



Schools Fundraising Pack



Registered with
**FUNDRAISING
REGULATOR**



a local response
to homelessness

All People All Places is a registered charity and a company limited by guarantee. Registered charity number: 1139885. Company number: 7253692. Registered address: Unit 24, Angel Yard, 34 Snells Park, Edmonton, London, N18 2FD

Thank you for choosing to support APAP!



Thank you for helping people facing homelessness in our community.

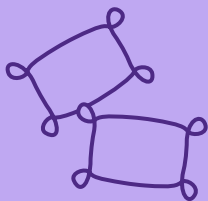
At APAP we believe that everyone deserves a safe place to call home. By taking part in fundraising, your school can help people right here in Enfield and Haringey who are facing homelessness or fear losing their home.

Whether you're organising a small activity or big school-wide event, your hard work and support will make a real difference to the people in your community who need it most.

Who we are

APAP is a small, local charity. We have been tackling homelessness in Enfield and Haringey for over 15 years.

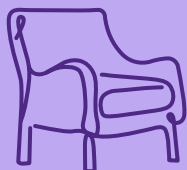
We support people by:



Providing a **safe space** and **respite** during the day



Offering **hot meals**, **showers**, **laundry**, and **essential supplies**



Delivering **dedicated one-to-one** casework **support**



Helping our clients access **housing**, an **income**, and **healthcare**.

Much of our work is focused on helping people before things reach crisis point.

Why your fundraising matters

You might have heard about ‘the housing crisis’ which is affecting more and more people every year. The crisis is particularly bad in London, including in our local communities.

In 2025 alone:



426

new people came
to us for help



3,923

visits received to
our Day Centre



1,709

hot meals served



166

people found a safe place
to live with our help

Discuss homelessness in class



What makes it so hard to **escape homelessness**?

What does **“home”** mean to **you**?

How might **experiencing homelessness** affect a **young person** at school?

What are some of the different **reasons** why people **experience homelessness**?

What would **you** do if you didn't have a **safe place** to go home to?

Anita's story



Anita* came to APAP feeling scared and overwhelmed.

She and her young daughter were about to be evicted from their home and had nowhere to go.

APAP worked quickly to find a solution by speaking to landlords on Anita's behalf, helping the family to secure a safe, affordable home.

Now Anita has a job and stable place to live.

Because Anita got help early, she and her daughter never had to experience homelessness.

* Names have been anonymised

What your fundraising will do!

Every pound you raise can have a real impact on someone's life:

£15

Could give a person experiencing homelessness a warm welcome at our day centre - providing breakfast, a hot shower and laundry facilities.

£30

Could support a woman in housing crisis through our nighttime street outreach service – providing a safety pack, and support to access vital services.

£50

Could provide a night in a warm bed and a hot meal for someone at our night shelter.

£100

Could give a family facing homelessness the help of one of our skilled and dedicated caseworkers, helping them to find accommodation and let them know about vital services and benefits.

£500

Could provide a package of essentials such as white goods and bedding for a family moving out of housing crisis into new accommodation/being rehoused in unfurnished accommodation.

£1000

Could provide a year's worth of laundry services for people sleeping rough.

£3500

Could keep our breakfast service for rough sleepers running for 6 months, providing a nourishing hot meal in a safe warm space where they can access help with housing.

£5000

Could pay for a year's supply of rough sleeping care packages - including a sleeping bag, toiletries, new underwear and socks.

Fundraising ideas

There are so many great ways to fundraise at your school!

Below, we've shared a few ideas to get you started, but feel free to create your own fundraiser! Just don't forget to email fundraising@allpeopleallplaces.org to let us know what you're planning – we'd love to hear about it!

Non-uniform day

Pick a day at the end of term for students and staff to wear whatever they like to school. Ask for a £2 donation per person and make sure every class taking part collects donations for their participants. You could even run several non-uniform days throughout the year to tie in with different community celebrations such as:

- A Christmas jumper day
- An Eid Celebration
- A Purim Celebration

Taking on a fundraising challenge is a fantastic way to raise money and bring everyone together for a fun and meaningful activity, outside the classroom. If you choose a physical challenge (like walking or running) remember to make sure it is inclusive, with options for everyone to take part and feel supported.



Sponsored sleepout

A sponsored sleepout is a powerful way to raise funds and awareness of homelessness. It gives you a small glimpse into some of the challenges faced by people experiencing the crisis point of homelessness. All whilst supporting the important work APAP does to provide essential services and one-to-one support for people sleeping rough.



Cardboard shelter sleepout event

Summer reading challenge

A sponsored reading challenge over the school holidays is a great way to open the door to new worlds, while raising funds to support people right here in our community. Here's a suggested reading list of books that explore the experiences of people facing homelessness:

- The Queen on our Corner (ages 5+)
- The Lunch Thief (ages 8+)
- Stone Cold (ages 11+)
- Can't Get There From Here (ages 13+)

Bake sale

All you need to run a bake sale is a handful of students who are each able to bake a batch of different sweet treats like cupcakes, cakes, brownies etc. Then you can set up a table to sell them at lunchtime and watch those donations roll in! Remember to include the dietary/allergen information for each baked item like nuts, dairy, eggs.

Sponsored walk

Why not enjoy a fun day out having a sponsored walk? You'll get some exercise, whilst fundraising for your community! There are so many fun routes to choose from, such as:

The Parkland Walk

Finsbury Park to Alexandra Palace, around 4.5 miles suitable for ages 11+, traffic free former railway line.

The Green chain walk

Pick a section of this 50 mile route through fields, parks and woodlands to explore with your classmates.

Highgate Wood

Wander through ancient woods on a flat, child-friendly route and enjoy a run around a playground.

Create your own fundraiser

If you haven't seen anything that sparks your interest – create your own!



When it comes to fundraising, the sky is the limit!

If you've got a passion for music, you could hold a gig at school. Or if you love fashion, hold your own clothes swap. There are so many ways to raise money, so let your creativity run free!

Organising a fundraising event is an excellent way to bring your school community together to support people experiencing homelessness in Haringey and Enfield.



Planning your fundraiser

Planning a fundraiser can be a lot of fun! Just make sure you speak to your parents or teacher while choosing the best activity for your class or school.



When planning your event, think about how to promote it to your school community, how to make it inclusive for everyone to take part, and what resources or support you might need to run it smoothly.

1.

Set up your fundraising page

KindLink is our preferred fundraising platform, you can set up your APAP fundraising page using the following link:

<https://www.kindlink.org/individual-charity-online-fundraising>

If you would prefer to use a different fundraising platform that's totally fine!

Share your story on your page, explaining why fundraising for APAP matters to you – perhaps you've seen people in your area who need support. Also, fundraisers with pictures or videos on their fundraising page could raise 79%* more per photo, so don't be afraid to get snapping!



2.

Set your target

Having a clear goal is motivating and fun – and fundraisers who set a target could raise 73%* more – so feel free to aim high!

3.

Pick a date

Setting the date early gets everyone excited and gives you plenty of time to plan your fundraiser. Just make sure you ask permission to check it works for your school.

4.

Organise your team

Will you be in charge of organising the fundraiser or will you need help from other students and teachers? Make sure you know who is taking on different organising roles and that you have a clear plan of action. Many hands make light work!

5.

Promote your event

Speak to your teacher about promoting your fundraiser at school in assembly or in a school newsletter. If appropriate, you can also use social media to let other students know about your fundraiser. We've included some shareables on our website but if you need any design support from us please let us know.

6.

Collect your donations

You can turn your KindLink page into a QR code by using a free QR code generator online. They are easy to use and save people having to get cash out! Other fundraising platforms usually have their own QR code function.

* Justgiving.com Statistics

Safe fundraising

We want everyone to have the best time possible when fundraising for APAP, so here are some top tips to ensure that your fundraising is safe for you and everyone involved!

Be kind

When you're fundraising, make sure you are open, honest and respectful with everyone you encounter. Don't be too persistent when asking for donations, and never take advantage of someone's trust or vulnerability.

Handling cash

Ensure you never leave unsecured cash unattended. When counting cash, do so in a secure place with two people present. If you're under 16, you'll need a teacher or parent present to help you when you're handling money.

Gift Aid

Gift Aid means we can gain an extra 25p for everyone £1 someone donates, as long as they have paid the same amount or more in tax that year. So it is unlikely we can claim Gift Aid on your classmates' donations, but it's worth bearing in mind if any adults donate. There are restrictions on what we can claim Gift Aid for – for example, we cannot claim Gift Aid on payments for goods or services, such as admission to a concert, raffle tickets or jumble sale items, nor can we claim Gift Aid on donations from a company. Full guidance can be found [here](#).

Raffles

Raffles, tombolas, sweepstakes and other similar activities have a specific set of gambling regulations, so please ask a teacher or parent to have a read of the [Gambling Commission guidelines](#) to check you're not breaking any rules. If you have any further questions, please get in touch with us via fundraising@allpeopleallplaces.org.



Photos from your event

We love to see photos and videos from your events, but please ensure that everyone is happy to be photographed. When taking photos of people under 16, please ensure you have permission from both them and their parent or guardian.

Fundraising involving children and young people

If you're under 16, or involving others who are as fundraisers or donors, there are laws to keep everyone safe. You must keep to any relevant age limits set by law when organising fundraising activities – for example children cannot carry out activities such as raffles and events involving alcohol. You must give the children or young people taking part, and their parents or guardians, guidance on how to carry out fundraising safely and legally. This includes making sure that children under 16 do not have overall responsibility for handling money.

Keeping safe

APAP is committed to keeping our clients safe from harm. We also want to make sure that you stay safe whilst fundraising for us!

Please ensure that you consider the safety of all involved when organising your fundraising event. It's a good idea to think about any potential risks and have a plan in place for fire safety and first aid.

Once you know how you'd like to fundraise, reach out to our friendly team at fundraising@allpeopleallplaces.org and we can help you make sure you're following the **Code of Fundraising Practice**.

Contact us

Thank you so much for choosing to help people experiencing homelessness in our community. We hope this guide has been useful for you. If you have any unanswered questions, please don't hesitate to get in touch! Our friendly team will be happy to help.

Email

fundraising@allpeopleallplaces.org

Call

0783 5323 894

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