



*Preventing modern slavery, transforming lives*



## **Thank you and welcome to Team FSCI!**

Thank you. You have taken your first step in helping us to prevent vulnerable children and young people from being drawn into lives of poverty and desperate choices. You will be helping to bring hope for a better future and opportunities to live successful lives free from exploitation and threats from criminals.

We are here to help, inspire and support you through your fundraising journey. We hope you find everything you need in this pack, to help you reach, or smash, your fundraising target.

There's information about FSCI and how your fundraising helps, top tips, ideas for fundraising activities and of course plenty of tools to help you promote your event.

Have a look through and if you have any questions, need some help or just want to chat through what you are going to do, then we would love to hear from you by emailing [maria.montgomery@fscinet.org](mailto:maria.montgomery@fscinet.org) or call 01722 580192.

We can't wait to see and hear about your brilliant fundraisers. Good luck fundraising and enjoy your challenge!

Chris Mould  
CEO

# Fundraising pack contents

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## COVID

Before you start your fundraising journey, please make sure you are aware of current regulations around Covid.

Check Government guidelines for your area here:  
[www.gov.uk/coronavirus](http://www.gov.uk/coronavirus)



# Introduction FSCI

FSCI has its roots in work first begun in Bulgaria and has grown to encompass the surrounding region. We are helping to prevent children being abandoned and young people being forced into crime, prostitution and human trafficking. By demonstrating through our programmes that there is a better way to help marginalised individuals and communities, we want to be part of a change that sees a more inclusive society, where everyone has the chance of a fulfilling life. Our vision is a world where children are not abandoned and where every person has the opportunity to live a fulfilled and dignified life free from poverty, crime and prostitution; where the vicious cycle of poverty and social isolation is broken and hope for a better future is a reality.

## Our main programmes

### The House of Opportunity

Combating exploitation and trafficking and preventing poverty among vulnerable young people through residential training and support.



### Early Years Education

We are working with Roma communities to provide a vital pathway into education for marginalised children.



### BRVC

The Building Resilience in Vulnerable Communities programme aims to tackle the serious social challenges facing Moldova.



### Christmas Box Appeal

Spreading joy to thousands of marginalised children and families in Bulgaria and Serbia through the giving of Christmas presents.



# Some fundraising ideas

Here's a short A-Z to help inspire you.

- A**  
Afternoon tea.  
Abseil.
- B**  
Bake sale.  
Beards.
- C**  
Coffee morning.  
Car boot sale.  
Car wash.
- D**  
Dress down/up day.  
Dog show or a dog walk.  
Dinner party.
- E**  
Easter egg hunt.
- F**  
Fancy dress days.  
Fashion show.
- G**  
Give something up.  
Games night.
- H**  
Head shave.
- I**  
It's a knockout.  
International night.
- J**  
Jumble sale.  
Jewellery making.
- K**  
Karaoke night.
- L**  
Ladies who lunch.
- M**  
Marathons.  
Murder mystery night.  
Movie night.
- N**  
New Year party.  
No snacks day.
- O**  
Open garden.  
Office Olympics.  
Obstacle course.
- P**  
Payroll giving.  
Pancake day competition.  
Pamper night.
- Q**  
Quiz night.
- R**  
Raffle.  
Race night.  
Read-a-thon.
- S**  
Step challenge.  
Sponsored silence.  
Swear box.  
Skydive.
- T**  
Tea party.  
Theme party.  
Tough Mudder.  
Treasure hunt.  
Treks.
- U**  
Uniform free day.
- V**  
Virtual challenge.
- W**  
Walk.  
Wine tasting.
- X**  
X factor night.  
X box challenge.
- Y**  
Yoga-thon.  
Yes day.
- Z**  
Zumba-thon.  
Zip wire.

# A simple guide to fundraising

## Step 1:

### Choose an activity

Choose something you are going to enjoy, but also something that your supporters will enjoy.

## Step 2:

### Choose a day

Once you have chosen your fundraising activity, start planning your day. Make sure you check that there are no other activities going on, such as a major sporting event.

## Step 3:

### Pick a venue

Decide where you want to hold your fundraiser, it could be at home, in a pub or community hall. Or if you are doing a walk or run, it could be in a park. Ask the venue if they can help on promoting your event.

## Step 4:

### Set an achievable target

Setting a target will encourage your friends to donate. Did you know pages with a target raise 46% more than those who don't!

## Step 5:

### Set up your online donation page/gather sponsors

The easiest way to raise funds is online. Don't forget to personalise your page with a story, pictures, and updates. See page 8.





### **Step 6:**

#### **Shout about it**

The best way to tell people about it is through social media.

- Create a Facebook, twitter and Instagram pages and start inviting your friends and family.
- Start to follow local groups, businesses, and high-profile people within your community. You could even ask them to help you promote your event or they could donate a prize.

### **Step 7:**

#### **Paying in the money you have raised**

There are different ways you can send in your donations. The quickest and easiest is through an online fundraising account, however if you don't feel comfortable with that idea, then there are other options. See page 10.

### **Step 8:**

#### **Thank your supporters!**

Don't forget to thank those who donated, or supported your efforts with practical help.

# A three-step guide to online fundraising

## Step 1:

### Create your own fundraising page

Setting up an online donation page is pretty straightforward. You can use sites like **GoFundMe**, **stewardship.org.uk** or **wonderful.org** (zero fee platform - Pay by bank). These sites can automatically reclaim Gift Aid from UK taxpayer donations.

Planning a big challenge? We could set up a **dedicated donation page on the FSCI website** - get in touch to talk about this option.

- By going online, you will reach more people
- The money you raise will come straight to FSCI



## Step 2:

### Personalise your page

Maximise your funds. On average a personalised page will receive 14 percent more donations than an unpersonalised one.

- Tell your story. People are more likely support you if you have a story.
- Set your target - on average this will raise 45% more funds than an unstated total.
- Add photos. Photos bring your page to life and will encourage your supporters to donate.

### Step 3:

#### Spread the word

Social media is a great way to spread the word. You can share your news and share ideas with other people whilst raising awareness for FSCI.

- Use Facebook, Twitter and Instagram to tell your friends what you planing to do and ask for their support
- Ask your friends to spread the word by sharing posts on their own social media pages
- Write a blog about your fundraising

### How do you change a life lived in tears?

Valerija's mum dealt with her daughter's cerebral palsy by locking her indoors all day and forcing her to do the housework. Abused by her own brother and sister, Valerija endured beatings and derision for years. She tried running away from home. Her family remained unmoved.

Feeling desperate, Valerija was able to phone a special helpline, which put her in touch with the House of Opportunity. And now things are different. She is supported, she has friends. She is studying psychology and wants to be able to help young people who have suffered like she did.

Valerija told us that she "*spent most of my time in tears*" before joining the House of Opportunity. Now she sees the possibility of putting her past experiences to some positive use. It will take effort, and yes, more tears, to reclaim the years she has lost, but at the House of Opportunity, we will give Valerija all the time she needs.



# How to pay in the money you have raised

There are several ways to pay in the money you raise. Remember the sooner you pay in, the sooner we can make a difference to vulnerable people.

## Online

**Via your online fundraising page** - funds will automatically be sent to FSCI. Make sure you include a description of your event and why you are raising money. Don't forget to personalise your page as this will boost the page value.

## Donate through our website

[www.fscinet.org/donate/](http://www.fscinet.org/donate/)

## Post

Please make cheques payable to **"FSCI (UK)"** and send them to: FSCI, St Pauls Church Community Centre, Fisherton Street, Salisbury, Wiltshire SP2 7QW.

## Direct bank transfer

You can make a direct bank transfer if you like:

Account name: FSCI (UK)

Sort code: 09 01 29

Account no: 11340290

Bank address: Santander, 53 Silver Street, Salisbury, SP1 2NG





## Family matters

Vulko's father had abandoned the family, and his mother was not coping. Vulko was 10 years old when he was taken into care. Upon leaving state care at the age of 18, Vulko sought out his family again. Vulko's mother exploited him by encouraging him to take out loans in his name and hand the money over to the family. Then they kicked him out. Vulko was homeless and in debt.

Vulko joined FSCI's House of Opportunity in June 2018 and began work on getting out of debt. He was also gaining what he had long craved: people that would support him, and who he could rely on - a family.

Vulko's time in the House was challenging but, at last, he was debt-free! *"It was a very emotional moment when Vulko came to the office to tell us that he had paid off the last of his debts!"* Boryana Madzhova, FSCI's House of Opportunity Coordinator recalls. *"He was extremely grateful for the whole long way that FSCI went with him – critical years in which he did not become a victim but succeeded through all the challenges and vulnerability".*



## How much should you aim to raise?

Entirely up to you, of course! The following information about project running costs maybe helpful as you think about choosing a suitable fundraising target.



### House of Opportunity Programme

Combatting exploitation and trafficking among vulnerable young people through residential training and support.

#### How much do Houses of Opportunity cost?

FSCI and its partners operate Houses of Opportunity in Bulgaria, Serbia, Croatia and Albania and Moldova.

Each House of Opportunity costs between £25,000 and £35,000 a year to run, depending upon which country and city it is based.

#### Some typical costs for Bulgaria (monthly):

Rent: rent-free agreement\*

Staffing costs: £1,250

Food for residents: £325 (5 residents)

Utilities: £175

**Direct monthly cost: £1,750**

\*We seek rent-free apartments from municipal authorities wherever we operate, but where the need is great and we have good partners we will rent suitable property.

#### Some typical costs for Serbia (monthly):

Rent: £275

Staffing costs: £1,650

Food for residents: £400 (5 residents)

Utilities: £200

**Direct monthly cost: £2,525**

We plan to develop new Houses of Opportunity with our partners. The cost to set up a House is between £5,000 and £8,000.



## Early Years Education Programme

Breaking the cycle of poverty by working with Roma communities to provide a vital pathway into education for marginalised children.

### How much does the Early Years Education Programme cost?

FSCI and its partners operate specialist kindergartens in Bulgaria, Albania and Moldova.

Our kindergartens cost £20,000 – £30,000 per year to run, depending on the level of extra community projects that are attached.

#### Fakulteta, Bulgaria, typical costs (monthly):

Rent: £260

Staffing costs: £1,150

Food for children: £125 (Lunch for 12 children per day)

Utilities & materials: £265

**Direct monthly cost: £1,800**

#### Peqin, Albania, typical costs (monthly):

Rent: £150

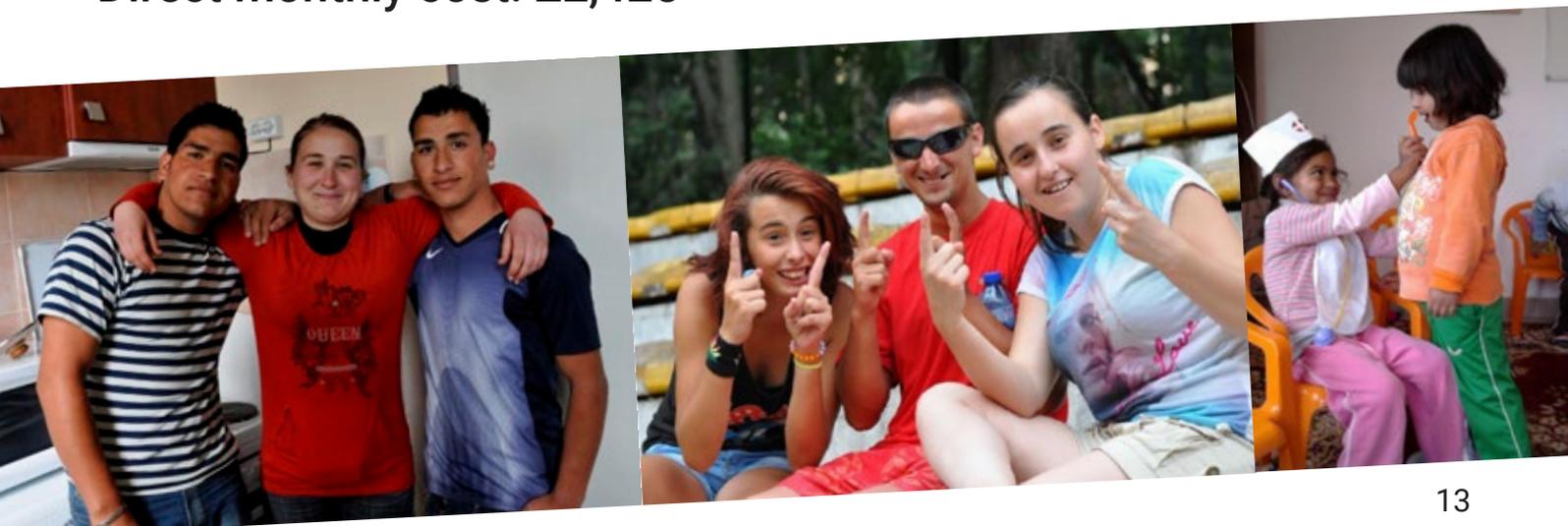
Staffing costs: £1,100

Food for children: £900

(Breakfast and lunch for 30 children per day)

Utilities & materials: £275

**Direct monthly cost: £2,425**



# Resources

Here are some links to useful resources to help you with your fundraising. You can find everything together in one place at: [www.fscinet.org/resources](http://www.fscinet.org/resources)

The **My to do list** will help you keep a track of all the actions you need to take to make your event or challenge a success.

This **sponsorship form** will help you collect donations from your supporters.

Add your event/challenge details in the space provided on this **poster** to help you spread the word.

## Social media



facebook.com/FSCInet/  
youtube.com and search "FSCI (UK)"  
linkedin.com/company/fsci-uk1/  
instagram.com/house\_of\_opportunity/  
twitter.com/fsciuk/

## Contact details:

Maria Montgomery  
maria.montgomery@fscinet.org  
+44 (0)1722 580192

[www.fscinet.org](http://www.fscinet.org)

FSCI (UK)  
St Paul's Church  
Fisherton Street  
Salisbury  
SP2 7QW

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