

Support Alice Charity and we  
can transform lives together

Your contribution makes  
a real difference



alice charity  
helping families in our community

Fundraising Pack

## A welcome from our CEO

**A**lice Charity was created in 2011 to support vulnerable and disadvantaged families across Stoke-on-Trent and Newcastle-Under-Lyme by providing various services underpinned by unconditional love and kindness.

Alice believes in providing strong foundations and diverse services to help individuals thrive. Our unwavering commitment to wellness, kindness, and community advancement drives us to develop sustainable solutions, support families, and make a difference.

We believe in working together to offer the support individuals and families need, utilising a multi-agency approach. Through personalised services and collaborations with community partners, we focus on prevention and meeting the unique

requirements and needs of the local community. By leveraging our network of resources and expertise, we ensure that every individual receives the tailored assistance and guidance necessary to thrive.

We serve as the steady thread woven into the fabric of our community, offering comprehensive support to individuals and families. From running a food bank to delivering educational resources and providing advocacy and mentoring, we address diverse needs. Our collaborative efforts with community partners focus on prevention and long-term empowerment. With initiatives like parent and toddler groups, employability support, and financial wellbeing programs, we promote holistic development. Together, we're breaking barriers, offering solutions, and shaping a more hopeful tomorrow.

“  
Sadly, 38% of children in the West Midlands grow up in poverty and Alice Charity is here to give them the strength to change their lives for the better.

Heather

## Making a difference

Our 'why' is simple: to break the poverty cycle, improve lives, and change communities.

### Since 2023, Alice Charity has:

- ✓ Supported over **7,688 families**
- ✓ Fed families with **21,015 emergency meals**
- ✓ Made **4,385 wellbeing calls** made
- ✓ Provided **emotional support** through **counselling** and **community programmes**
- ✓ Completed **4,470 home visits**
- ✓ Distributed **essential items** such as **food, clothing, and furniture**
- ✓ Helped parents with **job training** and **educational opportunities**
- ✓ Held **320 parent and toddler groups**

Without the Alice Charity, I would not be here today. We've lost a lot over the past few years, but I also know we've gained a family within the Alice Charity.

Lisa



## Your support changes lives

A few stories where your support has had a lasting impact!

**A** family faced a breakdown due to cultural divides; the mother, from a travelling community, was disowned and became a single parent with a limited social network. Struggling to make ends meet, especially over Christmas, her self-esteem and ability to cope were severely impacted.

The family urgently needed food, clothing, and both practical and emotional support. During home visits, it was clear the mother was suffering from poor mental and physical health. An initial PIP application was declined, but a second attempt resulted in minimal support. With encouragement, she agreed to an external agency referral for an appeal.

Alice Charity supported the family with Christmas presents, food, and essential items, ensuring they could celebrate the holiday. Bedding was provided for warmth, and help was given for energy bills and form completion.

The PIP appeal process was challenging, affecting the mother's mental health, but with continuous support, she attended the tribunal and was awarded full PIP for five years, securing financial stability.

The family has since made significant progress, managing their finances independently with the right tools and support. The mother now feels equipped to face the future with the correct financial and practical support.

Since March, we have been supporting a family of five, including a mother (Sally) and her four children, who were recently allocated a property after a series of traumatic events that left them homeless.

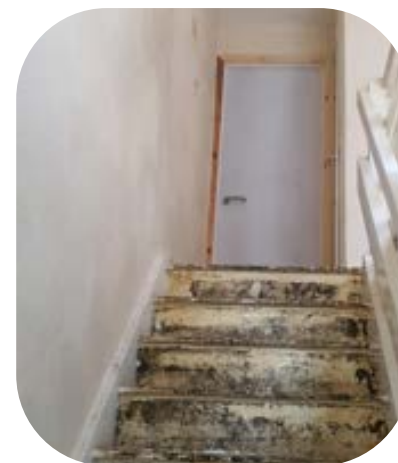
Initially, the property had no furniture, carpet, or white goods, which left the family in a vulnerable state. Our first visit deeply moved our new volunteer due to the distressing conditions. The house was freezing cold with no carpets.

We responded quickly by providing blankets, heaters, food, and a microwave. Later, we supplied a washing machine, beds, furniture, and carpet to make the house more livable. The property needed significant decorating as the walls were dirty and there were stains on the doors and skirting boards.

I would of never done this alone, I didn't have the motivation or skills to even start, but now I am so happy with this. I hope one day I can pay back for the whole community.

With support from Wickes (donating decorating materials) and Dovegate staff (donating a full day of their time), we managed to decorate the hall, stairs, and landing, including glossing doors and skirting boards, painting the ceiling and walls, and stripping wallpaper from the living room and kitchen.

Sally, who had never decorated before, helped and we worked as a team to transform her home.



Before



After

## Why partner with Alice Charity?

**W**hen you partner with Alice Charity, you'll be helping us raise awareness and save more lives in the heart of the communities that are home to your customers and staff.



“

We are extremely lucky to have many supporters from large organisations through to local community groups and many many individuals. Through their monetary donations we can provide household goods, support travel costs, give parental support, respond to emergency requests and much more, Alice Charity helps local families in crisis to get back on their feet.

Sarah

We've listed a few of the opportunities below, but we believe in the power of bespoke partnerships tailored to your unique criteria:

- ✓ Named partner of one of our key activities
- ✓ Logo on any marketing materials
- ✓ Joint press releases
- ✓ Presence on Alice Charity website
- ✓ Feature on Alice Charity social channels
- ✓ Employee volunteering opportunities
- ✓ Employee engagement
- ✓ Community engagement
- ✓ Customer engagement CSR opportunities (i.e. become a food bank or goods donation drop off point)



# Still stuck for an idea?



## Get started with fundraising!

**W**e'll help you pick the best event based on your time, fundraising potential, and preparation needs. Plus, we've packed this guide with loads of tips and ideas to kickstart your fundraising journey.

No matter how much you raise, you're making a real difference to families in Staffordshire and Stoke-on-Trent






### Top Tip

Ask your employer about matched giving and see if you can double your donations!

Choosing your perfect activity is the first step.



### Fundraising ideas key

-  Fundraiser Duration
-  Potential Funds Raised
-  Preparation Required

## At work...

### Charity Auction or Raffle



Bid on unique items or services donated by colleagues or local businesses. Think paid-for lunches, premium parking spots, or extra days off work!



### Dress Down/Up Day



Get comfy or glamorous for a cause! Dress in pyjamas, black tie, or retro outfits for a donation.

### Office Bake-Off



Channel your inner Mary Berry! Bake your best cakes or savoury snacks and compete for the title. Ask for donations to taste and vote, with all proceeds going to charity.



### Sponsored Challenges



Get moving for charity! Set up sponsored runs, step challenges, or cycle-to-work days.

## At School, College, or University...

### Photography Competition



Host a photo contest with an entry fee. Display the best snaps in a gallery and let people vote with donations.



### Fancy Dress Day

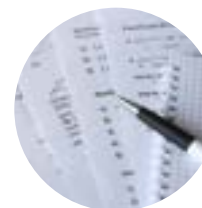
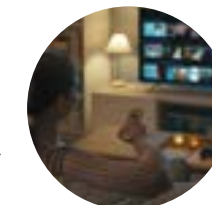


Dress to impress! Pick a fun theme and collect donations.

### Film Night



Transform your lecture hall into a cinema! Charge for entry and sell snacks to boost your fundraising.



### Quiz Night



Host a quiz night with an entry fee and a prize for the top team. Add a raffle for extra fun and funds!

### Sports Day



Organise a sports tournament and charge for team entries and spectators.



### Charity Car Wash



Get those cars sparkling! Set up a car wash during drop-off/pickup times and collect donations.





## With a Social Club...

### Book Sale



Turn pages into profit! Gather donated books and host a sale. Spread the word to the community to maximise sales and donations.



### Fitness Challenges



Get fit and fundraise! Organise runs, walks, or cycles and have participants collect sponsorships.

### Pub Quiz



Test your wits at the local pub! Charge entry fees, offer prizes, and include a raffle or auction for extra fun.



### Charity Bingo

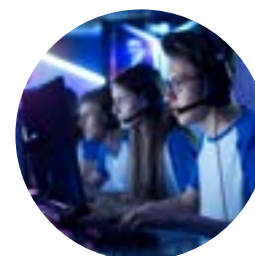


Bingo! Hold a fun night with a portion of proceeds going to charity.

### Hold a Raffle



A fantastic way to fundraise! Ask local businesses for prize donations and sell those tickets. Don't forget to snap photos and post them on social media, tagging donors to showcase your amazing prizes!



### Gaming Tournament



Level up your fundraising with a game tournament! Whether it's Mario Kart or Scrabble, charge an entry fee and reward the champion with a cool prize.

### Car Boot Sale



Clear out clutter and raise money! Charge for car spaces and sell refreshments during the event.



### Wine or Beer Tasting



Cheers to charity! Partner with local wineries or breweries for a tasting event. Charge for entry and include a silent auction or raffle.

# Donation Form

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

How did you fundraise? \_\_\_\_\_

Please use this form if you are requesting donations at an event.

- Ensure each donation is accurately recorded in the donor's own handwriting – forms with the same handwriting or printed forms are not valid for Gift Aid purposes.
- Make sure each donor ticks the Gift Aid box next to their home address if eligible.
- Note that we cannot claim Gift Aid on donations from companies, multiple donors (e.g., Mr & Mrs Jones), donations made on behalf of someone else, or any payment where something is given in return (e.g., sweepstakes, proceeds from sales or collections).

There are alternative ways to return the money you've raised. Get in touch with our friendly team by calling us on 01782 614 838 or contacting us via our website [www.alicecharity.org](http://www.alicecharity.org)

Please use a blue or black pen and write in CAPITAL letters. All fields are mandatory.

First Name:	Last Name:	Post-code:	Address: <i>Your home address not your work address, this is essential for Gift Aid</i>	Amount:	Is this your personal money?	Gift Aid:	Date collected:
John	Smith	AB3 4EF	12a Street Example, London	£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	

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John	Smith	AB3 4EF	12a Street Example, London	£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
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				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				£	Y / N	Y / N	
				Total Raised: £			

### Next Steps:

Simply collect the donations from your donors and send us a cheque made payable to Alice Charity (please do not send cash) along with this donation form and the money return form provided in your pack to: Unit 19 Whieldon Road Industrial Estate, Fenton, Stoke-on-Trent, ST4 4JP

### Join Us

Help support our mission to assist families in need. Stay updated on our latest initiatives, campaigns, and ways you can contribute to our life-changing work by following us on socials.

Thank you for your support.

Together, we can make a

lasting difference

## Stay Connected

### Alice Charity

Unit 19 Whieldon Road  
Industrial Estate,  
Stoke on Trent,  
ST4 4JE

01782 614 838

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

[fundraising@alicecharity.org](mailto:fundraising@alicecharity.org)

Charity Number: 11483385

Follow us for updates & impact stories



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helping families in our community