



Fundraising for New Bridge



New Bridge has a really fantastic history of people undertaking activities to fundraise towards the cost of running the charity.

Volunteers and supporters have taken on events like the London Marathon, Swim Serpentine, and organised their own sponsored events like a cycle around all the prisons in London, and the Capital Ring Walk. All of these events helped raise our profile, generated much-needed funds and were also great fun for those who completed them!

We have put together this guide for anybody who is interested in organising any fundraising events for New Bridge. Please get in touch if you have any questions that aren't covered in this guide.

How could I fundraise?



Take part in an organised event

e.g. a sporting event like a 5k, 10k, half marathon, marathon, triathlon or cycle race.



Organise your own event

e.g. a coffee morning, quiz, bake-off, bingo, treasure hunt, sponsored walk.



Organise a fundraising sale

e.g. cake sale, raffle.



How could New Bridge support me to fundraise?

We would be delighted to help support any of your fundraising endeavours. We could provide:

• **New Bridge branded materials:**

- T-shirts/vests for sports events
- Rice paper toppers for cakes
- Trophies for prizes
- Pens for quizzes



• **Tailored video messages from former prisoners or staff about our work, mentioning your event**

- Sponsorship forms
- Flyers/posters



It was super wet at the start and pretty tough in places but I was chuffed I ran what I was aiming for. The crowds were great, it was super well organised and a truly memorable day. Although I'm in no rush to do it again!



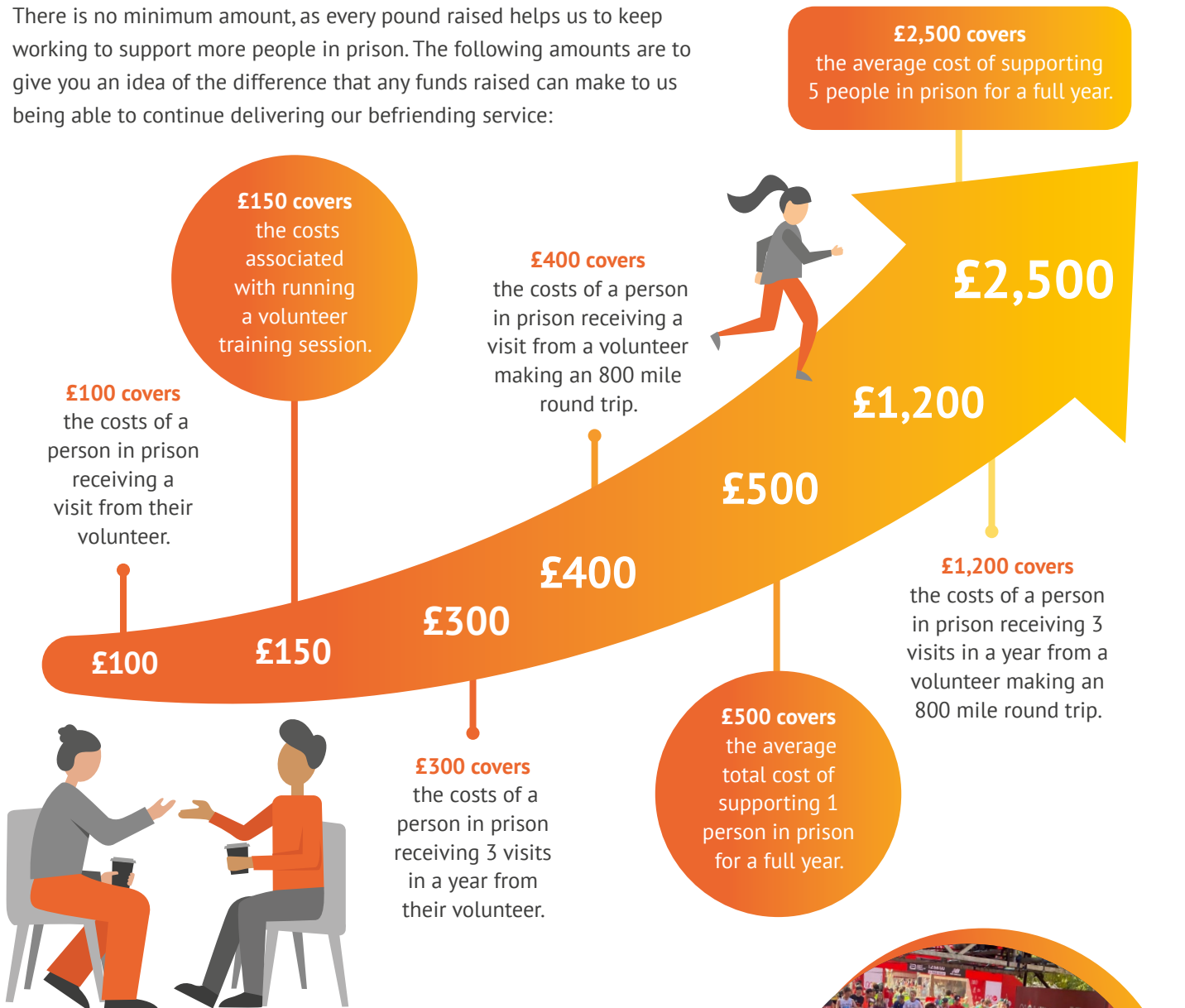
Anna, after finishing the London Marathon where she raised nearly £2,500.





How much do I need to raise?

There is no minimum amount, as every pound raised helps us to keep working to support more people in prison. The following amounts are to give you an idea of the difference that any funds raised can make to us being able to continue delivering our befriending service:



“ I am very grateful to New Bridge for giving me the opportunity to run the London Marathon to raise funds to support the valuable work that so many volunteers undertake. I was able to spend time training and had hoped to complete the run in less than three and a half hours. The weather was kind, the support from spectators and volunteers was great, and I completed the distance in 3:18. I was very pleased with the outcome and even more delighted to have raised in excess of £3,300 for New Bridge. ”

Matt, after finishing the London Marathon.



How do I go about organising a fundraising activity/event?

1



Set up a fundraising page

Go to www.justgiving.com/newbridgefoundation to set up a page linked directly to New Bridge. Make sure you write a description explaining why you're supporting New Bridge (let us know if you would like any facts or figures to include), and set a target.

3



Get organised!

If you're doing a sporting event then you will need to work out a training plan to help you prepare for the big day. If you're planning your own event then you'll need to think about all the logistics of organising it – date, time, venue, any practical things you may need (e.g. tables for a bake sale, or a bingo set).

2



Share the link

Share the link to your fundraising page with friends, family and colleagues. If you share on social media then make sure to tag us so that we can share to amplify your reach.

4



Share your news

Share updates with your friends and family on your progress towards the event – you can also include these updates on your fundraising page.

How do I get the raised funds to New Bridge?

Any funds raised online through Just Giving will come to us automatically.

If you've raised any funds offline through sponsorship forms or pledges, then you can send this to us either via bank transfer, cheque, or by bringing the cash into the office.



If you're thinking of doing some fundraising and have any questions or would like to request some materials, or more specific support then please get in touch:

info@newbridgefoundation.org.uk

020 8671 3856

www.newbridgefoundation.org.uk

