



GET INSPIRED...

This World Cup, play your part and help end homelessness locally by getting your company involved.

SSJ.ORG.UK

the **society** of
st James 

The Society of St. James 125 Albert Road South, Southampton, SO14 3FR
A Company limited by guarantee and registered in England No. 03009700
Housing Association No. LH4337. Registered Charity No. 1043664

WHY CHOOSE TO SUPPORT?

the society of
st James > this World Cup

The Society of St James is a Hampshire-based charity that exists to end homelessness in locally, person by person. Since 1972, we have provided vital support to thousands of individuals experiencing homelessness. We need your help to continue to provide these vital services and end homelessness.

We believe it's a moral human right to have somewhere safe to live and the right to be treated with dignity. We believe that people can change their lives for the better with the right help, and we believe that everyone deserves not just a second or third chance, but as many as it takes to enable them to change their lives for the better.

Here at the Society of St James, we help people in a way that understands and responds to their past experiences. Find out more at SSJ.org.uk.

Trust is a business asset. Partnering with a credible, values-led charity like Society of St. James can strengthen your brand story, demonstrate social impact, and build authenticity with customers, employees, and the wider community.

More information at: SSJ.ORG.UK

THANKS SO MUCH FOR HOSTING

a fundraiser for **the society of
st James** >

“Thank you for choosing the Society of St James. With your support we can end homelessness locally, person by person.

We are truly grateful to have you on this journey with us, and we can't wait to see how your fundraiser unfolds. Don't forget to share your efforts on social media and tag us @societyofstjames - we'd love to celebrate your company's impact with our community.”

Tania Marsh, Chief Executive

Here's how your donations will help

£50 - could provide essentials like warm clothing or toiletries

£100 - could contribute to rent deposit or interview clothing

£250 - could support tailored activities that build skills, confidence, and opportunity

More information at: **SSJ.ORG.UK**

FUNDRAISING IDEAS

What type of fundraising events can we do?

You can do any type of fundraising event that works for you as long as it is legal, open, honest and respectful. However, if you're not sure, we've included some fundraising event ideas, tips on how to set them up, and posters that you can use to promote them in this pack.

Why not invite us for a chat and introduce some fundraising ideas to your team?

To arrange a visit from us to talk to your team, please email fundraising@ssj.org.uk or visit ssj.org.uk/support-us-fundraising/ for more ideas.

Take a look at our Corporate Fundraising Pack for inspiring ways your business can support SSJ throughout the year and help us end homelessness locally.

For more information or to request a pack click [here](#).

Ready to make your World Cup fundraiser unforgettable?

Click the link [here](#) to check out our legal pack, it's everything you need to stay safe, legal, and set up for success.

Let's make your impact count!

More information at: SSJ.ORG.UK



WAYS TO RAISE

donations for **the society of st James** 



1. Keepy Uppy Challenge

Take part in the SSJ Keepy Uppy Challenge. Three attempts per person, combined team scores, with donations per entry or per kick.

2. World Cup Meal

Host a World Cup themed meal where everyone picks a country from a hat and brings a dish inspired by it. A fun, social way to share food, celebrate cultures, and get involved in the campaign.



3. World Cup Score Predictor

A simple, inclusive fundraising activity where participants predict match scores or outcomes during the World Cup. No football knowledge needed, just guess and get involved to help end homelessness locally.



SSJ.ORG.UK

WAYS TO RAISE

donations for **the society of st James** 



4. Football Bingo

An inclusive bingo-style game based on World Cup moments. Participants take part in a game of bingo while raising money end homelessness.

5. Wear Your Team Colours Day

A simple, inclusive awareness and fundraising day where people wear football shirts or team colours. No physical activity required just participation, helping to end homelessness locally.



Help SSJ end homelessness this World Cup



To submit any cash donations in after your events please contact fundraising@ssj.org.uk for more information and to arrange a drop off.

HOW TO PLAN YOUR KEEPY UPPY CHALLENGE

Taking Part.

Your challenge: keep that ball in the air! You can do this as an individual but it's more fun together. Everyone gets three attempts, and scores are added together for a final team total. Share your video and score by tagging SSJ on social media or emailing fundraising@ssj.org.uk.

Spread the word

Get everyone involved - you don't have to be good at football to take part. Maybe you can challenge different departments to try to beat you!

Promote your event and let everyone know you're taking part by sharing photos and videos on social media, including a link to the JustGiving page click [here](#) for the link. Tag @societyofstjames and include your keepy uppy score in the caption or comments, or alternatively send your video via DM or email

Collect your donations

People can contribute their donations by using the QR code on our fundraising poster below, or you can collect cash donations yourself and submit them after the event. Alternatively, you can create your own JustGiving page for the event, ensuring it links to SSJ's World Cup Just Giving page. For support on setting up a JustGiving event page, please contact us at fundraising@ssj.org.uk.



KEEPY UPPY CHALLENGE



50,000 KEEPY UPPIES

TO HELP END HOMELESSNESS



DATE: - - - - -

TIME: - - - - -

LOCATION: - - - - -

Fundraising in aid of 'the Society of St James' to help support people who are homeless, or are at risk of, homelessness locally.

Please donate £ to take part and help end homelessness locally this world cup.



DONATE NOW



HOW TO PLAN YOUR WORLD CUP MEAL

Get the date in the diary

Get a date in the diary during the campaign period. Make sure you have space booked and agree how the event will run on the day. Prepare a hat with all World Cup countries inside for participants to draw from.

Spread the word

Tell everyone you're doing it! Use the free printable poster below. Take photos on the day and tag us on social media. People are to give a minimum £5.00 donation to take part and pick a country from the hat. Encourage teams, departments, or services to get involved for a fun, inclusive activity.

Collect your donations

People are to donate to take part, however encourage additional donations on the day. People can give via the QR code on the poster or by clicking the donation link [here](#). You can also email fundraising@ssj.org.uk to request a donation bucket.



WORLD CUP MEAL



EAT, CHEER

END HOMELESSNESS 

DATE: _____

TIME: _____

LOCATION: _____

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SCORE PREDICTOR – HOW TO GET INVOLVED

Set up your predictors

Create a simple form or sheet where participants predict match scores or winners. Collect a donation from people taking part; once people have donated, send them the form/sheet you have prepared. Ask them to write down their predictions on the sheet. Offer small prizes or recognition for winners if possible.

Spread the word

Tell everyone you're doing a score predictor. Use the free printable poster below. Take photo of your score board and tag us on social media. Participants need to donate to take part

Collecting your donations.

People can give via the QR code on the poster or by clicking the donation link [here](#). You can also email fundraising@ssj.org.uk to request a donation bucket.



WORLD CUP SCORE PREDICTION



ONE GUESS. ONE GOAL:

END HOMELESSNESS 

CONTACT:

TO TAKE PART

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HOW TO TAKE PART IN FOOTBALL BINGO

Download or create the bingo cards

[Click here](#) to download and print Football Bingo cards for your team. The cards include common football events. A caller reads out events, and participants mark them off as they are called. Entry is via a donation, with a prize for the winner.

Spread the word

Make sure everyone knows you are taking part in the bingo game. Share your photos on social media and add a link to your JustGiving page if you have one or click [here](#) for the world cup Just Giving Page. Use the poster template below..

Collect your donations

People donate to sign up. People can give via the QR code on the poster below. You can also email fundraising@ssj.org.uk to request a donation bucket for the event.



FOOTBALL BINGO



FOOTBALL BINGO WITH A PURPOSE

END HOMELESSNESS 

Football BINGO

Penalty	World Cup	Free Kick	Shot on target	Extra time announced
Crowd celebration	Fans chanting		Corner kick	VAR check
Last-minute goal	Hat-trick	Red card shown	"What a goal!" moment	Crowd singing

DATE:

TIME:

LOCATION:

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GET INVOLVED IN WEAR YOUR TEAM COLOUR DAY

Pick a date

Choose a day during the campaign period and encourage teams, services, and partner organisations to take part by wearing a football shirt or their team colours to work. Make a donation to join in. You could also ask your company to match funds raised. As a guide, £100 could help provide essential support for someone experiencing homelessness.

Spread the word

Make sure everyone knows about your Wear Your Team Colour Day - do invite all your colleagues. We have a poster template below which you can display at in the office or send personal invites by text, WhatsApp and email. Be sure to take lots of photos, and tag us on social media.

Collect your donations

People can contribute their donations by using the QR code on our fundraising poster, or you can collect cash donations and submit them after the event. Email fundraising@ssj.org.uk to collect a donation bucket.

WEAR YOUR TEAM COLOUR DAY

WEAR YOUR TEAM COLOUR AND HELP

END HOMELESSNESS 



DATE: - - - - -

TIME: - - - - -

LOCATION: - - - - -



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