

Empowering Young Futures

A Guide to Fundraising Success



THEWAY
An **OnSide** Youth Zone

Registered Charity Number 1151247

Your Fundraising Journey Starts Here

Corporate fundraising is a fantastic way for businesses to support The Way Youth Zone while fostering teamwork, boosting morale, and making a real impact on the lives of young people. Whether your team is looking for a fun, creative way to fundraise or a challenging event to push their limits, this guide is here to help! Inside, you'll find practical tips, support guides, key contacts, and everything you need to plan a successful fundraising event or challenge.

Together, we can create opportunities that inspire and empower the next generation. Let's get started!



How your fundraising will help

Every penny you raise will help transform young lives. Your support provides a safe space where young people can discover their potential, gain new skills, and find the confidence to chase their dreams. From life-changing mentorship and career opportunities to essential support in times of need, your fundraising efforts create real, lasting impact.

£50 Provides a whole week of 3 nutritious meals a day for a young person, keeping them fuelled for fun!

£300 Funds an unforgettable day trip, creating lasting memories and broadening horizons.

£600 Funds our dedicated youth workers who specialise in supporting 100 young people with special educational needs.

£1000 Brings exciting activities like laser tag, or an inflatable obstacle course to life, providing active, engaging fun.

£6000 Supports our entire youth work team, ensuring positive role models and guidance for 600 young people.

A to Z of Fundraising Ideas

Auction

Bingo night

Coffee and cake

Dress down day

Escape room

Football tournament

Games night

Hula hoop

Indoor olympics

Jeans for charity day

Karaoke night

Lunch for a cause

Matched giving

Nonstop relay

Office olympics

Pyjama day

Quiz night

Raffle

Scavenger hunt

Talent show

University challenge

Virtual fundraiser

Walkathon

Xtreme challenge

Yoga marathon

Zumba challenge

Go Extreme

Challenging yourself is a great way to raise funds. Pushing your boundaries and stepping outside your comfort zone is a sure-fired way of generating interest and encouragement. If you intend to take part in an extreme fundraising event, there's normally a registration fee you'd need to pay in order to secure your place, the amount depends upon the individual challenge.

If you're asking people to sponsor you and you end up using their sponsorship to pay for your place, we would strongly suggest you make it clear to them before they sponsor you that all funds may not go direct to our Youth Zone.

Our view is that the best way to raise money and publicise your challenge is to pay your own registration fees or costs so that 100% of your sponsorship will be coming to our Youth Zone. That way, all donations from those who are a UK tax payer can gift aid their donations, meaning we receive an extra 25% at no extra cost to them!

Please feel free to contact us to discuss registration fees and fundraising.



How to Raise Money

JustGiving™

Make sure you set-up your fundraising page on Just Giving, linked to our page

www.justgiving.com/wolverhampton-youthzone

Once you've set up your JustGiving page for corporate fundraising, the next step is actively promoting it and engaging potential donors.

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Make your page stand out

- **Compelling Story** – Share why you're fundraising, who it supports, and the impact of donations.
- **High-Quality Visuals** – Use engaging images or videos to draw attention.
- **Regular Updates** – Post updates on your progress,

