



National Energy Action Fundraising Pack



We can put an end to fuel poverty together

WHO WE ARE

National Energy Action is the leading fuel poverty charity, supporting people in need across England, Wales and Northern Ireland who are struggling to stay warm and safe at home. We work tirelessly to ensure that no one has to suffer in a cold home or make the heart-breaking decision between heating and eating. We do this by:

- 1** Providing life-changing advice and crisis support to vulnerable households to help them save money, improve energy efficiency, and access vital benefits and rebates.
- 2** Campaigning and advocating on behalf of fuel poor households so their needs are at the heart of policy decisions.
- 3** Spearheading key research and sharing insights with partners and policymakers to affect change.
- 4** Training frontline workers to improve the reach and standards of energy advice.

FUEL POVERTY STATISTICS



45

people died every day in winter 2021-2022 due to the impact of living in a cold home.



6m

UK households (approximately one in four) are currently in fuel poverty.



£1.3bn

is spent each year on health services in England on treating illness caused by cold homes.



20%

of the UK's carbon emissions come from housing, due to poor insulation and energy inefficiency.

HOW YOUR FUNDRAISING MAKES A DIFFERENCE

As a charity we rely on the generous support of our donors and partners. By fundraising for National Energy Action, you will be making a real difference to the lives of people in fuel poverty and ensure we can continue to be there for those in the greatest need.



£10

could fund a warm blanket for a baby



£50

could fund a Winter Warmth Support Pack to help an older person stay warmer at home



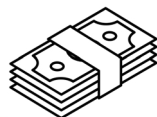
£150

could fund a prepayment voucher for a family to access two weeks emergency gas and electricity



£225

could fund a specialist energy adviser to provide personalised energy advice to a household in need



£400

could fund a benefits adviser to support a vulnerable client access on average £3,200 in vital benefits they are entitled to



£1000

could fund an energy event to give life-changing advice to a community group



KEEP PEOPLE WARM AND SAFE AT HOME

By fundraising for National Energy Action, you can help people like Mark* ...

WHAT OUR FUNDRAISERS SAY

When Mark first contacted National Energy Action, he was going through a really difficult time. His partner had recently passed away unexpectedly, and he was struggling with grief. Although he had managed to access bereavement counselling, he said it was only his two beloved cats that were keeping him going.

Not only that, but Mark was also dealing with ongoing health issues of his own. His recent PIP application had been rejected. Whilst he appealed that decision, Mark was left with very little money to live on.

On top of all this, he was finding it difficult to afford his energy bills, despite making cutbacks. One of our advisers worked with Mark to make sure he wouldn't have to suffer in the cold in his own home.

Mark had less than £5 on each meter. So, we arranged for an immediate fuel voucher to help him keep the heating on as the winter weather closed in. We then helped Mark resolve issues with a smart prepayment meter that wasn't

accepting top-ups. The meter showed a debt of £100, causing Mark a lot of stress and worry.

Our adviser was able to get a letter of authority so she could talk to the supplier on Mark's behalf. They discovered that the serial number on the meter didn't match the one on their system, so our adviser was able to challenge the amount owed, negotiate a repayment plan, and ask for compensation.

With our interventions, the supplier agreed to waive the amount Mark owed – a total of £450. Missed Energy Bills Support Scheme payments, totalling £400, were also applied to the meter. This £850 proved vital for Mark amid the energy crisis.

Following National Energy Action's support, Mark said: 'I want to thank you for everything you have done for me. You have been brilliant.'

Thanks to the incredible efforts of our fundraisers, we can help more people like Mark.

**Name has been changed for anonymity*

"As a young boy growing up on a remote farm, my room was always cold and this was followed by a walk of over a mile every morning and night to catch the school bus; rain, sleet or snow. That feeling of chill in my bones never left me. The chance to help children less fortunate than me to keep warm was why I wanted to help."
– Doug Stenhouse

"As our chosen company charity, we are committed to supporting National Energy Action in tackling fuel poverty. Fundraising for NEA continues to give our team the opportunity to participate and get involved in a fun activity, like the Kew 10k Run we took part in. It's been an enjoyable experience working with the NEA team, who were very supportive in the run up to our fundraising event."
– Ait HAN Co

TOP FUNDRAISING IDEAS



HOST A BAKE SALE

Discover your inner Mary Berry and whip up some delicious treats to sell to family, friends and colleagues.



GET ACTIVE

Whether you're looking to try something new or beat your own PB, why not put your strength and stamina to the test with a sporty challenge? Whether it's a run, walk, dance-athon, or football tournament – there's definitely something for everyone! Check out www.nea.org.uk as we may have places for events too.



BECOME A QUIZ HOST

Put your friends' knowledge to the test and set up your own pub quiz. For an extra boost, see if you can secure prizes from local businesses for bonus rounds and raffles.



FANCY DRESS FRIDAY

Take your fundraising to work and suggest fancy dress Friday in the office. Ask employees to chip in to take part. For bonus points, ask your employer to match the donation!

TIPS TO MAKE YOUR FUNDRAISING A SUCCESS

1

START STRONG

Set a target and ask a close friend or family member to make the first donation – people will be more generous if they see a significant donation already on your page.

2

BE PERSISTENT

Share your page link regularly on social media – this might feel awkward but remember not everyone who follows you sees all your posts.

3

MAKE IT EASY

The easier it is for people to access your page, the more likely they are to donate. Add your JustGiving page link to your social media bio so it's easy to find. If you use an email signature, add the link there too.



TOP TIP

If your supporters are UK taxpayers, ask them to Gift Aid their donation. This allows us to claim an extra 25p for every £1 donated from the Government, without any extra cost to them.

4

ADD IN YOUR PERSONALITY

Add a photo of you, say what you are doing and why. Passion is infectious, so if you share a personal connection to our work and what inspires you to support people living in fuel poverty, people will be more likely to donate.

5

KEEP ENGAGING

If you're training for a physical challenge, post training updates on your fundraising page or ask sponsors to set training challenges for you so they feel like they are a part of your journey. Don't forget to update your network on how much you've raised. You could say thank you to everyone who helps you reach the halfway mark – this will encourage others to contribute.

HAVE FUN!

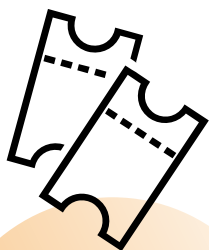
Most importantly, don't forget to have fun and enjoy your fundraising journey.

PROUD SUPPORTER LOGO

You can use this logo on your JustGiving page, in social media posts, or on your blog.



THE IMPORTANT STUFF



RAFFLES AND LOTTERIES

Holding a raffle or lottery is a fantastic way to raise funds but you may need a licence. Remember you have to be over 16 to buy a ticket.

For more information on any licences you might need go to www.fundraisingregulator.org.uk/guidance/topics/lotteries-and-raffles.



INSURANCE AND RISK ASSESSMENTS

If you're holding your fundraising event at a venue, most will already have insurance in place, but it's best to see if there is anything additional you may need. You'll also be responsible for carrying out your own risk assessments and taking any necessary health and safety precautions.



FOOD HYGIENE

For fundraisers who are planning on preparing and serving food, keep your guests safe by maintaining good food hygiene levels. Make sure all of your food is clearly labelled to cater for any dietary requirements and allergies. Go to www.food.gov.uk/food-hygiene

TO READ THE FULL GUIDE ON FUNDRAISING RESPONSIBILITY GO TO WWW.GOV.UK/GUIDANCE/FUNDRAISING-LEGALLY-AND-RESPONSIBLY.

PAYMENT OPTIONS



BACS

You can make a bank transfer directly to us. When making the transfer, reference the payment with your last name and we'll get in touch as soon as we can to let you know we have received your funds. If you want to send funds to us via bank transfer, email donations@nea.org.uk and we'll send you the details.



NEA WEBSITE

If you've made any collections offline and need to send them directly to us, you can make a donation of your funds raised securely through our website. Just visit www.nea.org.uk/donate. Fill your details in the online form and we'll send you a confirmation they have been received.



JUSTGIVING

The easiest way to fundraise for us is by setting up a JustGiving page. This way you can direct people straight to your donation page and watch as you near your target! You can tell your story, post updates and everything is processed safely and securely. All the funds raised will be sent directly to us and Gift Aid will be reclaimed on every eligible donation.

To set up a JustGiving page visit www.justgiving.com/nationalenergyaction.



CHEQUE

If you prefer to send a cheque you can send one to our head office using the address below. All cheques should be made out to 'National Energy Action', then simply write your name on the back of the cheque with the name of your fundraising event and we'll write to you to let you know it is with us safely.

Our address:


**West One, Forth Banks
Newcastle Upon Tyne, NE1 3PA**


THANK YOU


We appreciate you choosing to fundraise for National Energy Action. Thanks to people like you, we can continue to fight fuel poverty and be there to support those who need us most.

If you have questions please don't hesitate to contact us on:
donations@nea.org.uk

Don't forget to stay up to date on our social media and tag us in your posts!

 @NEA_UKCharity

 nea_ukcharity

 national-energy-action

 nationalenergyaction

WHERE TO FIND US

Email: donations@nea.org.uk

Web: www.nea.org.uk

NEA is an independent charity,
Registration No. 290511. Company limited by guarantee.
Registered in England, No. 1853927 Registered office:
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NE1 3PA Tel: 0191 261 5677

