



SMART
WORKS

FUNDRAISING FOR SMART WORKS

The complete guide for corporates, groups and individuals

THANK YOU FOR CHOOSING TO SUPPORT SMART WORKS

Thank you for choosing to support Smart Works. The money you raise will help us to ensure more women can access our service, succeed at job interview, get the job and transform their lives. Ready to fundraise? This pack shows you five easy ways.

01

Cycle for Smart Works

Get on your bike
for a crucial cause

02

Get sponsored

Get active and set
yourself a challenge

03

Join our Fashion Club

Entertain and be
entertained as part of our
membership group

04

Style it out

Use the power of
fashion to fundraise

05

Team Wardrobe Day

Engage colleagues with inspiring
volunteering opportunities

Once you have completed your fundraising activity, head to the end of this pack to learn how to send the money to Smart Works. We also have a few ideas on how you could make your money go further and increase the total raised.

At Smart Works, we believe fundraising should always be fun, so have a great time and be sure to let us know all about your activity – we can't wait to hear about it. If you have any questions, you can reach us at donate@smartworks.org.uk

Good luck and thank you for joining us in our mission to empower women to succeed.



“Smart Works has given me the time to reflect, and look at myself positively. I feel much more confident. Where I am now, is where I wanted to be. I know myself more and won't settle, because I know my worth now”

Ellie

01 CYCLE FOR SMART WORKS

Get on your bike for a crucial cause

In the week leading up to International Women's Day, we challenge our friends, family and colleagues to join the ultimate team cycling challenge, raising vital funds for Smart Works.

- 1 Recruit a team of five individuals
- 2 Sign-up to the challenge
- 3 Get sponsored
- 4 Cycle a collective 500 miles in one week

The challenge is an ideal way to mark International Women's Day, build strong colleague relationships and encourage healthy competition at home and in the office.

You can find out more by visiting the Smart Works [website](https://www.smartworks.org.uk) or by emailing cycle@smartworks.org.uk. For tailored ideas on how to bring the challenge to life at your company or organisation, get in touch and we will happily discuss how we can support you.

The employees at Barclays are champions of Cycle for Smart Works. William, the Barclays Win Gender Network Chief of Staff, tells us why he loves cycling for Smart Works.

"The Barclays Win Gender Network are passionate about equality and we were attracted to the uniqueness of this fundraising initiative. It was a great opportunity to maximise the bank's involvement with Smart Works, as well as creating a greater sense of community amongst colleagues. It's a fantastic event that we thoroughly enjoy participating in. To help me reach my 100-mile total, I cycled 40km on a Boris Bike from Westminster round Richmond Park and back in the pouring rain!"



02 GET SPONSORED

Get active and set yourself a challenge

Setting yourself a sponsored challenge, either individually or with a team, is the perfect way to fundraise for Smart Works. If you're sporty, try a walk, run, cycle, swim, triathlon or even a marathon; the sky's the limit. If your colleagues are inspired, challenge them to join you. You don't have to be an athlete to get active; what about a sponsored after-work yoga class, or a Friday night dance-athon?

Of course, it doesn't have to be sport. Create your own challenge, such as a knitting tournament, fashioning a unique hairdo for a week, or wearing as many outfits as possible in a set time. The Smart Works record is currently 26 outfits in 4 minutes... can you beat it? We love to celebrate your fundraising achievements on our social channels, so be sure to tell us what you are up to.

Still hunting for inspiration? Here are some brilliant challenge ideas from two of our corporate fundraising supporters.

VARDAGS 24 PEAK CHALLENGE

31 miles, 24 peaks, 2 days. The team at law firm Vardags trekked across the Lake District, raising £4,000 to support our service. Some of the Smart Works team even joined in and scaled the peaks alongside Vardags.



THE DISNEY 5K VIRTUAL DASH

Women@Disney UK & Ireland ran a virtual 5k for Smart Works. Employees were encouraged to walk, run or cycle the distance and get sponsored. Smart Works representatives attended a panel event at Disney to spread awareness of the run and inspire participants. The team at Disney raised over £4,000 for Smart Works.





03 JOIN THE FASHION CLUB

Do you love fashion and style? Do you want to empower women to transform their lives? If so, our membership group is perfect for you.

As a member, you will have access to exclusive events with leading lights in the fashion industry at iconic locations across London. You will also be granted early access to our renowned Fashion Sales and receive special discounts from select fashion and beauty supporters. Most importantly, every membership purchased goes directly to helping a woman to find her way to a Smart Works centre when she needs us most.

Membership is priced at £180 per annum or £120 for under 35's. We also offer special corporate tariffs making The Fashion Club the ideal opportunity to entertain clients or for a team evening out.

To learn more about The Fashion Club and to become a member, please get in touch at fashionclub@smartworks.org.uk. We look forward to hearing from you.





04 STYLE IT OUT

Use the power of fashion to fundraise

Smart Works is passionate about using fashion as a force for good. Why not engage your colleagues and friends by running a fashion themed fundraiser?

Join us at our Fashion Sales

Arrange a team day out to one of our renowned Fashion Sales – 100% of proceeds come to Smart Works so this is guilt-free shopping at its best! Keep your eyes on our website and social media for upcoming sales.

Organise a clothing sale or swap

Clear out your wardrobe and sell or swap your pre-loved items in your lunch break. Encourage others to join you and do the same; you could even charge an entrance fee or accept monetary donations on the day.

Sell pre-loved garments online and donate the proceeds

If eBay or Depop is more your thing, you could sell items via an online platform and donate the money raised directly to Smart Works.

Run a fashion themed raffle or competition

Can anyone guess the number of scarves in the box? Or bracelets in a jar? Contact local clothing stores, businesses and brands near your home or office, asking them to donate prizes and get involved.

Get creative

What about encouraging your team to wear blue for Smart Works on your weekly video call in exchange for a small donation? Selling shoe shaped biscuits with your tea round? Or even a 'best dressed' awards ceremony? Use your imagination!



05 TEAM WARDROBE DAY

If your workplace offers you an annual charity volunteering day or quota of hours, come and spend time at Smart Works.

We offer bespoke team volunteering opportunities in our centres, supporting our service delivery and ensuring a positive experience for our clients.

No day at Smart Works is the same, but volunteering often includes sorting incoming donations, merchandising and curating stock and helping us prepare for our famous Fashion Sales. We occasionally have opportunities to support client coaching or virtual sessions for our Network members – a community of past clients who have successfully secured employment.

We ask for a payment of £500 + VAT for group volunteering sessions. In return, we provide the unique opportunity for employees to work together, while making a tangible difference for our clients. It's your chance to see the Smart Works service in action and help us support our clients to the best standard.

To register your interest and book a team session, get in touch with your local Smart Works centre via our website or email donate@smartworks.org.uk



FUNDRAISING: THINGS TO DO

- 1 Decide what you're going to do and when.
- 2 Choose how you'd like to fundraise and collect donations. Top tip: pages with a fundraising target raise 46% more. Aim high – you can do it!
- 3 Tell us your plans by emailing donate@smartworks.org.uk.
- 4 Share with friends, family and colleagues – in person, in print and on social media. Ask your workplace if they have an internal newsletter, news board or communications hub, so that you can spread the word far and wide.
- 5 Get started! Share photos and tag Smart Works on social media. We would love to celebrate your achievements.

 @smartworkscharity
 @smartworkscharity
 @smartworkscharity
 @SmartWorksHQ



MAKE YOUR MONEY GO FURTHER

Here are a few top tips to keep in mind that will help you to maximise your donations and further contribute to Smart Works. Be sure to ask if your workplace offers the below before you start fundraising.

MATCHED GIVING SCHEME

Often companies will match the money you raise for charity. For example, if you raise £500 through a bake sale, they will match an additional £500 and your total donation will be £1,000. Alternatively, some companies donate money for the amount of time you spend volunteering for charity through platforms such as Benevity.

PAYROLL GIVING

Regularly donating a fixed sum of money from your gross salary is a simple way to give. Contact your payroll representative to find out if you can donate to Smart Works Charity through a Give As You Earn (GAYE) scheme.

DON'T FORGET GIFT AID

If you are a UK taxpayer and donating to Smart Works, you can increase the value of your donation by 25%. This means that if you donate £10, the charity will receive an extra £2.50 - at no additional cost to yourself.

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If donating via our website, you will be given the option to add Gift Aid. If donating via bank transfer or cheque, you can download a Gift Aid form on our website. Please email the form to donate@smartworks.org.uk and state your bank transfer reference, or send it with your cheque. We will take care of the rest. If you are creating an online sponsorship page (e.g. on JustGiving), encourage your supporters to tick the Gift Aid box when sponsoring you.

CONGRATULATIONS

You have successfully finished your fundraising activity. Now you can send the funds to Smart Works, where they will have a tangible impact on the lives of unemployed women.

DIGITALLY

Online donation: we have a simple donate button on our website, where you can make a one-off donation or set up regular donations – direct to Smart Works.

JustGiving: to set up a sponsorship page that is automatically linked to Smart Works and allows people to add Gift Aid to their donations, visit [JustGiving](#). By connecting your page to 'Smart Works Charity', the money will come directly to us.

Facebook/Instagram: both social media platforms allow you to make donations direct to Smart Works or set up fundraising pages, including the option to run a birthday fundraiser on Facebook. Let us know if you need support setting this up.

CHEQUE

We accept cheques via post, made payable to 'Smart Works Charity'. Please send donations to the following address:

Smart Works Charity,
Unit 1, Canonbury Yard,
202-208 New North
Road, London, N1 7BJ

Please include your name and contact details so we can track the donation and say thank you.

BANK TRANSFER

To donate via bank transfer, our accounts details are: Smart Works Charity, CAF bank Ltd, Account no: 00012113, Sort Code 40-52-40

Clearly reference the payment and email donate@smartworks.org.uk to let us know the money is on its way.





SMART
WORKS

Smart Works is a UK charity that exists to give women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.

SMARTWORKS.ORG.UK

@SMARTWORKSCHARITY

CHARITY NUMBER: 1080609