



BELONG
MAKING JUSTICE HAPPEN

Fundraising Guide

Sam & Hannah's Running Challenge

In June 2023, Belong team members Sam and Hannah set themselves an unusual challenge to raise funds for our Amplify programme, a project supporting young women from Global Majority ethnicities who are in contact with the criminal justice system. Their idea was to run one mile every hour, on the hour, for 24 hours. That meant 24 miles in 24 hours!

The unconventional format was designed to push them out of their comfort zones and capture people's attention, plus they had a clear goal with specific aims. As a result, they smashed their fundraising target, helping Belong secure £1,800 of vital funding needed to pilot Amplify.



Fundraising Guide



Welcome to Team Belong!

Thank you for choosing to support Belong. Every pound raised by incredible supporters like you helps to make a huge difference to the life chances of those we support. The money you raise will help enable hope, rehabilitation and recovery amongst people who have committed or been victims of crime.

As you embark on your fundraising journey, we're here to support you – whether you need tips, fundraising advice or a little added inspiration – we are here to help.

Thank you for what you are about to do!

Why Fundraise For Us

There are many urgent and unmet needs faced by people who become involved in the Criminal Justice System. Many people experience multiple, complex disadvantages that are interlinked. These can arise through being on the receiving end of crime, or may underlie harmful, offending behaviour. They can make hope, recovery and rehabilitation extremely challenging. Belong exists to help meet these needs, both by providing support and by developing a more holistic, effective criminal justice system through policy and influencing work.

Just some of the complex disadvantages facing people in prison we are here to help support are:

- **Adverse Childhood Experiences (ACEs):** High levels of childhood trauma, neglect, and abuse are linked to offending behaviour.
- **Mental Health & Substance Misuse:** Up to 70% of people in prison experience mental illness; many have dual diagnoses.
- **Housing Instability:** Many enter or leave prison homeless; insecure housing increases reoffending risk.
- **Employment & Education Barriers:** Low literacy and numeracy combined with criminal records limit job prospects.
- **Poverty & Debt:** Financial instability before and after custody; delays in benefits and debt increase pressure.
- **Family Breakdown:** Loss of family support, disrupted parenting, and social isolation post-release.
- **Discrimination & Inequality:** Racial disproportionality and poor support for women, disabled, and neurodivergent people.
- **Fragmented Support Services:** Lack of joined-up care between prisons, probation, housing, and health services.
- **Stigma & Social Exclusion:** Criminal records and public attitudes hinder reintegration and employment.

Decide on Your Activity

Are you a baker, a swimmer, a juggler or a quizzer? If you're struggling for inspiration for what to do to raise money, take a look at our [A-Z of Fundraising Ideas](#).

Or, if you're organising something at work, get two or three colleagues together to start jotting down ideas of activities that could work in your organisation and would appeal to friends and colleagues. You'll soon be on your way to fundraising success!



Setting (and Smashing!) Your Fundraising Target

Once you have your idea ready, it's time to start fundraising! Have a think about how much money you would like to raise for Belong and what might be realistic – and set a fundraising target that you believe is challenging but achievable.

Tell the world – set up a JustGiving page, reach out to friends and get onto social media to share what you're doing.

Here Are Some Top Tips:

- Tell your story: Explain why you are fundraising. What does Belong mean to you and what has motivated you to raise money for us?
- Keep talking about our work: Regularly share updates on your progress, reminding people to donate and helping them to understand the great work Belong does.
- It's urgent: Tell your network about the urgent, unmet needs within the Criminal Justice system to encourage people to sponsor you there and then. See page 4 for inspiration.
- Timing: Reach out to people when you know they are most likely to be scrolling social media or have the funds to donate. The evening or end of the month is when most donations are made!



Top Tips, Continued:

- Add photos – people love seeing what you are doing in pictures, honest!
- Celebrate the milestones – are you close to a fundraising milestone, such as halfway there? Create a post to urge people to get you to the next stage.
- Create a countdown – remind people to donate in the run-up to the event.
- After the event – donations don't stop after your challenge or event has happened. In fact, many online donations are made after you've completed the challenge (and posted the photos to prove it!).
- Don't forget WhatsApp – Facebook, Instagram and LinkedIn are great platforms to share your fundraising page but creating a WhatsApp broadcast to a select group of your contacts is a great way to get an instant response.



Contact The Press

Your local paper will be thrilled to hear about your fundraising. They love fun, uplifting stories and yours will be perfect. Contact the news desk (you can usually find the details online), tell them about what you're doing and share your photos. They may run a story and help boost your fundraising.



Have Fun!

Belong is a charity dealing with a gritty topic, but when it comes to your fundraiser it's important to have fun! It's all for a good cause and you've put in the hard work – so enjoy it!

Making Your Money Go Further

Gift Aid

If your supporters are UK taxpayers and their donation is totally voluntary, they can add 25% at no extra cost to their donation. This really makes a big difference so please make sure you capture the right details to claim. Online giving platforms will do this automatically for you.

Note that if you are selling goods or tickets you cannot collect Gift Aid on this income.

Matched Giving

Lots of companies operate Matched Giving schemes whereby they will double the amount you raise, sometimes capped at a certain level. Find out if your employer operates a scheme and tell them what you are doing. It is tax efficient for them and it benefits Belong. If they are able to match your fundraising please tell us so we can thank them for their contribution.



Getting Your Funds To Us

JustGiving

If you have set up a JustGiving fundraising page the money people have donated will come straight to us and you do not need to do anything.

By Post

Make your cheque payable to Belong and send it to us at Belong: Making Justice Happen, Capital Offices, 124 City Road, London, EC1V 2NX

Don't forget to include a note with your contact details and event details so we know who you are. Please don't send cash in the post.

By Bank Transfer

You can get your money to us by transferring it to us at Cooperative Bank, Belong: Making Justice Happen, Account Number 65852963, Sort Code 089299

Don't forget to include a reference and mention this to us in an email at enquiries@belongmakingjusticehappen.co.uk

On Our Website

You can make a donation via PayPal or card via the [donate page on our website](#). If you send your funds this way, please make sure you either call or email us as well so that we can look out for your payment and confirm receipt.

Legal and Safety Bits to Consider

It's important that, whatever your fundraising activity, it is safe and legal for everyone involved. Make sure you consider the following:

Permission – if you are holding an event or fundraising in a public place make sure you get permission first from the local authority or property owner.

Photos – if you plan to take photos at your fundraiser which will be used publicly afterwards, make sure your attendees are aware and give them the option to refuse inclusion if they don't want to appear.

First Aid – if you are holding a large event with many people, make sure you have appropriate first aid in place. You can get further advice on requirements from [St John's Ambulance](#).



Legal and Safety Bits to Consider, Continued:

Insurance – if your event involves the general public it is important to have Public Liability Insurance in place. Check first to see if your venue or company already has this in place. If you are holding an event at home or on private property, check that your insurance covers this too.

Food Standards – if your fundraiser involves food, please check the Food Standards Agency guidelines on preparing, handling, cooking, storing and serving food [here](#).

Public collections - if you are running a public lottery, raffle or you are fundraising from the public, you may need a registration or license to ensure it is legal. Please check the [Gambling Commission](#) guidance for advice on requirements for your event.

Data Protection – only collect the personal information you need. Keep it safe, do not share it with anyone and only keep it for as long as you need it.



Marcus's Fundraising Marathon

As a keen runner, Marcus signed himself up for the Manchester Marathon and chose Belong as his beneficiary. Sharing a strong understanding of the bigger picture when it comes to crime, racism and societal inequalities, Marcus's fundraiser was a real call-to-action for those wanting to make a difference in the life of Black British communities.

Citing up to date prison stats in his campaign and being open with his passion for our cause was really effective – donors could see clearly how their money could help. Marcus received 31 donations and raised an incredible £1,100 for us.



Contact Us

Our team is here to help you on your fundraising journey. If you have any questions or queries or you simply want to tell us what you are doing please do get in touch. We'd be delighted to hear from you.

Please call us on +44(0)7766 004149 or email enquiries@belongmakingjusticehappen.co.uk





BELONG
MAKING JUSTICE HAPPEN

Thank You!

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