Making the Leap.

Fundraising Pack

Raise aspirations, increase opportunities and change young lives - by fundraising for Making The Leap in 2018!

Registered Charity No. 1058648

We'd like to say...

A very big thank you for choosing to support Making The Leap! Our aim is that there are opportunities for all, and your fundraising efforts will directly go towards helping those from London's toughest schools become all that their talent and hard work will allow them to be.

Making The Leap relies on the kind generosity of our supporters. So whether you're undertaking a sporting challenge, or hosting a cake sale, we're enormously grateful because your contributions allow us to serve more young people.

You can be assured that from fundraising tips, assistance with setting up a JustGiving page, or publicity for your event, we will support you through the process.

Contact Lucy Pryce for all your fundraising needs:

Lucy Pryce

Head of Development

T: 020 8962 1900

E: lucy.pryce@mtl.org.uk

What we need to solve

Did you know:

- In the UK, how much your parents earn is the biggest factor in how well you will do in life
- A quarter of the rich poor gap at GCSE attainment is due to differences in attitude and aspirations
- Soft skills—such as confidence, resilience and communication, are not taught in schools. Those with under-developed soft skills are less likely to attend university or achieve high status careers

Who we are

We are a social mobility charity with over 24 years' experience in delivering quality training, helping young people aged 11-25 to raise their aspirations and develop their soft skills.

Our Impact

In the last year, we have helped support 6985 children and young adults across London, including:

Schoolchildren

5965 Pupils delivered to

33 Schools across 10 London boroughs

1321 Hours of school delivery

> "Helped me grow confidence within myself and made me believe that everything is possible! - Year 10 Pupil"

Young Adults

1010 Young adults across London delivered to

100% Rated the support we gave 'good' or 'excellent'

70% Get a job offer within 6 months of our training

> "Making The Leap has changed my mindset and attitude. It made my dreams come true. - Anisa, Data Analyst"

Where your money goes

For every £1 you give, we spend:

- 90p on delivering services to change the lives of young people by raising their aspirations and increasing their access to opportunities.
- 6p on generating future income
- 4p on running costs

How your fundraising helps

We believe all young people should develop the skills and mind-set that will lift them out of poverty – but we can't achieve this alone.

£50

Secures a job interview for one young person.

£100

Supports one school child through our programme which helps them develop skills that will help them succeed in, and beyond, school.

£250

Provides one-to-one career coaching sessions for five young people.

£3750

Helps a young person into a life-changing career.

Meg's marathon challenge

Meg Manson smashed it at the 2017 London Marathon! Not only did she run the marathon with a finish time of 4 hours, 23 minutes, she also raised a staggering £6,400 for Making The Leap. The money she has raised will support 11-25 year olds across London, helping them to develop the confidence, skills and attitude to move forward with their lives and achieve their potential.

How do I get started?

Firstly, get in touch and let us know you're planning to fundraise for us. We'll be able to give you plenty of help and advice (and we'd like to be able to say thank you!).

Next, you'll need to set up your online fundraising page. Many of our fundraisers use JustGiving, which is an easy and effective way of promoting your event, tracking your donations and explaining Making The Leap's work. You'll find our JustGiving page here JustGiving.Com/M-T-L through which you can create your own fundraising page.

How do I publicise my fundraising?

Don't be shy: shout about your event to all and everyone! Here are some ways you could spread the word about your fantastic fundraising:

- Email your office
- Share your JustGiving page on social media (remember, not everyone will see it the first time so post about it regularly). Don't forget to ask your networks to share the post too to maximise page views
- Put up posters—local pubs, shops and cafes are usually happy to help
- An event that would appeal to your local community? Ask the council if they can advertise on their website, or a special events page
- Student? Ask your school or uni to advertise
- Has your event got a unique edge that people would love to read about? Approach your local newspaper or radio station
- Team effort? Make sure everyone involved in the challenge promotes it as much as possible!
- We can help! Send us your pictures and JustGiving link and we'll get the word out

Barclays bring in a brilliant amount!

Well done to Barclays North West London Community UK Branch Network - their 2017 sponsored walk for Making The Leap, raised a fantastic sum - our Associates are pictured below with the cheque for £4,000!

How do I maximise donations?

There's a few ways you can boost your donation amounts as much as possible. We recommend the following:

- Make sure your sponsors GiftAid their donations
- Ask your employers if they will match-fund you
- Make your page compelling and personal
- Ask friends and family to give first as they're likely to give high amounts and could set a precedent on your page
- Ask again. Some people might have missed your email or Facebook post the first time around, so don't be afraid to repeat the ask

Giving, GroupM style!

Leading marketing company GroupM had a fundraising book sale for Making The Leap - it went down a treat in their offices and they raised £50!

What can Making The Leap do to help?

Do you need a Making The Leap t-shirt for your event? Or some advice on how to organise it? Perhaps some assistance with setting up your online donations page, or creating a poster. We also have Making The Leap collection boxes that could be useful in collecting cash donations. We are here to help, so do get in touch with Lucy.

How do I collect the money?

Online donations are safe and secure through our dedicated JustGiving page: justgiving.com/M-T-L

Post a cheque, payable to Making The Leap, to Harriet Tubman House, Hazel Road, London, NW10 5PP

Transfer directly to our account. Our bank details are:
Account Number: 65249686
Sort Code: 08-92-99
Don't forget to let us know you're sending it!

Fundraising Guidelines

It's really important to make sure any fundraising event follows the law, so here are a few guidelines to make sure you comply. We are happy to discuss any of the below with you in further detail, so please speak to Lucy if you have any queries.

Collecting Funds

We recommend you collect cash with another person present to verify the amount. Keep it all in a safe place and bank at the first opportunity. If you're collecting by cheque, they need to be payable to Making The Leap.

Legal Requirements

If you're holding a public event, you may need to consider legal requirements such as music or alcohol licences, health and safety law or food hygiene, If you're hosting a public raffle or lottery, this will need to comply with the Gambling Act 2005. For a full list of requirements, please refer to the Institute of Fundraising Event Fundraising Guidelines, and the Government's Guide to Voluntary Events

Liability

Please be aware that Making The Leap cannot accept responsibility for accidents or injuries, so we ask you to consider First Aid, Child Protection, Personal Security when carrying funds, Health and Safety, and if necessary, insurance.

Fundraising Materials

These must include all legally required information, which includes the following:
Charity Name: Making The Leap
Registered Charity Number: 1058648
Registered Office address: Harriet Tubman House, Hazel Road, London, NW10 5PP

Using our logo

We are happy for you to use the Making The Leap logo, however please contact us first as there are guidelines in place for how this should appear on materials.

Social Media Tips

Here are a few tips for promoting your event on social media:

- Keep posts short, simple to understand
- Talk about your personal experiences of Making The Leap and why you have chosen to fundraise for the charity
- Use pictures or videos to make your posts stand out in a timeline
- Include a call to action, letting your friends know what you'd like them to do. Is it that you want them to come to your event, donate, sponsor you, or simply spread the word?

Useful Links

www.mtl.org.uk

On our website, you will find success stories and quotes from our Fellows, as well as plenty of information about the work we do and its impact.

www.youtube.com

The Making The Leap video, as well as other short videos featuring our Fellows, can be found on our YouTube channel, MTL TV

https://www.justgiving.com/m-t-l

Like we've mentioned in this pack, it's best to create your own JustGiving page but you can link to our charity page here.

Half Marathon Heroes!

Jhonathan Caceido Marin (left) ran a half marathon AND a 10k for Making The Leap raising a fantastic £415 - which was match funded by his employer, Barclays. Meanwhile, Jozsef Barna (right) ran a half marathon - and then 3 more consecutively every week! He raised £732 for us - what an achievement!

Finally....

Thank you, and good luck! Your efforts are helping to change young lives! Don't forget to take pictures. We look forward to hearing your fundraising stories.