

FUNDRAISING GUIDE

For Youth Hubs

**here for
youth**

Three Year Vision

It's easy to get to a sustainable financial position to run all your weekly youth engagement activities!

Strategy One [Ongoing]

The initial target to have in mind is £300 a month in recurring income which will give you a budget of £75 a week for all your food/snacks or other costs.

This can be as simple as 30 people giving you £10 a month.

- To establish yourself as a new local youth hub, it's important to have your own financial independence.
 - We recommend that you set up a bank account with any provider that you prefer, including online banks.
- The **target audience** for this strategy are your **close friends, family and other supportive community members**. After the hub is established, this will also include the **parents and guardians**.

**Monthly donors are the gift
that keeps on giving!**

The Funding Ladder

Once your bank account is open, getting people to set up a standing order for £10 a month is as simple as you giving them **your account number, sort code and reference to use.**

As your youth hub grows, so will your funding.

Donors Giving £10	Per Month	Per Year
1	£10	£120
5	£50	£600
10	£100	£1,200
20	£200	£2,400
30	£300	£3,600
50	£500	£6,000
100	£1,000	£12,000
250	£2,500	£30,000

Breakout Session

Once you get to the **first milestone of £300 a month** keep going!

Update your target to **£500, then £750, then £1,000 etc**

Conversation Roleplay

Strategy Two [3 months+]

After you've covered your base running costs, for strategy two, consider running a campaign via your Telegram Group, Instagram account, local residents and other channels like Jummah collections with the aim of creating a new regular income stream for your hub.

Calculate the amount your hubs needs to not only continue, but grow your youth engagement services.

This could be for bigger monthly external activities, or day trips, or even just better equipment!

- Once you have that specific amount, be completely transparent with about how that figure is broken down and go for it!
- The **target audience** for this strategy is the **parents/guardians** of your regular attendees and the **local families** that your youth hub serves. This strategy can be seasonal, focusing on giving periods like Ramadan or Dhul Hijjah.

Strategy Three [9 months+]

For strategy three, your ongoing marketing activities will lay a foundation for you to deepen your relationship you have with the residents in your local area.

How many Mosques does your Youth Hub serve?

At each of the local Mosques in your local area:

- Organise **quarterly Jummah collections and taraweeh collections** in Ramadan where you can not only fundraise but more importantly, showcase the great work your Youth Hub is doing for them and their young people.
- The **target audience** for this strategy is the **wider local Muslim community.**

Strategy Four [12 months+]

Having now engaged your **close friends, family, active local residents, the young people and their parents and the wider local community**, strategy five is all about external sources of funding.

As an established Youth Hub that is part of a wider national network of Youth Hubs, start to **build relationships** with external partners.

For Specific Projects

- Apply for funding to host specific projects that benefit the young people in your area.
- Apply for funding for venues, resources and equipment for your Youth Hub.
- The **target audience** for this strategy are the **local council** and other grant making bodies.

Strategy Five [12 months +]

For strategy five, as **young people** themselves join the workforce, you should continue to engage them to not only continue coming as attendees or volunteers, but to **support the project directly**.

As beneficiaries, you should work on getting their buy-in to continue the effective youth engagement that they benefited from.

How?

- Organise **fundraising challenges** like walks or treks such as Mount Snowdon.
 - Organise **fundraising campaigns** that young people can get behind and share on social media via online crowdfunding platforms.
- The **target audience** for this strategy are the **young men and women** who were your beneficiaries.

Thank You!