



TOTALLY STOKED

Corporate Fundraising Pack

#STOKEONTRENTTOGETHER

Introduction

Totally Stoked is Stoke-on-Trent's way of developing the local Voluntary, Community and Social Enterprise (VCSE) sector in the most sustainable way.

"Everyone has Something to Give"

We believe everyone has something to give, and by sharing our resources we can add value to the incredible work and activity already under way in our local communities, strengthening and enabling local organisations and community groups; **building stronger communities together.**

Totally Stoked is a project of VAST and encourages people and organisations to share their time, skills, experience, and know-how, as well as equipment and resources, all to support the incredible VCSE organisations working on the ground in communities in and around Stoke-on-Trent.

RESOURCES

Equipment
Facilities
Materials



KNOW HOW

Skills
Mentoring
Networking



MONEY

Donations
Fundraising
Sponsorship



PEOPLE

Time
Energy
Practical



Corporate fundraising involves a company raising money for a chosen charity or multiple charities, often selected through employee votes. Hosting fundraising activities at work is a fantastic way to support the community, uplift team spirit, and enhance your company's public image.

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What can we do?

Is Your Company Ready to Make a Difference?

If your team is planning a **team-building day** or a **community improvement project**, chances are you'll need a range of materials, tools, and resources to make it a success.

For example:

- A community litter-pick might require gloves, bags, and litter pickers.
- A charity garden makeover could need soil, tools, pots, plants, gravel, and more.
- A DIY painting day at a community venue may call for paint, brushes, rollers, scrapers, dust sheets, goggles, ladders, and other essentials.



Many charities and community groups simply don't have the budget to provide these items. That's where your company can make a real impact.

We invite you to consider supplying the necessary resources for your team to use during the project. This not only supports the cause but also ensures your team has everything they need to contribute effectively.

Additionally, hosting a team of volunteers can bring extra costs for the charity—especially if they want to provide food or refreshments as a thank-you. While it's a generous gesture, it's important to recognise that this is an added expense for them.

By helping with supplies—or even covering the cost of refreshments—you can make your team's involvement even more meaningful and appreciated.

The most effective office fundraising ideas are those that add fun or excitement to the workplace, encourage teamwork, and are inclusive for everyone. You might choose to organise a series of themed fundraising days or focus your efforts on one major event.

This pack is brimming with ideas that you can implement in your workplace — regardless of what your working environment may look like!

Small Ideas

If you haven't had the chance to fundraise in your work environment before, a fantastic way to begin is by starting small. It's remarkable how quickly those pennies can add up to pounds!

Keep in mind that the secret to successful fundraising lies in enthusiasm and participation. By initiating with these small ideas, you can generate momentum and create a positive impact in your workplace.

Guess the Sweets

Fill a jar with sweets and charge your colleagues and clients to guess the total amount inside.

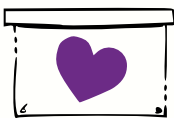
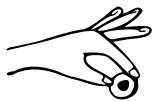


Office Fancy Dress

You could align this with certain events, such as World Book Day. Consider theming it around your chosen charity. For instance, if they have a signature colour, encourage everyone to wear it! Ask participants to donate £1 to join in.

Dress-Down Fridays

If your company maintains a formal dress code, propose introducing 'Dress-Down Fridays' to allow everyone to relax a bit.

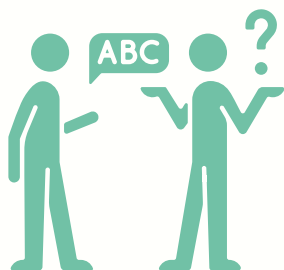


Donate Your Pay

Encourage colleagues to donate an hour of their hard-earned wages and see how much you can raise together.

Manager Participation

You might even reach out to some managers and directors to see if they would be willing to contribute a day's pay. This is an excellent way to engage them, especially if they are too busy to take part in other fundraising activities. You could even see if your company will match what you raise!



Office Jargon Challenge

Every workplace has its unique jargon... Consider implementing a fine for anyone caught using office jargon to add a fun twist!

Small Ideas

Email Signatures

Create an online donations page and add the link to your email signatures. This serves as a gentle reminder to your colleagues about the fundraising effort, and you may be pleasantly surprised by how many external contacts contribute generously!



Sweepstake

With events like the World Cup, Eurovision or popular reality shows on the horizon, organise a sweepstake to add some excitement to the occasion.

Office Food

Host a potluck lunch where everyone brings a dish and collects donations at the table. You could even theme it, such as French Week! Alternatively, consider organising a fundraising breakfast.



Office Bake Off

Encourage everyone to participate in a baking competition. You can turn it into a bake sale, allowing everyone to taste the delicious creations for a donation to charity.

Office Raffle

Organise a raffle with enticing prizes, such as an extra day off or a lovely dining experience. This is a fun way to engage everyone in charitable giving. You might even encourage colleagues to declutter and donate items from home.



Book Sale

If you have some paperbacks you've already read, bring them to work and sell them for a good cause, donating all proceeds to charity.

Guess the Baby

Invite your colleagues to submit baby photos of themselves and display them in the office. Charge a small entry fee for the chance to guess who is who, with a prize for the person with the most correct answers.



The School Tuck Shop

Remember those days when you spent your pocket money at the school tuck shop? Recreate that experience by ordering some nostalgic sweets and treats (bulk purchases often come at great discounts) and operate a daily tuck shop for a week!

Large ideas

If your team excels at fundraising and motivation is high, consider implementing larger ideas to raise even more funds!

Sponsored Events

Sponsored events can vary in size to fit your needs! You might organise a sponsored indoor exercise bike ride or rowing challenge, or plan a larger team outing such as hiking Snowdon or hosting a swimathon.

SPONSOR



Quiz Night

Quiz nights are a popular and straightforward fundraising option, whether in-person or virtual. Just select a date, prepare your questions, and invite colleagues to participate in exchange for a donation. Don't forget to offer an amazing (or humorous) prize for the winning team!

Bingo Night

Host a bingo night and divide the entry fees between the winner and the charity.



Company Car Wash

Roll up your sleeves and head out to the car park! Encourage everyone to donate for a spotless car by the end of the workday.

Office Football Match

Challenge your team against others to showcase your skills. If you work in a shared building, consider inviting other companies to join in!



Sports Day

Gather your colleagues for a fun sports day! This is a fantastic way to reconnect with your inner child. You can have staff vote on events beforehand, including everything from an egg-and-spoon race to tug-of-war and more.

£50 Challenge

Divide your staff into teams, each receiving £50 with the goal to "grow" it. Which team can raise the most?



Skill Bidding

Create a poster in your office inviting colleagues to list their unique skills. Perhaps someone can crochet or play an instrument. Encourage colleagues to bid on one-hour lessons with those who offer their skills. Share knowledge while fundraising at the same time!

Summary

We hope these ideas in this corporate fundraising pack have inspired you to make fundraising a tangible part of your Corporate Social Responsibility (CSR) work, and more importantly a fun part. These ideas are just the tip of the iceberg, so it might be a great opportunity to bring your team together to brainstorm other ideas!

As you embark on this journey, we encourage you to not only explore these ideas but also to think about how your CSR initiatives can align with our mission. Working with us means being part of a vibrant network committed to making a positive difference.

As a friendly reminder, this is how our CSR brokerage works:

Before the day:

- Complete our simple Expression of Interest form.
- Our Projects Team will match you with TWO anonymised volunteer opportunities, tailored to your interests, e.g. "Option 1 is a charity that supports children."
- You will need to provide a list of participating staff (names and emails) – this will be confirmed on the day.
- We'll facilitate introductions between your company and the selected VCSE (Voluntary, Community, and Social Enterprise) organisation.
- Your company will be responsible for ensuring appropriate insurance and risk assessments are in place.
- If you're not covering the cost of resources for a 'people-power' project, we ask you to raise £100 towards project delivery.

If your project is donated resources/funds or pro-bono support, you will not be required to raise the £100.

On the day:

- We will ensure the charity allocates a dedicated person to look after you during your volunteering.

After the day:

- Please send us photos and staff quotes from the event.
- We'll create a professional case study to help promote your social impact.

We look forward to supporting you in achieving your CSR objectives and welcome any questions or ideas you might have along the way. Let's create meaningful change together!

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