Your East of England toolkit

Target:
Raise £165,000 to fund 11 bed spaces

Pledge 150
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Introduction

RICS will celebrate its 150-year anniversary in 2018, a milestone which demonstrates the historic legacy and continued value the surveying profession brings to society.

As part of this milestone anniversary, in the UK, we want to highlight our public-interest responsibility and the value of the profession in developing influential solutions to key social issues. We are partnering with LandAid, the property industry charity, to join their campaign to combat youth homelessness and deliver the biggest ever, single fundraising initiative in LandAid’s history.

Youth homelessness is a problem that can be solved. Over 80,000 of the UK’s young people will be homeless this year but with investment in the right support services and secure accommodation, we can protect our young people from facing life in an overcrowded hostel, going from sofa to sofa or even living on the streets.

Our ambition

RICS and LandAid aim to raise £2.25 million and fund 150 bed spaces by December 2018 for young people at risk of homelessness across the UK.

Our fundraising programme will enable LandAid to fund the provision of 150 bed spaces across all 12 RICS UK regions.

RICS professionals will also have the opportunity to register their interest to provide pro bono support to local front line charities.

We need your help

It costs around £15,000 to provide one bed space - help us to raise funds and deliver our mission to eradicate youth homelessness.

This toolkit has been created to help you organise successful fundraising events and provide guidance on how you can get involved in providing pro bono support in your region.

Together, let’s end youth homelessness.

LandAid is the property industry charity with a mission to end youth homelessness. The charity brings together professionals from across the built environment sector to raise funds for capital projects that provide accommodation for young people at risk of becoming homeless.

LandAid also matches organisations to volunteer their expertise to UK charities supporting disadvantaged young people, families and communities, including those experiencing homelessness.
Fundraising

Our challenge is to raise the funds required to enable LandAid to deliver the target number of bed spaces across the UK.

The vital funds you raise will support young people in need, helping them into safe, secure and affordable accommodation and towards a more positive future. While it costs around £15,000 to bring a bed space back to life, every penny you raise makes a real difference and takes the project a step closer to changing young people’s lives.

Here are some examples of the impact your fundraising could have:

- **£1,000** could pay for a new kitchen, where young people can learn to cook, helping them to learn valuable life skills.
- **£2,500** could pay for an insulated roof, creating a warm and energy efficient home.
- **£3,000** could bring a two-bed empty property back to life, providing long term accommodation for two young people in need.
- **£4,000** could buy new soft furnishings and white goods for a refurbished two-bed property, another step towards making a house a home.
- **£15,000** to bring a bed space back to life, every penny you raise makes a real difference and takes the project a step closer to changing young people’s lives.

Mark’s story

LandAid gave Community Campus 87 £95,000 to convert two empty properties in Middlesbrough and Stockton-on-Tees to help residents gain construction skills. The money that you raise will help young people like Mark on the road to a better future.

Mark was just 17 when he became homeless. His mother suffered with mental health problems and this made it difficult for him to live at home. After approaching the council for help, their Leaving Care Team referred him to Community Campus 87, a LandAid-funded project. He says:

“I was apprehensive about living on my own without any parental supervision/guidance, no I was actually petrified, there were so many emotions, could I cope on my own? Community Campus offered me a place in a shared house, living with another person. This was weird, I did not know them, and was not sure what to expect. With the help of my support worker we learnt to manage the house and even became friends. Living with someone else was difficult and there were times when we were angry with each other, but our support worker helped us to resolve these conflicts. As my confidence grew and I became more independent I moved into my own property with Campus. It was tough at first and I got myself in a mess financially a few times, but I got things back on track and I repaid the debts that I owed. My relationship with my mother improved and I started to take more of a role in caring for her and keeping her safe. After about a year I moved into my own independent house, I’ve lived there for over seven years now. Over those years, I have also increasingly supported my mother with her mental health problems, attended meetings with social services/mental health services and acted as an advocate for her. I have felt very proud to be able to support her in this way. The time spent at Campus was important in my personal development and laid the foundation for where I am now, so much so I applied for a trainee support worker post and am now employed in a support worker role! It’s not easy, there is so much to take in but as a former tenant I can relate to the young people having experienced many things that they have and hope I can be an inspiration to them.”

Whatever fundraising you organise, you can be sure it will make a massive difference to the lives of our young people.

How to organise successful fundraising activities

Your step by step checklist

**Step 1: Appoint a fundraising team**
Get your best creative minds together to plan your events.

**Step 2: Decide on your fundraising activities**
Agree a fundraising events plan with your RICS Regional Contact. Consult the Code of Fundraising Practice* to ensure that your fundraising event or activity follows the relevant guidance and that you seek the necessary permissions (raffles and collections are particularly strictly regulated).

Please note, if you are creating a fundraising page for an event where you will be using the donation page to sell tickets to an event (e.g. a quiz or dinner) please ensure you do not select to add Gift Aid to donations. Gift Aid cannot be claimed on ticket sales for entry to an event.

**Step 3: Set the dates**
Organise the dates and venues for your events, such as your office or a local pub.

**Step 4: Set a fundraising target for each of your events**
Decide on how much you’d like to raise as well as how much you’ve got to spend. Setting a target will help you stay motivated right up until the big day.

**Step 5: Promote your events**
Advertise your events well in advance with posters, social media and articles on your company intranet.

**Step 6: Think big with a corporate hit list**
Build a list of corporate donors you could approach in your region and put together a plan to raise high value donations. Think about alternative fundraising ideas such as auctions, exclusive dinners or events that could involve your clients and firms in your region.

**Step 7: Stay in touch**
Keep in contact with your RICS Regional Contact to promote your events and progress through RICS’ channels. They’ll also be able to supply you with posters, balloons, stickers and collection tins.

**Step 8: Donate your funds**
Encourage donations to be made directly via our MyDonate page: https://mydonate.bt.com/events/pledge150eastengland
For other donation options see page 11.

*Check the Code of Fundraising Practice for important guidance.
Getting started

Whatever the weather, there’s always something you can do to raise money.

Raising over £15,000

Think big

How about making Pledge150 your firm’s CSR or Giving Something Back charitable cause? Corporate giving raises more funds, is socially responsible and supports your company’s reputation. All firms making a corporate donation will be added to the online campaign pledge wall and will have the opportunity to provide a quote on the support they have given to end youth homelessness.

Regular giving

Have you and your colleagues considered the power of regular giving? 100 colleagues donating £10 a month throughout 2018, plus Gift Aid, would raise £15,000 - enough needed to provide a bed space for a young person at risk of homelessness in your region.

Set up regular giving for you and your colleagues by following these simple steps:

2. Select “Regular donation”
3. Decide how much you would like to donate or click ‘other’ and fill in the amount
4. Please select Gift Aid if you are eligible, this makes your donation worth at least 20% more
5. Add a reference* in the “personalised message” field of:
   - Pledge150
   - Your region e.g. East of England
6. Complete the rest of the form

*Please be aware that unless you put the Pledge150 reference when setting up your regular donation the LandAid team will be unable to code it to this campaign. Your regular fundraising will be added to your regional total at the end of the campaign.

What difference will your regular donation make over the year?

Just £20 a month could give a young person a comfortable place to sleep, paying for a bed, and new bedding for their new room.

Raising over £1,000

Make a night of it

How about charging entry to an evening event, like a comedy or a casino night? Everyone loves belting out classic pop songs at karaoke and if not, they’re always happy to donate to charity for a burger from the barbeque.

Please note, if you are creating a fundraising page for an event where you will be using the donation page to sell tickets to an event (e.g. a quiz or dinner) please ensure you do not select to add Gift Aid to donations. Gift Aid cannot be claimed on ticket sales for entry to an event.

Take on a challenge

Aim high by organising a sky dive or climbing a mountain; or rally the team together for a cycle ride or world record attempt. Organise a jailbreak and see how far away from the office you can get in 24 hours - with no money! Or if you’re feeling sporty, why not co-ordinate a golf/football/cricket tournament, a boat race or a swimathon? Try organising a salsa class or wine tasting and ask colleagues to donate for the experience.

Get creative in the kitchen

Treat your taste buds while raising money and organise a bake off between offices or a ‘Come Dine with Me’ style lunch break. If you want to spice up the competition you could arrange a chili eating contest or an all-you-can-eat competition with doughnuts or pizza.

Failing that, there are old favourites such as guess the number of sweets in the jar and apple bobbing. Or why not try something different and challenge your colleagues to play food heaven or hell - pay to eat heaven, get paid to eat hell!

Raising over £500

Keeping it in the office

If you want to keep it office-based, here are a few ideas to get you started:

- Dress down or loud tie day
- Office Olympics
- Cute pet competition
- Guess the baby photo
- Charge people to use the lift at work
- Pay to knock off early
- Sell your Twitter account for the day
- Spelling bee
- A week of walking to work
- Sponsored office silence
- Get paid to use an irrelevant word in meetings
- Put your boss in another role for the day
- Office quiz, raffle or bingo* (with a day of annual leave as a prize!)
- Swear box
- Ping Pong tournament

*Don’t forget to check the Code of Fundraising Practice for important guidance.
Getting the word out

Don’t be shy about your fundraising activity - it’s a great thing to be raising money for young people who are homeless in the UK.

Ways you can promote your fundraising events

- Posters
- Send e-flyers to friends and colleagues
- Articles for your company’s intranet
- Work with your RICS Regional Contact to promote your events through RICS channels
- Include a link to the MyDonate page in your email signature.

Make the most of social media

If you have a Facebook page, or if you’re on Twitter, make sure you tell your friends and colleagues all about your fundraising efforts. Social media is a great way to keep everyone updated, share details, progress updates and post photos.

We’d love you to share your fundraising achievements with us too, so make sure you connect with us using the hashtag #Pledge150 and the handles @RICSNews and @LandAid.

Five ways you can top up your total

1. The early bird...
   Sell tickets ahead of the event – that way you get the funds even if the person decides not to come on the day.

2. Get your business on board
   Ask the business you work for to support you either by making a donation or holding an event for employees like a dress down day or cake sale. Some larger companies offer matched funding for fundraising activities their staff take part in; ask your HR department to see if they offer this.

3. Sponsorship
   If your event will be open to the public, consider approaching local businesses to sponsor you. In return for a donation, you can offer them advertising opportunities on printed materials, within your event promotion and at the event itself.

4. Raffles and auctions
   Raffles and auctions are a great way to raise some extra money at any type of event. Don’t bother with securing hundreds of raffle prizes – people will buy raffle tickets anyway. Raffles are strictly regulated, so to stay within the law please ensure that all tickets are sold at the event location during the event itself. If you are struggling for raffle prizes, why not hold a table game instead? Everyone puts in £20 and the winner from the draw keeps half (the rest to LandAid). No prizes to source and often the winner of the cash donates it back. If you are doing an auction, make sure you remind people about the charity and the difference the donations will make just beforehand so people dig that little bit deeper. Check the Code of Fundraising Practice for important guidance.

5. Tell your story
   If you are doing a personal challenge, consider doing a blog or documenting your experience via social media. You could build up a bigger following than you expect, and find that donations come in from colleagues, friends and even strangers.
Campaign tools
We’ve produced a range of tools to get you started. Contact your RICS Regional Contact for any of the following materials:

- RICS & LandAid Pledge150 logo
- Email banner
- Poster template
- Stickers
- Collection tins
- Campaign brochures
- Balloons
- Donation vouchers
- Press release template – notes to editors and key messages.

How to donate

Tracking fundraising
Your RICS Regional Contact will help to ensure that all of the money you raise goes towards the Pledge150 campaign by tracking your region’s fundraising. They will be responsible for:

- Keeping a record of the amounts raised in your region, who has raised each amount, how and when.
- Ensuring your region follows the correct process for donating money to LandAid. All fundraisers in your region will need to keep your RICS Regional Contact informed of all fundraising activities.

Your RICS Regional Contact is:
Harriet Greig, Regional Services Manager.
hgreig@rics.org

Fundraise online – MyDonate
If you are taking on a challenge or event to collect sponsorship or raise money, the easiest way to do so is through our MyDonate page at https://mydonate.bt.com/events/pledge150eastangland

To ensure all money is accounted for and that the amounts raised are precise, you will need to:
1. Go to your region’s Pledge150 MyDonate page: https://mydonate.bt.com/events/pledge150eastangland
2. Click – Start fundraising
3. You’ll now be able to set up a page for your event and this money will go straight to your region’s overall fundraising total.

Please use MyDonate as other platforms such as JustGiving and Virgin Money Giving will charge a higher fee to LandAid. By using MyDonate, so much more of your fundraising will go towards this campaign.

All the money you raise through MyDonate will go directly to LandAid, so you don’t have to worry about collecting it afterwards.

If necessary, offline collections (including cash collections) can be made by cheque or transferred via BACS, and updated on your fundraising page later.

Please be aware that your RICS Regional Contact and LandAid will not be able to take physical forms of cash for this campaign, however donations can be submitted via cheque and BACS.
Send us a cheque
Cheques must be made payable to LandAid Charitable Trust and sent to your RICS Regional Contact – they will advise you on the appropriate postal address.
Your RICS Regional Contact will collate all cheques for your region and send them to LandAid on a monthly basis.

Transfer via BACS
If you need to bank cash after an event or collection or would like to make a bank transfer you can do so using the LandAid bank details below.
Please make sure you reference RICS150 on your payments.
Fundraisers are to make transfers on 21st of each month and inform your RICS Regional Contact how much has been transferred and when to ensure the overall regional total is correct and current.
Your RICS Regional Contact will then update the overall total on MyDonate to include your offline donations.

LandAid Charitable Trust
Bank: Lloyds
Account No.: 00792706
Sort Code: 30-90-69
Reference: RICS150

Gift Aid your donation
Remember to Gift Aid any personal donations and your gift to us could be worth at least 20% more! This can be done through our MyDonate page, or by completing a Gift Aid Declaration Form, provided by your RICS Regional Contact.
For cheques, please keep the completed form with the relevant cheque and send to your RICS Regional Contact.
For BACS, please advise your RICS Regional Contact on any payments that we can claim Gift Aid on.
Please note, if you are creating a fundraising page for an event where you will be using the donation page to sell tickets to an event (e.g. a quiz or dinner) please ensure you do not select to add Gift Aid to donations. Gift Aid cannot be claimed on ticket sales for entry to an event.

Pledge your property skills
Alongside raising funds, there will also be opportunities for you to get involved with local frontline charities to provide pro bono property advice. LandAid arranges a pro bono programme for UK charities supporting disadvantaged young people, families and communities, including those experiencing homelessness. The type of advice needed will be dependent on the property issues of the frontline charities in your area.

Using your property skills to support LandAid is a simple and rewarding way to make a difference. By giving your property expertise, you can gain a real and satisfying level of engagement with charities and work alongside other companies as part of LandAid’s network.
LandAid’s pro bono programme - how it works

1. LandAid brokers pro bono property advice for companies rather than individuals.

2. Those offering to give free property advice will be asked to pledge a number of days they are prepared to give (over the next 12 months), the property skills they can provide and where in the country they are available.

3. As a pro bono provider, you will be expected to use your company’s professional indemnity insurance and standard documentation to deliver the advice. For this reason LandAid ask for someone with the correct authorisation within a company to sign the pledge.

4. Each company will nominate a named person to work with LandAid and be our key point of contact (Pro Bono Co-ordinator) to respond to and manage requests for free property advice.

5. LandAid will work with charity partners to define the requirements for property advice and match the requests with the skillset of those offering their property skills for free, subject to capacity and expertise. **We can’t guarantee to meet a request or a specific deadline for advice.**

6. LandAid will approach you where your skills match those requested. You will need to let LandAid know if you have the resource to meet the request within a reasonable time (a week).

7. Providers of free property advice should manage the work as if for a fee paying client, ensuring the appropriate insurance is in place, standard documents are used and are keeping a record of the time spent and the rate at which they would normally charge. These figures will be provided to LandAid in order to assist them with impact reporting.

8. The charity will be your client and communication will be directly with them. Should there be any difficulties, LandAid will be available to assist.

9. You and the charity will be asked to agree and sign LandAid’s Code of Conduct to ensure that best practice and the best outcomes are achieved for both parties.

10. Both you and the charity will report back to LandAid on the impact and success of the work and LandAid will write up examples of best practice for use on their website.

Find out more and register your interest in LandAid’s pro bono programme here: www.landaid.org/support-us/donate-your-property-skills
Confidence through professional standards

RICS promotes and enforces the highest professional qualifications and standards in the development and management of land, real estate, construction and infrastructure. Our name promises the consistent delivery of standards – bringing confidence to the markets we serve.

We accredit 125,000 professionals and any individual or firm registered with RICS is subject to our quality assurance. Their expertise covers property, asset valuation and real estate management; the costing and leadership of construction projects; the development of infrastructure; and the management of natural resources, such as mining, farms and woodland. From environmental assessments and building controls to negotiating land rights in an emerging economy; if our professionals are involved the same standards and ethics apply.

We believe that standards underpin effective markets. With up to seventy per cent of the world’s wealth bound up in land and real estate, our sector is vital to economic development, helping to support stable, sustainable investment and growth around the globe.

With offices covering the major political and financial centres of the world, our market presence means we are ideally placed to influence policy and embed professional standards. We work at a cross-governmental level, delivering international standards that will support a safe and vibrant marketplace in land, real estate, construction and infrastructure, for the benefit of all.

We are proud of our reputation and we guard it fiercely, so clients who work with an RICS professional can have confidence in the quality and ethics of the services they receive.

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