

FUNDRAISING PACK

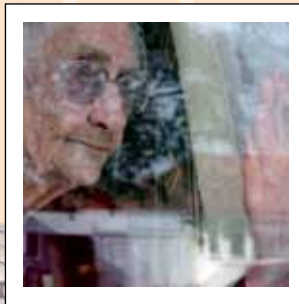


Birmingham City Mission: An Introduction



In this rapidly changing social environment we intend, with God's help, to continue this important task of reaching the unreached for Christ and bringing comfort, care and hope to the needy and marginalised.

Birmingham City Mission is a Christian charity established in 1966. It has a holistic ministry – to proclaim the Gospel of Jesus Christ in the city centre and the community, and to express God's love through many caring projects, bringing practical help to thousands of people in Birmingham and its suburbs.



Birmingham has a population of over 1 million, with a total of more than 3 million in the West Midlands. It is a city of rich diversity in language, background and culture. Birmingham City Mission strives to help and support all those in need through a wide variety of projects. These include work with the homeless, those in poverty, the elderly and children & young people.



How your money will help

John's story

“For 10 years I was a heroin addict. I moved into Birmingham City Mission, I was homeless. I managed to get myself off drugs and started helping out at the Resource Centre volunteering. Eventually I got given my own flat. All my furniture came from the City Mission.”

Each year...

- 35 disadvantaged young people taken on Camp
- 1,100 home visits to shut-in elderly
- 2,000 food parcels given out
- Nearly 2,000 meals served to the homeless and vulnerable
- Over 100 primary schools visited by the Children's Team
- Over 1,000 families in need receive Christmas presents

“The City Mission has been both a helper and a friend, providing invaluable support.”

John L, a Care Centre client

“I'm lost without you guys - there are people out there who care.”

John K, a Care Centre client

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YOUR EVENT: Ideas

You may have a great fundraising idea in mind, but if you're stuck for inspiration have a look at these suggestions. It doesn't have to be big and complicated. Simple events are often the most effective. Your fundraising event can be held at home, at your workplace, church or school; with a few friends and family or in your larger community.



- Craft day
- Face painting
- Colouring competition
- Lollipop hunt

- fun run
- pancake race
- Valentine ball
- summer fete
- car washing

- Talent show
- Quiz night
- Auction of promises
- Film night
- Pictionary night
- Band night
- Barn dance



- Sponsored challenge
- Football tournament
- Scrabble contest
- Table tennis competition

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YOUR EVENT: Hints & Tips

1. First steps

Set a date, then make a list of jobs and deadlines. You may need to:



- Set a budget
- Book a venue
- Round up a group of helpers
- Organise equipment

2. Safety

Think about whether your event could be harmful in any way and how you can minimise risk to ensure the safety of everyone involved. There may be need of first aiders, or supervision & guidance from the emergency services. Birmingham City Mission cannot accept any responsibility for accident, injury, loss or damage a result of your event so, particularly for larger events, please check that you have adequate insurance to protect yourself as well as your guests.



3. Legal concerns

Make sure your event does not need any special licence or permission. You can talk to your local authority or police force for advice about this. We recommend you arrange a fundraising event rather than a collection as this requires a licence. All promotional materials should contain the words 'Birmingham City Mission is a registered charity number 1051023'.

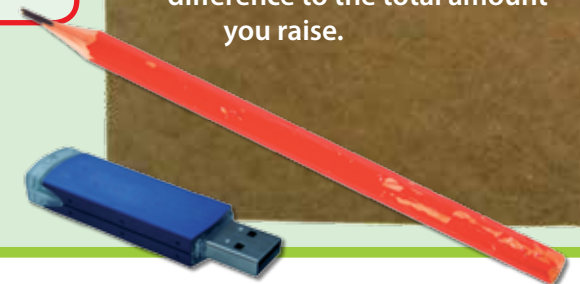
4. Sponsored events



You can set up your own sponsorship page on www.btplc.com/mydonate in support of BCM. This lets people know about your sponsored event and makes it easy for them to give online.

giftaid it

Please ask your supporters to tick the box for Gift Aid on your sponsorship form if they are UK taxpayers. We also need their postcode to be able to claim tax back. Reclaiming Gift Aid can make a big difference to the total amount you raise.



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YOUR EVENT: Publicity

How?

Think of how you can let people know about what is happening: word of mouth, posters, leaflets, invitations, letters, emails, banners...

You are invited to...

Where?

Amongst your friends and family, in your workplace, school, church, local library, post office, leisure centre...

Let us know if we can help with providing any promotional materials:

- BCM literature
- posters
- the BCM logo
- sponsorship forms

We may also be able to advertise your event in the BCM prayer letter so please get in touch.

in aid of
BIRMINGHAM CITY MISSION

Registered Charity No. 1051023



How about telling the local press about your event?

Writing a simple press release is not difficult. Here are a few tips:

- Keep it short - a maximum of one side of A4 with double spaced, typed text
- Give it an eye-catching title, with the most interesting information at the top in bold italics or capital letters
- Avoid long blocks of text - use short paragraphs or bullet points
- Necessary information to include:
 1. Your name and contact details
 2. Date, time, place and purpose of the event
 3. A brief introduction to Birmingham City Mission

Send your press release to local radio, newspapers and TV - they may well be interested in your event!

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When it's all over...

Send us the money you've raised

Thank you so much for all the hard work you have put into running your event. Please send us the money you have raised, and include any sponsorship forms and Gift Aid declarations. Cheques should be made out to 'Birmingham City Mission' and sent to the address below.

Tell us about it

We would love to hear all about your event. Let us know what you did and how it went, and even enclose a photo or two!

Contact details

Birmingham City Mission
The Clock Tower, 2 Langdon Street, Birmingham B9 4BP
Tel: 0121 766 6603
office@birminghamcitymission.co.uk

www.birminghamcitymission.co.uk

YouTube

There are two short movies on YouTube on the work of BCM which may be useful for your event.



“I feel lighter after coming here. It seems as if my burdens are lifted.”

“The City Mission is a very important part of the community, helping homeless people and those less fortunate.”

Steve

“The City Mission has helped me talk and mix with other people. I am shy and usually find it hard to talk to people. I find it very friendly.”

Ann Marie

“It's great because I can be fed spiritually as well as physically - that's as important to me.”

Daniel

Encl:

Sponsor form
Blank poster for your event details
Information posters & leaflets
Also available online

