

Be a STAR  
this Christmas...

...fundraise for  
The Salvation Army and transform lives



Christmas  
Appeal 2021

# Be a STAR

Help us provide friendship and practical support to someone who is homeless. No one cares for homeless people like The Salvation Army.

**Winter is a terrible time to be homeless, with its bitterly cold temperatures, winds, rain and snow. Yet this is the nightmare that thousands of our fellow citizens will be living through in the coming months.**

Many may find themselves experiencing homelessness for the first time in their lives, as the continuing effects of the pandemic bring increased levels of poverty and unemployment. Homelessness is a human tragedy. Some rough sleepers actually die on the streets or come very close to death during the winter months.

Helping people who are homeless has been right at the heart of The Salvation Army's mission since our earliest days, in the mid-19th century. Then, we were offering food and shelter to people who were sleeping rough on the banks of the Thames in London. Now we offer a much wider range of support, through our Lifehouses (residential centres for homeless people) as well as our local churches and community centres.

**Even during the worst of the coronavirus crisis, we didn't give up on people in need, but as you'd expect of us, we kept our Lifehouses open.**

Our aim is not just to provide food, shelter and warmth, but to work with people experiencing homelessness, to help them overcome their problems and get back on their feet. Whatever the reasons why they became homeless, we offer **relevant, practical help** - such as access to medical treatment, housing advice, money management advice, and life-skills training. We want to help people chart their own course to a new and better life.



When people go through terrible experiences on the streets, such as violence and abuse, we help them recover and put the nightmares behind them.

When people have lost all self-confidence, all self-esteem, all hope, we help them raise their spirits and regain their dignity.

When people have almost lost the will to live, we help them to see that they still have a future.

No matter how great their problems, we never give up on them. And the difference it makes is often amazing.

**Very often it is not just our practical help that gives homeless people the strength to turn their lives around. It's the unstinting love and friendship that we offer them.**

# Here's how your money can help



The money you raise by being a fundraising Star will be put to good use. Whether this is for someone who is experiencing homelessness, rescued from human trafficking or suffering from addiction, 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.

Could provide support and advice for a homeless person in one of our centres.

£9

Could pay for a food parcel to feed a family in desperate need for three days.

£15

Could provide emergency practical support for a family in crisis.

£25

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

£29

Could help keep our food banks replenished from wholesalers and local sources.

£50

Could cover the cost of running three weekly parent-and-toddler groups.

£60

Could help to keep our safe and supportive community centres open all year round, for children and families who are struggling to cope.

£100

Could meet the cost of an officer for 3 days so they can distribute meals and provide support for vulnerable people.

£114

Could help our Family Tracing Service put someone in touch with a missing relative.

£150

Could provide baby clothes and equipment for a child born to a mother being supported in a safe house.

£200

Could enable all residents of a safe house to go out for Christmas dinner and a show, making a memory to last a life time.

£800

Could fund 10 survivors of trafficking on a baking and cooking skills course.

£1500

Could pay a substance misuse specialist worker to support a victim whose traffickers have used drugs and alcohol to keep the victim entrapped.

£2000

Could help to set up a supported programme for survivors who have left a safe house.

£5000

# 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

Now that we are able to celebrate with our friends and families, why not host a coffee morning? If you need inspiration, **you can download our Star Cookie recipe [HERE](#)**, as lovingly designed by our colleagues at Strawberry Field.

## Wear something Christmassy to work

Whether you are physically at work, or joining your colleagues on Zoom, encourage your co-workers to wear something Christmassy - a hat, jumper, tie (or whatever takes your fancy) and help to transform lives.



Star Tree - **download our tags [HERE](#) and poster [HERE](#)**, invite people to write a message of hope or remember a loved one, make a donation and pop their tag on the tree. Make sure of course that hand sanitizer is nearby, and encourage people to use their own pens where possible.

## Send E-cards this year

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!

Head over to **Charity page on [DontSendMeACard.com \[HERE\]\(#\)](#) to choose your Salvation Army Christmas card.**



## Have a Star Tree

If you have a Christmas Tree in a public space - e.g., school, workplace reception, then consider turning it into a



£200

Could provide baby clothes and equipment for a child born to a mother being supported in a safe house.

# Our STAR Fundraising Ideas



## Ask for donations instead of Christmas Presents

Feel that you have one candle/ bottle of bubble bath/ pair of socks too many?! Invite your family and friends to donate what they would have spent on a present to The Salvation Army. Set up a JustGiving page [HERE](#) and send out the links. Then thank your supporters for their donation with our special thank you cards [HERE](#).

## Sing for or with The Salvation Army this Christmas

Get your family and friends together online to take part in carolling for The Salvation Army. Everyone selects a song and makes a donation to the Be a STAR **JustGiving page** [HERE](#).

Or sing along online with The Salvation Army band, simply head to our **Be A Star Carolling with the Salvation Army** [Just Giving page](#)

to watch the performance, download Christmas Carols and make your donation. Spread the joy with us this Christmas.

## Be a Star, run\* this far

If you would prefer to get a little more physical, why not prepare your body ahead of Christmas celebrations by doing a sponsored run or cycle? Choose your distance, choose when and where... and off you go! You can map your activity on Strava, and receive your virtual medal when you're done!

Sign up to our Be A Star Run [HERE](#)

**\*or cycle!**

Sign up to our Be A Star Cycle [HERE](#)



# Our STAR Fundraising Ideas



## Social

- Host a **Quiz Night** - download our awesome **Big Salvation Army Quiz Pack** [HERE](#)
- **Book club** evening - download our suggested **reading list** [HERE](#), charge a fee for each person taking part
- Hold a **Movie/Murder Mystery Night**
- **Put on a show or concert** - and consider streaming it on Facebook Live. Charge for tickets and/or ask people to put in requests or a comment on your JustGiving page.

## Sustainable

- **Sell unwanted presents** or items you no longer need either online or at a car boot sale.

## Give something up

- **Wash your car** instead of taking it to the carwash or **make a packed lunch** - and donate what you would have spent to The Salvation Army
- **Kick a Habit** - for example eating chocolate, and get yourself sponsored to do so
- Give up your bed for the night and have a **Sleepout** in your garden/ on your balcony

## Do something daring

- Shave your hair off or give yourself a home haircut - and don't forget to take a before and after photo!
- Take a Christmas Day dip! Brave the elements either at an outdoor swimming pool or wild swimming location
- Climb/Cycle/Row/Swim the equivalent of the journey to Lapland - or a distance of your choice!
- Do a skydive [HERE!](#)

## Offer your skills

- Good at gardening/ ironing/ DIY? Offer to help your friends in exchange for donations.



£15

Could pay for a food parcel to feed a family in desperate need for three days.

# 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** [HERE](#). If you need any help with setting this up, please get in touch.

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

1. Upload a photo - and add more as you progress along your fundraising journey
2. Set a target to motivate both yourself and your supporters
3. Tell donors the impact their money will have - e.g. 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 - and ask people who are likely to be most generous first, as it will set the benchmark for the rest! And don't be afraid to send a follow-up email later on.
6. **Go social:** Like it, tweet it and blog 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 streaming this on Facebook Live. Tweet your page - and ask your followers to retweet. Don't forget to use **#TeamSallyArmy #BeAStar #SallyArmyStar**  
**Twitter:** [@salvationarmyuk](#)  
**Facebook:** [/salvationarmyuk](#)
7. Put the link to your page in your email signatures or use one of JustGiving's 'sponsor me' badges.
8. Thank your supporters and let them know what their support has meant to you and what a difference it will make to the lives of people in need.
9. Contact your local press - tell them what you are doing and ask them if they could promote your page.

£60

Could cover the cost of running three weekly parent-and-toddler groups.

# 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](#).

## And if you are raising money in memory of a Loved One...

If you would like to dedicate your fundraising in memory of or in tribute to someone, you can set up a special page on Justgiving [HERE](#).

We can also provide profile frames for social media, and posters/invites to highlight your special person.

## 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!**

## Let us help you

If you need us, we're here!

Please don't hesitate to call us on: **0207 367 4819**  
or email us at [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk)

£114

could meet the cost of an officer for 3 days so they can distribute meals and provide support for vulnerable people



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T: 0207 367 4819 E: [challenge@salvationarmy.org.uk](mailto:challenge@salvationarmy.org.uk) W: [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)  
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and in Scotland SC037691. Republic of Ireland: Registered Charity No. CHY6399