



# Community 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

# Why fundraise for APAP?

**Thank you for being part of our local response to homelessness.**

**Right now, 1 in 36 people in Enfield and 1 in 31 people in Haringey\*** are experiencing the devastation of homelessness or live in fear of losing their home. Behind these statistics are individuals, each going through their own personal crisis. Many feel completely alone and have nowhere to turn for help. **APAP exists to change that.**

We provide safety and lifechanging support in the heart of our community. If a person tells us they're rough sleeping, we can give them respite from the dangers of the street, with a hot meal, a shower and somewhere to wash their clothes.

Our experienced caseworkers support people to get help with a range of issues including housing, benefits, health, immigration, and debt. We also help prevent people being forced into homelessness in

the first place – letting them know their rights and advocating on their behalf.

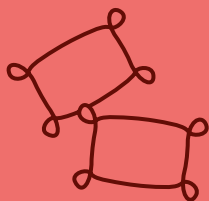
None of this would be possible without the kindness and support of people like you. Whether you're in a community organisation, a faith group, or simply an individual wanting to make a real difference, your support has a direct impact on the people living right here in North London, who need it most.

\* [https://england.shelter.org.uk/what\\_we\\_do/updates\\_insights\\_and\\_impact/interactive\\_homelessness\\_map](https://england.shelter.org.uk/what_we_do/updates_insights_and_impact/interactive_homelessness_map)

# About APAP

APAP is a locally focused charity that's been working across Enfield and Haringey since 2010.

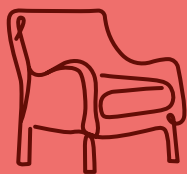
**We support people experiencing homelessness and those at risk by:**



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**.

**We are the only service of our kind in the local area, providing immediate respite from street homelessness and support through and beyond housing crisis.**

# Our impact



**426 new clients**

Individual new clients through word of mouth and partner referral



**166 positive housing outcomes**

Moved to new accommodation or prevented eviction



**Showers were used 688 times**

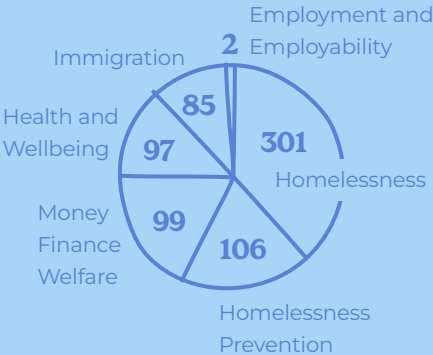
Supporting clients to take care of their hygiene



**3,923 service visits**

Creating a safe and welcoming space for people to access support and services

**690 cases**



**96 other positive outcomes**

Including resolving immigration and benefit issues, maximising income, securing ID documents and opening bank accounts

# We're a small organisation with a big impact.



**1,709 hot meals**

We offer a hot breakfast and lunch, as well as drinks and snacks throughout the day



**427 clothes and shoes donations**

Fresh underwear, socks, clothes and shoes. Warm clothing in winter



**Laundry services used 214 times**

For clients with no access to their own washing facilities



**322 care packages**

Including essential toiletries and sleeping bags



**Night Shelter**

**26 people housed in our night shelter**

**77% successfully moved on\***

\*Excluding clients remaining in the shelter at the end of the period, still working towards move-on

**87 days average length of stay**

We support clients for longer than the typical night shelter, giving space to address complex underlying issues

Impact statistics are from 2025

# Understanding homelessness

Homelessness in Enfield and Haringey is closer than we think. It doesn't just mean sleeping rough, it can mean:



- Facing **eviction** with **nowhere to go**
- Living in **unsafe or overcrowded housing**
- Moving around between friends and family with **no stable home**
- Being unable to find a new home because of the **housing crisis**
- Struggling to afford **accommodation** because of **unstable finances**.

# Patryk's story



**When Patryk\* came to APAP, he was rough sleeping and facing one of the most difficult periods of his life. Struggling with his wellbeing, mental health and substance use, he was in urgent need of support and stability.**

Our dedicated night shelter caseworker, Andrea, took the time to sit down with Patryk and build trust through patience, consistency and understanding. Opening up to a new service was not easy, but over time Patryk began to share his challenges and engage with our support.

As his needs became clearer, we provided intensive casework and liaised closely with immigration advisers to ensure he received the advice and advocacy he needed. We were also able to offer him a place in our night shelter, giving him immediate safety and a warm place to stay away from the streets.

At the same time, Patryk was facing significant health challenges. Whilst struggling with his mental health, he was also taking methadone to try and recover

from substance dependency. Homelessness, recovery and poor wellbeing had taken a serious toll on him. But with the stability of the shelter and ongoing support from APAP, he was able to begin addressing these issues. We supported him to attend appointments, access specialist services and work through the barriers preventing him from moving forward.

A major turning point came when Patryk received the news that his application to resolve his immigration status had been approved. APAP were then able to help him to apply for the benefits he was entitled to, giving him financial stability and a pathway towards independence. Soon after, we supported him to secure a private rented property, which was a huge milestone in his journey out of rough sleeping.

\* Names have been anonymised

# How your fundraising helps

**Every pound you raise has 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.



# Planning your fundraiser

**Holding a fundraiser for APAP is simple and fun! We're here to support you every step of the way.**



**1.**

## **Choose your fundraising activity**

The possibilities are endless – from bake sales to half marathons (and everything in between). We've included a list of fundraising ideas in the next section, but feel free to use your imagination! Think about something that is challenging but achievable, that your friends, family, or workplace would be happy to support.

**2.**

## **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!

Remember to share your story on your page, explaining why you've decided to fundraise for APAP – perhaps you have a personal connection to homelessness or you want to change lives locally.

Whatever your reasons, your passion and enthusiasm will be contagious! Also, fundraisers with pictures or videos on their fundraising page could raise 79%\* more per photo, so don't be afraid to get snapping.



3.

### Set your target

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

4.

### Pick a date

Setting the date early gets everyone excited and gives you plenty of time for any training or preparation that needs to be completed ahead of the fundraiser.

5.

### Organise your network

Will you be doing a solo fundraiser, or will you be in charge of leading a group? Either way, make sure to communicate clearly with the friends, family, or colleagues who will be helping you. You could do this by creating a WhatsApp group, or scheduling regular catch ups to discuss your progress and delegate tasks. Many hands make light work!

\* Justgiving.com Statistics

6.

### Promote your event

The more you share your fundraiser the more you will raise! We've included some shareables on our website but if you need any design support from us, please let us know and we will be happy to help.

7.

### 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.

# Fundraising ideas

## Bring our community together

By hosting a community fundraising event, you will not only raise vital funds for APAP's services, you'll create special moments and build important connections between people in our community. There are so many great ways to fundraise, here's a bit of inspiration to get you started:



*Homelessness is impossible to ignore in London. With more people being pushed into poverty and a shortage of affordable housing, organisations like APAP are more vital than ever in reducing rough sleeping and supporting those most at risk.*

*It made it so much easier to run 26 miles knowing that I have raised money for APAP!*

Grace completed the London Marathon for APAP, raising £3,227 to help change lives locally. Thank you for going the distance, Grace!

## 5K, 10K, half and full marathons

Unlike bigger charities, it's usually not affordable for APAP to purchase charity places at well-known challenge events. But you can absolutely still fundraise for us if you get your own place via a ballot, and we will support you all the way!



### Organise a quiz night and raffle

If you're able to source free prizes and a space to host, this is a fun, low cost and accessible way to fundraise.

### Host a bake sale or coffee morning

Who doesn't love cake and coffee? These are always popular, easy to run and reliable if you want to do some regular fundraising. Try this at your workplace, place of worship or community group.

### Sponsored walks and hikes

We're on the free platform Ultra Challenge (<https://www.ultrachallenge.com/>) where you can find a range of walks and hikes in London and around the country.

### Faith group collection

By collecting donations at your church, mosque, synagogue or temple, either regularly or for a one-off event, you are directly supporting people in our community who need it the most.

### Take on a challenge event

Taking part in a challenge event is a great way to raise funds while setting yourself a personal goal and achieving something meaningful.

### Choose your own challenge

If you'd rather do something in your own time or at your own pace, then why not create your own challenge? Walk a full marathon in a month, or complete 100 push ups a day for a week – you can turn any idea into a fundraiser!

# Safe fundraising

**To make sure everyone has a great time fundraising for APAP, we follow the standards of honesty and transparency set by our fundraising regulator. 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 exploit 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 – children under 16 should not have responsibility for handling money.

## Gift Aid

With Gift Aid, APAP can claim an extra 25p for everyone £1 individuals give, as long as they have paid the same amount or more in tax that year. There are restrictions – 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:

<https://www.gov.uk/government/publications/charities-detailed-guidance-notes/chapter-3-gift-aid>

## Raffles

Raffles, tombolas, sweepstakes and other similar activities have a specific set of gambling regulations, please have a read of the Gambling Commission guidelines and if you have any further questions, please get in touch with us via email at:

[fundraising@allpeopleallplaces.org](mailto: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 children, please ensure you have permission from both the child and their parent or guardian.

### Fundraising involving children

It is important to take particular care when involving children in fundraising, whether as fundraisers or as donors. You must keep to any relevant age limits set by law when organising fundraising activities, so 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, including ensuring that children under 16 do not have overall responsibility for handling money.

### Staying safe

APAP are 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 assess any potential risks and have a plan in place for fire safety and first aid.

Please see the [Code of Fundraising Practice](#) or contact us at:

[fundraising@allpeopleallplaces.org](mailto:fundraising@allpeopleallplaces.org) for further guidance.

# 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](mailto:fundraising@allpeopleallplaces.org)**

## Call

**0783 5323 894**

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