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IntoUniversity Fundraising Guide



Your Guide To Fundraising Success

START FUNDRAISING NOW

www.intouniversity.org

THANK YOU FOR CHOOSING TO SUPPORT INTOUNIVERSITY

Thank you so much for choosing to fundraise in support of IntoUniversity and the young people we serve.

In this pack you will find ideas, tips and a host of resources to achieve your fundraising targets. All funds raised by your events will go towards supporting our young people to develop vital skills, realise their ambitions and achieve their full potential.



IntoUniversity helps me a lot; I am learning new things and gaining knowledge, which means I can be smarter and I can achieve goals in the future – I want to be a footballer and a professional game show chef. I just want to say thank you for everything because I wouldn't be learning as much if I didn't come here.

Jayden, Year 4, IntoUniversity
Leicester

Achievements such as this would not be possible without the kindness and dedication of supporters such as yourselves.

Thank you, on behalf of everyone at **IntoUniversity** and the young people we serve, for your support.

If you need further help or guidance, please head to our website at www.intouniversity.org , or contact us at fundraising@intouniversity.org

IntoUniversity Overview

55,000+

young people are supported each year by IntoUniversity's national network of **44** local learning centres to achieve their full potential.

At each centre, we offer an innovative programme that supports students facing disadvantage aged seven and up to realise their ambitions, achieve their academic potential, develop vital skills and gain experience of the world of work.



44
centres

27
locations

LOCAL PRESENCE, NATIONAL IMPACT



As we continue to expand our reach to address ever-widening inequalities, in the most disadvantaged towns and cities, your support is needed **now more than ever**.

This year, we are proud to be working with our 250,000th student. Join us in celebrating this milestone; with your support, we can transform 250,000 more futures.

To learn more about our programmes, please visit
www.intouniversity.org

IntoUniversity has demonstrated evidence of impact:

61% of our students progressed to university in 2023 compared with

28% of students from similar backgrounds nationally

»»» "I thought everyone already had their place and my place wasn't necessarily at a top university. I didn't think those universities were for people like me. I didn't think that I was smart enough before coming to **IntoUniversity** and being shown that actually, it is attainable."

Former **IntoUniversity** Kennington student, now studying at the University of Durham

WEAR RED DAY

Everyone loves to dress up and escape their work/school uniforms! Why not ask for £1 (or donation of your choice) and challenge friends and colleagues to wear red in support of **IntoUniversity**!

DISCOVER ADVENTURE

Discover Adventure's UK and International expeditions make for an unforgettable challenge event experience! Discover Adventure makes it easy to raise money and have fun - take a look at what they have to offer [here](#).

FUNDRAISING IDEAS

PUB QUIZ

Test your knowledge! Gather your friends and family to host an education-themed quiz night. Can you name the UK's oldest university? Or, if you see yourself as a quiz-master rather than quiz-writer, why not use our pre-prepared **IntoUniversity Quiz**?

READATHON

Dive into a good book to raise money for a good cause! Why not take on a reading-themed challenge this year; maybe try a new genre, set a reading target for the month or host a book-reading evening and ask friends to donate to join, or to sponsor your reading efforts.

KEY DATES:



IntoUniversity Festive Match Campaign
1st December - 31st January



IntoUniversity 250 Challenge
1st June - 11th July



Social Mobility Day
15th June



National Volunteering Week
1st June - 7th June

TOP TIPS TO BE A SUCCESSFUL FUNDRAISER

START A FUNDRAISING PAGE

Set up an online fundraising page to kickstart your fundraising. We recommend using our partner platform [Enthuse](#) where you can create an IntoUniversity themed page for your supporters to donate and follow your journey.



SHARE YOUR STORY

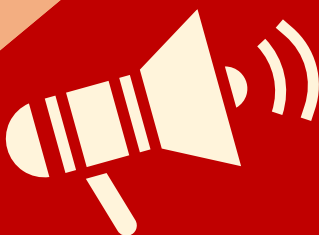


Let people know why you have decided to take part in this event and why you are fundraising for IntoUniversity. You might have a personal connection to our charity or really believe in our mission.

SHARE WHAT INTOUNIVERSITY DOES



IntoUniversity provides local learning centres where young people are inspired to achieve. At each local centre IntoUniversity offers an innovative programme that supports young people from disadvantaged neighbourhoods to attain a university place or another chosen aspiration. Funds raised by this event will go towards the charity's work with Primary and Secondary students across England and Scotland, supporting them to realise their ambitions, achieve their academic potential and develop vital skills.



SHARE REGULAR UPDATES

Add pictures, videos and regular training updates to your fundraising page! Highlight key training updates and milestones to allow your supporters to feel part of the journey.



LINK YOUR FUNDRAISING PAGE TO OTHER SOCIAL MEDIA PLATFORMS

This helps to maximise your audience and remind family, friends and work colleagues of your challenge event goals. For example you could share their participation on LinkedIn, some even add information and links to email signatures as an easy way for people to donate.

 [/IntoUniversity.](#)

 [@IntoUniversity.](#)

 [/IntoUniversity.](#)

The examples below can help you explain to your supporters what each donation could help to support:



£10

could pay for resources for our mentoring programme for one student



£30

could provide one Year 6 student with the opportunity to attend a Transition workshop



£50

could provide one Year 5 student with the opportunity to attend a FOCUS Day



£100

could provide one A-Level student with the opportunity to participate in our Secondary FOCUS programme



£250

allows us to deliver our award-winning week-long FOCUS programme to one Year 6 student

CASE STUDIES

HERE IS SOME
INSPIRATION FROM
ACROSS OUR
NETWORK!



“During a Careers-themed Holiday FOCUS programme, we had a paramedic around and we got advice from them. We [also] got to experience a day in the life in that career. I was interested in the medical field before but after this, it has helped me to narrow down the right pathway for myself. With my mentor, we started to take steps to learn more about the medical field and the career I want.”

-Salma, Year 12, IntoUniversity Hammersmith

“IntoUniversity is a place I can get homework done with all the resources. I also get to learn things, which helps me to build on the knowledge from school. This is especially helpful for things like English and Maths. [My mentor and I] are helping each other to learn and grow. My mentor is from China and she is teaching me a lot about her culture - I am learning some Chinese!”

-Prosper, Year 7, IntoUniversity Nottingham West



“IntoUniversity offers comprehensive programmes that combine mentoring, academic support and extracurricular activities. This holistic approach resonates with me as I believe I could have benefitted greatly from such services. I am drawn to IntoUniversity’s commitment towards breaking down barriers to academic success, fostering personal development and social mobility.”

-Praveen, IntoUniversity Newcastle East volunteer



DONATING TO INTOUNIVERSITY

Online Donations



<https://intouniversity.org/support-us/donate/>



250,000
FUTURES



enthuse

Donate

Share this page:



The easiest way donations can be made securely is through the IntoUniversity website.

<https://intouniversity.org/support-us/donate/>



Bank Transfer

Donations can be made by direct bank transfer to IntoUniversity using the below details:

Bank Name: Lloyds Bank

Account Name: Into Uni

Sort Code: 30-99-66

Account Number: 60635360

BIC: LOYDGB21070

IBAN: GB77 LOYD 3099 6660
6353 60

To help us identify your donation, please send remittances to finance@intouniversity.org



Cheques and Postal Donations

Cheques made payable to IntoUniversity can be sent to our Head Office at:

95 Sirdar Road
London
W11 4EQ.



FUNDRAISING PAGE GUIDANCE

Once you have registered, you can now set up your fundraising page through our bespoke fundraising platform, Enthuse. Below is a step-by-step guide to setting up your IntoUniversity fundraising page.

● ● ● Step by step guide to setting up an Enthuse fundraising page:

1. Visit the IntoUniversity Enthuse platform <https://intouniversity.enthuse.com/profile>
2. Select 'Fundraise for us' at the top of the page
3. Enter your email address to create an account or select 'login with Facebook'. If you create an account with Facebook, your details will be added automatically. If you choose to set up an account with your email address, you will need to fill in some more details. Select 'Continue'.
4. Enter the target amount you would like to raise. Select 'Continue'.
5. Add your profile photo (optional). Select 'Continue'.
6. Upload a header image or use the default IntoUniversity image. Select 'Continue'.
7. Enter the title of your campaign and describe why you are taking on this fundraiser. You can personalise it as you wish, or write your own content. Select 'Continue'.
8. Enter the URL that you would like the page to appear at, or use the suggested URL. Select 'Continue'
14. You can 'Preview' your page or Select 'Finish' to complete the process

'25' CHALLENGES

Here are some examples of challenges relating to the number '25' which you can undertake this summer!



1. Clock 250,000 steps over 25 days



2. Cycle 250km over 25 days



3. Run 25 miles over 25 days



4. 25-ingredient cook-off/bake-off

5. Sell 25 baked goods

6. Cook for 25 people



7. IU's '250' Quiz



8. Readathon



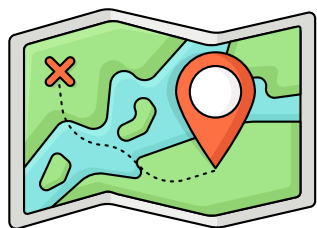
9. IU-themed Bingo night



10. 25 days without challenge
(give up a daily treat and donate
the money!)



11. Practice Yoga for 25 mins a
day for 25 days



12. Walk the 'Thames Ring 250'



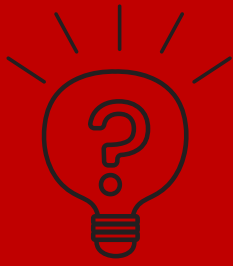
13. Swim 250 lengths



14. Take on any challenge but
raise £250

'25' CHALLENGES

Here are some examples of challenges relating to the number '25' which you can undertake this summer!



15. Design a quiz where participants have to answer 25 questions within a theme



16. Host a fun run with friends - run 25 miles over a set period



17. Coffee morning - get together for a cuppa



18. 25 peaks challenge - climb 25 hills or mountains in a set timeframe



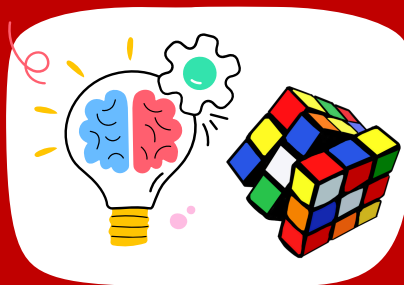
19. Visit 25 local landmarks in a day



20. Make & sell 250 greeting cards



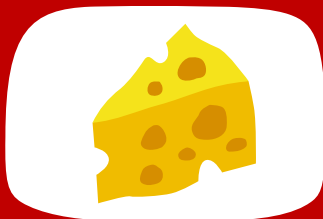
21. Host a summer picnic with 25 different dishes



22. Teach yourself a new skill in 25 days - e.g solve a Rubiks Cube!



23. Auction off 25 items



24. In light of National Cheese Day on the 4th of June, do a blind cheese-tasting competition with 25 cheeses!



25. Host a barbecue for 25 friends and get people to donate how much they would a meal deal, or more!

THANK YOU!



If we can provide any further information or support,
please contact us at fundraising@intouniversity.org

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