

Estate Agency Foundation

EAF

Everyone deserves  
somewhere  
TO CALL HOME

# SPONSORSHIP PACK



Changing perspectives.  
Changing lives.



Registered Charity No. 1124410

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# OUR VISION

The Estate Agency Foundation (EAF) sees a future where everyone has a place they call home. Every two minutes someone faces losing their home\* which is hardly surprising when we look at the increase in house prices, if milk had risen at the same rate it would cost £9.71\*\*. Whilst society needs to address the issue of 99,500\*\*\* newly homeless people in the UK today the EAF seeks to go further and help eliminate the causes of homelessness.



The EAF are especially concerned with homelessness caused by family background, this includes family breakdown and disputes, sexual and physical abuse in childhood or adolescence, having parents with drug or alcohol problems and previous experience of family homelessness.

To do this will take considerable resources, not to mention money. Our fundraising target for 2012 is £150,000 and that's where you come in.

Every Estate Agency and estate agency related company and supplier in the UK is invited to become an Ambassador or supporter of the EAF, we are looking to engage the whole industry. Our collective fundraising skills will make a significant contribution to our communities and in turn will highlight just how much our industry actually does for society.

To find out more and how you can contribute visit [www.eafcharity.org](http://www.eafcharity.org)

\* & \*\*Statistics sourced from Shelter 2010.

\*\*\*Statistics sourced from Crisis 2008.

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# THE CHARITIES



[www.broadwaylondon.org](http://www.broadwaylondon.org)

# Shelter

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



[www.mungos.org](http://www.mungos.org)

As a supporter of the EAF you can choose which charity to support and also nominate your local charity or community project to receive funds.\*

\*Must be a charity or project related to homelessness.

[www.eafcharity.org](http://www.eafcharity.org)

Changing perspectives. Changing lives.

# YOUR SUPPORT

## Where your money goes

**Every contribution you make improves lives. With just £3 per month providing counselling for one abused child, every pound, every penny really does make a difference, and really goes a long way to help eliminate the causes of homelessness.**

**£3** per month provides counselling for one abused child

**£5** per month helps fund the work of a schools counsellor. It could give a bullied or abused child someone to turn to right now

**£10** enables continued protection for up to 13 children in need already in refuge services across the country

**£20** contributes towards an emergency grant providing essentials like food, fuel, clothing or bedding for an ex-Service person struggling to survive

**£50** provides advice for up to 10 professionals (including police, health and social workers) to help them protect those most at risk from violence at home

**£75** helps towards providing a fresh start for an ex-service man or woman, with a place on a vocational assessment course to help them adjust to life outside the services and introduce them to new civilian skills

**£100** pays for a month's treatment for a child traumatised by abuse

**£720** a month keeps a local Samaritans branch open for a week

**£50,000** supports a young ex-offenders hostel for two years, as well as a community centre providing training courses

**£1.5million** is needed this year to provide essential support and services to over 320,000 women and children living with domestic violence

### Did you know?

For every rough sleeper, there are around 100 people in hotels and 1100 households in overcrowded accommodation. Crisis 2010.

# RAISING MONEY

## **Raising the money** 'Great for us, great for you'

As well as helping those at risk of homelessness and raising valuable funds for EAF, membership and fundraising not only raises goodwill and increases your profile in the local area, it also boosts team morale and spirit.

Organising a small event at work can be fun and needn't take too long to arrange. See below for some simple ideas to get you started.

**1. Payroll Giving aka 'Give as you earn' or GAYE:** A simple idea, GAYE means that each time you are paid your payroll department will deduct a donation before your tax is calculated.

For example, if you are a basic rate taxpayer: You pledge £5 pcm, you pay £4.00, the taxman adds on £1.00 at no extra cost to you.

You could also offer matched giving whereby as an employer you match whatever is pledged by the team.

**2. Why not involve your clients?** For each completed sale you could ask the vendor and buyer to make a donation and you can also donate the same amount. Just think how much money could be raised if the vendor, buyer and agent each donate £10 per sale?

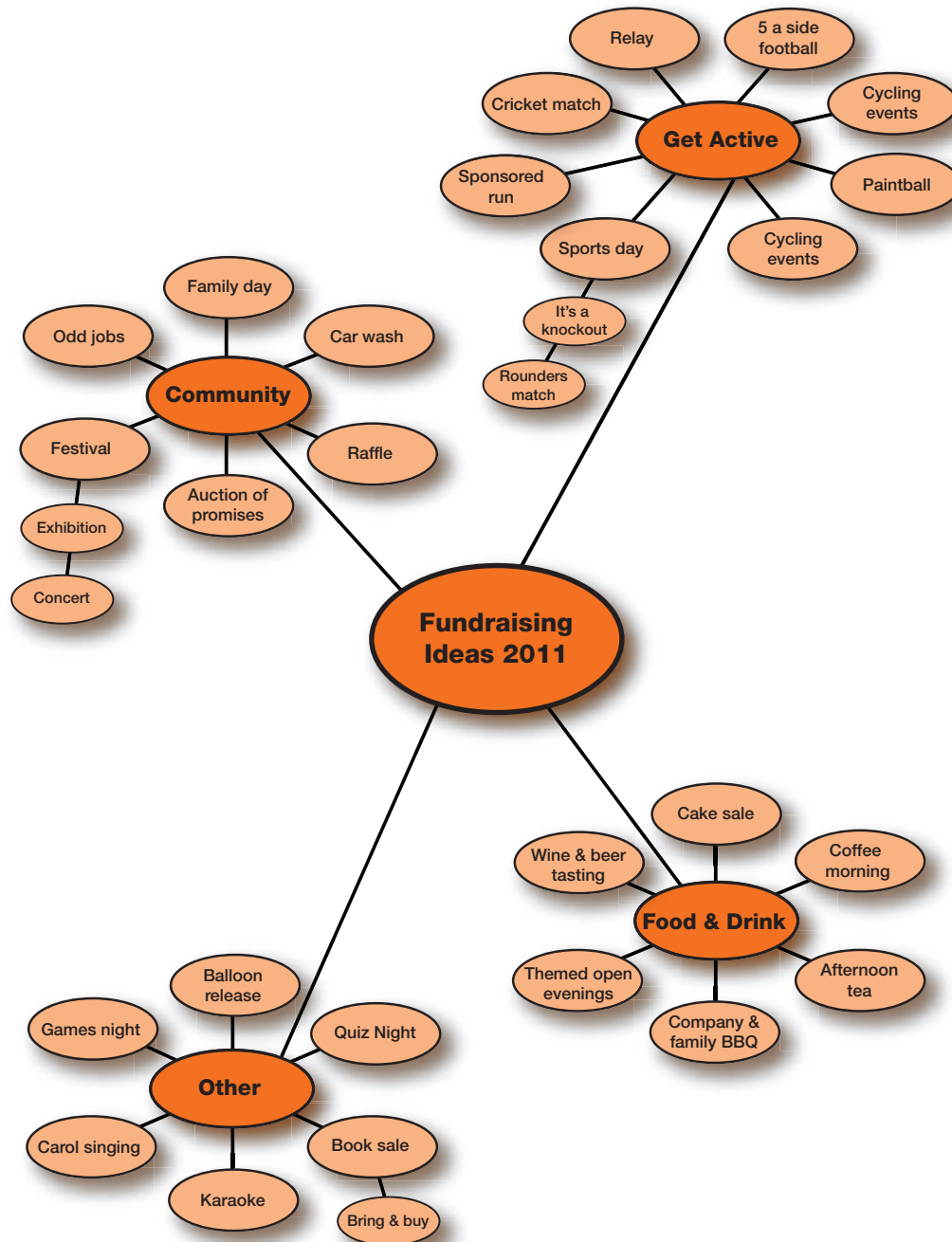
**3. Recycle:** You can recycle your old printer cartridges and mobile phones – as well as helping the environment (which in turn aids your corporate social responsibility contribution) you are also raising funds.

**4. Events** Why not take part in the EAF events for 2012? See website for more information.

## **Did you know?**

If coffee had risen at the rate of house prices it would cost £20.22. Shelter 2010.

# IDEAS



## Did you know?

Every night, over 7,200 young people stay at YMCA. YMCA 2010.

# FUNDRAISING

## Do's and Don'ts

**Thank you for raising money for the Estate Agency Foundation. We are so grateful for your support but would urge you to remember that the responsibility for your fundraising lies with you so please make sure you stay safe and legal!**

If you intend to fundraise in a public place or door-to-door, you will need to apply for a license from your Local Authority otherwise it is illegal. Also, don't forget that some people find door-to-door collecting intrusive and frightening. We would recommend you hold an event rather than a collection.

If you intend to hold a competition, lottery or raffle, please be aware that there are rules and regulations you will need to adhere to. You can check these with the Gambling Commission  
[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

Please make sure any publicity or fundraising materials state how your funds are to be donated. If all proceeds are being donated, it should say, "...in aid of The Estate Agency Foundation". Alternately, it should be made clear how EAF is benefiting i.e. "for every ticket sold, £2 will be donated to The Estate Agency Foundation". The charity name (Estate Agency Foundation) and the registered charity number (Registered Charity 1124410) must appear on all printed material.

Make sure your venue is safe and you have permission from the owners.

Be careful about security if you are carrying extra money around – pay any money in straight away.

**Thank you for your support and good luck with your fundraising!**

Businesses are required by charity law to have written agreement with us if they intend to sell goods, services or run business promotions for the Foundation. Please telephone us for details. The Estate Agency Foundation logo may only be used within the brand guidelines and only by agents who have signed up to the Foundation either as Ambassadors or supporters.

The Estate Agency Foundation does not authorise fundraisers to act as agents for the Foundation and we are not responsible for organising, supervising or hosting your fundraising activities. All activities and participation in them are at the organisers' and participants' own risk. If you need insurance, you must organise cover yourself. You must also ensure that any activities you arrange comply with all Health and Safety legislation. The Estate Agency Foundation cannot accept any liability for your event.

### **Don't forget to:**

- Email us to let us know what you're doing for your events
- Pay in your money as soon as possible after your events
- Get your team, your customers and your suppliers involved
- Have fun!

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# PAYING IN



**Pay it in!** Remember, we can't help our causes or thank you until we receive your donations – there are many ways you can do this:

**By post:** Please don't send cash by post. Send a cheque or postal order to:  
Vikki Girton, The Estate Agency Foundation, The Chapel, Reigate Road,  
Leatherhead, Surrey KT22 8RA

**You can email us for other options at:** [info@eafcharity.org](mailto:info@eafcharity.org)

## **Did you know?**

Every day Centrepoint houses and supports over 800 vulnerable, homeless young people.

Centrepoint 2010.

# LOGOS



The EAF logos are bold and strong. The logos should not be reproduced in any other way than the examples shown below. The logo may be placed on a black or white background. It must not sit on top of any other colour or image.

**For further information or to receive the logos please contact:** [info@eafcharity.org](mailto:info@eafcharity.org)



## Did you know?

Around a third of the young people that come to Centrepoin say they have slept rough at some point in their lives. Centrepoin 2010.



