

# Queen Eleanor Cycle Ride

Harby (Lincoln) – London 25-28 August 2017

Friends of

**The Connection**  
at St Martin-in-the-Fields

Registered Charity Number: 1040560

## Fundraising Pack



FUNDRAISING FOR THE QECR

# HERE ARE THE FACTS.....

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**The Connection**  
at St Martin-in-the-Fields  
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## THE FRIENDS OF THE CONNECTION

The QECR is organised by the Friends of the Connection, a volunteer-run charity which exists solely to raise funds to support the work of the Connection at St Martin's.

## ABOUT THE CONNECTION AT ST MARTIN'S

The Connection at St Martin's helps homeless people by providing specialist services 7 days a week. We see over 3,000 people each year, on average around 200 people each day.

We offer advice, care and support in a welcoming and friendly environment. By encouraging each person to address the issues which caused their homelessness, we help them to gain the skills and confidence to make lasting changes in their lives.

It costs **£4 Million** to run our services each year; without support from people like you it would not be possible!

## WHERE WILL THE MONEY I RAISE GO?

To support The Connection's many services:

- Street Outreach
- Day Centre
- Night Centre
- Specialist Support and Advice
- Employment and Training
- Creative Activities and groups
- St Martin's House (16 Bed Medium stay housing project)
- Volunteering placements

# FUNDRAISING IDEAS

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You can collect sponsors for the Ride through BT MyDonate, or with a traditional sponsor form (see Just ask... page below for further details), or you could try some of these other ways to raise money locally to support your participation in the Ride:

## TRY THESE....

Raffle

Cake sale round the office

Swear box – home or work

Office dress down/jeans day

Wine tasting evening

Auction

Treasure hunt pub crawl

Pub Quiz

Car boot sale

## OR THESE...

Talent competition

Book Sale

Sports day

Fashion Show

Summer fete

Barbecue

Football tournament

Odd jobs

Guess how many sweets in a jar

**THESE ARE JUST OUR IDEAS – YOU WILL HAVE PLENTY MORE!**

# STOP THE PRESS!

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## FACEBOOK

Use Facebook to tell all your friends about QECR!  
Find us at Queen Eleanor Cycle Ride.



## EMAILS

Send all your friends and colleagues or  
school mates email updates of your progress



## TWITTER

Send quick updates and news



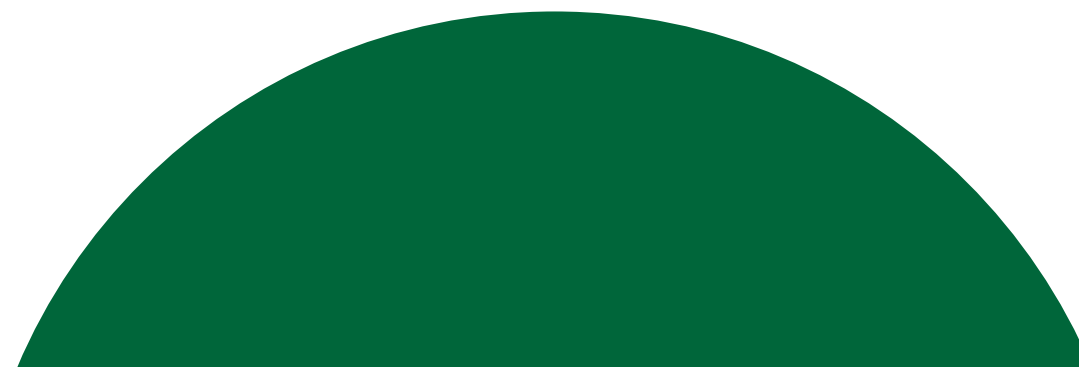
## INTERNET

Use blogs and fundraising sites to let everyone  
know you're doing the QECR



## NEWSLETTERS AND OTHER LOCAL MEDIA

Try to advertise in your local school or church  
newsletter. Why not send a press release to  
your local paper or radio station? If you need  
help, do contact our PR Officer, Keith Busfield  
(kbusfield@hotmail.co.uk) or email  
queeneleanorcycle@gmail.com



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at St Martin-in-the-Fields

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# JUST ASK.....

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## SET UP A BT MYDONATE FUNDRAISING PAGE AND TELL YOUR FAMILY AND FRIENDS

<http://www.btplc.com/mydonate/index.aspx>

The QECR is listed on the BT MyDonate website as an 'organised event'. If you haven't created a BT MyDonate page before, further instructions are available on the QECR website

<http://www.queeneleanorcyclride.org.uk>

## COLLECT SPONSORS

A sponsorship form is available that you can use to get people to sign up in person.

## ASK THEM TO GIFT AID IT!

Ask all your sponsors who are tax payers to tick the Gift Aid box on the BT MyDonate site (in which case they will collect the Gift Aid), or on the sponsorship form. In this case we need their full address and postcode on the sponsorship form to enable us to claim Gift Aid. Please also make sure that their entry on the form is legible.

**DON'T GIVE UP, FUNDRAISING CAN TAKE TIME!**

**REMEMBER EVERY PENNY COUNTS,  
NO DONATION IS TOO SMALL**



# AFTER THE CYCLE RIDE...

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## SAY THANK YOU

Once you have completed the QECR, let everyone know how it went and thank them again for sponsoring you or helping you in some other way.

## FOLLOW UP PLEDGES

Include the people who pledged money, to remind them to pay up, and those who may have not quite got round to sponsoring you, as it may encourage them to support you in retrospect!

## COLLECT AND COUNT UP THE MONEY YOU'VE RECEIVED DIRECTLY

The donations via BT MyDonate come straight to us – you don't have to do anything.

Please collect money donated directly to you as soon as possible, and pass it on to us. Where you have collected cash, please do not send cash in the post. We can arrange for you to do a bank transfer or preferably please make out a cheque to "The Friends of the Connection". Then send your completed sponsorship form and all cheques received to QECR Treasurer, The Friends of the Connection, 12 Adelaide Street, London WC2N 4HW, **no later than 30 November.**

# KEEP IN TOUCH



If you have any questions or queries, please contact Charles Woodd, who would love to hear from you.

## TELEPHONE

07962 213494

## EMAIL

[queeneleanorcycle@gmail.com](mailto:queeneleanorcycle@gmail.com)

## WEBSITE

[www.queeneleanorcyclerride.org.uk](http://www.queeneleanorcyclerride.org.uk) (about the QECR)

[www.connection-at-stmartins.org.uk](http://www.connection-at-stmartins.org.uk) (about the work you are supporting)

## MAIL (for sponsorship money)

QECR Treasurer  
The Friends of the Connection  
12 Adelaide Street  
London WC2N 4HW