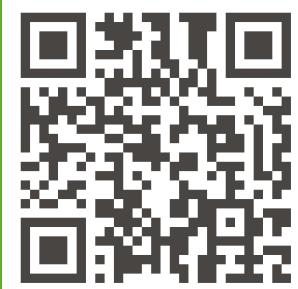


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# Corporate Partnerships with Advocacy Focus

**THANK YOU!**



[www.advocacyfocus.org.uk](http://www.advocacyfocus.org.uk)



**0300 323 0965**



**[fundraise@advocacyfocus.org.uk](mailto:fundraise@advocacyfocus.org.uk)**

# WELCOME

If you're reading this, you're well on your way to doing something brilliant. You've taken the first step towards supporting local people who need it the most. So now, we're going to support you every step of the way to make it happen!

Behind every fundraising hero is a person who believes. Believes that everybody deserves to be listened to and heard. At Advocacy Focus, that's what we do, day in, day out, for communities across the North-West.

By joining us, you're not just supporting a charity; you're becoming part of our team of compassionate, dedicated people. Together, we can make sure that nobody is overlooked. So, if you're ready to take the next step, here's everything you need to know.



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# WHAT WE DO. AND WHY IT MATTERS.

**Imagine feeling lost, ignored and not listened to.**

For people navigating the health and social care system, that's a daily battle. That's why Advocacy Focus exists. We're your local, independent charity that puts people first.

Our team cuts through the confusion and walk alongside people during their toughest moments. We support them to take control, ask the right questions, and give them the confidence to make the best decisions about their lives.

This isn't about us. It's about our community. Your money stays local, and the impact is immediate and visible. Join us and help turn up the volume for those who need it most. Because local change starts here.



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# THE DIFFERENCE WE MAKE

## Last year, our team:

Worked on over

**6,000**

specialist advocacy cases, solving critical issues for local people.

Supported

**600**

children and young people and helped them through complex challenges.

Helped

**494**

people access our Community Focus Hub, giving them the tools they needed to avoid reaching crisis point.

Sourced the right information and advice for

**1,300**

people to navigate through complex systems.

## PROVIDED MULTIPLE

mental health ward visits via our team of trained volunteers.

"Yes, funds make a difference, but what truly matters is seeing local businesses stand with their community."  
- Community Member



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# WHY YOUR SUPPORT MATTERS

**We couldn't do what we do without brilliant partners like you.**

When you choose to support Advocacy Focus, you're making sure people across the North-West get the advocacy support they need when life gets complicated.

Whatever you do and however much you raise, your money helps us to:

- Stand up for people when they're facing difficult situations
- Support children and young people to build meaningful relationships outside of the social care system.
- Give timely information to help people understand their rights
- Be there when people are going through tough times
- Run local services that people can easily access- like our Community Focus Hub



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# ADVOCACY IN ACTION: PHILIP'S STORY

**Phillip had a physical disability, hearing impairment, and learning difficulty.**

He feared leaving the home he loved, but climbing the stairs and having a bath had become impossible. He loved his job and didn't want to give up work, but everyday tasks had become overwhelming.

**With our Community Advocate's support, everything changed.**

With help, Phillip successfully applied for benefits, accessed a council tax reduction, a Blue Badge, and a bus pass. He also got a personalised Patient Passport to communicate his needs to professionals.



*Philip*



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# ADVOCACY IN ACTION: PHILIP'S STORY

**The result? Phillip kept his independence, his job, and his confidence.**

**Reflecting on the journey, Phillip said,**

*"There's no way I could have achieved this on my own. Being able to stay in my home and remain independent is better than I could ever have hoped for."*

**This is advocacy. This is how you can help us make a real difference.**



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# WHY PARTNER WITH US?

**Because we're local, effective and  
with your support we can make things  
happen.**

## **Your team gets:**

- Real impact they can see from their doorstep
- Brilliant team-building opportunities
- A local partnership that matters
- Regular updates on how your support is changing lives
- Opportunities to see our work in action

## **Your business gets:**

- Genuine local community connections
- Positive publicity that matters to your customers
- Team members who are proud to work for you
- Real Environmental, Social and Governance impact



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# WHAT YOU CAN EXPECT FROM US

**As a partner, we're here to support you every step of the way. Here's what that means:**

**A dedicated point of contact.** A person you can call or email, who'll be there to answer questions and share ideas.

**We'll do regular shout outs about you on social media.** Celebrating what your team is doing and the support you give us.

**Press coverage.** We'll promote our partnership with a press release, so others can see the difference you're making.

**Fundraising Support.** From planning events to risk assessments, we'll give you practical advice and resources.

**Highlight the impact.** Real stories, numbers, and outcomes so you see lives being changed thanks to your support.



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# WAYS TO GET INVOLVED!



**Not sure where to start?  
Here are a few suggestions...**

**Become our Charity Partner** – we'll work with you to plan fun and meaningful activities that bring your team together while supporting local people.

**Fundraising Fun** – from quiz nights, bake-offs, and gaming tournaments to sponsored walks or cycle challenges – we'll help you find what fits your team best.

**Office Favourites** – try “donate if you’re late,” dress-down Fridays, coffee mornings, or even an office sweepstake. Small ideas can make a big impact!

**Share Your Skills** – your team’s marketing, IT, or admin expertise could make a huge difference to our projects.

**Sponsorship Opportunities** – put your company name behind our campaigns, newsletters, FocusAF podcast, or events like golf days and community fun days.

**Match Funding & Payroll Giving** – double your team’s impact by matching their fundraising or setting up payroll giving for easy, tax-free donations.

**Digital & Social Fundraising** – take it online with social media challenges, virtual events, or a crowdfunding page – perfect for remote teams!



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# WAYS TO GET INVOLVED!



## Join our key campaigns:

### Be a Hub Hero

Help us raise £35,000 for our Community Focus Hub in East Lancashire. We need £10,000 sponsorship to cover building costs and £25,000 to fund an additional team member so people can get support without waiting. Could your company/team become a Hub Hero?

### “Who Cares?”

Our Christmas campaign aims to raise £1,500 for gifts and activities for children and young people that are looked after by the local authority. A perfect festive fundraiser for you to support!

**Got different ideas? Just ask - we're always up for something new.**



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# FUNDRAISING HEROES

## Cheryle Britton: Going the Distance

### **The Challenge:**

Personal Ironman - 2.8-mile swim, 115-mile bike ride, 26.2-mile hike

### **Amount Raised:**

Almost £2,000

### **The Impact:**

Life-changing support for local communities

"I initially took on the Iron man style challenge for my own mental and physical health; and after starting training felt I had bitten off more than I could chew! Signing up to raise funds for Advocacy Focus really changed everything for me. By helping to raise funds to support the life changing work that AF do and supporting people in our local community. Particularly with their mental health. It gave me the extra drive and determination to not just complete the event but get through the training. A huge thanks to Justine and all the AF team for their support and messages of encouragement throughout!"

YOLO WELLBEING



**CHERYLE**

**Visit YOLO  
Wellbeing's website**



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# FUNDRAISING HEROES



## CUBE HR: Conquering the Yorkshire Three Peaks

### **The Challenge:**

Yorkshire Three Peaks - 24.5 miles, 5,000 feet climbed, 55,000 steps in under 9 hours

### **Amount Raised:**

Over £2,100

(more than double their goal!)

### **The Team Spirit:**

Unstoppable



**CUBE HR**

"We love a challenge and most of us love walking, so we thought why not combine them. We completed the first two peaks relatively easily, but one of the team ended up with blisters. She wouldn't give up, so we tackled the third peak slowly, but under nine hours is a phenomenal time. The celebratory pint didn't touch the sides!"

**Visit CUBE HR's**  
**website**



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# GETTING STARTED: THREE SIMPLE STEPS

**Planning something?  
Here's how to make it work:**

1

**Pick your date and activity**

Choose what suits your team. Get it in everyone's diaries. We're can help with planning.



2

**Get people excited**

Tell colleagues and customers what you're doing and why. People love getting involved when they understand the cause.



3

**Start fundraising**

Collections, sponsorship forms, online pages - make it easy for people to donate.



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# ONLINE FUNDRAISING MADE SIMPLE

**JustGiving is your best friend - it's simple, tracks everything, and the money comes straight to us.**

**Make it personal** - tell people why your company chose Advocacy Focus. Have you set a target? Share what this means to you and your people.

**Make your page stand out** - add photos, videos, and updates about your plans. Highlight the effort you're putting in. You can create personalised URL links/QR codes to your page.

**Tell people about our work** - the more people understand what we do, the more likely they are to support us, donate, or access our services.

**Share everywhere** - post on social media, send emails, and ask everyone to spread the word to their friends and family.

**Post updates** - keep people engaged with your progress.

**Say thanks** - always recognise the support you receive from others.

**JustGiving™**



**Need help?**

Email [fundraise@advocacyfocus.org.uk](mailto:fundraise@advocacyfocus.org.uk)  
or call 0300 323 0965



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# SOCIAL MEDIA

**Social media is perfect for spreading the word about your fundraising.**

**Photos and videos get noticed** - don't be shy, shout about your fundraising activities.

Keep everyone updated on your progress and always include your fundraising page link.

**Remember to tag us:**

**Facebook:** [www.facebook.com/AdvocacyFocus](https://www.facebook.com/AdvocacyFocus)

**LinkedIn:** [www.linkedin.com/company/advocacy-focus](https://www.linkedin.com/company/advocacy-focus)

**Instagram:** [www.instagram.com/advocacyfocus](https://www.instagram.com/advocacyfocus)

**TikTok:** [@advocacyfocus](https://www.tiktok.com/@advocacyfocus)

and use the hashtag **#FundraisingFocus**



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# GETTING PRESS COVERAGE



**Local media coverage boosts fundraising and spreads awareness about advocacy support. Here's how to get their attention:**

## **Get in touch with your local paper and send them all the details**

Who, what, why, when, and where. Make it easy for them.

## **Send a press release**

We have a press release template you can use to make things easier!

## **Include great pictures**

High-quality images that show what you're doing always help.

## **Add your contact details**

Make it easy for them to reach you.

## **Follow up afterwards**

Send photos from your event and let them know how much you raised.

## **Need help with press releases?**

Call 0300 323 0965 or email [fundraise@advocacyfocus.org.uk](mailto:fundraise@advocacyfocus.org.uk)

### **Top tip:**

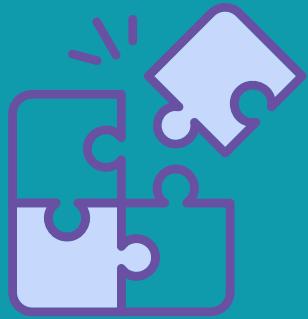
Local media coverage doesn't just raise money- it also helps more people learn about advocacy support in their community, and where they can get help and support.



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# THE PRACTICAL STUFF



**Before you start, here are the things you need to think about to keep everything legal and safe:**

## **Using our logo**

Just check with us first so we can send you the right files and make sure everything looks good.

## **Entertainment licenses**

If you're having live music or entertainment, you might need permission from your local council.

## **Health and safety**

Be sure to carry out a risk assessment for your event. Think about insurance and first aid too.

## **Food and alcohol**

Check the rules on food hygiene at [food.gov.uk](http://food.gov.uk). Selling alcohol might need a temporary license from your council.

## **Raffles and prize draws**

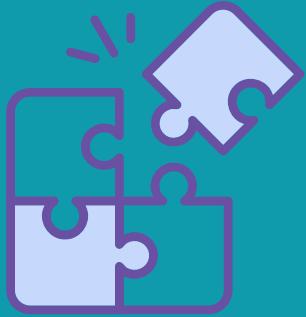
There are rules about these, so check [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk). For small raffles at private events, where tickets are sold and drawn on the premises during the event, you do not need a license.



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# THE PRACTICAL STUFF



## **Public collections**

You will need a license from your local council for collections in a public space. Private property (like your office) just needs permission from whoever owns the building. We do not permit or authorise door-to-door collections on our behalf.

## **Gift Aid**

GiftAid allows us to claim an additional 25p for every £1 donated at no cost to you! Online pages, such as JustGiving, sort this out automatically. For cash donations, ask people to fill in a form and tick the Gift Aid box if they pay UK tax. GiftAid can only be made on personal donations given to support your activities.

## **Resources**

We can send you a range of fundraising materials to help make your fundraising successful.

Please don't order more resources than you need and remember to return any collection buckets, banners, and other materials at the end of your event or partnership so they can be reused.

## **Don't forget to tag us in your posts!**

@AdvocacyFocus  
#FundraisingFocus



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# THE IMPACT YOUR FUNDRAISING MAKES

*"It's such an important service. Having an Advocate during a difficult time was amazing - without their help, I wouldn't have come out the other side."*

## - Person we have supported

**£25** - We can create an easy-to-use self-advocacy guide which will help people understand their rights and speak up with confidence.

**£50** - Provides an hour's advocacy help for a person that is struggling to access the support they need or know what their rights are.

**£100** - Will sponsor one of our FocusAF podcast episodes. Which helps us to share powerful stories and talk about real issues.

**£120** - Pays for a fun outing for a child or young person with their Independent Visitor.

**£180** - Funds a drop-in session at our Community Focus Hub. A safe, welcoming space where people can get information, support, or just feel less alone.

**£800** - Trains a volunteer to make a real difference in people's lives and the wider community.

**£1,500** - Pays for a local self-advocacy group for one year and helps people speak up and tackle wider community issues.

**£2,000** - Helps us to match, train and fund an Independent Visitor to support a looked after child or young person.



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# HOW TO SEND US YOUR DONATIONS

## Online

Money raised through online fundraising sites (such as JustGiving) comes directly to us, including any Gift Aid we can claim.

Visit [www.advocacyfocus.org.uk/donate](http://www.advocacyfocus.org.uk/donate) and let us know how the money was raised.

## Bank transfer

Email [accounts@advocacyfocus.org.uk](mailto:accounts@advocacyfocus.org.uk) for our account details, so we can quickly identify your donation.

## Post

Send cheques made payable to: Advocacy Focus, Saturn House, Altham Business Park, Mercury Rise, Altham, Lancashire, BB5 5BY.

Include your name and how you raised the money. Please don't send any cash in the post.

**Whatever you raise makes a real  
difference to real people.**



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# YOUR FUNDRAISING ACTION PLAN

**Here's a simple checklist to help you keep track of everything. Tick off each step as you go and never forget that you are doing something amazing!**

- Decide what kind of fundraising you want to do
- Get in touch with us to discuss your plans
- Get your team and leadership on board
- Set a target that motivates everyone
- Set up an online fundraising page (if you're using it)
- Tell everyone about your plans - colleagues, customers, friends, and family
- Promote Gift Aid (online pages do this automatically)
- Keep posting updates with photos and progress
- Contact local press with your story
- Collect any final donations
- Send us your money using one of our easy ways listed in this guide
- Celebrate your success and tell everyone how well you did
- Plan to do it again next year!



# FANCY A BREW & A CHAT?

Let's meet up.



We're not just here to send information - we want to sit down with a cuppa, share ideas, listen to what matters to you, and figure out how we can work together.

No pressure. Just a conversation. It could be the start of a beautiful partnership.

Contact us:

[fundraise@advocacyfocus.org.uk](mailto:fundraise@advocacyfocus.org.uk) or 0300 323 0965



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# THANK YOU!



**Thank you so much for your amazing support.  
With your help, we can make sure that people are  
listened to, heard and helped to live the lives they  
want to live.**

“The fundraising environment is the hardest I have ever known it to be. And how do you ask for help when the very thing you offer is a concept that very few people understand. Unless of course you’ve had to use our services.

But here’s the truth. Your support and kind donations are the very reason we can be there. Without you, local people would be left alone during the most challenging times of their lives, stuck on long waiting lists while we stretch our limited funds.

You might not know our work, but you may know the feeling of needing a helping hand. Your kindness and support make all the difference. So, the next time you want to support a local charity, remember us. Because when the wheels come off, you want our team in your corner. Just like we need you in ours right now.”

**Justine Forster, CEO**



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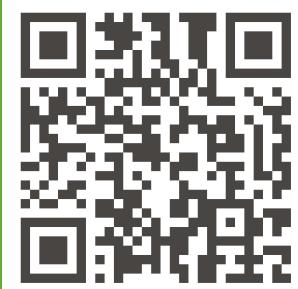
# advocacy focus

**Advocacy Focus | Registered Charity No. 1086151**

**Head Office:** Saturn House, Altham Business Park,  
Mercury Rise, Altham, Lancashire, BB5 5BY.

**Helping people live the lives  
they want to live.**

**THANK YOU!**



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