



Corporate Fundraising Pack

Your support this Christmas can help Julian House to sustain our services and expand our impact to help vulnerable individuals across the South West.



Thank you for choosing to support Julian House this Christmas. Your generosity will make a significant difference for those facing homelessness and hardship this winter in the South West.

The colder months can be incredibly difficult for many of our clients, and your support can ensure that we can continue providing the vital services they need to find safety, warmth, and hope. Whether through donations, events, or raising awareness, your team will be making a meaningful impact on people's lives.

On behalf of the entire Julian House team, I wish you and your team a wonderful festive season.

Grace

Grace Dearson,
Senior Fundraiser for Corporates and Philanthropy



At Julian House our teams take a person-centred, trauma-informed approach so that every individual gets the support and care that they need.

Our clients are rough sleepers, and people at risk of homelessness; people recovering from substance abuse; adults and children escaping domestic violence and abuse; refugees striving to build a new life in a safer place.

They are prison leavers seeking to re-integrate into society; Autistic adults in need of specialist supported housing; and members of the Gypsy, Roma, Traveller and Boater communities who are living insecurely.

A client's progress may not always be linear, but our teams don't give up. We meet each person where they are and help them to navigate their next steps – whatever they might be, however many times they need to retrace them.



In 2023/2024
we...

785

people moved on from our
services to live more securely
and independently

We provided

85,696

bed nights across all of
our services

With our supported

76%

of clients felt more
hopeful about their future

We supported

2,343


vulnerable people to begin
their journey to independence
and security

With our supported

82%

of our clients said they felt
happier because of our
support

We have been helping the most marginalised members of society for over 30 years. We can only continue with the support of people like you.



**Julian House provides a
range of services across the
South West:**

- Homeless outreach
- Hostel accommodation
- Supported housing
- Domestic abuse refuges & support
- Employment support
- Social enterprises
- Refugee resettlement
- Support & accommodation for prison leavers
- Addiction recovery support
- Supported housing for people with an Autistic spectrum condition
- Gypsy, traveller and boater support

Where your money goes

When you raise money for Julian House you are actively contributing to delivering life changing and life saving support to vulnerable people in your community.

£10

could provide toys and children's clothes at one of our domestic service refuge.



£100

could provide a basic move-on kit including kitchen utensils, bedcovers etc. for someone who is ready to move on to independent living.

£15

could pay for a replacement birth certificate for someone without any form of ID.

£350

could pay for someone who is long term unemployed to attend a 6-week Build-a-Bike course in our Bike Workshop.



£50

could provide meals for one person staying at our emergency hostel for 2 weeks.



£700

could pay for one person with experience of domestic abuse to access a 12-week educative group programme so that they can avoid abusive relationships in future.

Fundraising events

Office events are a powerful tool for raising money and endlessly unique, they are also a great way to spend time with your colleagues and spread some festive cheer.

Whether you're, baking festive treats or hosting an office Xmas quiz, we love to see people hosting their own festive fundraising events for us.

Here are some suggestions you can use when planning your own office fundraising events...

Santa run

Festive bake-off

Ugly Christmas jumper competition

Office sweepstake

Gift wrapping

Sponsored sleepout

Christmas quiz

Christmas game night

And many more...



Fundraising at your office Christmas party

Set an extra place on the table: At your office party, set an “extra place” on your table. Then, you can donate the money that would have been spent on food, drink, and gifts for that person to go to a Christmas dinner for a client across our services.

Dress to impress: Organise a competition with categories such as best dressed or ugliest Christmas jumper.

Sustainable Secret Santa: Make a challenge to buy your Secret Santa present at one of our 7 Julian House charity shops.

Raffle/ Auction: Make an event out of the Secret Santa with bidding wars and lucky dip over the gifts.



Donation drives

Donation drives for our charity shops: Across our charity shops, we are always in the lookout for quality donations. Why not encourage your office to declutter their wardrobes and give their old clothes a new home.

Donations for our services: We are always on the lookout for items across our services including supportive housing and our emergency shelter. In particular: toiletries, bedding, kitchen utensiles, Christmas presents and food.

'Donate a coat campaign' : We have partnered with Libraries Unlimited who have donation stations at several libraries across Exeter where you can donate warm coats to those who need it during the colder months.



Dine and donate

Dine & Donate is an initiative launched by Julian House

By adding a voluntary £1 donation to customers' bills, it's a simple and for your business and customers to raise money and help support our cause.

How it works:

Step one: sign up at julianhouse.org.uk/dineandddonate. You will then receive our welcome pack containing posters, tent cards, press release template and social media hints and tips.

Step two: set up a button on your electronic till and brief your colleagues or ask us to come and talk to your colleagues.

Step three: let your customers know you are taking part! Tag @JulianHouseUK on your socials.

Step four: collect the total raised at the end of the agreed period, and send it to Julian House.



Making the most of fundraising



Matched giving: Ask your employer to match the cash you raise through your fundraising activities.

Gift Aid it: for every one pound you donate, HMRC will give us an extra 25p, at no cost to you.

Promotion: put up posters across your office, utilise your internal comms and send out emails to promote your fundraising across the organisation.

Get in touch with us: We are on hand if you need any advice, help with resources or branding.

How we can help:

However you choose to support Julian House, we can always help you. If you want to use our pull-up banners, posters and flyers at your event, we can provide those for you and in most cases locally, we can deliver them to your location. If you need t-shirts to wear on the day, we can lend you these and have lots of sizes to choose from.

If your event requires a card reader to take payments, please get in touch and we will help here as well.

If it's more information about Julian House you need, or if you would like us to come and talk to you about our work or would like to know about other ways to get involved – please get in touch and we'll do whatever we can.

All best wishes,

Grace

To discuss more, please contact Grace Dearson, our Corporate Partnerships fundraiser grace.dearson@julianhouse.org.uk



How to pay

Online

Visit the donate page on our website. Be sure to include a reference, such as your name or organisation, so we can track your donation.

Please notify us when you've made your donation with the amount and date so we can acknowledge it.

Cheque

Please make cheques payable to Julian House and send them to:

Fundraising
Julian House
1 Kelso Place
Upper Bristol Road
BATH
BA1 3AU

Please remember to include your contact details. If you're donating by post, please consider adding Gift Aid using the form online: [Other ways to donate](#) | [Julian House](#) | [Homeless Charity](#) | [South West](#)

JustGiving and Other Platforms

If you've raised money through platforms like JustGiving, the funds are automatically transferred to us – so no extra steps are needed on your part.



Thank you!

By taking the time to throw these events and raise money you and your colleagues are actively contributing to delivering life-changing and life-saving support for vulnerable people across the South West.

www.julianhouse.org.uk

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