

FUNDRAISING GUIDE

How to fundraise for KEYS

Thank you for considering supporting The KEYS Project by organising a fundraiser! We appreciate your commitment and generosity.



Making an Impact

Your help is valuable



A fundraising campaign represents how our small, individual acts can create significant change when combined:

Collective Strength

Each challenge embodies personal achievement and the unity of our community working together for a common purpose.

Exponential Growth

Our combined efforts can lead to remarkable outcomes, showing how our contributions can play a crucial role in the continued impact of the charity's mission.

Faith in Action

Our commitment to making a difference reflects the love and compassion at the heart of our work, creating a lasting impact in the lives of those we serve. Just as God multiplies our efforts, together we can achieve great things.

The KEYS Project are members of the Fundraising Regulator who set out some helpful guidance on running ethical fundraising activities. Following our fundraising guide will help us to make sure we are all working in line with the fundraising regulations.

How to Get Involved

Get Started



1

Step 1: Choose Your Challenge: Whether it's a fun run, a craft fair, a coffee morning or even a daring sky dive, choose one that fits with your community and what you enjoy.

2

Step 2: Let Laura know what you are doing and all the details so KEYS can add it to our communications and support your campaign. laurawaters@thekeysproject.org. Send photos or an explanation of your campaign.

3

Step 3: Set Up Your Fundraising Page: Use a GoFundMe etc or our KEYS donation campaign page and start raising money for our mission.

4

Step 4: Spread the Word: Share your challenge and progress with friends and family.

5

Step 5: If you are doing a challenge where health and safety should be considered, please complete a risk assessment or contact Laura who can help you with this.

6

Step 6: Undertake your challenge and celebrate your efforts.
We'll provide all the tools you need to tell your story.

FAQ'S

More Information

What is the KEYS Project?

Unlocking Freedom from Addiction

The KEYS Project works with churches and Christian charities to provide a holistic, community-based programme to help people escape the nightmare of addiction.

We provide:

- A supportive church-based recovery community.
- A programme grounded in the Christian faith and 12-step recovery.
- Practical help to achieve drug or alcohol abstinence.



"I've come a long way. Getting help has made a huge difference. I should have come to KEYS many years ago".

Funding purpose – what the donations will be used for:

All donations will be used for The KEYS Project core funding, unless you are raising funds for a particular project or purpose. Core funding will enable us to continue to support our KEYS centres across the country to support clients receiving high level support including medical liaison support and help to safely achieve abstinence. It will go towards helping us to continue to develop our programme materials designed to help our clients through their recovery journey into lasting stable recovery, provide volunteer training, centre coordinator support and supervision and our core activities.



"I am relieved at having had people that actually cared in KEYS, church and CAP and this has taken me from a place of despair to hope"

FAQ'S

More Information

How KEYS will help:

- We can help publicise your fundraiser on our social media platforms
- We can help you to design flyers / posters / thank you cards
- We can help you thank your donors by sending a message that can be shared
- We can send you our high definition logos for your designs
- Design sponsorship forms.



"I've found hope that I didn't know existed".

How to donate:

- Please provide your donors with a way of donating that is either directly into KEYS or via a formal well known and trusted platform such as Just Giving.
- KEYS can provide you with a QR code to our donate page and / or set up a donation campaign via our official CAF donate account.
- Please ensure there is a way to demonstrate all donations given to KEYS have been received by KEYS, either by keeping records from the donate platform or a sponsorship form. KEYS can help you with this.
- Please select an end date for your fundraiser.

"It's given me a sanctuary where I can be still and safe. It's also given my serenity inside the void I used to use drugs and alcohol to fill."



Good Practice in Fundraising

Ethical Standards

The KEYS Project have a duty to ensure that their fundraising practice and the practice of those who fundraise on their behalf falls in line with ethical fundraising guidance and is honest, transparent and respectful at all times. We ask that persons wishing to fundraise on our behalf adhere to the following practices.

Our Approach

You must not fundraise in a way which is an unreasonable intrusion on a person's privacy, is unreasonably persistent or places undue pressure on a person to donate.

You and the fundraising materials you use must not mislead anyone, or be likely to mislead anyone, either by leaving out information or by being inaccurate or ambiguous or by exaggerating details.

You must be clear about what the donation will be used for. The KEYS Project take responsibility for ensuring that all donated funds are used in accordance with the intended purpose.

You must take all reasonable steps to treat a donor fairly, so that they can make an informed decision about any donation. Please respect someone's decision not to donate and do not try to persuade them once they have said no or appear hesitant.

Vulnerable donors

You must take into account the needs of any possible donor who may be in vulnerable circumstances or need extra care and support to make an informed decision.

Please be mindful of whether a donation is likely to affect a vulnerable person's ability to sufficiently care for themselves or leave them in financial hardship.

Please do not accept donations from persons under the influence of alcohol or substances at the time of donating.

Please do not accept donations from a child without a parent or guardian present.

THANK YOU!

**from The KEYS Project
Management and Trustees**

**We appreciate your commitment and generosity.
Together on a mission! Recovery IS possible!**

