

Fundraising Guide

Thank you for raising money for Home-Start Cymru!

Inside is everything you need to know to raise vital funds to support families across Wales.

Your challenge starts now...

Whether you enjoy running, baking, organising events, or taking on a personal challenge, there are many ways to get involved. You can choose an activity that suits you and fundraise in a way that feels meaningful.

Every fundraising effort helps us continue providing early, practical and emotional support to parents and their children, helping families build confidence, connection and stronger futures.

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Because childhood can't wait

Every pound raised helps our staff and volunteers provide vital support to families across Wales.

Help change a family's life

Home-Start Cymru relies on the generosity of individuals and businesses across Wales to support families during difficult times.

By fundraising for Home-Start Cymru, you help us provide early, practical and emotional support to families navigating challenges such as financial pressure, isolation, mental health concerns, or caring for a child with additional needs.



What we do

Our trained volunteers and staff work alongside parents to build confidence, strengthen relationships and create strong foundations so children can thrive.

Starting in the home, our approach is as individual as the people we are helping. Support is free, confidential and non-judgemental.

We're always looking for people who want to make a difference. Whether you're planning a community event, workplace fundraiser, or personal challenge, our team is here to support you with advice and ideas to help make your fundraising a success.

READY TO GET INVOLVED?

Contact our team to start your fundraising journey.

fundraising@homestartcymru.org.uk

Why this is so important

Whether families are experiencing financial pressure, isolation, mental health concerns, or caring for a child with additional needs, our trained volunteers and staff deliver the support the family needs.

By raising much needed funds, you help us reach more parents and children, offering early emotional and practical help when family life feels challenging. Together, we help families build confidence, strengthen relationships and create brighter futures for their children.

What your support makes possible

76%

Increased confidence and skills to manage the demands of caring for multiple births or young children

72%

Parents felt more connected to community networks

83%

Increased confidence managing household budget

87%

Improved family relationships due to reduction of conflict and/or stress

87%

Improved ability to cope with day to day challenges

"Our lives would be so different without the support, it has been lifesaving."

Figures from the Home-Start Cymru Impact Report 2025/2026



How you can get involved

Run, walk, bake or cycle — choose an activity that suits you and fundraise in a way that feels meaningful.



Take on a Challenge

Run, walk, cycle or swim for Home-Start Cymru. Whether you're signing up for a marathon, fun run or personal challenge, every mile you complete helps raise vital funds and awareness for families who need support.



Fundraise Your Way

From bake sales and coffee mornings to sponsored walks and quiz nights, there are so many ways to raise money for Home-Start Cymru. Whatever challenge or event you choose, you'll be helping local families thrive.



Give at work

Workplace fundraisers, charity of the year partnerships, payroll giving and match funding all go a long way. Ask your employer what they support — and let us know so we can help.



Make a Donation

Every donation helps us support families across Wales through challenging times. Whether it's a one-off gift or a regular contribution, your support helps parents build confidence, reduce isolation and give children the best possible start in life.

Planning your fundraising

The sooner you start planning, the less you'll have to worry about nearer the event. Here are some things to consider when organising your own fundraiser.

First steps

Consider the time and resources you'll need. It helps to write out a list of tasks and when each needs to be done by.

Deciding what to do

A quiz night, a tea party, a fashion show, a sponsored challenge — the possibilities are endless. Pick something you'll enjoy.

Choosing a date and venue

At home, at the office, or somewhere a little different? Weekends suit most people; Fridays work well at work. Look out for local events you could join.

Setting your target

Set a target and share it. People give more when they can see what you're aiming for and how close you are.

Set up an online page

An online fundraising page is quick to set up and easy for friends and family to use. Ours is at justgiving.com/homestartcymruforfamilies

Get support

Ask local shops, pubs and restaurants if they would donate items or vouchers as prizes for a raffle, quiz or auction.



Tell us about your plans

Do you already have a fundraising event planned? We would love to hear about it. Our fundraising team can support you every step of the way.

fundraising@homestartcymru.org.uk
0333 880 0014

Spread the word

We are so grateful that you are raising vital funds for families in Wales, so don't be shy in telling people.

Be social

- Post across your channels and create an event so friends can join
- Share why you're supporting Home-Start Cymru and how donations help
- Share progress updates — training milestones, ticket sales, totals
- Share your fundraising page link so people can give quickly and securely

Tag us

We love to see and hear what you've been up to, so please tag us.

Instagram @homestartcymru · Facebook /hscymru · LinkedIn Home-Start Cymru

Make the news

A mention from your local paper or radio station is a great way to raise awareness and promote what you're doing.

Promotion

- Put notices in your staff room, social group or sports club newsletter
- Put posters on community news boards
- Email, phone and text the details to your contacts and ask for their support



Keep it safe and legal

It's important that your event is safe and that you're aware of any legal issues. You'll then be able to relax on the day and enjoy yourself. If you're unsure about anything here, ask us and we'll point you in the right direction.

Risk assessments

A risk assessment is the best way to make sure your event is safe and secure. It means checking practical, common-sense things: check the venue, note any hazards and put things in place to minimise risk. Consider:

- The number of people attending, and their ages
- What the weather is likely to be like
- Type of event and risk involved
- How long the event lasts, and the location and type of venue
- How far it is to local medical facilities

First aid

For larger events you may need a trained first aider — the ratio depends on the type of event. Check the requirements with your local authority, or get advice from a professional medical company such as St John Ambulance or the Red Cross. If you're hiring a staffed venue, they may already have this covered.

Insurance

You'll need Public Liability Insurance cover if your event involves the public. If you're holding your event at a venue, check whether their insurance already covers you. You may also wish to consider your own personal accident cover.

Food and alcohol

Food safety laws apply whenever food is available, whether it's for sale or not. Check that caterers hold the relevant food hygiene certificates and insurance; if you're preparing food yourself, follow Food Standards Agency advice. Some venues are already licensed for alcohol — if not, you may need a temporary events notice from your local authority.

Raffles

Different types of raffle have different rules. The simplest approach:

- Only sell tickets to guests at your event
- Don't spend more than £250 on prizes — donated prizes don't count
- Don't offer cash prizes
- Draw the raffle at the event

If you plan to sell tickets before the event, contact us or check Gambling Commission guidance, as different rules apply.



Public collections

Collections need the right permission or licence, so always apply well in advance. Street collections need a licence from your local authority. Collections on private property — a shopping centre, pub or station — need the landowner's or manager's permission. House-to-house collections need a local authority licence and extra measures such as identification badges and letters of authority.

Please include our logo and charity number on materials you produce, and ask us for a letter to authenticate your fundraising if you're approaching local businesses.

The money stuff

There are some great ways to make the money you raise go even further.

£1 → £1.25

WITH GIFT AID

Gift Aid

Under the Government's Gift Aid scheme, qualifying donations from UK taxpayers are worth an extra 25% — so every £1 donated is worth £1.25, at no extra cost to you or your sponsors.

Matched giving

Lots of companies operate matched giving schemes that can double what you raise. It's always worth checking with your employer — and if they do, let us know and we can confirm your total for them.

Give as you earn

If your employer or pension provider runs a Payroll Giving scheme, you can donate straight from your salary. Because it comes out of your gross pay, it's one of the most tax-effective ways to give.

Paying in your funds

Money raised on an online page comes to us automatically. For cash collected offline, bank it and then get in touch about a bank transfer — please don't send cash by post.

Need help paying in?

Email fundraising@homestartcymru.org.uk or call 0333 880 0014 and we'll talk you through it.



A–Z of fundraising ideas

Stuck for ideas? Take your pick.

A Auction of promises, arts & crafts fair, apple bobbing, assault course

B Bad hair day, BBQ, balloon race, board game tournament, bingo

C Coffee & cake morning, cricket match, car boot sale, carnival

D Dinner dance, darts knock-out, disco, dress down day

E Easter egg hunt, eighties night, online sale

F Fashion show, fancy dress party, face painting, film night

G Garden party, golf day, garage sale, gym challenge

H Head shave, Halloween party, honesty box

I International food tasting, indoor Olympics

J Job swap day, jazz night

K Karaoke night, knitting competition, kite flying

L Line dancing night, lunch money day

M Murder mystery, Mad Hatter's tea party

N No chocolate day, name that tune, name the teddy

O Office party, onesie day, open gardens, office swear box

P Pie eating contest, pancake day, PJs to work or school

Q Quiz night, quit something, sponsored quiet time

R Relay race, radio campaign, fun runs, raffle

S Sponsored swim, supermarket bag pack, silent auction, salsa night

T Treasure hunt, talent contest, tombola, team challenge

U University challenge, undies over your clothes day

V Valentine's ball, variety show, vintage party

W Wine tasting, car wash, walking challenge

X Christmas appeal — donate instead of sending cards

Y Yogathon, photo contest

Z Zumbathon

Fundraising support

If you'd like advice on running any of these, or want to talk through your own ideas, we're here to help. Contact us on 0333 880 0014 or fundraising@homestartcymru.org.uk

Diolch yn fawr

A big thank you

Thank you so much for all your hard work and generosity. We wouldn't be able to support families across Wales without people like you.



fundraising@homestartcymru.org.uk
0333 880 0014 · homestartcymru.org.uk

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