

# FOCUS

INSPIRING YOUNG PEOPLE, CREATING CHANGE

## 2023 Fundraising Pack



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Charity Number: 1068467

Limited Company Number: 3491993

# Welcome!

**FOCUS**  
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Thank you for choosing to fundraise for FOCUS Charity. We hope that this pack provides you not only with some more information about us and the valuable work we do in Leicester and Leicestershire communities, but also provides inspiration and ideas for your fundraising endeavours.

Fundraising is a significant task for all charities and voluntary sector projects. Grants and statutory funding often come with strict conditions, whereas fundraising carried out by individuals or groups has fewer strings attached and can be directed to support any chosen aspect of our work.

It's not just about money either. Local firms may also wish to donate goods and services, so it's always worth asking if there is any way they can help and provide them with some ideas if necessary.

Always remember to thank people for their contributions. It is not only good manners, but it also generates goodwill and ongoing support.

Should you require any further details, resources or support, please do not hesitate to get in touch. Direct contact details – [admin@focus-charity.co.uk](mailto:admin@focus-charity.co.uk) and 0116 2510369

Thank you and happy fundraising!



# What is FOCUS?

**FOCUS**  
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FOCUS is a Leicester-based charity supporting young people aged between 13-25. We do this by creating an environment where young people feel safe, loved and appreciated for who they are. Through taking part in our projects, they gain important employability skills and life skills. They are able to build their self-esteem and confidence to step into their greatness, and are empowered to find their voice and become the positive change they want to see in the world.

**FOCUS has been inspiring young people, aged 13-25 years, to make positive changes in their lives and in their communities for over 30 years!**



We believe that all young people, regardless of their background, have the potential to achieve. By fostering that potential, we make our communities, and the wider world, a better place.

Although our doors are open to all young people, we work with high numbers of those living in poverty and/or facing serious issues around mental health and child protection. By bringing different people together we open our eyes to new possibilities and interests, which raises aspirations and often breaks cycles of deprivation. They get to leave the rest of the day or their life behind! Once they are at FOCUS the day is reset; it's a new start!



# The Difference You Can Make

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Each year it costs FOCUS about £300,000 to run all its programmes, benefiting up to 500 young people aged 13-25, and not forgetting our 50 volunteers.

With your help, we can achieve our targets and continue to make a difference to the lives of so many young people. Listed below are some of the ways your funding will help make a difference.

**£10** – Enables us to recruit a new volunteer to mentor a young person.

**£25** - Pays for a young person to attend one of our insightful one-day workshops.

**£200** – Covers the cost of training and support for 5 volunteers for a whole year.

**£500** - Enables us to provide a mental health support programme for 10 young people in crisis.

**£1500** - Funds a full year of personal development activities for a vulnerable young person.

**£2500** - Funds a 3-day residential training course for 12 young people.



As well as helping young people gain an understanding of the lives of others and a positive impact they can create, the projects help develop vital skills in areas such as planning, project management, team work, communication and leadership.

## Getting started with your fundraiser?

### Set up a JustGiving page

Using fundraising sites such as JustGiving, with which FOCUS is registered, enable you to collect funds direct from individuals for sponsored events and activities. They will even collect the Gift Aid for you (which adds 25% to all donations from HMRC).

Visit <https://www.justgiving.com> to get started.

## Donating what you've raised?

### CAF Donate

FOCUS is registered with CAF Donate to take direct payments. It's quick and simple and allows you to add Gift Aid to your donations.

[Click here to make a donation.](#)

### BACS

To make a direct payment into our bank account, please use the following details:

Account name: Focus Charity

Account Number: 00004927

Bank: CAF Bank Ltd

Sort Code: 40-52-40

### Cheques

Not many people may use cheques these days, but we are still very happy to accept them.

Cheques should be made out to 'Focus Charity' and sent to our office 73 Church Gate, Leicester, LE1 3AN.

### Cash

Good, old fashioned cash is always welcome for donations. Simply arrange to pop into our office. We will be happy to provide you with a receipt if needed and it'll be paid straight into our account!

## Want to donate more frequently?

### Have you considered Payroll Giving?

Talk to your employer about Payroll Giving. Through Payroll Giving, you and your work colleagues can give directly to FOCUS and save tax on your earnings. There are a variety of schemes such as the [Charities Aid Foundation's 'Give As You Earn'](#).

# Our Projects

All of our projects are free-of-charge for participants; we cover each young person's travel costs and food.



## Inspire

A year-long personal development programme for 13 – 16 year olds that includes residential experiences, community projects, mentoring and workshops. This project is ideal for young people approaching youth work for the first time and/or in need of increasing their social and personal confidence.



## Leicestival

Leicestival gets young people volunteering at Leicester's incredible calendar of cultural festivals and events, sometimes even taking on influencing and management roles. This project is ideal for young people wanting to increase teamwork and leadership abilities while making new friends in new environments.



## START

A project that uses mentoring, social action, and environmental and adventure activities to tackle the issues faced by highly isolated young people 16-25 years of age. This project is specifically aimed at helping vulnerable young people with low self-esteem, and/or 'Not in Education, Employment or Training' (NEET).



## Wooden Spoon Allotment

This allotment is open to all young people on any of our projects. This calm gardening space supports young people to develop the strategies and confidence to overcome mental health issues. This allotment is great for young people struggling with their mental health, who need a place to unwind.

# Fundraising Ideas A-Z

Please note that these are only examples; you do not have to do any of these ideas if they do not interest you. If you have a different fundraising idea, please let us know.

## A.

Abseil  
Antiques Fair  
Art and craft stall/ exhibition/ fair  
Auction

## B.

Barbecue  
Bake Sale  
Book Stall  
Bag Packing  
Busking  
Bucket Collection  
Bungee Jump  
Bike Ride/Race  
Bingo

Car Washing  
Carol singing  
Coffee and Cake morning  
Competitions  
Christmas party for family (set up a grotto)  
Concert/Performance  
Cooking Contest  
Celebrity event  
Craft Fair/Workshop



## C.

Cabaret / Talent Show  
Car Boot Sale

## D.

Dance marathon  
Dress-Down Day  
Dog Walk  
Door to door collection

## E.

Easter egg Hunt

## F.

Face Painting  
Fair/fete  
Fancy Dress Party/Day  
Film Show/ Premiere  
Fireworks Party  
Flower/ Fruit/ Vegetable show  
Football tournament  
Fun Run



## G.

Golf day  
Garage Sale

## H.

Hair Braiding/ plaiting  
Halloween party  
Hot- dog/ burger stand  
Horse riding  
Handmade Goods sale

## J.

Jewellery Sale

## K.

Karaoke Competitions

## L.

Luncheon  
Lottery

## M.

Marathon Events (table tennis, aerobics, badminton in shifts, 24 hour challenges)  
Midnight film show/ party  
Murder Mystery evening



## N.

New Year eve party/dance  
Night walk  
Night time hide and seek (using torches)  
Non uniform day

## O.

Open Garden Events  
Odd Jobs day  
Odd Shoe day



## P.

Pancake Day race  
Penalty shoot-out Competitions  
Pet show  
Photographic Competitions  
Picnic

## Q.

Quiz

## R.

Race  
Raffle  
Reading Challenge

## S.

Silly Games Day (egg and spoon, wet sponge, hula hopping, wheel barrow races)  
Sponsored events (head shave, haircuts, shoe shine, silence. Singing, sports match, window clean)  
Sports Match  
Swap Shop  
Sky Dive  
Street party  
Swimathon

## T.

Tea Party  
Tombola  
Treasure Hunt  
Talent show  
Triathlon  
Table top sale  
Tug of War

## U.

University Challenge

## V.

Variety Show  
Video Game Challenge

## W.

Wine Tasting  
Waxing  
Workshops

## Z.

Zumba



The positive experience of coming here has resonated with me a lot, and helped me engage with society and get back outside."

– Ethan, 23

"I'm socially anxious most of the time, but it's very easy to come here and feel comfortable to be myself. I've definitely come out of my comfort zone. And it gets me out of the house, which is really good for my mental health."

– Esther, 18

"FOCUS has helped me to make friends and build up my confidence, allowing me to do things I would not have done before, like catch the bus on my own" –

Blake

"FOCUS helps me with supporting my mental health and well-being, helping me to build my confidence and self-esteem"

– Shannon

"There are loads of benefits coming to FOCUS. If you are struggling with low confidence and you don't feel quite there FOCUS can be a great help. It does challenge you and you do have to push yourself but at the end you feel great because you realise you can do it and you have achieved something. It brings a lot of fun through its activities and being around other people."

- Cain, 23



Ready to get started? Contact us today!

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