

YMCA

Here for young people
Here for communities
Here for you

SOUTHEND YMCA CORPORATE FUNDRAISING PACK

Company registration No. 05052266 (England and Wales)
Charity Registration No. 1102837
Homes England Registration No. 4853



Welcome

Thank you for choosing to find out more about supporting Southend YMCA.

In supporting us will help you to achieve your corporate social responsibility goals by having a positive impact on young people in your local area.

Between 1887-1903 Southend YMCA was established, providing a men's hostel and pastoral care on Weston Rd, just off Southend High Street. And in 1915 YMCA helped with the wartime efforts, providing a canteen and recreational facility for soldiers from the Shobury Garrison. In 1995, the Newlands building was constructed on Ambleside Drive providing 30 flats for homeless young people. And, in 2014, we founded the Southend YMCA Community School offering a combined GCSE and Pastoral Programme for Vulnerable Learners with direct funding from the Department for Education and, more recently, Southend YMCA opened a new Childrens Home!

From 2021 to 2022 Southend YMCA worked intensively with 1600 children, young people and their families through outcome-based projects. Our services are offered free of charge and free from discrimination, but we can only do this with the financial support of people and businesses in our local area.

People believe that we are funded from the national YMCA movement, but this is not the case. While we have some contract and grant-funding, our youth work must be supported by funding from other sources and through fundraising activities.

We need your help!

Last year, we successfully negotiated the Covid Pandemic and, this year, at the time of writing, we orientate to an emerging cost of living crisis! Despite these challenges we continue to provide social benefit to vulnerable children, young people and families. Our goal is to be there for any young person who requires our services and support. We can only do this with your help

To find out more, please contact our fundraiser
Call: 01702 301 301
Email: fundraising@southendymca.org.uk

WHAT WE DO

".....an innovative, resilient and sustainable young people's charity... delivering social value"

Housing

We provide safe, supported, and affordable accommodation for vulnerable young people.

Training & Education

We provide good education and training which equips young people for employment.

Health & Wellbeing

We promote health and well-being and have a community impact.

Family & Youth Work

We provide positive activities which enable young people's personal, social and cultural development and active.

Support & Advice

We provide mentoring which develops young people mental health and sense of inclusion.

QUALITY AWARDS:



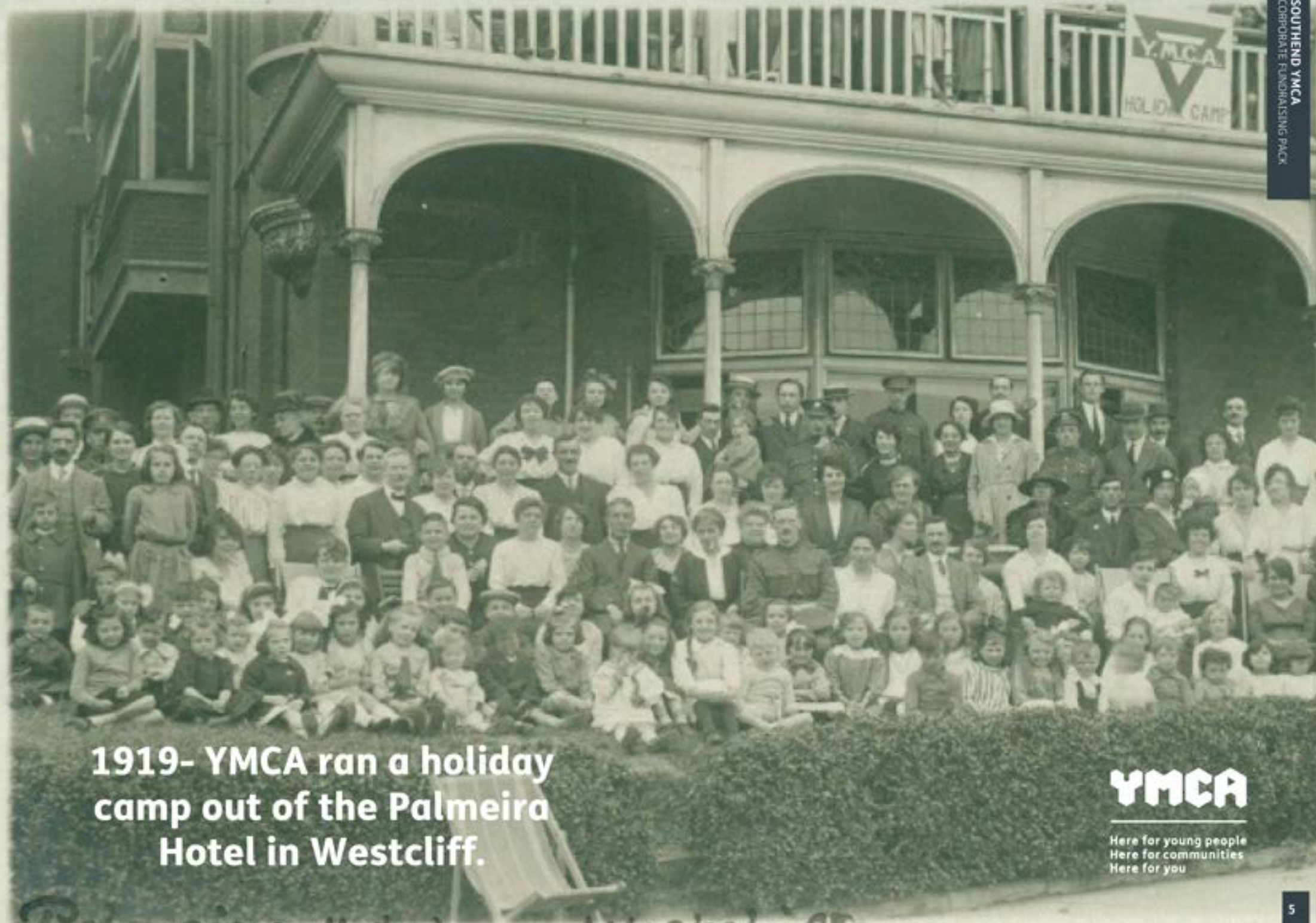
REGULATORS:



CHARITY COMMISSION
FOR ENGLAND AND WALES



Over 100 years supporting
young people and the
community of
Southend On Sea



1919- YMCA ran a holiday camp out of the Palmeira Hotel in Westcliff.

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Palmeira Hotel Westcliff



Partnerships

We are actively looking for new partnerships right now and have plenty of opportunities to work alongside your business

CHARITY OF THE YEAR

Choosing Southend YMCA as your 'Charity of the Year' offers an invaluable opportunity for corporates and businesses to make a substantial and lasting difference in our community. Here are compelling reasons why Southend YMCA is an ideal choice for such partnerships:

- 1. Community Impact:** Southend YMCA plays a vital role in the local community by providing shelter, support, and essential services to vulnerable and homeless youth. By aligning with us, businesses can actively contribute to reducing homelessness and empowering young individuals to build a better future.
- 2. Empowering Youth:** By supporting Southend YMCA, businesses invest in the potential of young people. Providing them with stable housing, educational opportunities, and skills training not only transforms individual lives but also strengthens the community as a whole. These empowered individuals can eventually contribute positively to the workforce and society.
- 3. Positive Public Relations:** Partnering with Southend YMCA demonstrates your business's commitment to social responsibility and community welfare. This involvement can significantly enhance your company's public image, fostering a positive reputation among your customers, clients, and stakeholders.
- 4. Employee Engagement:** Engaging employees in charitable activities fosters a sense of pride and unity among the workforce. Choosing Southend YMCA as the Charity of the Year can inspire your employees, encouraging them to participate in fundraising events, volunteer programs, and other initiatives, thereby enhancing team spirit and job satisfaction.

Choosing Southend YMCA as the Charity of the Year is a strategic and compassionate decision. It not only creates a positive impact on the lives of vulnerable youth but also enhances the corporate social responsibility profile of businesses, fostering a sense of pride and fulfillment among employees and stakeholders.

7000+
HOURS OF
SUPPORT SESSIONS
PROVIDED

15,300+
NIGHTS OF
ACCOMMODATION



'FUND A ROOM' SPONSORSHIP

Our Fund a Room initiative offers local businesses, organisations and individuals opportunities to support Southend YMCA's work. As a local Charity, we are solely responsible for raising all our own funds.

Everyone needs a stable and secure home - some children and young people have a very difficult start in life. Fund a Room has been developed to enable local people to play a pivotal role in the lives of the vulnerable children and young people of Southend.

A Fund a Room donation is an investment which will help us to build the lives of the children and young people we support and help us to develop more housing.

We have two ways you can support us:

- Business and organisational sponsors make an investment of £3,000 and have a room named in their honour for 2 years.
- Individuals can make one-off donations of their choice.

	Number of beds	Number of residents (annual)
Newlands Supported Accomodation	36	51
New Roads Asylum Seeking Property (Hamlet Court Road)	6	6
Care leavers supported by Social Services (CM16+)	15	3

25 young people obtaining an Award in progression. In addition, all young people attended enrichment & non-accredited workshops to gain life skills.

19 learners progressed to Education, Employment and Training showing they are ready for the next step. With a further 5 learners looking at positive pathway





Giving

There are plenty of ways your business and employees can directly support our services

EVENT AND SERVICE SPONSORSHIP

Event sponsorship for Southend YMCA youth charity offers businesses fantastic brand exposure, enhancing our visibility within the community and among potential customers. By associating with a respected charitable cause, businesses bolster their corporate social responsibility image, fostering positive public relations. Sponsorship also cultivates a sense of community engagement among employees, boosting morale and team spirit. Moreover, it provides an opportunity for businesses to align themselves with a meaningful mission, demonstrating a genuine commitment to youth empowerment and social change. Ultimately, supporting Southend YMCA through event sponsorship not only makes a significant difference in the lives of young people but also generates goodwill and positive connections for the sponsoring businesses.

PAY-AS-YOU-EARN PAYROLL GIVING

Implementing pay-as-you-earn payroll giving offers businesses a powerful tool for enhancing employee engagement and morale. It allows employees to effortlessly donate a portion of their salary to charities, promoting a sense of social responsibility and pride in the workplace. This initiative showcases your company's commitment to philanthropy, fostering a positive corporate image. By facilitating charitable contributions directly from salaries, businesses create a seamless way for employees to support causes they care about, amplifying their impact on society and nurturing a culture of giving within the workplace.





Fundraising

Workplace fundraising can be a great way for teams to come together and raise vital funds!

LUCKY DRAWS

Lucky Draw Feeling lucky? Whether it's the Wimbledon, Grand National, or Eurovision, everyone enjoys a lucky draw. Provide a prize, then invite your colleagues to contribute for a chance to win.

OFFICE LINGO JAR

Create an 'office lingo' jar. Phrases like 'close of play', 'take this offline', or 'let's circle back' can contribute to donations. Identify your most commonly used phrases, and watch the contributions pour in.

TRADE LEAVE

Trade Leave Days in a Raffle Exchange an extra day of your annual leave in a raffle – the more tickets your colleagues buy, the higher their chances of winning a day off!

MATCHING DONATIONS

Numerous companies match their employees' fundraising efforts, often through payroll giving. Your organisation might consider offering a pound-for-pound match or a specific allocation per team member.

DRESS UP/DOWN DAYS

Whether it's dressing up, donning fancy dress or dressing down, break out of the routine and ask colleagues for a donation for taking part. What other fun fundraising activities could you do on the same day to boost your total?

QUIZZES

Social, fun, competitive, and a sure way to raise some hard cash! Whether virtual or in person, set a date, find a quizmaster, prepare your questions and watch the money roll in.

PHYSICAL CHALLENGES

Get colleagues together and plan a sponsored physical challenge for a good cause. From a sponsored walk to extreme adventures like mountain climbing, you'll raise much-needed funds for charity while team-building.

OFFICE OLYMPICS

Who will take the gold in speed typing, synchronised chair swivel or paper aeroplane throwing? There's plenty of fun to be had in aid of charity with an office sports fundraising day.

HOW TO SEND DONATIONS

We're so grateful to you for fundraising for us! We simply can't reach vulnerable young people without your support.

Please send your money to us within 30 days of the event or activity you've done for Southend YMCA. If your fundraising takes longer than a month, please send us the money you've collected at the end of each month so we can keep track of it.

Fundraising Profiles

If you've set up an online fundraising page on JustGiving we'll receive the money you raise automatically, so there's no need to do anything else.

Personal donations can be gift aided enabling Southend YMCA to claim a further 25p per £1 donated. We use JustGiving to collect Gift Aid on our behalf.

Pay in online

We currently take donations through JustGiving. Please visit here: www.justgiving.com/southendymca.

Pay by cheque

Send us a cheque made payable to 'Southend YMCA' along with a letter confirming your contact details. Send both to the address below:
Southend YMCA
Newlands, 85 Ambleside Drive
Southend On Sea, Essex
SS1 2FY

If you want to discuss paying in details, please call Fundraising on 01702 301 301 or email fundraising@southendymca.org.uk

Thank you for your support!

southendymca.org.uk

SOUTHEND YMCA

85 Ambleside Drive
Southend On Sea, Essex
SS1 2FY

Registered Charity Number: 1102837 (registered in England);
Limited Liability

Company number: 05051166;
Non-profit, private registered provider of

Social Housing: Number: 4853

Please get in touch via email at info@southendymca.org.uk or
by calling 01702 301 301.

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YMCA enables people to develop their full potential in mind, body and spirit. Inspired by, and faithful to, our Christian values, we create supportive, inclusive and energising communities, where young people can truly belong, contribute and thrive.

FAMILY & YOUTH WORK

HEALTH & WELLBEING

HOUSING

TRAINING & EDUCATION

SUPPORT & ADVICE