

Empowering Young Futures

A Guide to Fundraising Success



THEWAY
An **OnSide** Youth Zone

Registered Charity Number 1151247

Your Fundraising Journey Starts Here

Corporate fundraising is a fantastic way for businesses to support The Way Youth Zone while fostering teamwork, boosting morale, and making a real impact on the lives of young people. Whether your team is looking for a fun, creative way to fundraise or a challenging event to push their limits, this guide is here to help! Inside, you'll find practical tips, support guides, key contacts, and everything you need to plan a successful fundraising event or challenge.

Together, we can create opportunities that inspire and empower the next generation. Let's get started!



How your fundraising will help

Every penny you raise will help transform young lives. Your support provides a safe space where young people can discover their potential, gain new skills, and find the confidence to chase their dreams. From life-changing mentorship and career opportunities to essential support in times of need, your fundraising efforts create real, lasting impact.

£50

Provides a whole week of 3 nutritious meals a day for a young person, keeping them fuelled for fun!

£300

Funds an unforgettable day trip, creating lasting memories and broadening horizons.

£600

Funds our dedicated youth workers who specialise in supporting 100 young people with special educational needs.

£1000

Brings exciting activities like laser tag, or an inflatable obstacle course to life, providing active, engaging fun.

£6000

Supports our entire youth work team, ensuring positive role models and guidance for 600 young people.

A to Z of Fundraising Ideas

Auction

Bingo night

Coffee and cake

Dress down day

Escape room

Football tournament

Games night

Hula hoop

Indoor olympics

Jeans for charity day

Karaoke night

Lunch for a cause

Matched giving

Nonstop relay

Office olympics

Pyjama day

Quiz night

Raffle

Scavenger hunt

Talent show

University challenge

Virtual fundraiser

Walkathon

Xtreme challenge

Yoga marathon

Zumba challenge

Go Extreme

Challenging yourself is a great way to raise funds. Pushing your boundaries and stepping outside your comfort zone is a sure-fired way of generating interest and encouragement. If you intend to take part in an extreme fundraising event, there's normally a registration fee you'd need to pay in order to secure your place, the amount depends upon the individual challenge.

If you're asking people to sponsor you and you end up using their sponsorship to pay for your place, we would strongly suggest you make it clear to them before they sponsor you that all funds may not go direct to our Youth Zone.

Our view is that the best way to raise money and publicise your challenge is to pay your own registration fees or costs so that 100% of your sponsorship will be coming to our Youth Zone. That way, all donations from those who are a UK tax payer can gift aid their donations, meaning we receive an extra 25% at no extra cost to them!

Please feel free to contact us to discuss registration fees and fundraising.



Pre-event Checklist for your Fundraising Event

PLANNING AND PREPARATION

- ☐ Define the event goal (fundraising target, awareness, engagement)
- ☐ Decide on the type of event (e.g., quiz night, sports challenge, auction)
- ☐ Set a date, time, and venue (virtual or in-person)

LOGISTICS & RESOURCES

- ☐ Book venue or confirm online platform
- ☐ Secure necessary equipment (PA system, screens, tables, chairs, decorations)
- ☐ Organise prizes, auction items, or giveaways
- ☐ Safety first! Remember to risk assess your activities and ensure you are covered by your insurance!

FUNDRAISING AND PROMOTION

- ☐ Set up a donation page linked to our Just Giving page
- ☐ Create promotional materials (posters, emails, social media posts)
- ☐ Send out invitations and save-the-date reminders
- ☐ Give plenty of options for donating; whether it's ticket sales, selling food/drink, raffle, auction, or sponsorship – make sure your guests/participants know how they can donate.
- ☐ Highlight where the money will go! If people know the difference their support will make, they will be more inclined to give.

STAFFING & VOLUNTEER COORDINATION

- ☐ Brief event team and volunteers on roles and responsibilities
- ☐ Prepare a running order or event itinerary
- ☐ Assign a photographer/videographer to capture moments

DURING YOUR EVENT

- ☐ Have fun!
- ☐ Keep safe!
- ☐ Remember – photos, videos and social media!

POST-EVENT FOLLOW-UP

- ☐ Thank participants, donors, and volunteers
- ☐ Share event highlights on social media and company channels
- ☐ Report on fundraising totals and impact achieved



WE CAN HELP

We can provide:

- Collection buckets/tins
- Graphics/digital assets
- Shout outs on our social media channels
- Support or advice with fundraising
- A representative to attend your event or do a cheque presentation

How to Raise Money

JustGiving™

Make sure you set-up your fundraising page on Just Giving, linked to our page

www.justgiving.com/wolverhampton-youthzone

Once you've set up your JustGiving page for corporate fundraising, the next step is actively promoting it and engaging potential donors.

1

Make your page stand out

- **Compelling Story** – Share why you're fundraising, who it supports, and the impact of donations.
- **High-Quality Visuals** – Use engaging images or videos to draw attention.
- **Regular Updates** – Post updates on your progress, training (if applicable), and milestones reached.

2

Leverage Your Network

- **Internal Comms** – Share your JustGiving link via newsletters, Slack, emails, or notice boards.
- **CEO & Leadership Support** – Encourage senior leaders to share your fundraising efforts.
- **Team Effort** – Get colleagues involved by creating friendly competition (e.g., department fundraising challenge).

3

Engage Clients & Business Partners

- **Sponsorship Requests** – Ask corporate partners to match donations or sponsor your challenge.
- **Branded Fundraising** – Offer to promote sponsors (e.g., their logo on your fundraising page, tshirt or event materials).

4

Maximise Social Media & Digital Presence

- **LinkedIn Posts** – Share your JustGiving link tag colleagues and corporate supporters.
- **Employee Social Media** – Encourage staff to share the link with their personal networks.
- **Whatsapp or Messenger** – send a direct ask! A direct message is harder to ignore than a general post!

5

Incentivise Donations

- **Matched Giving** – Check if your employer has a matched donation scheme
- **Milestone Challenges** – Set donation milestones (e.g., "If we hit £500, I'll do a silly challenge at work").
- **Exclusive Perks** – Offer small rewards like a shoutout, personalised thank-you message, or a small prize draw for donors.

6

Post Event

- **Thank Every Donor** – Acknowledge donations personally via email or LinkedIn.
- **Update on Impact** – Share how the funds raised will be used to encourage further support.
- **Follow-Up Fundraising** – If the initial event or challenge does well, explore further fundraising initiatives.

Thank You

We truly appreciate your commitment to fundraising for our Youth Zone. Your efforts will make a lasting difference in the lives of young people, providing them with opportunities, support, and a safe space to thrive at The Way.

By taking part in corporate fundraising, you're not just raising funds—you're inspiring your colleagues, engaging your community, and helping to create a brighter future for the next generation.

Thank you for being part of this journey—we can't wait to see what you achieve!

How our Supporters are making a difference

Our incredible supporters are already making a huge difference by raising vital funds to support young people. From taking on epic physical challenges to hosting community events and workplace fundraisers, their dedication is truly inspiring.

Boxing match

Sponsored

Tough Mudder

Chest wax

Golf Day

Family Fun Day

Sports Day
at The Way

Vehicle restoration
and auction

Gala Dinner

Climbing
Challenge

Half Marathon

CONTACT US

If you have any questions or need support along the way, we're here to help. Get in touch with our Corporate Partnerships Manager, Rob Mallett robert.mallett@thewayyouthzone.org and we'll be happy to assist you.

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