wintercomfort
for the homeless

Organising an Event

Events

Events are a great way of raising funds for Wintercomfort for the Homeless. They really do bring out the fun in fundraising.

The suggestions here are designed to help make your event a huge success.

Whether you are planning a small, simple event or a large-scale extravaganza we would love to hear from you.

Do get in touch and share your ideas with us.

Thank you for supporting us.

Wintercomfort for the homeless

Overstream House, Victoria Avenue, Cambridge, CB4 1EG

www.wintercomfort.org.uk

01223 518140

Registered Charity: 1003083

What to do?

You may already have a good idea of exactly what type of event you'd like to organise. But if you are still trying to decide then why not have a look at The Wintercomfort Fundraising Guide. It's full of wonderful ideas and is peppered with useful hints to help you along the way.

It would be great if you could let us know about events organised in support of Wintercomfort. This will enable us to support and thank you effectively. So, once you know what you're doing why not give us a call or email fundraising@wintercomfort.org.uk - we'd love to promote your event and provide you with any extra information you may require.

When and where to hold your event

Planning in advance is essential if your event relies upon large numbers of guests attending. Why not consider sending out a 'hold the date' card whilst you get the finer detail organised? It takes time to bring together all the elements of a good event – so planning 6 months ahead of time is not unusual.

Finding a suitable venue is critical. Ensuring access to good parking is important. Venue hire can be a big expense when organising a social function. Don't be afraid to negotiate and ask companies to provide a venue as part of an 'in-kind' donation – particularly if they stand to make profits from a busy bar. Our Wintercomfort leaflets may help your potential donors/guests and sponsors to understand more about our work and we have a great DVD that we can lend you. This will help guests to see the difference that their money makes. Similarly, our Wintercomfort Ambassadors may be able to join you to give a talk on behalf of our charity.

If your event is likely to be outside then you may need to obtain permission from Cambridge Council www.cambridge.gov.uk You may need to give our Charity Number: Wintercomfort for the Homeless: 1003083

Let's talk finance

Clearly the cost of an event will vary depending on exactly what you are planning but, with all events, we recommend setting a clear and realistic budget, detailing all possible items of expenditure – and including a contingency. Tickets purchased in advance are a good way of improving your cash flow and will reassure you that your event will be a success. Pre-event discounts are a great way to go in order to encourage guests to commit ahead of time.

You can pay online via our website or send us a cheque made payable to Wintercomfort for the homeless. You might also wish to set up your own justgiving page for your event.

If you have used sponsorship forms please send these in too as they will allow us to claim as much Gift Aid as possible.

And

Event resources such as posters, leaflets, balloons and collection tins can be ordered from our Fundraising Co-ordinator. We can also promote your event, particularly if it's open to the public. Please complete **The Event Registration Form** (downloaded from our website) and indicate the resources and coverage you would like.

Keep safe

We always suggest you do pre-event safety checks and ensure you are fully familiar with your venues fire procedures. It is a good idea to ensure you have a first aider.

Working together

We'd love to hear your plans and help you along the way. Do keep us in the loop. You are welcome to email or call.

Most importantly, enjoy yourselves!

Thank you from everyone at Wintercomfort for the homeless.

www.wintercomfort.org.uk