

Corporate Fundraising Pack

As a valued member of our business community, your involvement helps to not only change lives but save them.



Thank you for choosing to support Julian House.

Your generosity will make a real difference for people facing homelessness and hardship in the South West.

Together, we can provide the vital housing and support they need to find safety, warmth, and hope.

Whether through donations, events, or raising awareness, your team will be making a meaningful impact on people's lives.

We're excited to work with you.

Thank you

Grace Dearson,
Senior Fundraiser, Corporate Partnerships and Philanthropy



We have been helping the most marginalised members of society for over 30 years. We can only continue with the support of people like you.

In 2023/2024...

We supported
2,343
vulnerable people to begin their journey to independent living

785
People moved on from our services to live more securely and independently

We supported
373
people at risk of losing their home upon discharge from hospital

With our support
76%
of our clients said they felt more hopeful about their future

We connected with
666
rough sleepers and helped them to navigate their next steps

We provided
85,696
bed nights across all of our services

82%
of our clients said they felt happier because of our support

We aim to support
10,000
individuals by 2026



Corporate Giving for Business Leaders

Looking to make a positive charitable impact but not sure where to start?

There are plenty of ways to support Julian House that can be tailored to fit your company's needs and priorities.

- Direct philanthropic gifts (either scheduled or one-off)
- Proceeds from sales/royalties
- 'Plates for a Purpose' schemes
- Corporate Foundation Donations
- Event and Project Sponsorship
- Promoting payroll giving schemes to your colleagues
- Charity of the Year partnerships

Considering nominating us for your **Charity of the Year** or want to know more about becoming a **corporate partner** of Julian House?



Workforce Fundraising

Fundraising at work, whether as a group or an individual, is a powerful tool for supporting a great cause, and, endlessly unique, they are also a great way to spend time with your colleagues.

Whether you're baking treats or hosting an office quiz, we love to see people hosting their own creative fundraising initiatives in aid of Julian House.

Here are some suggestions you can use when planning your own office fundraising events...

- Marathon sponsorship
 - Bake-offs and cake sales
 - Workplace competitions
 - Gift wrapping
 - Sweepstakes
 - Sponsored sleepouts
 - Team quizzes
 - Games nights
 - Musical Bingo
 - Golf tournament
 - Donation tins
- ... And so many more!



Our services stretch over 300 miles across the South West.

Why not incorporate this number into your fundraising target?
Your challenge could be anything from 300 push-ups, 300 dance routines, a 300-mile walk, or even reading 300 books. The key is to push your limits and enjoy the process while supporting a great cause.



Need some fundraising tips & tricks?

Events 'In Aid Of'...

Here at Julian House, we are proud to be considered for any events that businesses would like to run 'in aid of' Julian House.

These can be big business-community events, galas, afterparties or race days.

Or, they can be smaller individual or inter-company events, such as AGMs, Seasonal Parties, or away-days.

They're a brilliant way for a workforce to create something special together and feel the impact of supporting thousands of individuals across the South West.

Simply...

- Let us know your idea and the date
- Plan your event as normal
- Include us in your event promotion

We can...

- ✓ Provide promotional materials
- ✓ Promote it via our channels
- ✓ Attend the event with resources
- ✓ Speak at the event
- ✓ Help with any post-event reporting



Events 'In Aid Of' ...

In 2024, Julian House was honored to be the nominated charity supported by The Building Forum Devon and Cornwall. The Forum has a long-standing tradition of supporting charities via their events, and their impact on local and regional causes is nothing short of remarkable.

Members of the Forum not only enjoy a fantastic array of **social events** but also leverage these gatherings to raise vital **funds** for their chosen charity.



In November 2024, Julian House received a £10,000 donation, raised through **ticket sales, events, and match funding** from The Building Forum itself. For a charity like Julian House, this funding is critical in helping to sustain our services.

This partnership is a powerful example of how social events can drive significant change for charities, proving that you can make a lasting impact while enjoying time with industry colleagues.



Join Our Events

We have an ever-evolving calendar of fundraising events for you and your colleagues to get involved in...

Challenge Events

From marathons and ultra-runs to fun runs, bike rides, and more, there's something for individuals, families, and teams of colleagues.

Circuit of Bath - September 2025

Walk the stunning 20-mile Circuit of Bath together, raise vital funds, and experience breathtaking views along the way.

Brain of Bath - October 2025

Gather your colleagues, secure a table, and compete in our annual quiz night. With fantastic prizes, a thrilling raffle, and plenty of friendly competition, it's an event not to be missed...

Bath Sleep Out 2026

Step out of your comfort zone and join a professionally organised Sleep Out. A powerful, and *very* unique, team-building experience.



Check out our events!



Your Impact

When you raise money for Julian House you are actively contributing to delivering life changing and life saving support to vulnerable people across the South West.

These are some of the things that a donation could support...

£100

could provide a basic move-on kit for someone who is ready to move on to independent living.

£700

could pay for 2 of our clients to attend a 6-week Build-a-Bike course in our Bike Workshop to gain valuable employability skills.

£1,000

Could fund a series of **driving lessons and test fees** for a refugee, helping them gain independence, support their family, and access education, training, and job opportunities.

£5,000

Could fund the creation of an on-site gym for clients with autism to access health and fitness when they struggle to leave their home.

£10,000

Could support the **development of new, innovative housing solutions**, helping to create safe, affordable 'move-on' homes for people ready to take the next step toward independence.



Maximising your impact



Matched Giving

If you're taking part in workforce-led fundraising, many employers offer **donation matching**, meaning they'll match the funds you raise—**doubling your impact!** Check with your employer to see if they have a matched giving scheme.

If you're a business looking to support a charity and don't yet have a scheme in place, consider designing one with your teams' ambitions in mind.

Gift Aid

Using an online platform to raise funds? Encourage your donors to make the most of Gift Aid! Every £1 donated can be worth £1.25 at no extra cost to them. If they're a **UK taxpayer**, HMRC will add 25p for every pound given—helping their donation go even further.

Spread the Word

Boost your fundraising by putting up **posters** in your workplace, sharing updates via internal **communication channels**, and sending **emails** to colleagues. The more people who know, the greater the support!

Payroll Giving

Want to continue your support for Julian House after your fundraising efforts? Consider setting up a payroll giving account via your employer, where you can donate £5, £10, £15 (or more) to Julian House automatically every month.



How We Can Help



We are here to help shape creative ideas to become a reality for you and your colleagues.



We're more than happy to meet and share some best-practice fundraising techniques.



We have plenty of **resources** on hand, including **T-shirts, digital marketing resources, banners, card readers, and more!**



Before, during and after your event we can promote your fundraising efforts across our platforms, and support with any press opportunities that may arise. We have great relationships with many news and media outlets, including Bath and Devon Life magazines, ITV and the BBC.



Making a Payment

JustGiving and Other Platforms

If you've raised money through platforms like JustGiving, the funds are automatically transferred to us - so no extra steps are needed on your part.

Online

Visit the donate page on our website.

Be sure to include a reference, such as your name or organisation, so we can track your donation.

BACS Transfer

Account Name: Julian House Sort Code: 40-52-40 Account Number: 00018126

CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ

Please notify us when you've made your donation with the amount and date so we can acknowledge it.

Cheque

Please make cheques payable to Julian House and send them to: Fundraising Julian House 1 Kelso Place Upper Bristol Road BATH BA1 3AU

Please remember to include your contact details.

If you're donating **by post**, please consider adding Gift Aid using the form online: [Other ways to donate | Julian House | Homeless Charity | South West](#)



What our partners say

We're thrilled to be starting our journey with Julian House and supporting the incredible work they do to help people experiencing homelessness and social exclusion. Their team has been so welcoming and supportive so far. It's clear that they are passionate about creating real change, and we're excited to be part of that mission. We can't wait to get involved in fundraising activities and initiatives this year that will directly support people in need and make a lasting difference in our community.

Helen Green, Business Development & Marketing at **Taylor Lewis**

Working with Julian House has been incredibly rewarding for Battens Solicitors. Through event sponsorship, direct giving, and taking part in their fundraising activities, we've seen firsthand the impact of Julian House's work in the community. The Julian House team is very supportive, making it easy to get involved and ensuring our contributions have the greatest possible impact. They take the time to understand our goals and help facilitate meaningful ways for us to give back. Supporting Julian House isn't just about donating, it's about being part of something that changes lives.

Katherine Gilmour, Director of **Battens Solicitors** & Trustee of **Battens Charitable Trust**

Given that we're such a part of the history and community of Bath, it was important to us to choose a charity partner that we knew would contribute valuably to causes and issues close to our home. Julian House, as a local organisation based in and working with Bath and the South West, was the obvious choice. We feel honoured to support their work with vulnerable and at-risk adults facing some of the most difficult challenges and experiences imaginable. From their training projects and workshops, through to their work providing homeless, addiction, domestic abuse and mental health services and support, their work is invaluable and provides incredible support to our community.

Beth Perry, Events and Marketing at **Searcys' The Pump Rooms**



THANK YOU

Your support is critical to the continuity of our live-changing and life-saving services across the South West, and the impact that it can make on the lives of others is profound.



Julian House is a registered charity (No. 1183751) and a company limited by guarantee in England & Wales (No. 11791952). Registered provider of social housing (No. L4549). Registered office: 1 Kelso Place, Upper Bristol Road, BATH, BA1 3AU.