

# FUNDRAISING GUIDE

**Thank you** so much for supporting the Good Shepherd's **Miles into Meals** initiative.

Within this fundraising pack are some ideas to help share and maximise your fundraising to have as much impact as possible on the people who are homeless and vulnerable within our communities.



By getting involved you will be a vital part of our work to end homelessness and support people who are disadvantaged in Wolverhampton. By raising funds and awareness of our work you will be supporting some of the most vulnerable people in our community.

## Miles in to Meals - what is it?

Miles into Meals is the Good Shepherd's main fundraiser for 2023 where we are asking supporters to literally, turn miles into meals!

If people are able to take on a challenge covering any distance, and raise money via sponsorship, every penny raised will go into our free-to-access food and crisis support service, providing meals for those in need.



## How your fundraising can help

Our free to access food and crisis support service underpins our work providing a variety of different help to vulnerable people across the city. It is like the magnet which attracts people who are in need of food, but can also benefit from support in several other areas of their lives.

People in Wolverhampton were struggling before the cost-of-living crisis which has pushed new people into poverty and homelessness, while pushing people already struggling further into destitution. We're seeing the impact on families and individuals daily at our services and this challenge will help us raise vital funds to support our work in the city

**20,335**

Meals  
provided

2022

**1,057**

Support  
Interventions

2022



**3,162**

Visits to Family  
Food Pantry

2022

**1,062**

Individuals  
supported

2022

# Miles into Meals - Getting Started

## Choose your challenge!

Supporters are being asked to take on their own fundraising challenges, however big or small, and however they want to cover a distance whether as a one-off activity or over a period of time. This could be walking, running, cycling, swimming – even skipping – all great both for mental and physical health and also hopefully attracting sponsors to support the Good Shepherd.



## Join the Miles into Meals Campaign

Once you've settled on your fundraising challenge, whether as an individual, at work or school, part of a faith group or other organisation, [click here](#) or follow the QR Code. On desktop click 'fundraise for us' or on mobile devices tap 'fundraise'. Follow the instructions to become part of the Miles into Meals challenge and generate your own link to share with friends, family and colleagues or post on social media. You will also be able to keep track of all the funds raised and post updates on how you are doing.

## Promote your challenge

Attached please find different versions of the Miles into Meals logo. Please feel free to use these wherever you can to spread the word about the campaign and your involvement. We also have a 'Miles into Meals' Selfie Frame at our Centre on Waterloo Road if you wanted to pop in and take a picture to help promote your activity.



## Share your story

Feel free to post on social media, using the hashtag **#MilesintoMeals** and tagging the Good Shepherd where possible. This will help us share details of your challenge.



@gsm\_wolves



@GSMWolverhampton



Good Shepherd  
Services CIO



@gsm\_wolves



## TO DONATE

Anyone can donate, even if you're unable to take part in Miles Into Meals this year:

- Online: Donate online or set up your own fundraising page [here](#)
- Send us a cheque made payable to 'Good Shepherd Services'.
- Contact us to arrange handover of your donation in person.

## Contact us if you have any questions:

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