



FUNDRAISING GUIDE

TRANSFORMING THE LIVES
OF YOUNG SOUTH LONDONERS
@PALACEFORLIFE



THANK YOU FOR CHOOSING TO FUNDRAISE FOR PALACE FOR LIFE FOUNDATION

We are Palace for Life Foundation, the official charity of Crystal Palace F.C, and we have been a core part of the south London community for well over 25 years. Our aim is to use the power of football and Palace to help transform the lives of young south Londoners.

Each year, our expert coaches and mentors work with over 16,000 young people to provide free regular physical activity, education, training or employment support, and one-to-one mentoring.

South London is a hotbed of talent, but growing up here can be tough. We're all about giving young people in our community the right opportunities to help transform their lives, in the way they want to. But there is still a lot more we can do, and that's where you come in.

No matter your target, however big or small, every penny really does count.

Inside this guide you will find hints, tips and inspiration to kick-off your fundraising.

PALACE
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Any questions? Email us! fundraising@palaceforlife.org



HOW WILL YOU MAKE A DIFFERENCE?

All funds raised from your event will support our work in the community through investment into our programmes, tackling some of the biggest challenges facing our community today.

The money you raise will go towards three key areas of our work:

- 1. Keeping more young people away from knife crime, violence and anti-social behaviour**
- 2. Helping more young people find career and job opportunities**
- 3. Supporting more young people with their mental and physical health**

You can read about our programmes in more detail on our website [palaceforlife.org](https://www.palaceforlife.org) or follow us on social media to be kept up to date on latest news.



WHY DO WE DO IT?

HOW MENTORING HELPED MARY REACH HER GREEN DREAMS



17-year-old Mary's struggles with anxiety left her feeling uncertain about her future, but she was certain that she wanted to pursue her dream of working in sustainability and politics. With the help of our mentoring and employment team, Mary was quickly snapped up for an apprenticeship with the City of London's Cleansing and Gardens Team and is well on the way to achieving her green dreams.

17-year-old Mary grew up in nearby Shirley with her Dad, a Palace fan and matchday steward at the club, so Palace was always going to play a part in her life. She began working with us back in October 2023 after struggling with anxiety and a sense of self-doubt. She left college, and whilst this was right for her to do, her choice to leave education left her feeling a different kind of pressure to find a job.

This feeling weighed heavy on Mary and left her feeling hesitant about what steps she needed to take to pursue her real passion: sustainability and politics. Whilst participating on our GAME ON programme, which aims to set young people up with the skills needed to take the next steps in their career, she met Eimear who felt Mary could benefit from taking part in our mentoring programme. Shortly after, they were paired up as mentor and mentee.

Mary and Eimear meet weekly at Selhurst Park, focusing on confidence-building and addressing day-to-day concerns. A key issue for Mary was finding work experience in sustainability and politics. With the help of Tom from the GAME ON programme, Mary began volunteering with Norwood Junk Action, a local non-profit organising community litter picks and art installations.

Mary's involvement with Norwood Junk Action gave her valuable experience and boosted her confidence. Despite initial challenges, like her new schedule and caring for a brand-new puppy, Mary's self-doubt began to dwindle. Eimear emphasised the importance of balancing professional commitments with personal well-being, helping Mary create a timetable that included volunteering and personal activities like gym sessions and self-care.

A crucial part of our mentoring programme is to provide practical support in the amongst a variety of difficulties facing young south Londoners in 2024 – the continuing cost of living crisis, the little-known after effects of being in education during the pandemic, and a drop in opportunities for local employment to name a few – but a large chunk of the work our mentors do is to offer regular encouragement and a listening ear. In Mary's case, one of the most useful ways to build her confidence were reminders of everything she has already achieved, like her speech to local students she presented for Norwood Junk Action.



With Eimear's support, Mary prepared a presentation for local students about a community project she would lead with Norwood Junk Action. The project involved organising regular litter picks and creating an installation focused on mental health. Despite her natural nerves, Mary breezed through the speech and was over the moon with how it went.

With Mary now on a roll, she felt a lot more confident to interview for a sustainability apprenticeship at the City of London, a role she applied for a week earlier. Eimear supported Mary in her interview prep; providing positive encouragement and challenging her self-doubt. In Eimear's words: "You just delivered a brilliant presentation to school last week, you can smash this interview!". But really, it was all Mary's doing as she was promptly offered the role. Tom, who we mentioned earlier, also played a huge part in offering the practical support needed for this type of interview.

Her new role with The City of London is in The Cleansing and Gardens team who are responsible for the upkeep and cleanliness of the city's streets and the management of its green spaces. Part of her role will be to coordinate volunteering activities and promoting the city's biodiversity action plan to volunteers and the wider public.

Mary says the support and techniques offered by Eimear are helping her to believe she can reach her dreams despite her anxiety. Helping her to learn how to work with and manage her anxiety, instead of it being something that holds her back. Even though she has achieved so much already, Mary is only halfway through the programme, so her mentoring sessions are still ongoing for the next few months. Mary will start her apprenticeship in February and Eimear will continue to support her throughout her journey. We can't wait to see what she gets up to next.

We spoke to Eimear who is delighted with how far Mary has come even though she's only half way through the mentoring programme:

"It's been incredible to watch Mary's confidence and resilience grow as she's progressed through the programme. She's shown real determination and a willingness to confront her challenges. She's worked incredibly hard and should be extremely proud of her achievements."



KICK OFF YOUR FUNDRAISING

However you decide to fundraise, it's always best to get started by creating an online page.

Even if you plan to accept cash donations at your event, setting up an **online page** is still a good move. It lets those unable to attend to still support and donate.



1. Sign Up

Visit

www.justgiving.com/palaceforlifefoundation to create your fundraising page.



2. Tell your story

Sharing your own personal story on your page will help your supporters understand why you're fundraising, and why it's important to you. Pages with a story raise **65% more!**



3. Shoot for a target

Having a fundraising goal isn't just about motivating yourself, it's also a boost for your supporters. When they see how their support is pushing you closer to your target, it might inspire them to give a bit more. Plus, you could increase your funds by **17%!**



4. Get snapping

Adding your own photos and videos of your fundraising or training journey is a great way to make your page more personal. Fundraisers who include photos or videos on their page typically bring in an extra **13% more** per photo!



5. Taking on a distance challenge?

Linking your page with your Strava or Fitbit account could boost your funds by **111%!**



6. It's time to start sharing!

Check out Page 6 for some useful tips on how to spread the word about your fundraiser.

Pro Tip: Those who kick things off by making the first donation to their page could end up raising a massive **84% more!**

Make your fundraising efforts go further with Gift Aid

Make sure your friends and family tick the Gift Aid box on sponsorship forms or JustGiving. As a registered UK charity, we can claim an extra 25p from HM Revenue & Customs for every £1 donated (that's an extra £25 per £100 raised!).

Download the form from GOV.UK, ensuring all details are complete.

FUNDRAISING IDEAS!

YOU CAN BE AS **CREATIVE AS YOU LIKE**

TAKE PART IN ONE OF OUR FUNDRAISING EVENTS

**HOLD A
CHARITY
FOOTBALL
MATCH**



**ORGANISE A
SPORTS
DAY**

BEAT THE GOALIE

**BIRTHDAY
FUNDRAISER**

**TAKE ON A
SPONSORED CHALLENGE**
WALK, RUN, CYCLE, ICE-BATH

**GUILLAUME TOOK THE POWER OF PALACE TO THE
ATHENS MARATHON, RAISING A BRILLIANT £333.67!**



**OUR WOMEN'S WALKING FOOTBALL
TEAM HELD A QUIZ NIGHT, ADDING
£629 TO THEIR GRAND TOTAL OF £1785
RAISED FOR THE MARATHON MARCH!**

**SCHOOL TEACHER DANIEL
ORGANISED A NON-UNIFORM
DAY AT HIS SCHOOL, RAISING
A WHOPPING £650!**



SHARE! SHARE! SHARE!

Spreading the word both online and offline can supercharge your fundraising. Use platforms like Facebook, X (formally Twitter), and Whatsapp to shout about the great work you're doing and raise more money!

Update on your progress

Hit a fundraising milestone? Had an awesome training session? Don't forget to keep your network updated as you go! By keeping everyone in the loop, you're not only building excitement but also inspiring others to join in and contribute to your cause.

Say Thanks

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

Double your impact

Lots of companies have a Matched Giving Scheme, so don't forget to ask your employer if they could match your total or pitch in to your goal! Need a hand with this? Reach out to us at:

fundraising@palaceforlife.org

Pro Tip: Research by JustGiving has shown that sharing in Whatsapp groups generates more donations than any other platform.

Pro Tip: Plan when you post! Think about the best times to share with your network, like timing it with the countdown and Payday



WHAT CAN WE DO WITH THE MONEY?

£30

Could fund one hour of mentoring, allowing additional time to explore pathways for a young person's future.

£250

Would allow us to run a 10-week Primary Reading Intervention.

£50

Could cover the cost of a gift card for appropriate clothes for an interview.

£500

Would allow us to support 10 local teachers for 6 weeks to help develop their PE confidence.

£100

Can support a young person in secondary school do a Level 1 sports qualification.

£750

Would pay for 1 electric wheelchair for a young person to join our Powerchair Football Team.

Pro Tip: Share these stats with your donors to show them the impact of their support!

THE LEGAL BITS



Having fun and enjoying your event is important. But the 'small print' can be a big deal if you do not follow certain guidelines. Take a look at some important stuff to keep in mind.

Risk Assessments

Before you plan an event, carry out a risk assessment to identify any potential dangers and hazards. You can find helpful resources on the Health and Safety Executive's website at www.hse.gov.uk

Insurance

If your event involves the general public in any way, it is a good idea to have public liability insurance. This covers you (and us) in case of any injuries or damage to property not owned by you.

Collections

If you're planning to collect money in a public or private location, you will need to get permission from the local council or property owner. Reach out to them at least three months ahead of your desired date. If you get the green light, give us a heads-up so that we can provide you with collection buckets and t-shirts for the day.

Raffles and Lotteries

For basic raffles, just keep in mind to set a fixed price for each ticket and to pick the winner's name before the night ends. If you're thinking of extending your lottery over a longer period or selling tickets at multiple places, you'll need to buy a local lottery licence from your council.

Pro Tip: You can also contact us for a letter of authority to use at collections or help ask for prize donations.



STAND UP AND BE COUNTED

You've done it!

Now is the moment to stand proud and count your takings. Every penny will add up and will help us massively in our mission to help improve the lives of young south Londoners.

How to pay in your money



Online

By setting up your JustGiving page you can be sure that the donations, and Gift Aid, will come directly to us. You can also donate directly to us through our website www.palaceforlife.org



Cash

For security reasons do not send your cash donations via the post. You can either arrange a drop-off at Selhurst Park or use one of the alternative methods listed on this page.



Bank Transfer

Get in touch with fundraising@palaceforlife.org to get our bank account details.



Post

Send your cheques, made payable to '**Palace for Life Foundation**', along with your sponsor forms to **Palace for Life Foundation, Selhurst Park, Croydon, London, SE25 6PU**. Don't forget to fill out and include a **Gift Aid Declaration form** (and let us know who the cheque is from!)



Charity Voucher

We also accept Charity Aid Foundation (CAF) and other charity vouchers. Please treat these in the same way as a standard cheque.



THANK YOU!

Thank you for fundraising for Palace for Life Foundation. Your support is truly making a difference, helping us reach and enhance the lives of more young south Londoners through the power of Palace.

Palace for Life Foundation
Selhurst Park, Croydon, London, SE25 6PU
Registered Charity Number: 1125878



Don't forget to keep us posted on your amazing fundraising!

