



*Be a Star  
this Christmas*

Fundraise for  
The Salvation Army and transform lives



Christmas  
Appeal

# Be a Star

Help us provide friendship and practical support to families facing crisis this Christmas.

We are all aware of the Cost of Living Crisis and how this will affect us. For some this will mean slightly higher food bills and being careful to turn lights off when leaving rooms, but many families across the country are facing the heart-breaking choice between heating and eating.

For these families, Christmas this year will look very different. And that's where you can help...

The money you raise by being a fundraising Star will be put to good use. Whether this is for families facing crisis, someone experiencing homelessness or addiction or rescued from human trafficking, it will give people the kind of 'hands up' that William Booth talked about in the earliest days of The Salvation Army. And in the hands of our dedicated officers, staff and volunteers, it will change a great many lives for the better.

## This is Emma's story.

Emma was an active member of her local Salvation Army church and had been involved in organising Christmas fundraising activities for years. One year, she held a coffee morning at her workplace and collected for The Salvation Army's Christmas Appeal.

Due to a rapid change in circumstance, Emma found herself as the main carer for her two children, fleeing an abusive marriage and saddled with debt. All with Christmas fast approaching.

"I never asked for help but my friends at The Salvation Army could see I was struggling, so they organised for me to get a Christmas hamper."



"At first, I felt so bad. 'There are people worse off than me,' I thought. But the truth was the stress of wanting to make Christmas special for the kids was making everything worse. So, I swallowed my pride and let my friends help me. And that stress was taken out of my hands. It was a massive burden off my shoulders - saying I needed help."

"What's extra special is the thought that goes into the hampers. It's not just chucked together. They check how old the children are. My daughter got a doll, and my son got a remote-control helicopter. This as well as smaller stocking fillers and a food hamper, meant we could have a nice family meal together and enjoy some treats."

"The thing is - you might need that help one day. You never know what's round the corner. I went from supporting the appeal one day to needing help the other. Life is really tough."

**"But I always find there's a positive - my family might not have a lot of money now and we might not know what this Christmas will bring, but we are happy, and it makes my Christmas knowing we have good people around us. With The Salvation Army you've always got a friend, so I know it'll be OK."**

"No matter what happens in life there are always helpers. I want to make sure I'm a helper. I want to teach my children to be helpers too. And when we're back on our feet, we will be giving back."

# Here's how your money can help



## The difference you could make:

The money you **raise or donate** by being a Fundraising Star will give people the kind of 'hands up' that William Booth talked about in the earliest days of The Salvation Army.



Could provide a Christmas dinner and the promise of companionship for five people facing loneliness due to varying circumstances.

£38



Could provide a box of groceries and modest gifts so that families who are struggling in poverty can share a basic Christmas meal together.

£19



Could help us deliver festive Christmas 'meals on wheels' to 7 older people who would otherwise be completely alone without anyone to even wish them 'happy Christmas'.

£53



Could enable all the survivors of a safe house to enjoy and celebrate Christmas together including each survivor receiving a small gift.

£800

# Our Star Fundraising Ideas



Whatever you do really will help transform lives. So here are a few of our favourite ideas to get you started!

-  Hold a Christmas Coffee Morning
-  Wear something Christmassy to work
-  Have a Star Tree\*
-  Ask for donations instead of Christmas Presents
-  Complete a sponsored run
-  Take on a sponsored cycle either by yourself or with your family
-  Hold a Christmas lights competition on your street and ask for donations from passers-by
-  Make some Christmassy gifts and sell them to family, friends and colleagues

## Tell Us More!

Let us know what your plans are as we would love to hear about them! Just fill out this [short form](#) and we'll be in touch. We have an enthusiastic and dedicated team at The Salvation Army ready to support you with ideas, fundraising materials - or for a pre-event pep talk. We'd also love to see any pictures and hear about your awesome fundraising stories- you could even be featured on the Salvation Army website, social media or in our publications!

£52

Could meet the cost of an officer to run a Salvation Army centre for a day - to keep the door open for vulnerable people.

\*Write a message of hope this Christmas for someone or a note in memory of a loved one, on one of our star tree tags, make a donation to the Salvation Army, then hang your tag on our Christmas tree.



# Our Star Fundraising Ideas



## Don't Send Me a Card

Send your loved ones Christmas cheer, donate what you have saved on physical cards and postage to The Salvation Army, and save the planet at the same time!

[View our full range of Christmas cards here.](#)

It's so simple to send your e-cards:

- 1 Choose your card
- 2 Donate however much you would like
- 3 Schedule your e-card to send to up to 100 recipients on any day that you would like (yes, even Christmas Day!)



# Our Star Fundraising Tips



## Set up an online fundraising page

### It's the easiest and fastest way of getting your fundraising to us!

Creating an online fundraising page is a quick and easy way to collect donations and let your friends and family know all about your fundraising event or personal challenge.

Set up your **Be A Star Justgiving** page.

## JustGiving™

If you need any help with setting this up, please get in touch.

Or pay in your donations directly to our website.

### Top tips for getting the most out of your page:

1. **Upload a photo:** Add more as you progress along your fundraising journey.
2. **Set a target of how much you want to raise:** Motivate both yourself and your supporters.
3. **Tell donors the impact their money will have:** You could use some of the examples in this pack.
4. **Tell your story:** Let your supporters know why you are fundraising and why you have chosen to support The Salvation Army.
5. **Email your contacts:** Ask people who are likely to be most generous first, as it will set the benchmark for the rest! Don't be afraid to send a follow-up email later on.

6. **Go social:** Like it, tweet it and instagram it! Post about what you are doing on Facebook - and include a link to your page. If you are doing something physical you could use JustGiving's Strava integration to track and share your fitness activities; if you are holding a performance or doing something like a headshave, then consider live streaming on Facebook or Instagram. Tweet your page - and ask your followers to retweet. Don't forget to use **#TeamSallyArmy #BeAStar #SallyArmyStar**.

[X \(formerly known as Twitter\):](#)

[@salvationarmyuk](#)

[Facebook: /TheSalvationArmyEvents](#)

[Instagram: @salvationarmyuk](#)

7. **Put the link to your page in your email signatures:** you could use one of JustGiving's 'sponsor me' badges.
8. **Contact your local press:** Tell them what you are doing and ask them if they could promote your page.
9. **Thank your supporters:** Let them know what their support has meant to you and what a difference it will make to the lives of people in need.

£70

Could provide one week of shopping for a family of three.

# Our Star Fundraising Tips



## Employee Fundraising

Taking part in employee fundraising during Christmas not only supports the vital work of The Salvation Army, but also enhances your corporate culture by boosting staff morale and unity. This shared purpose brings colleagues together, infusing your workplace with a sense of fulfilment and togetherness. Simultaneously, it adds a festive touch, allowing you and your colleagues to have fun while making a positive impact.

**Are you looking for ideas on how to fundraise at your work?**  
Here are some of our favourite ideas from previous Christmas fundraisers.

- ★ **Christmas beanie day!** We all love a Christmas jumper day, but we think Christmas beanie hats are such a fun way to get involved too! Pick a day, let everyone know, and encourage your colleagues to donate £5 to your JustGiving page.
- ★ **Deck your desk with bells and holly.** Yes, speed decorating! To play, challenge everyone to spend a lunch hour making their workspace as Christmassy as possible. Then ask a panel of judges to give a prize to the best (or most outlandish) desk.
- ★ **Star tree!** Print and cut [our star tags](#), ask everyone in the office to write something they are grateful for or someone they are remembering this Christmas, donate a fiver and stick on [our printable star tree](#), a tree in your office, or even one drawn on a whiteboard!
- ★ **Christmas quiz!** 'Tis the season to be quizzing. It's simple to set up - all you need to do is find some questions online, choose a quiz master, rustle up some prizes and away you go. Now, what gifts did the three wise men bring?
- ★ **Good ol' festive collection.** Minimal fuss, big impact. [Create a JustGiving page](#) and encourage all employees to make a donation. Extra points if the company matches all donations!

If you need any assistance or have any specific questions about fundraising for us, we have a dedicated team of Christmas angels ready to support you! Email the team at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk) or call **0207 367 4819**

# Our Star Fundraising Tips

## Collect Gift Aid

Gift Aid is a simple and effective way of boosting the total amount of money you raise. For every £1 you raise in donations and sponsorship, The Salvation Army will get an extra 25p, at no extra cost to you or your sponsors.

In order for us to claim Gift Aid your sponsor must be a UK tax payer. For online donations, your sponsors will be asked to fill in their details automatically. However for offline donations, make sure that every individual sponsor fills in their full name, home address and postcode and puts a tick in the Gift Aid box on your sponsorship form. That's all there is to it!

## Ask about Matched Giving

Some employers operate a matched giving scheme where they will match what any employee raises £ for £ or up to an agreed amount. Find out whether yours does.

## Keep it legal

Charity fundraising is regulated by law so please be aware of the rules. When you are fundraising for The Salvation Army, please state that you are acting "in aid of" The Salvation Army. This just means that you are independent of The Salvation Army. Please also make sure that your fundraising materials and posters include the line: In aid of The Salvation Army: Registered Charity No. 214779, Scotland SC009359 and Republic of Ireland: Registered Charity No. CHY6399. Please read our [Fundraising Terms and Conditions](#) [here](#).

## Let us help you

If you need us, we're here!

If you need any support, please call us on: **0207 367 4819**  
or email us at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)

**£50**

Could pay for a weekly luncheon club so 20 lonely older people can enjoy lunch and friendship at a Salvation Army community centre.



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The Salvation Army Trustee Company acting as Trustee of The Salvation Army Trust (Central Funds).  
A Christian Church and Registered Charity No. 214799 and in Scotland SC009359. The Salvation Army  
Territorial Headquarters, 1 Champion Park, London SE1 8FJ.



Thank you for changing lives this Christmas.



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The case study in this guide reflects the true stories of people that we help every day. Names have been changed and models used in some photographs to protect the privacy of the people concerned.



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