

A Guide to Fundraising Success

Paint The City PINK



THEWAY
An **OnSide** Youth Zone

Registered Charity Number 1151247

Your Fundraising Journey Starts Here

This September, we're turning the city pink — and we need you to help us do it.

“Paint The City Pink” is our bold campaign to raise £16,000 — the amount it costs to provide all the equipment and materials needed to run a full year of activities in our Youth Zone. From sports and music to arts, life skills, and workshops, your support powers life-changing experiences for young people in our community.

How your fundraising will help

£25

Covers a week's worth of ingredients for our hands-on cooking sessions – helping young people learn, share, and enjoy healthy meals together.

£50

Keeps minds sharp and imaginations thriving by fully equipping strategy game sessions like chess and Dungeons & Dragons — including tournament fees for a whole month!

£100

Brings a month of fun and laughter to our recreation area with games and activities that help young people relax, bond, and be themselves.

£150

Funds essential materials and tools for our health and wellbeing workshops, supporting young people in building confidence, resilience, and self-care skills.

£200

Ensures our SEND (Special Educational Needs and Disabilities) activities are fully inclusive, engaging, and accessible for every young person who takes part.

£400

Keeps our young people active, creative, and inspired, by providing the equipment and supplies needed for sports, arts, and crafts activities all month long.



“Coming in the art room has helped me with my social skills as well as my artistic knowledge I used to be quiet and just draw in black and white but now I've made new friends that I talk and becoming more confident in talking and now a couple months ago I'm still making art with colour always learning something new with every piece I make.”

TRISTAN, 17



How to get involved

Whether you're planning something bold or something simple, every bit of pink power helps raise awareness and funds to support our cause. Here's how to get involved in just a few easy steps:

Decide on Your Fundraising Activity

Get creative! Whether it's a pink-themed bake sale, a fun run in pink outfits, a pink pub quiz, or a pink dress day at school or work — pick something you'll enjoy and that others will want to support.

Log Your Event on Our Website

Head to our Paint the City Pink webpage and register your fundraising event. This helps us support you, share your efforts, and cheer you on every step of the way!
www.thewayouthzone.org/

Download Promotional Assets

From posters and social media templates to printable bunting and donation forms — we've got you covered! Download everything you need to make your event stand out and feel part of the bigger campaign.

Promote Your Event

Tell the world! Share your event on social media, through local groups, at school, at work — anywhere people will see it. Don't forget to use our hashtag #PaintTheCityPink to join the movement online!

Keep US in the Loop

Get creative! Whether it's a pink-themed bake sale, a fun run in pink outfits, a pink pub quiz, or a pink dress day at school or work — pick something you'll enjoy and that others will want to support.

Have Fun and Make a Difference!

This campaign is all about coming together, having fun, and raising vital funds. So enjoy it — and know that every pink cupcake, raffle ticket, and dance move is helping create real change.



A to Z of Fundraising Ideas

Auction

Bingo night

Coffee and pink cupcakes

Dress pink 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

Pink 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

- Decide on your fundraising target
- 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 with our toolkit (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 everyone knows 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
- Make sure someone takes photos and video of your event

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
- 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

How to Raise Money

JustGiving™

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

www.justgiving.com/campaign/paintthecitypink2025

Once you've set up your JustGiving page, the next step is spreading the word!

1

Set up your page

- **Head to JustGiving.com** and click "Start Fundraising."
- **Choose the event** Paint The City Pink 2025
- **Add your story** – why you're fundraising and what it means to you.

Top tip: Keep it personal and passionate — people give to you, not just the cause!

2

Add a Great Photo

- **A smiling selfie**, a team shot - make it eye-catching!
- **Add a pink theme** to match the campaign!

3

Set a Fundraising Goal

- **Aim high** — people love helping you smash your target!

4

Share, Share, Share!

- **Post your page** on Facebook, Instagram, WhatsApp, or email it to friends & family.
- **Use a short, catchy message** like:

"I'm fundraising to help support young people in our community — every penny counts! Donate here [\[your link\]](#)"

- **Pin it to your profiles** and keep reminding people — don't be shy!
- **Add it to your Apple wallet** - iPhone and Apple Watch can save any Fundraising Page as a pass in their Wallet, so you can access it quickly to share with someone

5

Keep It Updated

- **Post your progress:** training updates if it's a physical challenge, pics from your pink event, fundraising milestones.
- **Say thank you often** — and tag your supporters to show the love!

6

Post Event

- **Thank Every Donor** – Acknowledge donations
- **Update on Impact** – We will give you some information on how the funds raised will be used for you to share.

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 joining us in fundraising, you're inspiring your friends, relatives, 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

“Cooking at the Youth Zone is different because you get to make friends while you're working together to cook something.

I never really got to socialise before coming here because I am home schooled and there weren't many opportunities to go out. Coming here has helped me socialise and given me more opportunities to make more friends.

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JOSEPH, 13,



CONTACT US

If you have any questions or need support along the way, we're here to help. Get in touch with our team at fundraising@thewayyouthzone.org and we'll be happy to assist you.

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