



**The
Access
Project**

Fundraising Pack





Welcome to The Access Project's fundraising pack



This guide will give you everything you need to get started on your fundraising journey.

Our list of fundraising ideas includes options for anyone and everyone, from sporting challenges to community events, and from individual activities to workplace fundraisers.

Best of luck with your fundraising journey, and thank you for supporting The Access Project!



Who is The Access Project?

The Access Project is a national charity which helps under-resourced students to access the UK's top third of universities.

According to the Department for Education, disadvantaged young people are three times less likely to go to a top university compared to more advantaged students. This means that each year 17,500 deserving students miss out on the academic development, career opportunities, and life experiences afforded by a university education.

We believe that every young person should have the opportunity to fulfil their potential and make the most of their education. We're passionate about reducing the educational barriers our students face so that they can follow their dreams.

What do we do?

Our mission is to support students from disadvantaged backgrounds to access top universities, through a unique combination of tuition and in-school mentoring. We work with them to make good applications, get the grades and transition to university.

All the students on our programme are supported by a University Access Officer (UAO), a member of the The Access Project staff team who is based in their school two to four days a week. In addition, they are paired with an academic tutor. Students receive:

- **One-to-one tuition** provided weekly in their chosen subject by a trained volunteer tutor using tailored resources.
- **In-school mentoring** provided by a dedicated UAO. UAOs deliver one-to-one mentoring sessions and group workshops focused on specific support requirements e.g. on A level choices, university applications and financial aid.
- **Enrichment activities** to get "university ready". These include university trips, specific Oxbridge and Medicine & Dentistry societies, and additional activities such as summer reading challenges.

Most importantly, the programme works!

Our students are almost twice as likely to get into a top university compared to similar peers.



Meet our students

Najibah

Najibah, who went to George Green's School and joined The Access Project in Year 10, secured a place at University College London (UCL) to study an Arts and Sciences degree, getting A*A*AB.

“ It has been incredible to have such a focused and personal source of support that helped me get accepted to all five of my shortlisted universities

The university-related support I have received from my UAOs has been invaluable. They helped me every step of the way, from shortlisting my universities to editing my personal statement, to finally planning for my life at university. ”

Dylan

Dylan joined The Access Project in 2019 when he was in Year 10:

“ I enrolled with The Access Project because I thought the tutoring would prove invaluable for my success with my GCSEs and A levels, and the university advice also greatly appealed to me. My tutor Gareth was exceptional and helped me with English every step of the way. Without his incredible support I do not believe that I would have succeeded in English to the extent that I did.

I plan on studying law at university. I believe that The Access Project's advice is going to be a massive help with finally achieving all my dreams. ”



Why fundraise for us?

We are an impact-driven organisation. This means that we focus on how we can get the best results for our students. It also means that you can be assured that the money you raise for us is being used responsibly, sustainably, and impactfully.

It costs us around £1,400 to put a student through our programme for a year. This gives them access to a University Access Officer, a volunteer tutor, and a range of enrichment events and trips.

There is a growing need for our work - the access gap increased in severity during the COVID-19 pandemic, and the cost of living crisis continues to exacerbate inequalities. Our four-year growth strategy aims to expand our reach to work with 500 additional students by 2026 and ensure that we can meet this growing demand. To do this, we need support from fundraisers like you.

Just some of our amazing fundraisers!

Seer 365 helped raise a whopping £1,710 for The Access Project by taking part in an epic fundraising adventure. A team of six staff embarked on a 27-mile hike along the Jurassic Coast from Lulworth Cove to Weymouth, a popular challenge for nature-lovers and fundraisers alike.

Adam Palmer, Marketing Director at Seer 365, said:

“ The most challenging parts were the first three to four miles, lots of uphill walks and getting into our rhythm. The last three to four miles were tough as well, as we were all knackered! ”

“ We know the funds we raise will do good things. ”



How to fundraise for us

Getting started

- Set up a fundraising page
 1. Head to www.justgiving.com/theaccessproject to set up a fundraising page linked directly to The Access Project.
 2. Write your **own short description** saying why you chose to fundraise for us – this will be what inspires friends and families to support you!
 3. **Set a target** to encourage people to give!
- Decide an activity. See page 9 for ideas for fundraising events and activities.



Spreading the word

- **Share links** to your fundraising page to friends, family, and colleagues.
- Share on **social media**.
- Involve your employer.
- **Ask your employer** about matched giving - many for-profit companies will offer a contribution to their employees' fundraising efforts, even matching the funds raised!



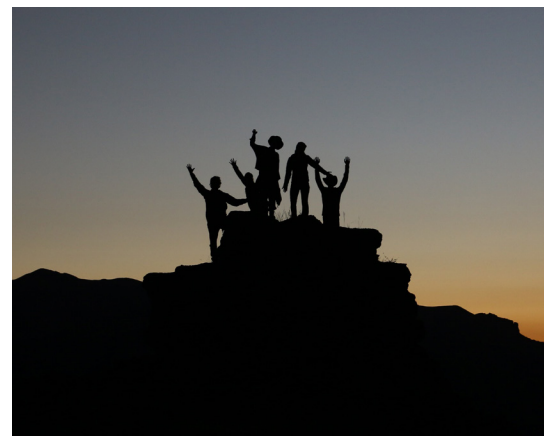
Fundraising

- Most fundraising activities, whether they're events or challenges, will take **some planning**. See page 5 for things to consider when getting started.
- **Reach out** to The Access Project to let us know what you'll be getting up to - we might be able to send resources such as **posters** or **sponsor forms**, and can use our social media channels to champion your fundraising efforts.
- **Complete your fundraiser** and raise as much money as you can!
- Encourage supporters to add **Gift Aid** to their donation, which adds 25p to every £1 they donate at no extra cost!



Wrapping up

- **Share your fundraiser one last time.**
- Get in touch with The Access Project and **tell us your final total**.
- **Send over your raised funds.** For more information on how to do this, see page 11.
- **Relax!**
- And start thinking of ideas for the next one...



Fundraising ideas

Regardless of your chosen fundraising activity or event, it is likely that it will take some planning. Make sure to consider:

WHO will take part in your fundraiser?

- Just you, a team, a community?
- How can you get them involved and encourage people to attend?
- Who is most likely to support you?



WHAT is your fundraising activity?

- What do you need to complete it?
- Do you need banners, equipment, items for sale?

WHERE will it take place?

- How much space do you need?
- Do you need to book a specific venue?



WHEN will it take place?

- How far in advance do you need to plan ahead?
- If it will take place over a duration, how long should it last?

WHY are you raising money in the first place?

- This question is perhaps the most important, as your supporters will only donate if they understand why The Access Project is a worthy cause.



HOW will you raise money?

- Donations, ticket prices, item sales?
- Cash, bank transfer, fundraising page?
- Gift Aid
- See page 11 for information on how to send us the money you raise.

Legality and regulations

Fundraising is all about supporting a cause you care about while having fun, but it's also crucial that you stay safe and fundraise within the law. It's your responsibility to make sure that any events or challenges comply with all legal requirements and safety standards.

Sports

Sponsored sporting challenge

💡 **Walk, hike, run, marathon, swim, cycle**

Choose your preferred activity, set a distance, and go! You could do this solo or as part of a team, and you could even add a competitive element.

Sponsored sports competition

💡 **Five-a-side football tournament, Sports Day**

You might have people place wagers on who they think will win - just make sure they know all winnings still go to charity.

Other

Sponsored silence

A classic challenge, this fundraiser involves staying silent for a day or more. To add further incentive to donations, you could increase the duration of the silence for every £100 raised!

Make sure to schedule this challenge to avoid any important meetings or events!

Sponsored shave

Try a new haircut while raising money! Shave your head, cut a dramatic new style, or shave off facial hair for a visual sign of your passion for The Access Project. It will always grow back and, who knows, you might even love your new look!

Food challenge

Try going vegan/vegetarian for a month, or give up your favourite food.

Odd jobs

Offer to do odd jobs for friends, family and your community in exchange for a donation.

This idea can let you give back to your community while also raising money, doing double the good!

Social

Sponsored events

💡 **Film night, bingo, bake-off, quiz, coffee morning, comedy night, treasure hunt**

Sell tickets with a minimum amount and encourage people to give above.

Fundraising sales

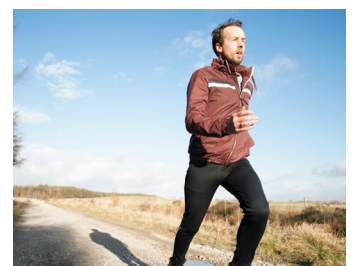
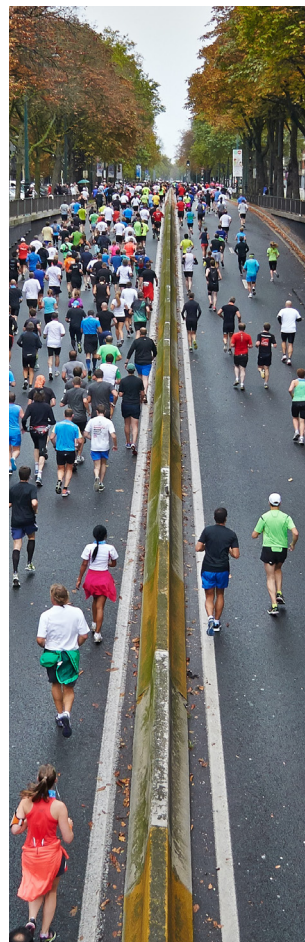
💡 **Auction, raffle, book sale, bake sale**

Encourage a group of close friends or family to bring items to sell, and get a larger group to come to the sale. Set a minimum cost for items, but encourage people to give more as a donation.

Special event

💡 **Fundraising dinner, gala, ball**

A more up-scaled option which might take a bit more planning and attract attendees with more to give.



Top tips

Tell as many people as possible

- A successful fundraiser relies upon having as many supporters as possible, so share it with friends, family, and colleagues.
- Ask close friends and family to donate first - they are likely to donate more and can get the ball rolling!
- Don't be afraid to post a lot!
- Update your supporters with progress and pictures - these can serve as important reminders for supporters to donate.
- Include a link to your fundraising page in your personal and work email signatures.
- Add a close date to your fundraiser for a few weeks after the event, and push people to donate before it closes. A sense of urgency can inspire action!

Emphasise your unique selling points!

- People's time and money are precious - why should they attend or donate to your fundraiser? Why should they care about The Access Project?
- Make it personal - tell everyone what The Access Project means to you.

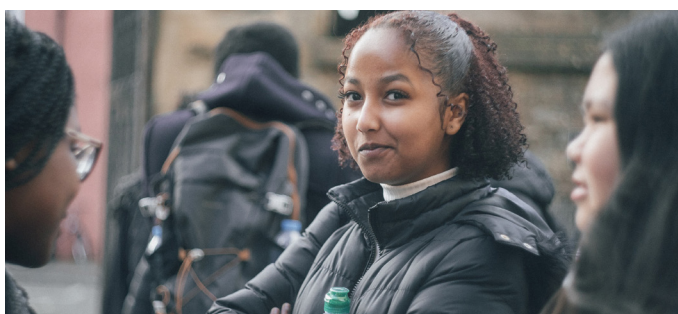


Keep it achievable

- If you've set yourself a challenge, make sure you will be able to achieve it! People are much more likely to donate to a challenging fundraiser when they see that you have achieved your goal!
- This also goes for your fundraising goal - you should be ambitious to inspire high donations, but don't make it so high as to be discouraging.

Consider budget

Lots of fundraising events come with planning and running costs, from hiring venues to buying equipment. Make sure you budget for these and factor them into your fundraising goal - and set your fundraising goal high so that you can raise more than enough to cover expenses.



After fundraising

Tell us!

- We'd love to hear from you about your experience fundraising. It's always a great boost to hear about what our supporters are doing to help us continue our important work.
- We'd also love to share information about your fundraiser online - **send in a picture and a few words** so that we can feature you on our website, blog, and social media.
- Seeing your fundraiser can encourage our other supporters to give alongside you, and can even **inspire others** to fundraise themselves!

Tell your supporters!

- It's **important to tell your supporters** about your fundraiser. If it was a challenge, they'll want to know how you got on.
- **Post pictures** of your fundraiser on social media.
- Let people know **how much money you've raised** (so far!) - and make sure to say thank you!
- You can also use this as an opportunity to encourage even more people to give.

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Paying in

Of course, the most important thing with a fundraiser is ensuring the money raised goes to where it needs to be!

- If you've set up an online fundraising page on JustGiving, this money will automatically come through to us.
- If you're collecting donations directly, you can also donate them to us through our website at **www.theaccessproject.org.uk/donate-direct-debit**. If you do this, please do get in touch with us to let us know how you raised the money - this allows us to say thank you directly but also means we can keep track of how our supporters are fundraising for us!
- Make sure to add Gift Aid if eligible, which adds 25% to donations at no extra cost!
- Remember to ask your employer if they offer matched funding.
- You can also donate with cheques made payable to The Access Project. Please post these to:

**The Access Project,
First Floor, Canopi-Borough,
7-14 Great Dover Street,
London SE1 4YR**

If you have any questions about how to send us the money you've raised or regulations around fundraising or Gift Aid, please get in touch at **info@theaccessproject.org.uk** and one of our team will be happy to help.



We'd love to hear from you

Get in touch at info@theaccessproject.org.uk
or **020 4513 5999**

Let us know who you are, where you heard about us, and why you're fundraising for us. We'd love to support you on your fundraising journey, and to use your story to inspire others!

