

Challenge Events Fundraising Guide

Congratulations and a huge thank you for choosing to take on a sponsored challenge event for the Ruth Hayman Trust. You are helping to make a huge difference to people by raising money to help fund the education and training they need to move forward in their lives.

Most of the people we support are refugees and asylum seekers who have no one else to turn to. As the Trust is volunteer-run we are able to consistently award up to 99% of funds raised. So you and your supporters can feel confident and proud that donations are going to a good cause, and giving a hand to people who really need one.

Here is a short guide to help you with your fundraising efforts. If you would like a Trust t-shirt, please let us know:) or if you have any questions or need help with anything please get in touch via info@ruthhaymantrust.org.uk

Setting up a fundraising page

Setting up a fundraising page is a great way to easily collect donations online. We use Just Giving, it's really safe and simple to use.

1. Visit our page [Ruth Hayman Trust - JustGiving](#) and click "Fundraise for us"
2. Enter your email address to set up an account (or log in if you already have one)
3. Answer the questions, and select 'I am taking part in an event'
4. Search for the event you are taking part in and click to select. If you can't find your event you can enter the details manually
5. Set your target - this should be at minimum the amount you agreed to when you signed up to take part, however you might want to consider being more ambitious - you might be surprised how generous your network can be and there's no penalty if you don't reach your target
6. Personalise your page, supporters will love to read your story. Consider:
 - a. What motivated you to take on this challenge?
 - b. What are you hoping to achieve?
 - c. What barriers have you overcome?
 - d. What has inspired you?
 - e. Why did you choose the Trust? [See more information about the trust below that you can use or adapt if you'd like to]
 - f. Why are you proud to support our work?
7. Add a photo of yourself or that sums up your journey. Again supporters love to see real pictures of you, however there is always the option to use the photos that Just Giving provides
8. Finalise your page - please tick the box to receive emails from us if you are interested in our newsletter
9. Get fundraising! Share far and wide in your networks - friends, family, colleagues, neighbours. Be proud and be bold - many people will be delighted to support you and that support will be such a boost as you are training and on the big day of your event

10 Top Tips for Fundraising Success

- 1. Set a Target**
Let people know your goal! A clear target motivates your supporters and shows the impact their donations will make.
- 2. Tell Your Story**
Share why you're taking on this challenge and why The Ruth Hayman Trust matters to you. A personal story inspires people to give.
- 3. Start with Friends and Family**
Ask your closest supporters to donate first. Their contributions will set the tone for others and build momentum.
- 4. Use Social Media (and tag us!)**
Post updates about your training and fundraising journey. Share photos, videos, and milestones to keep your supporters engaged.
- 5. Tap Into Your Networks**
Share your fundraiser at work, with community groups, or through clubs you're part of. You might be surprised who wants to support you!
- 6. Get Creative**
Organize a mini-event like a bake sale, quiz night, or car wash. These fun activities can add to your total and bring people together.
- 7. Make it Easy to Donate**
Include your fundraising page link everywhere – emails, social media, and even in your email signature. The easier it is, the more likely people will donate!
- 8. Thank Your Donors**
A simple thank-you message goes a long way. Show appreciation to those who support you – it might even encourage others to give.
- 9. Involve Your Community**
Reach out to local businesses or groups to see if they'll sponsor you or help spread the word about your fundraiser.
- 10. Keep Momentum Going**
Keep sharing updates, especially as your challenge date gets closer. Celebrate every milestone and remind people they can still donate!

More information about the Ruth Hayman Trust

Our website: www.ruthhaymantrust.org.uk

Facebook: www.facebook.com/RuthHaymanTrustUK/

LinkedIn: www.linkedin.com/company/ruth-hayman-trust/

About us (in a nutshell)

We give small grants to adults who have come to settle in the UK, for education and training. Most of those we help are asylum seekers and refugees who have no one else to turn to. We support people across the UK, from those learning basic English to doctors needing specialist certificates to practise. We can also help with travel for severely disabled learners and essential equipment and books.

