



**YUAF** YOUNG URBAN  
ARTS FOUNDATION

FUNDRAISING GUIDE



# FIRST THINGS FIRST, THANKS!

Dear Fundraiser,

We are so grateful to you for fundraising on behalf of YUAF and young Londoners. As a grassroots charity, any help we receive, big or small, makes a huge difference. Your fundraising efforts allow us to reach young people in the most underserved and isolated areas of Greater London. We appreciate your choosing to raise funds for YUAF as we know there are so many other causes that need support.

Your decision to support YUAF will help us to connect with the most vulnerable and in need. Your help allows us to provide programs that offer both a creative outlet for young people and serve as a safe space for them to work through their emotions in a healthy and constructive way.

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Fundraising Contact: Jessica Ortiz  
Mobile: [07957 523576](tel:07957523576)  
Email: [jess@yuaf.org.uk](mailto:jess@yuaf.org.uk)



With the funds you raise, you will help us:

- Increase our frequency to reach young people in at-risk areas via the Outreach Media Bus
- Offer one-to-one support via our Pathways Service
- Provide workshops, specifically designed to improve mental health
- Purchase resources such as project materials, equipment and transport fare for young people

Most importantly, you will allow us to continue the important work we do in support of young Londoners.

Your fundraising pack is designed to help give you a variety of event ideas, tips on how to promote your chosen event and other helpful hints to aid in making your event successful. We love collaboration so please reach out so we can provide you with assistance, creative ideas or any additional information you need.

With thanks,  
Kerry O'Brien, CEO & Founder

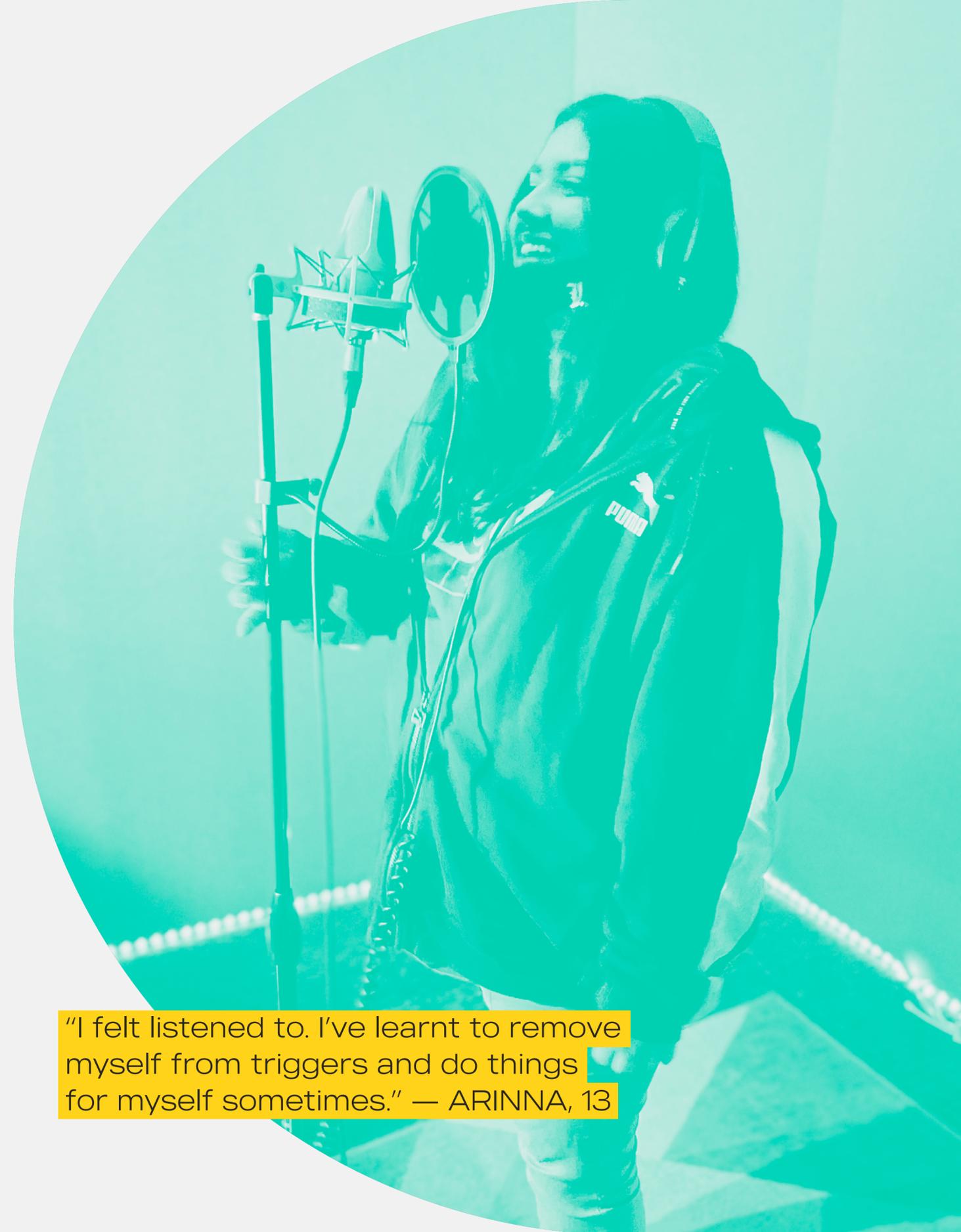
A handwritten signature in black ink, appearing to read 'Kerry O'Brien', is written over a white background.



# INTRODUCTION

Young Urban Arts Foundation is a registered grass-roots charity established in 2009. Our mission is to empower the lives of young people by strengthening mental well-being through creativity, ensuring every young person is seen, heard & celebrated. During our first 10 years, we have helped over 18,000 young people and are known for delivering both empowering and creative outreach workshops in hard-to-reach areas where young people are at high-risk of child exploitation, being a victim of crime or do not have access to opportunities.

Our charity's programs are designed around prevention and built to drive creativity, such as our multimedia bus workshops, which we take into communities as a safe and exciting space to inspire and build their confidence. We also take our facilitators to schools, community centres and youth hubs. Working with partners, we provide young people with opportunities to gain further training or work experience, allowing them to build a long-term rapport and support system.



"I felt listened to. I've learnt to remove myself from triggers and do things for myself sometimes." — ARINNA, 13

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99% of young people were happier  
after engaging in 1 - 5 workshops

"My journey with YUAF started at the age of 15 when I was really struggling in life with no purpose and low self-esteem. I am now 23 and life has changed dramatically for the better; now in full time employment, I am also a YUAF trustee. This just goes to show the development we offer to our young people." — ADAM GILL, 23

# CONTENTS

YUAF CORE PROGRAMS	5
WHAT OUR FUNDRAISING PARTNERS SAY	6
THE DIFFERENCE YOU CAN MAKE	7
FUNDRAISING IDEAS	8
PROMOTING YOUR EVENT	9
GETTING FUNDS TO YUAF	12
THE LEGAL BIT	16





## OUTREACH MEDIA BUS



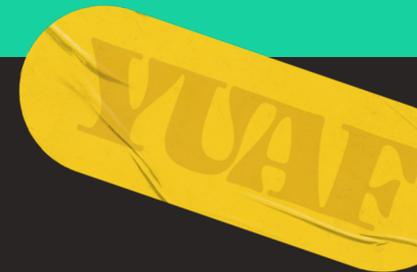
Our single-decker Outreach Media Bus converts into a multi-media music studio, providing an exciting space that inspires young people to build their confidence, skills, and healthy relationships. Our team goes directly to where young people live: on estates, on the streets and in schools to start the journey to support their mental well-being.

## YOU ARE AWESOME

These workshops will provide asset-based mentoring for young people, building on their strengths to increase their confidence.

## EDUCATE TO EMPOWER

We deliver a range of empowerment workshops, programmes and talks with our Influencer Ambassadors in schools and youth organisations. The focus draws on the creative arts to improve mental well-being, offering them a way of learning how to release unexpressed emotions to become more resilient.



## YUAF FUTURES



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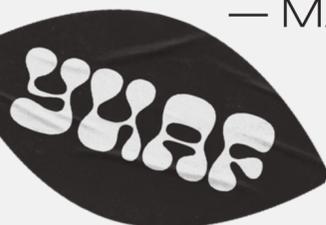
# WHAT OUR FUNDRAISING PARTNERS SAY

"Kerry's passion and dedication to creating opportunities for the next generation mirror the values of Sony Music UK. Community organisations such as YUAF are vital to the wellbeing of our country and we are proud to be part of such a valuable initiative that seeks to educate, inspire and empower young people."

— JASON ILEY, CEO & CHAIRMAN, SONY MUSIC UK & IRELAND

"It was such a pleasure to work with YUAF on a Ninja Jamm workshop to make music production more accessible to the youth. I fully believe that the direction YUAF is championing can make a real difference - creating art and music is a key way for young people to kick down the barriers, level up and be ambitious for the future. I'm down for more work with YUAF, it's a privilege to be involved. Support this work!"

— MATT BLACK, DJ & CO-FOUNDER OF NINJA TUNE



"After visiting the incredible Outreach Mobile Bus and learning more about the wonderful work that YUAF do across London, and locally in Hackney to engage young people in music, it made perfect sense to support them as part of our 'RaveLove' event series which was set up in 2019 to support local charities in LA, Berlin and London. The London edition in support of YUAF took place at Tottenham Club Five Miles and hosted techno heavyweight Daniel Avery b2b with Finnish producer IDA raising £3009. 100% of the proceeds raised were donated to YUAF."

— AMY VAN-BAAREN, GLOBAL PARTNERSHIPS, RESIDENT ADVISOR

"We have been working with YUAF on two fundraiser events in the past, one in 2018 and one in 2019. On both occasions we have experienced thorough communication, and their enthusiasm around our project has been great. YUAF are really passionate about young creatives, and that is extremely noticeable in the work that they do. We are so pleased with their openness and participation in our events, and would love to work with them again!"

— BELLA DIDRICK & LINNÉA LENNARTSSON WEIDER, FOUNDERS, PROJECT DREAMING





# THE DIFFERENCE YOU CAN MAKE

“When I first came, I didn’t really know anything, now I know a lot. We all used to write on our own and put music together, now we work better together and I have made friends. I will use the skills to make beats to make me calmer and make me feel good.” — YP AGED 13, BARKING

75% of parents want a safe place within their local community for their children to go to while in crisis.

Hear from young people about the impact of participating in YUAF programmes:

- TJ
- MANO
- LAMAR



## £1000

Provide an opportunity for young people to learn from creative industry professionals who will share their journey, offer guidance and insight

## £4500

Enable us to run a 4-week Outreach Media Bus workshop for up to 25 young people

## £8000

Support 10 young people over 6 weeks through You Are Awesome one-to-one mentoring

# FUNDRAISING IDEAS

Don't forget to add Gift Aid. If you are a UK taxpayer, adding Gift Aid means YUAF can claim an extra 25p for every £1 you give. It will not cost you any extra.

## PROMOTE TEXT GIVING

This is a quick and easy way to donate a small amount of money that will make a huge difference.

To donate £3,  
text YUAF to 70331

To donate £5,  
text YUAF to 70970

To donate £10,  
text YUAF to 70191



## GET ACTIVE

Gather a group together for an activity (run, walk, swim, golf or cycling) and ask friends, family and colleagues to donate in support of YUAF

## CHARITY EVENTS

Organize a Pub Quiz, Coffee Morning or Charity Dinner either in person or virtually, using Zoom, Facetime or Teams

## HOLIDAY FUNDRAISING

Organize an Easter Egg Hunt, Pancake Day, Halloween Dress-Up, Holiday Gift-Wrapping and ask for donations to participate.

## ONLINE DONATION

Set up a JustGiving or Go Fund Me donation page

## YOU CAN ALSO HELP BY

- Mentoring a young person
- Creating a collective pool of volunteers for our community events



# PROMOTING YOUR EVENT

There are several ways to let people know about your event to increase participation and donations.



## SOCIAL MEDIA

Promote your event across your social media channels such as Instagram, Facebook, Twitter, LinkedIn, YouTube and WhatsApp

## ONLINE DONATION

Whether you set up a JustGiving, Go Fund Me or use the YUAF donation page, they all provide a safe and easy way to donate online.

## FLYERS & POSTERS

You can opt for paper or e-versions, make sure to include all relevant information about the event and how to donate.

## FRIENDS & FAMILY

Spread the word about your event to friends and family and let them know what inspired you to fundraise and how to donate.

## LET YUAF KNOW

Once you've decided on your fundraising event, tell us about it! We can help promote it on our socials and within our network. We can also help with any questions you have.

**DON'T FORGET TO TAG US**

**@YUAFOFFICIAL**

# GETTING FUNDS TO YUAF

## ONLINE DONATIONS:

Good news! Online fundraising goes directly to YUAF

## TRANSFER FUNDS TO US DIRECTLY:

NatWest Bank Plc  
Young Urban Arts Foundation  
Account Number: 11201908  
Sort Code: 60-24-26

YUAF Donation Page: [www.yuaf.org/signup](http://www.yuaf.org/signup)

Paypal Donation Page: [paypal.me/YUAF](https://paypal.me/YUAF)

## CAF DONATION:

Please make your final donation [here](#) via CAF



1 in 6 young people, aged 16 - 24, have symptoms of common mental health disorders such as depression and/or anxiety

# THE LEGAL BIT



Charity fundraising is regulated by law. We hope that by adhering to the guidelines below, you will have a safe and successful event.

## LICENSING:

Your event may require a license for alcohol or entertainment, hosting a raffle or auction, public money collection or posting signs in public areas. Please ensure you consult your local council.

## INSURANCE & RISK:

Your event may require insurance. Ensure that any insurance policies required by law are in place. You must make sure you have sufficient third-party public-liability cover in place and consider if any other insurance is necessary. It is also important to carry out a risk assessment before holding any size event. The most up to date health and safety measures must also be adhered to during your event.

## COLLECTING DONATIONS:

- Keep checks and bank details in a safe and secure place
- When counting money, ensure two people are present
- Record collections as soon as possible

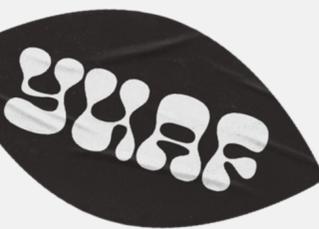
## FOOD:

Refer to the Food Standards Agency [www.food.gov.uk](http://www.food.gov.uk) for guidelines on how to safely adhere to food hygiene requirements.

## DONATE TEXT GIVING:

Fundraising, payments and donations will be processed and administered by the National Funding Scheme (Charity No: 1149800), operating as DONATE. Texts will be charged at your standard network rate. For Terms & Conditions, see [www.easydonate.org](http://www.easydonate.org)

We want your event to be safe, fun and successful; however, Young Urban Arts Foundation does not accept liability for a fundraising activity or event you undertake to support us. We encourage you to refer to the [Institute of Fundraising](#) for details regarding event fundraising.





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# SUPPORT YUAF

Thank you for your support and for helping us reach our long-term goal:

By 2025, we aim to empower 3,000 young people every year through creative cultural programs and opportunities, face to face engagement and on our digital platform worldwide.

