

# Abbey People Fundraiser Messaging Mini-Pack

Everything you need to tell people why you're fundraising for Abbey People

Firstly, thank you for choosing to support Abbey People.

Every fundraiser, whether it's a bake sale, coffee morning, sponsored walk or personal challenge like a marathon, helps create opportunities for local people while building a stronger, healthier and more connected community.

This guide has everything you need to tell people about Abbey People and explain why their support matters. Feel free to copy, paste and adapt any of the wording to suit your own fundraiser.

## About Abbey People

Abbey People is a community charity working alongside local residents to create a thriving community where everyone has the opportunity to thrive.

Since 2013, we've been listening to local people, bringing neighbours together and creating opportunities that improve lives. Rather than arriving with ready-made solutions, we work with our community to understand what matters most and develop projects that respond to local needs.

Our work includes Barnwell Basket Food Hub, family and children's activities, like our weekly youth clubs, health and wellbeing programmes, volunteering opportunities, environmental projects, such as litter picks and Repair Cafes, and community events that bring people together.

Everything we do is shaped by our vision of helping people, communities and neighbourhoods thrive.

Every donation helps us continue this work, creating opportunities for local people and ensuring families can access support, connection and nourishing food when they need it.

## Why I'm fundraising

Here are a few examples you can use or adapt.

### **Short version**

I'm fundraising for Abbey People because they work alongside local residents to create opportunities, strengthen communities and help everyone thrive. Every donation stays local and helps make a real difference.

### **Longer version**

I've chosen to support Abbey People because they believe everyone deserves the opportunity to thrive in the community they call home.

They work alongside local residents to create opportunities, bring people together and support families through projects that make a real difference every day. From helping residents to access affordable food at Barnwell Basket Food Hub to creating activities that improve wellbeing, reduce isolation and strengthen community connections, they're helping build a stronger, healthier and more connected Abbey.

Every donation helps local people access opportunities that might otherwise be out of reach. It could mean a family enjoying nourishing food through Barnwell Basket, a neighbour finding friendship instead of isolation at Coffee Morning, a child discovering a new hobby or growing in confidence at Youth Club, or residents coming together to make positive changes where they live at a litter pick.

I'd really appreciate your support.

### **One-line version**

Supporting local people. Strengthening our community. Helping Abbey thrive.

### **Fundraising page wording**

*Feel free to copy and paste this onto your fundraising page.*

Thank you for visiting my fundraising page.

I'm raising money for Abbey People, a local charity that works alongside residents to build a stronger, healthier and more connected community where everyone has the opportunity to thrive.

They create opportunities for local people through projects including Barnwell Basket Food Hub, Coffee Mornings, Youth Club, wellbeing activities, volunteering opportunities, community events and environmental projects that bring neighbours together.

Every donation helps local people access opportunities that might otherwise be out of reach. It could mean a family enjoying nourishing food through Barnwell Basket Food Hub, a neighbour finding friendship instead of isolation at a Coffee Morning, a child discovering a new hobby or growing in confidence at Youth Club, or residents coming

together to make positive changes where they live through activities like community litter picks.

Thank you so much for supporting my fundraiser.

## Social media templates

**Launch your fundraiser** I'm taking on **[challenge]** for Abbey People because I believe everyone deserves the opportunity to thrive in the community they call home.

Abbey People works alongside local residents to create opportunities, bring people together and support families through projects that make a real difference every day. From helping residents access nourishing food through Barnwell Basket Food Hub to creating activities that improve wellbeing, reduce isolation and strengthen community connections, they're helping build a stronger, healthier and more connected Abbey.

If you're able to sponsor me, I'd be incredibly grateful. Every donation, no matter the size, helps local people access opportunities that might otherwise be out of reach. It could mean a family enjoying nourishing food through Barnwell Basket Food Hub, a neighbour finding friendship instead of isolation at a Coffee Morning, a child discovering a new hobby or growing in confidence at Youth Club, or residents coming together to make positive changes where they live through activities like community litter picks.

Thank you so much for your support.

**[Fundraising link]**

## Halfway there!

I'm halfway through my challenge and wanted to say a huge thank you to everyone who has supported me so far.

Your donations are helping Abbey People continue working alongside local residents to create opportunities, strengthen community connections and help people thrive.

Every donation helps create opportunities that make a real difference. It could help a family enjoy nourishing food through Barnwell Basket Food Hub, give someone the chance to meet new people and feel less isolated at a Coffee Morning, help a young person discover new interests and build confidence at Youth Club, or support local people to come together to care for their neighbourhood through activities like community litter picks and other community projects.

If you'd still like to support my fundraiser, I'd be so grateful.

**[Fundraising link]**

## **Challenge complete**

I did it!

A huge thank you to everyone who donated, shared my fundraiser or cheered me on along the way.

Together we've raised money for Abbey People, helping create opportunities for local people and building a stronger, healthier and more connected community. Your support will help families enjoy nourishing food through Barnwell Basket Food Hub, bring neighbours together at community activities like Coffee Mornings, give children and young people opportunities to learn, play and grow in confidence, and support local residents to make positive changes where they live.

Thank you for making a difference right here in Abbey.

## **Quick facts**

Here are a few useful facts you can use when talking about Abbey People.

- Abbey People has been working alongside local residents since 2013.
- We believe everyone should have the opportunity to thrive.
- Everything we do starts by listening to local people and working together to create solutions.
- We bring people together, strengthen communities and create opportunities that improve lives.
- Our work includes Barnwell Basket Food Hub, health and wellbeing activities, family programmes, including family events during the school holidays, community events, like our weekly Coffee Morning, environmental projects, such as litter picks and Repair Cafes and loads of volunteering opportunities.
- We work alongside residents, volunteers, businesses and community partners to create lasting change.
- Every donation stays local, supporting people and communities in Abbey.

## Frequently Asked Questions

### What does Abbey People do?

Abbey People is a community charity working alongside local residents to create opportunities for people to thrive.

We bring neighbours together, improve health and wellbeing, support families, encourage volunteering, help people access nourishing food through Barnwell Basket and work with local people to shape the future of their neighbourhood.

Everything we do starts by listening to our community and working together to make Abbey an even better place to live.

### What makes Abbey People different?

Abbey People works **with** local people, not **for** them.

Residents help identify local priorities, shape projects and create solutions together. We believe lasting change happens when communities are involved in making it happen.

### What will my donation support?

Your donation helps local people access opportunities that might otherwise be out of reach.

It could help families enjoy nourishing food through Barnwell Basket, bring neighbours together through community activities, improve health and wellbeing, create opportunities for children and families, support volunteers or help residents lead positive change in their neighbourhood.

Every donation helps build a stronger, healthier and more connected community.

## Thank your supporters

Here's a message you can send after your fundraiser.

Thank you so much for supporting my fundraiser for Abbey People.

Your generosity will help create opportunities for local people, strengthen our community and ensure more people can access the support, connections and opportunities they need to thrive.

I really appreciate your kindness and support.

## Need some help?

If you have any questions about your fundraiser or would like some extra materials, we'd love to hear from you.

 **[partnerships@abbeypeople.org.uk](mailto:partnerships@abbeypeople.org.uk)**

Thank you for supporting Abbey People and helping create a thriving community where everyone has the opportunity to thrive.