

advocacy
focus

Corporate Partnerships with Advocacy Focus

THANK YOU!



www.advocacyfocus.org.uk



0300 323 0965



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.

Thank you!



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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.



Phillip



ADVOCACY IN ACTION: PHILLIP'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.



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

"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!"

 **CUBE HR**



CUBE HR

**Visit CUBE HR's
website**



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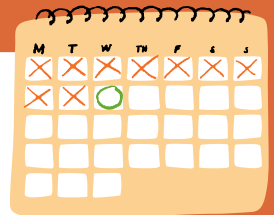
GETTING STARTED: THREE SIMPLE STEPS

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 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.



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
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:

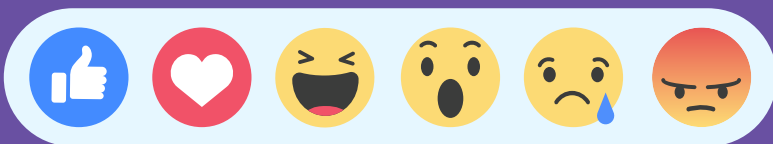
Facebook: www.facebook.com/AdvocacyFocus

LinkedIn: www.linkedin.com/company/advocacy-focus

Instagram: www.instagram.com/advocacyfocus

TikTok: 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

Top tip:

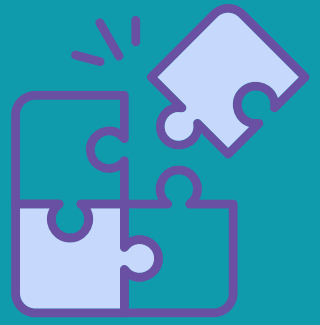
Local media coverage doesn't just raise money- it also helps more people learn about advocacy support in their community, and where they can get help and support.



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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. Selling alcohol might need a temporary license from your council.

Raffles and prize draws

There are rules about these, so check

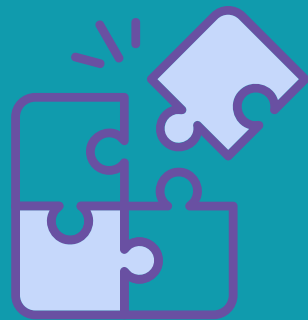
www.gamblingcommission.gov.uk. For small raffles at private events, where tickets are sold and drawn on the premises during the event, you do not need a license.



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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 and let us know how the money was raised.

Bank transfer

Email 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 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 | 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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