

Go Orange

for Turn2us

Shine bright and
fight financial
insecurity



**turn
2US**

Welcome and thank you

Thank you for signing up to **Go Orange for Turn2us** this Challenge Poverty Week!

Right now, 1 in 5 adults and 1 in 3 children are living with poverty. It's time to change that. Show your support now so everyone in the UK can live with dignity.



You can make the difference

When you **Go Orange with Turn2us**, you are part of a movement - making a brighter future for people living with financial insecurity.

Thank you.

“Supporting such a meaningful cause was an incredibly uplifting experience. It’s heartening to know that the funds will reach those who are most in need in the UK.

I’m truly appreciative that Turn2us is there to offer essential support where it’s needed the most.”

Abbie, Turn2us supporter



“I received a one-off grant from Turn2us. It took a lot of the stress away for a wee while.”

“I’m a single dad, living with my two daughters. It’s tough. I can’t afford to put any money aside. I’m having to look after my parents too, which is taking up most of my time at the moment.

Every day I wake up worrying about money. It’s a constant, persistent worry.

I make sure my daughters are well fed but I often don’t think about breakfast or lunch. I just drink coffee to get through my day and I’ll have something to eat at night with them.

The grant from Turn2us allowed me to treat the girls to some extras and meant I could enjoy it too, which was good for a change.”

Fergus, Turn2us grant recipient



Photograph is for illustrative purposes and is not an image of Fergus.

How to Go Orange for Turn2us

How you **Go Orange for Turn2us** is up to you! Lots of people will be wearing orange and donating during the week, by using orange as your theme, **you can take on any challenge of your choosing**. You could:



Donate to wear something orange for a day – a whole outfit or a statement accessory. Get your work, school and loved ones involved to raise even more.



Hold a fundraising cake bake with a citrus theme – this classic fundraiser will get a great rise (!) for your fundraising total!



Get sponsored to dye your hair everyone's favourite citrus colour – or wear an orange wig for the day!



Organise a raffle – another fundraising classic! Wrap prizes with ribbon to spread the orange



Getting started with your fundraising

As part of the sign-up process, you will have created your own personal fundraising page already.

You'll find your link in your welcome email. Simply share your link far and wide so people can donate quickly and easily online.

Did you know?

The average person needs to see your link at least 3 times before they donate. Don't be afraid to keep sharing!

Our top 3 tips for raising as much as possible:

1

Personalise your fundraising page

A personalised story can help you raise a whopping 65% extra to support UK people and families to keep food on the table.

2

Help people be more generous

A cake or raffle ticket in exchange for a donation means people are having fun whilst supporting you – and they may be able to give more.

3

Networks, networks, networks!

Take a few minutes to plan how you could turn each of your networks - family, work, social clubs or school - orange.



How to spread your bright idea

The more the merrier!

We have a few pointers on how you can get your message out and raise as much as possible for people who are struggling financially.



Your local community

Use our posters to keep your local community in the loop.



Email family

Add your fundraising link to your email signature or send personalised updates to friends and family.



Social media

Share your fundraising link, photos and any updates. Don't forget to tag us - find our details on the last page of this booklet.



Your difference

Your donations could:



Support a family to buy a new cooker so they can make home cooked meals for their children.



Help cover a week's worth of groceries for families struggling to keep food on the table.



Provide a grant to help towards paying the rent, keeping a roof over the head of someone in need.



Need any support?

We would love to hear from you!

Get in touch on:

✉ fundraising@turn2us.org.uk

and we'll get right back to you!

Thank you

A huge thank you for all of your support, awareness raising and fundraising.

By taking part in **Go Orange for Turn2us**, you are helping more individuals and families to receive the right support so they can move from just surviving to thriving.



Keep in touch

We would love to keep in touch, make sure you are signed up for updates on our work, our latest campaigns and more ways to get involved at turn2us.org.uk.

Alternatively, you can follow us on social media!

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