

# FUNDRAISING PACK

for businesses



@escape2make

Escape2Make.org



**E2M**<sup>®</sup>

ESCAPE2MAKE.ORG

# WELCOME!

If you are reading this, we hope it's because you are interested in supporting Escape2Make's Crowdfunding campaign through your business or organisation and the people you work with. If that is the case, THANK YOU!

Escape2Make has been running essential, transformative, inclusive activity for young people in Lancaster and Morecambe for 5 years, making sure it is always free and open to all 11-18-year-olds. This is the first time we have ever used Crowdfunding to support our work and support from local businesses is crucial to our success.

Every penny raised will help us towards our target, and we're so excited to have you on board helping us do this! We're keen to support you every step of the way to support us on our way to reaching our goal.

## What can you do to help?

We'd love you to use this as an opportunity to do some team building as well as raising money for a good cause. Pick something fun, that your colleagues would enjoy and in true Escape2Make style think about doing something creative!

## Here are some ideas to get you started, but you can do anything you want!

### Artist of the Year

Making art can boost wellbeing! Set up a still life scene somewhere in the office and get everyone to sketch/paint it. A prize for the best! Why not create an exhibition of the finished pieces around the office?

### Craft Club

Escape2Make's Craft Club is one of our most popular. Get your team knitting, crocheting or felting for an hour or two or during a team meeting? Crafts can increase focus and help conversation flow.

### Dress down (or up!)

Have a casual Friday or a Black Tie Monday! Or, with Halloween around the corner, why not have a costume competition?

### The Great Office Bake Off

Have a day when everyone brings in baked treats to share, with a donation from everyone who eats something delicious!

### Who's the smartest?

Hold a quiz night, or lunchtime quiz – compete in teams or as individuals with a prize for the smartest in the office!

### Active challenge

Sign up for a 10k, go for a group cycle or swim, or set a team challenge, like doing a million steps in a week.

# LET YOUR IMAGINATION RUN WILD!

Want to come up with your own fundraising idea? We very much encourage you to use your imagination and think of something different you'd like to do.\* We'd love to hear your ideas.

\*Fundraising ideas should comply with all health and safety regulations and are not the legal responsibility of Escape2Make

## Here's how to plan your activity:

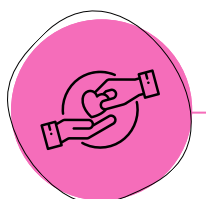


1. Decide on your challenge. Pick something fun, creative or challenging for you and your team to do. Decide when you will do it and who will be involved. Pick a target amount – or you could decide to match what young people who will also be doing fundraising activities will raise for us!

See “Your Fundraising Plan” on the next page.

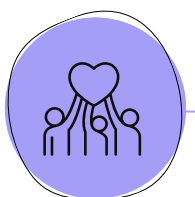


2. Let us know what you're doing! We'd love to celebrate how you're helping us. If you want to share the activity on social media remember to tag us using @Escape2Make



3. Collect donations. You can ask people to donate directly to our crowdfunding page, [www.spacehive.com/Escape2Make](http://www.spacehive.com/Escape2Make) or they can give donations to you to make a single donation once your activity is over.

See “Your Donation Tracker” on page 5.



4. Share! Let other people and businesses in your network know about what you've done and why you're raising money for Escape2Make, we'd love to help you celebrate that you've done something brilliant for a good cause, and they might be inspired to do something too!

# YOUR FUNDRAISING PLAN

Use this template with your team to action plan your Escape2Make fundraiser...

**Your organisation's name:**

**Your challenge name:**

E.g

"Escape2Make's Escape 2 Bake!"

**Your name:**

This will be the main  
person we contact

**Contact email:**

**Contact phone number:**

**Challenge details:**

Explain a bit more what your  
challenge is all about

**Challenge start (and  
end) dates:**

When will the challenge take  
place?

**Fundraising target:**

Don't worry if it ends up  
being less or more

£



# FREQUENTLY ASKED QUESTIONS

Here are some things people might ask you...

## **What is Escape2Make?**

Escape2Make is a charity dedicated to helping all 11–18-year-olds in the Lancaster & Morecambe area escape from boredom, social media, loneliness, and pressures from school or home by providing free creative activities. We help local young people make things, make friends and make a difference in the community.

In 2025, Escape2Make will be setting up a new, creative, free space for young people in Lancaster City Centre.

## **What is the Escape2Make Fair?**

To launch our new Escape2Make space we want to run a project during February half term. 125 young people will take part in 28 free workshops led by professional artists, which may include upcycling furniture, making ceramic plant pots, sustainable textile design and mural painting. Each workshop will lead to items that will become part of the new Escape2Make space and activities that will be showcased at a youth-led Escape2Make Fair event, open to the community, on Saturday 22nd February 2025.

## **Why should I give money to this?**

Young people don't have enough places to go or things to do that aren't expensive or exclusive. Many young people struggle with mental health and loneliness and have nowhere they can go to escape the pressures of school and home life.

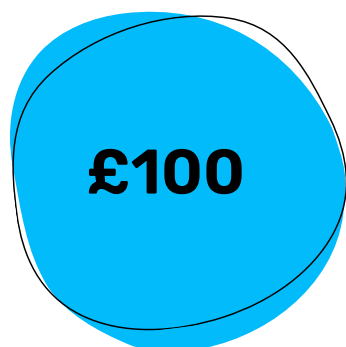
Escape2Make's activities are always free and open to all 11-18-year-olds. We provide young people with opportunities to learn new skills from creative experts and make a positive difference in their community.

## **What is Crowdfunding?**

We have never asked the community for money to support our work before, but we think this project is important, as it creates a new space for young people in the middle of the city. We are Crowdfunding on a platform called Spacehive, as part of an opportunity called Crowdfund Lancashire. If we can show we have support from the community, Lancashire County Council will contribute up to £15,000 and we may also receive support from local businesses and other grant funders. So every £1 you can give will help us unlock much more money from other supporters!

## How much should I give?

We are grateful for any amount your organisation is able to raise, but here are some amounts you could aim for:



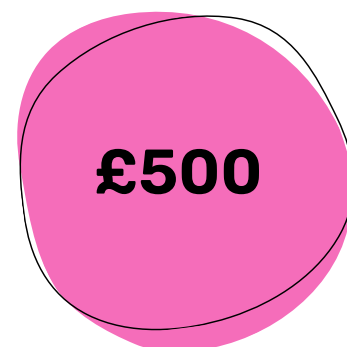
£100 will cover a day of outreach activity, removing barriers to support young people who need this activity most to sign up and attend.

We will post an individual thank you on social media for any organisations who raise at least £100.



£250 will support our Youth Board to have an away day to plan activities, ensuring everything in this project is designed by young people, for young people.

We will add your logo to our supporters on our website for a donation of at least £250.



£500 will buy essential furniture and decorations to bring our new Escape2Make Space for young people in Lancaster to life, getting it ready for the Escape2Make Fair event.

We will add your logo to a supporters' board in our new Escape2Make Space for donations over £500.

Anything more that you can afford will help us reach our target and means we can provide free activity for young people, paid opportunities for local artists, an event for the community and transform a new youth space in the city.

## How do I donate?

It's best to donate directly to [www.spacehive.com/escape2make](http://www.spacehive.com/escape2make)

Individuals can donate directly to our Crowdfunding campaign, saying which organisation they are donating from in the comments if they want to. You can collect donations from colleagues/supporters and make a single donation to the campaign.

We'd love it if you could add **Gift Aid** to your donation. Look for the option on screen after confirming your donation.

## Is there anything else I can do to help?

Yes! If you like what we are doing, you could do something challenging to fundraise even more. Or you can help us spread the word by sharing our campaign with your friends, family and networks.

Any other questions?

Please get in touch with Kriss Foster on [k.foster@escape2make.org](mailto:k.foster@escape2make.org)

spacehive