

MUSTARD TREE

FUNDRAISING GUIDE

2021/22

Help Mustard Tree combat poverty and prevent homelessness.



THANK YOU

Choosing to support us means you're helping somebody escape poverty and homelessness.

This handy guide will introduce you to our charity, offer fundraising ideas and illustrate how your donations could be used.



Mustard Tree focuses on tackling both the **causes** and **consequences** of poverty and homelessness.

Right now - for every person we help - there's someone else in desperate need.

That's why we need people like YOU: with more funding we can help change more lives.

Our Vision

We believe in a Greater Manchester where everyone has the opportunity to be a connected, valued and contributing member of society.



We welcome people of all faith and no faith.

Our name comes from:-

"The **Mustard Tree** is the smallest of all seeds, but when it has grown it is the greatest of shrubs and becomes a tree, so that the birds of the air come and make nests in its branches".

Matthew 13:31-32

Over 25 years in
Manchester

Since 1994, Mustard Tree has created opportunities for people to help themselves, through learning new skills, finding work and sorting out accommodation.

We provide food and resources to help make a home through our Community Shops, and offer creative programmes to aid recovery and encourage aspiration.

mustardtree.org.uk



Mustard Tree
Faith at work, rebuilding lives

Mustard Tree
Supporting the homeless and marginalised

Mustard Tree
Combatting Poverty – Preventing Homelessness

Mustard Tree

Mustard Tree's logo throughout
the years

Our values underpin all do and how we work:



Empowering people and communities to empower themselves



Progress and development is at the heart of everything we do



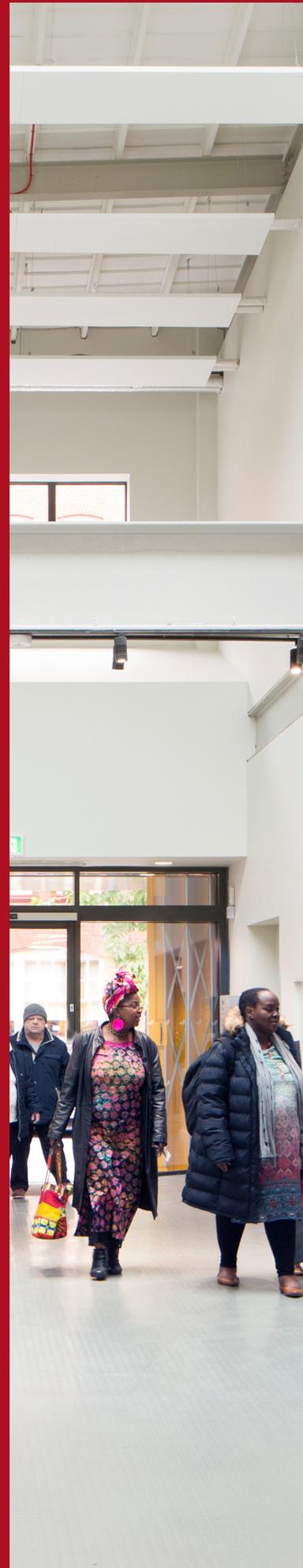
Culture of kindness, respect and compassion where everyone is welcome



Working together to build strong relationships based on mutual trust



Embracing the differences and valuing the contribution of all



Where does your money go?

Mustard Tree

£15,600 will pay for an individual to join and graduate from the Freedom Project (our 6-month life-skills and training placement)

£3,000 will pay for 100 people's resources to complete a customer service course, equipping them with essential skills

£500 will help keep our Job Club sessions going, allowing us to support 25 people per week with CV writing and applications

£110 will pay for a person to receive accredited training in PAT testing and electrical goods

£25 will pay for a month's resources for one of our creative programmes

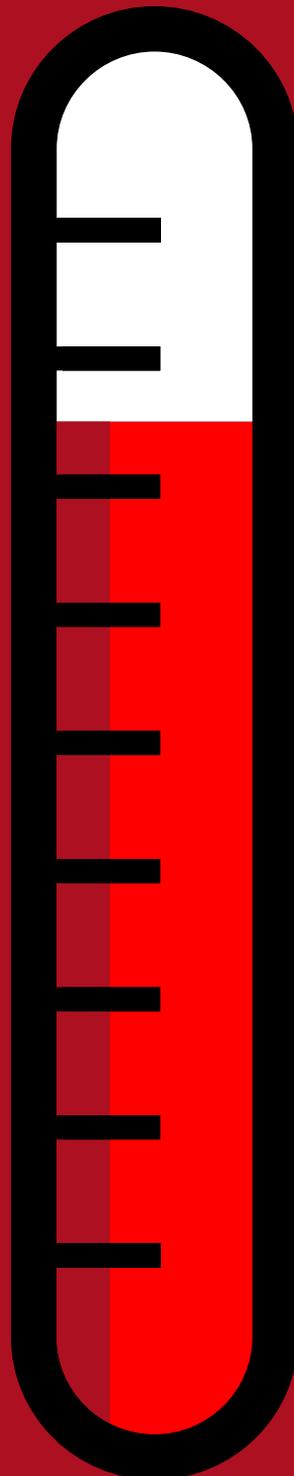
£4,500 will feed 650 families per week, through our Food Clubs

£1,400 will help up to 20 people keep their home, through our hardship fund (rent arrears and energy bills)

£350 will pay for a PC or laptop, which can be used for online training, digital inclusion and job searches

£50 will keep a van running to pick-up furniture donations for one week

£10 will pay for someone's emergency accommodation, housing appointment or hospital taxi fare



In addition to getting sporty with a run or a cycle – here are a few fundraising ideas...



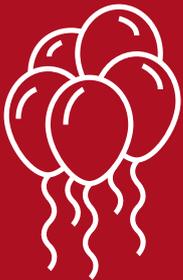
SOLO SUPERHERO

If you want to raise on your own



Get silly

People will pay big bucks to see you do something daft. Leg waxing, head shaving, a mile on a space-hopper



Birthday gift

Turn your special day into an occasion to give. Invite your friends to make a donation that matches your age or birth date in place of a gift. You can easily set this up through our [Facebook page](#)



Get you craft on

If you're an expert painter or knitter, put your talents to use and auction or sell your creations



TOP TEAM

Suggestions for you and your mates



Car wash (yeah!)

Grab your mates and a bucket of soapy water and get scrubbing – make sure you advertise in your community



Quiz time

Everyone loves a good pub quiz! Why not organise an event at work or in your local pub?



Danceathon

Whack on some tunes with your besties and shake your money maker

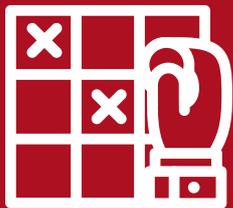
We have loads more ideas, so get in touch if you want to get your fundraising juices flowing at communications@mustardtree.org.uk, or call 0161 850 2282

In addition to getting sporty with a run or a cycle – here are a few fundraising ideas...



AT WORK WONDER

Ideal for you and your colleagues



Sweepstake

Whatever is the talk of the town – put some money on it!
From Island Gossip to the football results



Dress-up / Dress-down

Dress- down Friday with onesies can boost morale as well as funds – or have a fancy dress instead!



Talent and time auction

IGather offers from across the office, from guitar lessons to a week of homemade lunches – and auction off the promises

In addition to getting sporty with a run or a cycle – here are a few fundraising ideas...



FAST AND FABULOUS

Brilliant activities on a budget



Get cooking

Why not whip up some tasty treats and sell them to friends, neighbours and colleagues



Pack your bags

See if your local supermarket will let you do a cash collection, or a session packing bags for donations



Bake and brew

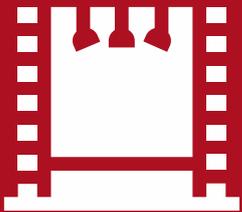
Host a coffee morning or a fun and quick way to raise funds from friends and family

In addition to getting sporty with a run or a cycle – here are a few fundraising ideas...



CHAMPION FUNDER

For when you have more time and resources



Take me to the ball

Host your own charity ball for a night of glitz and giving. Auctions and a live band are our top tips!



Come dine with me

Organise a fine dining competition. Food and fundraising is always a good mix



Sleep under the stars

Why not organise a sleepout – to raise awareness as well as funds for Mustard Tree



VIRTUAL FUNDRAISING

Covid-19 has changed the way we think about fundraising – here are some of the ideas our supporters came up with to continue helping us during the Coronavirus pandemic.



At Swizzels Matlow our employees know that every £1 they raise will be **matched by the company**, up to £1,000 per person per year.

This gives them the incentive to raise as much as they can because they know that their efforts will be doubled.

Nici Matlow – Director





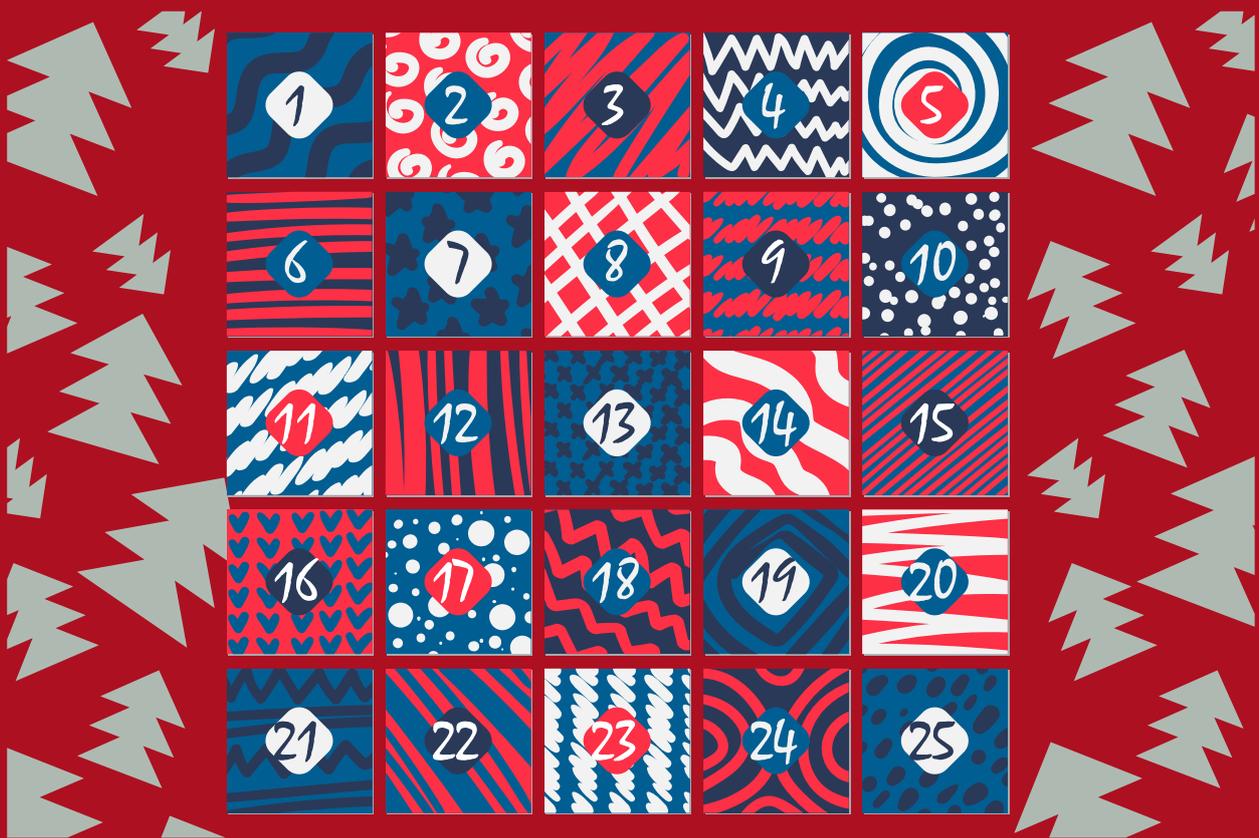
VIRTUAL FUNDRAISING

12 Days of 'Giftmas'

by Sharon Whitehead (Galliford Try)

"This year we thought we would try a bit harder and raise the bar, as well as getting a little more active before Xmas.

The challenge was to undertake a minimum of 10k per day each, between the 1st - 12th December (the 12 days of Xmas) by a daily combination of; cycling, indoor cycling, rowing, running, swimming, and walking.



Despite the dark nights/dark mornings and the unpredictable December weather the team battled on and received donations from colleagues, friends, relatives, and suppliers.

Using 'JustGiving' was easy for everyone to donate on-line. We sent updates every few days and saw the £'s increase. We all lost a few pounds whilst Mustard Tree gained a few!"



VIRTUAL FUNDRAISING



Match Funding

It's the best way to maximise your fundraising efforts. Whatever you set your target at, ask your employer to make a pledge and match it – pound for pound.



Play the Percentages

If like Blendsmiths Drinkmakers, you sell your products online, you could look to donate a percentage of your sales – easy to set-up and transfer!



Virtual Team Relay

For your remote team activities – look no further than [Hawkins\Brown](#) – who ran, walked and cycled 377 collective miles over a single weekend, whilst working remotely across Manchester and the North West.

“

Blendsmiths Drinkmakers sell powdered drinks mixes to cafes across Europe. We contribute a % of sales on every item sold to Mustard Tree. We also have events lined up where proceeds will be donated to the charity.

Ryan - Co-Founder

”



VIRTUAL FUNDRAISING

The Mighty Move

by Beth Perry (First Central Insurance & Technology Group)

The Mighty Move was a community and wellbeing initiative aimed to get colleagues up and moving (with a bit of competition). We challenged the whole business to collectively move 7,000km over a week.

Teams committed to a distance which could be completed through anything; running, walking, cycling, swimming, tennis, even dancing! We wanted to encourage healthy behaviours, so for every person in a colleague's household that took part, they could **bank the hours**.

Teams created fundraising pages and shared updates internally and on their own social media. One of our colleagues Craig even exercised in a different fancy dress outfit every day just maximize his donations!

The competition really drove the challenge and in total, our teams raised around £7,500 for our chosen charities and the business match funded that amount too!





VIRTUAL FUNDRAISING

Secret Santa (with a twist)

by Beth Perry (First Central Insurance & Technology Group)

"Last Christmas, we encouraged colleagues to use their personal funds – that would normally go into Secret Santa – to support our local charities.

For Mustard Tree we advertised their Amazon Wish List and other sites where colleagues could buy anything from soup to a washing machine.

Our people loved it! From individual donation to team collections, they really enjoyed being part of something bigger."

mustardtree.org.uk

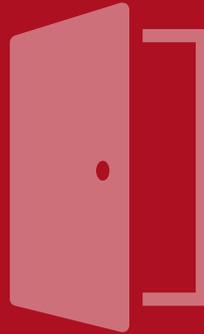


Support from us

Mustard Tree

We've developed a new digital library that includes everything you need to get your campaign off the ground.

[CLICK HERE TO
ACCESS OUR
ASSET LIBRARY](#)



In addition to our asset library, we can also provide:

- Showarounds of our hubs
- Guest speakers to talk about what we do
- Volunteering placements
- Thank you cards and certificates
- Exposure of your activity across our channels

If you're having trouble accessing the library, or cannot find what you're looking for, please email

communications@mustardtree.org.uk

mustardtree.org.uk



Spread the Word

Mustard Tree 

FUNDRAISING ONLINE

Online fundraising lets your supporters track your progress and it's simple and secure to donate.

Set up your page through either [Virgin Money Giving](#) or [JustGiving](#) and the money will come straight to us. Just remember to add a picture and say a little bit about yourself on your page (check out our [asset library](#) in this guide for our branding and info about Mustard Tree).

GET SOCIAL

Once you've organised your event and as you hit landmark targets, be sure to shout about it on your social media. You could even record a short video! And, if you're feeling adventurous – share your plans and progress with the local press.

Twitter: [@MustardTreeMCR](#)

Instagram: [@MustardTreeMCR](#)

Facebook: [@MustardTreeMCR](#)

LinkedIn: [mustard-tree](#)

YouTube: [TheMustardTree](#)



TELL US

We love hearing what you are up to and seeing photos so please do get in touch with our dedicated fundraising team – just give us a call on

0161 850 2282 or email

communications@mustardtree.org.uk.

mustardtree.org.uk



Tricks of the Trade

Mustard Tree 

GIFTAID

GiftAid is a great way to boost your fundraising! It means we can claim 25p on every £1 donation at no extra cost to you or your supporters.

Online pages automatically do the GiftAid for you - but if you're using paper sponsorship forms (available from us) make sure you ask people to tick the GiftAid box if eligible.

giftaid it

THE PERSONAL TOUCH

The best way to boost your fundraising is - be passionate. Share why you think Mustard Tree is amazing. Share links to articles you like on our website or videos about the issues you care about.



Remember, you are always welcome to come and see Mustard Tree's work in action for yourself, to see the difference your fundraising will make!

STAY SAFE

Make sure you follow our fundraising guidelines and basic health and safety regulations.



mustardtree.org.uk



Signed, Sealed and Delivered

Mustard Tree

BY POST

Cheques and CAF Vouchers should be made payable to **Mustard Tree** and sent to:

FAO Fundraising team
Mustard Tree
110 Oldham Road
Manchester
M4 6AG



ONLINE

Visit www.mustardtree.org.uk to donate through our online portal – just make sure you drop us an email on communications@mustardtree.org.uk so we know it's from you!



BANK TRANSFER

Bank Name: The Mustard Tree
Acc Number: 00014893
Sort Code: 40-52-40



Your donations genuinely impact our budgets, so please do let us know which **MONTH** you think your funds will reach us, as this helps us plan.

mustardtree.org.uk



THANK YOU!

From all of us at Mustard Tree, thank you so much for your, time, passion and energy.

Rest assured that what you're doing is making a real difference to the lives of people facing poverty and homelessness across Greater Manchester.



Individual / Community enquiries: [Jack Barton \(jack.barton@mustardtree.org.uk\)](mailto:jack.barton@mustardtree.org.uk)

Corporate enquiries: [Rosie Field \(rosie.field@mustardtree.org.uk\)](mailto:rosie.field@mustardtree.org.uk)