

SMART
WORKS
EDINBURGH

FUNDRAISING FOR SMART WORKS EDINBURGH

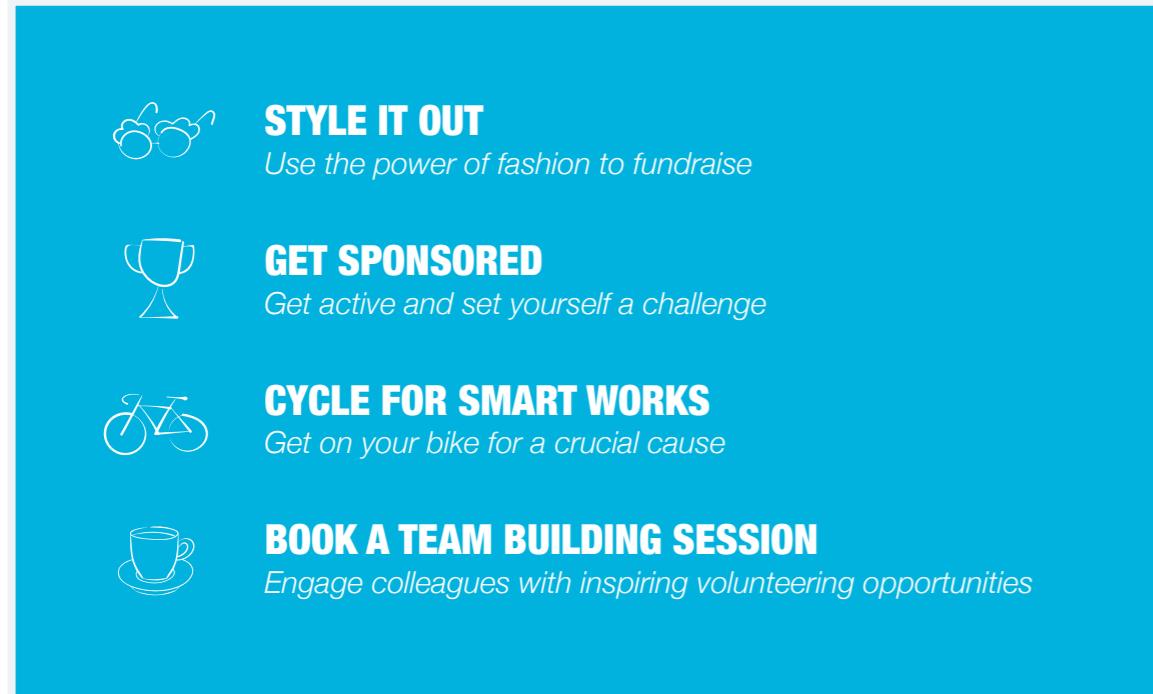
THE COMPLETE GUIDE FOR CORPORATES, GROUPS AND INDIVIDUALS



THANK YOU FOR CHOOSING TO SUPPORT SMART WORKS

The money you raise will help us to ensure more women can access our service, succeed at job interview, return to employment and transform their lives.

Ready to fundraise? This pack shows you how in four easy ways:



Once you have finalised your fundraising activity, head to the end of the pack to see how to get your money to us, plus easy tips to make your money go further.

At Smart Works, we believe fundraising should always be fun. So have a great time and be sure to let us know all about your activity.

If you have any questions, you can reach us at edinburgh@smartworks.org.uk.

Good luck and thank you for joining us in our mission to empower women to succeed.



IT WAS SUCH A WONDERFUL CONFIDENCE BOOST! FROM ALL THE DRESSERS AND INTERVIEWER. I FEEL EMPOWERED TO GO FORWARD AND MAKE A POSITIVE CONTRIBUTION TO SOCIETY AGAIN

— Smart Works Client

STYLE IT OUT

Use the power of fashion to fundraise



Smart Works is passionate about using fashion as a force for good. Why not engage your colleagues and friends by running a fashion themed fundraiser?

ORGANISE A CLOTHING SALE OR SWAP

Clear out your wardrobe and sell or swap your pre-loved items in your lunch break. Encourage others to join you and do the same; you could even charge an entrance fee or accept monetary donations on the day.

SELL PRE-LOVED GARMENTS ONLINE AND DONATE THE PROCEEDS

If eBay or Depop is more your thing, you could sell items via an online platform and donate the money raised directly to Smart Works.

RUN A FASHION THEMED RAFFLE OR COMPETITION

Can anyone guess the number of scarves in the box? Or bracelets in a jar? Contact local clothing stores, businesses and brands near you or your office to donate prizes and get involved.

GET CREATIVE

What about encouraging your team to wear blue for Smart Works on your weekly video call in exchange for a small donation? Selling shoe shaped biscuits with your tea round? Or even a best dressed awards ceremony.

GET SPONSORED

Get active and set yourself a challenge

Setting yourself a sponsored challenge, either individually or with a team, is the perfect way to fundraise for Smart Works. If you're sporty, try a [walk, run, cycle, swim, triathlon or even a marathon](#); the sky's the limit. If your colleagues are inspired, challenge them to join you. You don't have to be an athlete to get active; what about a sponsored [after-work yoga class](#), or a [Friday night dance-athon](#)?

Of course, it doesn't have to be sport. Create your own challenge, such as [a knitting tournament](#), [fashioning a unique hairdo](#) for a week, or [wearing as many outfits as possible in a set time](#). The Smart Works record is currently 26 outfits in 4 minutes... can you beat it? We love to celebrate your fundraising achievements on our social media, so be sure to tell us what you are up to.

Still hunting for inspiration? Here are some brilliant challenge ideas from two of our corporate fundraising supporters.



THE DISNEY 5K VIRTUAL DASH

Women@Disney UK & Ireland ran a virtual 5k for Smart Works; employees were encouraged to walk, run or cycle the distance and get sponsored. Smart Works representatives attended a panel event at Disney to spread awareness of the run and inspire participants. The team at Disney raised over £4,000 for Smart Works.

VARDAGS 24 PEAK CHALLENGE

31 miles, 24 peaks, 2 days; the team at law firm Vardags trekked across the Lake District, raising £4,000 to support our service. Some of the Smart Works team even joined in and scaled the peaks alongside Vardags.





CYCLE FOR SMART WORKS

Get on your bike for a crucial cause

Get the company involved in Smart Works' annual challenge, Cycle for Smart Works, which takes place in the week before International Women's Day on 8th March.

- 1 Form a team of five
- 2 Sign-up
- 3 Get sponsored
- 4 Cycle a collective 500 miles in one week!

The challenge is an ideal way to mark International Women's Day, building strong colleague relationships and encouraging healthy competition in the office (and in the gym!)

You can find out more by visiting smartworks.org.uk/cycle-smart-works or emailing cycle@smartworks.org.uk.

For tailored ideas on how to bring the challenge to life at your company, get in touch and we will happily discuss these with you.



The employees at Barclays are big champions of Cycle for Smart Works; here, William Torrie, the Barclays Win Gender Network Chief of Staff, tells us why he loves cycling for Smart Works.

"Barclays Win, the Gender Network are passionate about equality and we were attracted to the uniqueness of this fundraising initiative. It was a great opportunity to maximise the bank's involvement with Smart Works, as well as creating a greater sense of community amongst my colleagues. It's a fantastic event that we thoroughly enjoyed participating in. To help me reach my 100-mile total, I cycled 40K on a Boris Bike from Westminster round Richmond Park and back in the pouring rain!"

BOOK A TEAM BUILDING SESSION

If your workplace offers you an annual charity volunteering day or quota of hours, come and spend time at Smart Works.

We offer bespoke team volunteering opportunities in our centres, supporting our service delivery and ensuring a positive experience for our clients.

No day at Smart Works is the same, but volunteering often includes sorting incoming donations, merchandising and curating stock and helping us prepare for our famous Fashion Sales. We also occasionally have opportunities to support client coaching.

We provide the unique opportunity for employees to work together, while making a tangible difference for our clients. It's your chance to see the Smart Works service in action and help us support our clients to the best standard.

To register your interest and book a team session, get in touch via our website or email edinburgh@smartworks.org.uk.





SMART WORKS WAS THE BLESSING I COULD NEVER HAVE IMAGINED I'D GET. IT'S MORE THAN JUST A WARDROBE FITTING, IT'S A MINDSET REBOOT. I WAS MADE TO FEEL POWERFUL, FEMININE, AND SECURE WITHIN MYSELF.

— Smart Works Client

FUNDRAISING: THINGS TO REMEMBER

TO SUPPORT YOU WITH YOUR FUNDRAISING, HERE IS A HANDY LIST OF THINGS TO REMEMBER.



DECIDE WHAT YOU'RE GOING TO DO AND WHEN



CHOOSE HOW YOU'D LIKE TO FUNDRAISE AND COLLECT DONATIONS. SET A FUNDRAISING TARGET IF YOU CAN!



LET US KNOW YOUR PLANS BY EMAILING
EDINBURGH@SMARTWORKS.ORG.UK



SHARE WITH FRIENDS, FAMILY AND COLLEAGUES- IN PERSON, IN PRINT AND ON YOUR SOCIAL MEDIA. MAYBE YOUR COMPANY HAS AN INTERNAL NEWSLETTER, NEWS BOARD OR COMMUNICATIONS HUB; SHARE FAR AND WIDE SO YOUR EFFORTS GENERATE A STRONG REACH AND IMPACTFUL FUNDRAISING



GET STARTED! SHARE YOUR PHOTOS AND TAG US ON SOCIAL MEDIA - WE CAN CELEBRATE YOUR ACHIEVEMENTS WITH YOU

@SMARTWORKSEDINBURGH

@SMARTWORKSEDINBURGH

@SMARTWORKSEDINBURGH

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CONGRATULATIONS

You have successfully finished your fundraising activity. Now you can send the funds to Smart Works, where they will have a tangible impact on the lives of women in need.

DIGITALLY

Online donation: we have a simple donate button on our website, where you can make a one-off donation or set up regular donations – direct to Smart Works.

Just Giving or Virgin Money Giving: to set up a sponsorship page that is automatically linked to Smart Works and allows people to add Gift Aid to their donations, visit Just Giving or Virgin Money Giving. By connecting your page to 'Smart Works Edinburgh', the money will come directly to us.

Facebook/Instagram: both social media platforms allow you to make donations direct to Smart Works Edinburgh or set up fundraising pages, including the option to run a birthday fundraiser on Facebook. Let us know if you need support setting this up.

BANK TRANSFER

To donate via bank transfer, please do call **0131 516 7787** or email edinburgh@smartworks.org.uk for BACS details.

CHEQUE

We accept cheques via post. Please send donations to:

Smart Works Edinburgh, 32 Annandale Street Lane, EH7 4LS.

Please include your name and contact details so we can track the donation and say thank you.

MAKE YOUR MONEY GO FURTHER

There are a few things to keep in mind when fundraising that might increase your total raised or allow you to further contribute to Smart Works, helping you maximise your donations and reach your target. Be sure to check if your company offers any of the below before you start fundraising.

MATCHED GIVING SCHEME

Often companies will match the money you raise for charity. For example, if you raise £500 through a bake sale, they will match an additional £500 and your total donation will be £1,000. Alternatively, some companies donate money for the amount of time you spend volunteering for charity through platforms such as Benevity.

PAYOUT GIVING

Regularly donating a fixed sum of money from your gross salary is a simple way to give. Contact your payroll representative to find out if you can donate to Smart Works Edinburgh through a Give As You Earn (GAYE) scheme.

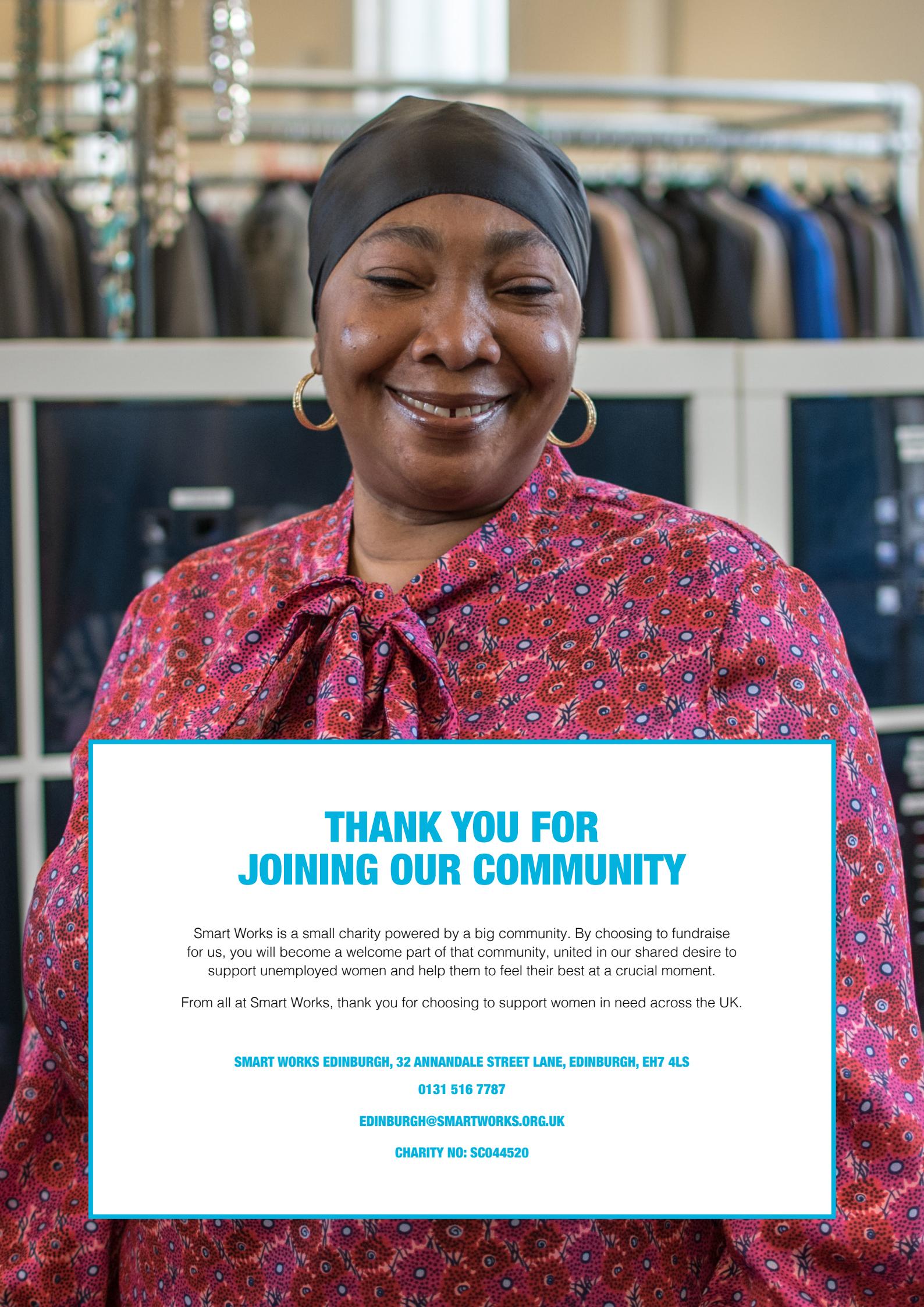
DON'T FORGET ABOUT GIFT AID

If you are a UK taxpayer and donating to Smart Works, you can increase the value of your donation by 25%. This means that if you donate £10, the charity will receive an extra £2.50 - at no additional cost to yourself.

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If donating via our website, you will be given the option to add Gift Aid. If donating via bank transfer or cheque, you can download a Gift Aid form on our website. Please email the form to edinburgh@smartworks.org.uk and state your bank transfer reference, or send it with your cheque. We will take care of the rest. If you are creating an online sponsorship page (e.g. on Just Giving), encourage your supporters to tick the Gift Aid box when sponsoring you.





THANK YOU FOR JOINING OUR COMMUNITY

Smart Works is a small charity powered by a big community. By choosing to fundraise for us, you will become a welcome part of that community, united in our shared desire to support unemployed women and help them to feel their best at a crucial moment.

From all at Smart Works, thank you for choosing to support women in need across the UK.

SMART WORKS EDINBURGH, 32 ANNANDALE STREET LANE, EDINBURGH, EH7 4LS

0131 516 7787

EDINBURGH@SMARTWORKS.ORG.UK

CHEMISTRY NO: SC044520