celebration

Whether it's your birthday, Christmas, or anniversary, make a real difference on your big day. Simply asked your loved ones for a donation instead of giving you a present.

Supermarket bag packing

Contact your local supermarket and ask to pack bags and collect donations while you do it.

Organise a raffle

Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a letter from us confirming what you're doing.

Car boot sale

Have a clear out and head for a car boot sale. You'll be amazed at how much your long-forgotten loot will raise.

Hold a sweepstake

Use the World Cup, Strictly, Bake Off or similar event to raise vital funds.

Facebook birthday fundraising

Facebook provide an easy way to ask your Facebook friends to donate to your chosen charity - as an alternative to a gift.

Use the below link and then select your chosen cause: facebook.com/fundraisers/explore. We are listed as 'People Matters (West Yorkshire) CIO'.

Inspiring Stories

Elissa Matley received a place in the London Marathon ballot !

“Hi, I’m Elissa and I ran the London marathon in April for People Matters and raised over £2K! Its been on my wish list to run this iconic marathon for some time and although I didn’t get a ballot place, People Matters entered the charity ballot and were lucky enough to get a place ! I know how important the work the organization does is so that spurred me on to get as many sponsors possible. I would definitely do it again ☺ I loved it so much my friend even made me a birthday cake with my runners vest on!”



Balfour Beatty corporate partnership

In the summer of 2023 one of Leadership and Management development groups selected People Matters as their charity partner. The group took part in an immersion day which included spending time with their leadership team and meeting different members. They heard stories that really inspired them and have done follow ups both at their member rooms in Holbeck and hosted at their offices in Thorpe Park.

“We are supporting the team at People Matters with their fundraising strategy implementation from branding to comms and more. People Matters have been our 2023 charity of the year in Inclusion Week when they presented to our Leeds team about what a difference can be made when inclusion is a real priority. Staff donated over £160 during the visit. We’ve also been supporting their micro social enterprise buying over 300 snacks to be sampled at events and in the office, combining fundraising for them and different tasty and healthy snacks for us.”

For every £1 raised, we guarantee that 85p goes towards our frontline services. The remaining 15p ensures that everything continues to run smoothly behind the scenes.

Top Tips to succeed

1. Plan ahead and start early.

The more time you give yourself, the more likely you are to achieve and succeed your target.

2. Make it personal.

Explain why you are doing this, and why people should support you.

3. Know your audience.

You know who your main supporters will be, so try to find a range of fundraising opportunities to suit everybody.

4. Ask for help!

You are not alone. Get your friends and family on board to help, and feel free to contact us at any time.

5. The power of social media.

Remember the ice-bucket challenge?...One simple idea can snowball when paired with smart social promotion.

6. Shout about your successes.

Keep people updated online about your fundraising, to promote your events, thank those who have supported you, and celebrate your achievements.

@PeopleMatterLds



Thank you

In 21st century Britain disability should not mean isolation, poverty with very few in work (6%) and never getting an old age pension with life expectancy of just 63. However this is a harsh reality for people with learning disabilities and not much more than that for autistic people but they don't have as much support from the health and social care system.

We therefore thank you for your support, and for taking the time to make a real difference to the local community.

We need to raise over 35% of our running costs through voluntary donations and grants so your support really can make all the difference.

Not only could you prevent someone from having no friends and living in poverty, but you could also help to ensure that today is the first time they have hope that someone does care. Everyone with learning disabilities should hope to stay healthy and defy what the medics say about how long they can expect to live.

Gift Aid

Thanks to Gift Aid, you can maximise your fundraising even further.

For every £1 raised via Go Fund Me, we are able to claim an extra 25p from the Government at no extra cost.

For those collecting sponsorship in cash, who would like to add GiftAid please contact us for one of our sponsorship forms at fundraising@peoplemattersleeds.co.uk

Matched Funding

Many companies throughout the UK offer employees the chance to boost their fundraising efforts by 'matching' the money you raise.

To find out if your company offers match funding, speak directly with your line manager or HR department.

Paying in donations

If you have donations given outside of an online fundraising page, you can pay them in:

Online via our website at
<https://peoplemattersleeds.co.uk/support-us/>

By Cheque made payable to 'People Matters
(West Yorkshire) CIO'

Posted to 68A Barkston House, Croydon
Street, Leeds LS11 9RT

Let us know you have paid your donations in so we can track how much you've raised and how. Send any completed sponsorship forms to us so we can collect Gift Aid and make your donations go even further. Please make sure you send all money to us within two months of your event.



@PeopleMatterLds

People Matters (West Yorkshire)
CIO : Registered charity number
1170724

#InLeedsPeopleMatter

