

# WE NEED YOUR HELP

20 YEARS OF



At Headway East London we are so proud of our growing community of fundraisers. In the past year they have run, walked, cycled and swam hundreds of miles, organised supper clubs, bake sales, art sales, quizzes and talent shows and even walked barefoot across broken glass!

Without them we couldn't possibly achieve so much.

You can get involved! We've put together a list of ideas and events to kick things off – but the sky's the limit and we're always looking for new and unusual ways to raise money. And don't worry, we'll support you all the way—and if you'd like, you can come to Headway House to meet us and see exactly how the money you've raised will be spent.

If you'd like to find out more, please email [support-us@headwayeastlondon.org](mailto:support-us@headwayeastlondon.org). We're here to help!

Thank you.



**DID YOU KNOW** a collection tin left by a till can raise £60 in three months? Do you know of a shop, café or pub that might take a Headway East London collection tin? We also have badge boxes – for a suggested £2, people can take home their own Headway art studio badge, designed by one of our artists. 10 boxes could make £600 by the end of March!



## LOCAL SPONSORED EVENTS

If you pledge to raise at least £300 per person, we will buy your place for you! Here are a few events that we've been involved in:

[The Adidas City Run: Shoreditch 10k](#)

[Parallel London](#)

[Prudential RideLondon100](#)

[London to Brighton Cycle](#)

[The Superhero and Santa Runs](#)

[Swim Serpentine](#)

[The Virgin Money London Marathon](#)

[The Virgin Sport Hackney Half](#)

## OTHER FUNDRAISING IDEAS A TO Z

We can help with tips and tricks for making sure your fundraiser is a success! Most importantly, allow plenty of time to organise and promote your event.

**Aerobics** – Like a dance-off, how long can you last? Get people to sponsor you per hour or even better, by minute! **Auction** – Get together with friends, family or colleagues and auction off your unwanted Christmas gifts. You could even offer up your time and talents, e.g. offer to cook a two-course meal for two.

**Bake off** – The great cake, biscuit and pie competition – the more ambitious the better. Choose someone to judge the best, worst and most unusual, and ask for donations to enter and sample.

**Car wash** – Alone or in a team, you might know plenty of car owners who would donate money in return for having their car cleaned.



**HELP US  
CELEBRATE  
OUR 20TH**

**Dress up or dress down day** – One for work or school. Dress as formally or informally as possible (or suggest a theme), in return for a donation. **Dance-athon** – Find a venue and get your dancing shoes on! Ask people to sponsor you per hour of dancing.

**Eighties party** – Participants donate to dress in their best eighties gear; don't forget to soundtrack the event or even screen some classic films from the decade.

**Fashion show** – Shake things up by setting participants a challenge to make a costume out of recycled materials, or by spending only £5. Prepare a number of contest categories, such as 'zaniest outfit' and 'best headpiece', etc. **Five-a-side football** – Arrange a tournament where everyone pays to play and spectators are asked to donate as well.

**Golf day** – If someone you know is a member of a golf club, it's worth seeing if they can help you arrange a charity day where participants pay for a game, refreshments or even a meal, with all proceeds going to charity. **Give up** – Give up chocolate, driving to work or even speaking. Seek sponsors and also donate any money you save.

**Head shave** - Pledge to shave your hair off if you receive a certain total of donations!

**International food/film/music night** – Charge a small fee (or pay-what-you-can) for a night celebrating culture from around the world.

**Jumble sale** - purchase a space at a local car boot sale or host your own. Join forces with a friend or neighbour to de-clutter the house and raise money.

**Karaoke** – You could hire a space or host it yourself - if you don't have access to a karaoke system, get hold of a mic and use Youtube on a laptop. You could make it a full-on 'Stars in their Eyes' style competition!

**Lip-synching contest** – Like karaoke, but you don't need to sing; just act your heart out! Dressing up like your idol is especially important.

**Mini Olympics** – A good one for schools or for all the family. Include some fun team competitions, such as tug of war and relay races.

**Non-uniform day** – Everyone prefers to wear their own clothes. Ask for a donation in return.

**Odd jobs** – Ask for donations in return for helping out friends and family around the house.





**Pot luck** - Arrange a work or weekend lunch where everyone brings a dish to share and donates money for a plate of food.

**Quiz night** – Find a venue and ask for a donation from participants. Don't forget a prize for best team name!

**Raffle** – Ask friends and family to donate, make or source something from work - and ask local businesses, who often have surplus stock they'd be happy to put to good use. You could incorporate this into many of the other activities on this list and boost the total raised.

**Sweepstake** – If there's a sporting event or other competition taking place, ask people to pay to bet on the winner and runners up. Donate half the stakes to Headway, and divide the rest between the winners; **Supper club** – Prepare a special meal for guests, and donate the proceeds.

**Take 20** – A challenge we devised especially for our 20<sup>th</sup> year. Teams start with £20 and see who can generate the most money in a week/month (e.g. spending it on cake ingredients, then holding a bake sale). We can help you throw a mini awards ceremony at the end.

**University Challenge** – get another class, school, corporate team or even company to form a team to compete against yours in a tough general knowledge quiz. Find space for an audience to maximise the tension – and also charge entry!

**Valentine's celebrations** – There's still time to organise a dinner and/or dance on or around Valentine's Day. For a twist, why not try a tongue-in-cheek anti-Valentine's Day?! Decorate the space accordingly.

**Walking** – There are hundreds of walking routes to be found online, or you could make your own. Ask people to sponsor you, or ask for donations from participants. For example, the Regents Canal tow path offers up to 14km of walking, and takes you right past our Headway House!

**X-factor talent show** – Find extroverts with a range of unusual and impressive talents, book a performance space and charge a donation to spectators.

**Yoga-thon** – Like the aerobics challenge, find someone to lead a mega yoga class (or use videos!), and either request a donation to join, or get people to sponsor you per minute or hour.

**Zzzz** – Organise a sponsored sleepover, where pyjamas, dressing gowns and slippers are obligatory. Or wear them to work or school instead of uniform!

EMAIL US OR  
CALL 020 7749  
7790 TO GET  
STARTED

