

COFFEE

FUNDRAISING
PACK

4 *Craig*

→ **NEVER** (*ever*)

LOOK DOWN ON

SOMEONE

— *unless* —

YOU'RE HANDING

THEM A

→ *Coffee!* ←

WHO WE ARE



Coffee4Craig provides vital support for people in Manchester who are experiencing street homelessness. Each evening we operate an out of hours drop-in service in the heart of Manchester City Centre. We offer hot food, showers, food parcels, medical support and mental health crisis intervention.

“Homelessness is not the problem; it is a symptom of the problem”

Hendrix Lancaster, Founder and CEO

OUR STORY

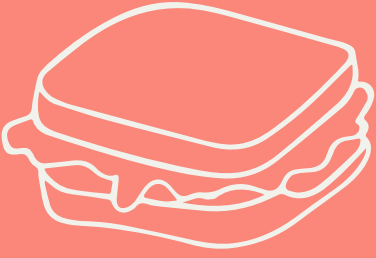
It all began when, in September 2013, Craig White died of a heroin overdose in a car park in Cardiff. He was the brother of Risha Lancaster, one of the Coffee4Craig founders.

“Starting Coffee4Craig with Hendrix was the only way I could deal with the loss of my younger brother Craig. I couldn’t watch other people in this situation without help. I couldn’t walk past blindly anymore, neither of us could”

Risha Lancaster, Founder and General Manager

Coffee4Craig began as a reaction to his death and a desire to make the world a little better for those who find themselves on the streets. Risha and Hendrix Lancaster started giving out coffee on the streets of Manchester that same month and it grew from there. The demand for hot drinks went above and beyond the initial expectation of Risha and Hendrix and they felt a calling into the homelessness sector. With a small group of volunteers and supporters starting to grow, Coffee4Craig developed an outdoor ‘street kitchen’ three evenings a week in Piccadilly Gardens.

SERVICES WE PROVIDE



Hot meals



Showers



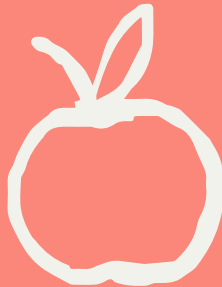
Pet friendly



One-to-one
advice



Emergency
clothing



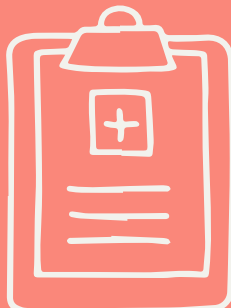
Emergency
provisions



Signposting
& advice



Emergency
food parcels



Medical
support



CWP support
(Cold Weather
Provision)

FUNDRAISING INCOME STREAMS

Individual Fundraiser

Are you willing to
fundraise yourself for
Coffee4Craig?

Organisation Fundraiser

Are you interested in
partnering your organisation,
i.e. a business, a school
or community group, with
Coffee4Craig?

Grant Application

If you are a grant-maker
and you believe our
mission meets your
funding criteria, please
get in contact.



Coffee4Craig is thankful for all fundraising efforts made on our behalf. We understand that you may not be associated with one of these income streams, so if you would like to help us out, please contact us to work out the best way you could help Coffee4Craig.

WHAT WE DO WITH YOUR DONATIONS

We have running costs and a number of paid staff who are all on the same hourly living wage. We do, however, need funding to pay volunteer expenses, buy guests bus passes so they can attend appointments, support people who are living in fuel poverty (pay gas/electricity bills), and keep the food bank well stocked.



£5

Hot meal
and a brew

£10

Sleeping bag OR
food parcel to
support a family

£15

Weekly
bus ticket

£20

Boxer shorts
for a week

£50

Hotel room for a
vulnerable person



WHO WE HELP

"I came to Coffee4Craig in September 2020. I am a recovering opiate and cocaine addict. I was in a vulnerable position and did not know where to turn. Coffee4Craig was my salvation and helped me through a difficult time. I asked quite early could I get involved, to give back and keep busy. In December 2020 I did my first shift" - *Coffee4Craig guest*

Over 1,800 individuals are street homeless or living in temporary accommodation in Manchester that are in need of help and support.

Everyone is welcome to this support but we need you to help us fund our efforts.

Fundraise now to help us provide food and provisions directly to people on the streets in Manchester.

VIRTUAL

FUNDRAISING IDEAS

- **Coffee morning**
Host a virtual coffee morning and ask participants to donate the price of a coffee to Coffee4Craig.
- **Quiz night**
Make a quiz for your friends and family and ask them to donate to take part.
- **Stair-climb challenge**
Climb the number of stairs in your home equivalent to your chosen mountain. You could do the challenge as an individual or as part of a team.
- **Movie night**
Organise a movie night and encourage participants to donate the amount of a cinema ticket.



WORKPLACE

- **Dress-down day**
Ask people to donate to come to work in casual or fancy dress.
- **Raffle**
Hold a raffle at your office, ask your workplace and local businesses if they would contribute prizes, e.g. a restaurant or café voucher.
- **Who's who?**
Ask for baby photos from your team and put together a photo quiz. Ask for a donation to take part.
- **Matched giving**
Many companies participate in matched giving where they will match the money you raise through your own fundraising activity. Ask your employer if they would do this.

SCHOOL

- **Cake or book sale**
Organise a cake or book sale at lunch break or after school. Ask your friends and family to donate cakes and books.
- **Easter egg or treasure hunt**
Plan an easter egg or treasure hunt during lunch break and ask students to donate to take part.
- **Non-uniform day**
Organise a non-uniform day at your school for students to get involved with in exchange for a donation.
- **Sponsored silence**
Encourage your family and friends to donate towards your day of sponsored silence.

FUNDRAISING IDEAS

COMMUNITY

- **Sponsored event**
Ask your friends and family to donate to support your efforts in a sponsored challenge. For example, a marathon, 10K, cycle, swim or walk.
- **Football or netball tournament**
Organise local football or netball games. Ask those who attend to donate.
- **Head or beard shave**
Spread the word about your challenge and ask people to donate to support your fundraiser.
- **Christmas carols**
Hold a Christmas carol singing event in your local town.
- **Jumble sale**
Ask for unwanted items from family and friends and organise a jumble sale.




FUNDRAISING STORIES

CHARLIE:

Age 7

“I wanted to help the homeless because I just keep thinking about the homeless and what they don't have and we do and I'd really like the homeless people to have things that we have.

So I made a fundraiser called Charlie's Help The Homeless and I asked people to help me help them, I made a poster and took it to school to show everyone and asked them to help too. **I was surprised that loads of people donated to my Help The Homeless, it was £1000!** We went and bought sleeping bags, chocolates, clothes and special bags to keep people dry and then donated the rest of the money in cash.”



“I'd really like homeless people to have things that we have”

Charlie

GET STARTED

PLEASE REGISTER YOUR INTEREST HERE

You will receive a confirmation email with further information regarding the next steps on your Coffee4Craig fundraising journey. Depending on the nature of your fundraiser you can also request special items or a meeting with our Coffee4Craig team.

HOW TO DONATE

TotalGiving

(This is our preferred way of donating because the money goes straight to us)

1. Go to <https://www.totalgiving.co.uk/appeal/C4Crelocation>
2. Click 'Fundraise For This Appeal', sign in or register and follow the step-by-step instructions.
3. You can add a cover photo, a target and a description about why you've decided to support Coffee4Craig. We'd love to know more about you!
4. Spread the word! Post your fundraiser on social media, tell friends at your school or workplace, etc.

PayPal

1. Go to www.paypal.com/uk/fundraiser/charity/130160
2. Set the amount you'd like to donate.
3. We'd appreciate it if you could set us as your favourite charity as well.
4. Login and donate!



OUR TIPS

The power of social media. Facebook, Instagram, LinkedIn, and other sites are a great way to spread awareness among your family and friends.

Community is key. Think about organizing a dress-down day at your school or an event at your place of worship.

Do it as a group. Ask your friends to join you by fundraising as well. It will make the experience more fun!

Set a target. Fundraising pages with a target raise 46% more. The higher you aim, the more people you will help!

Be personal. On top of addressing people personally, try adding another personalized touch such as writing a handwritten note, instead of an email.

Check-in. People are busy, it is easy to forget about donating. Follow up on the people who have indicated they wish to donate.

Be patient. Fundraising requires a lot of perseverance and you are inspiring for doing it. Do not be disheartened if the donations don't immediately start pouring in, keep trying!

FREQUENTLY ASKED QUESTIONS

Q Can I use your logo?

A Yes, you can find our approved logos under the logos folder here! <https://drive.google.com/drive/folders/1k6zGnN6OZ5OyALkEZ-6SrenfUILE0ZsN>

Q What sort of merch can I request?

A Anything we have listed on our shop: <https://coffee4craigmcr.myshopify.com/> as well as running vests and medals!

Q Will C4C promote my fundraising event?

A Once you sign up your fundraiser with Coffee4Craig, we'll post it on our social media.

Q Can Gift-Aid be claimed on funds I raise?

A Yes, we can claim gift-aid on donations. Virgin Money Giving shows you the amount you've raised with and without gift-aid.

Q Can I donate things other than money?

A We have an Amazon wish list of items that we need. Click here to find out more <https://www.coffee4craig.com/support-us>

Q Is there a minimum fundraising goal?

A Nope, all donations help!

Q Is it safe to give online?

A Both Virgin Money and PayPal have extensive security measures to make it safe to donate. However, when spreading the word about your fundraiser, make sure NOT to include any personal details such as your phone number or address.

Q How much of the money I raise goes towards C4C's programs and services?

A Check the Terms and Conditions of the donation platform you intend to use.

Q What if I don't reach my goal?

A We really appreciate any donations even if you don't reach your goal! Virgin Money will still donate the money even if the goal isn't met.

Q How can I donate in memory of someone?

A When you sign up your fundraiser, you'll have the option to host your fundraiser in memory of someone.

SAFE AND LEGAL

Health and Safety

Consider the potential risks of your fundraising event or activity. If you want more information on how to run events safely visit the Health and Safety Executive website www.hse.gov.uk/event-safety

Licenses

Ask your local authority if you think you might need to obtain a license for your fundraising event. These can include licenses for collection, use of alcohol, local raffle or lotteries.

First Aid

You should consider if you need to provide a first aid box or have a qualified first aider present.

Insurance

Please be aware, if you are organising a fundraising event or activity to raise money for Coffee4Craig you will be responsible for it. Coffee4Craig cannot accept liability for the safety of the event. If your event will involve members of the public, you may need to get Public Liability Insurance.

GET IN TOUCH

Thank you for supporting

COFFEE

4 Craig

If you would like to find out more information visit

www.coffee4craig.com

or get in touch on social media



Email: elle@coffee4craig.co.uk

Phone: 07973 955003

or 07543 590330

Address: 53 King Street, Manchester, M4 2LQ

Drop-in: The Meanwhile, Unit 5,

153 Great Ducie Street, Manchester, M3 1FB



Registered with
**FUNDRAISING
REGULATOR**

Coffee4Craig is a Registered Charity (No. 1167146)