

Fundraise for Sharewear

Thank you so much for considering fundraising in aid of Sharewear. Your kindness helps us reach people at moments when clothing can make the world feel a little lighter — a child starting school, a parent rebuilding after crisis, or someone simply needing to feel warm and comfortable again. By choosing to support Sharewear, you're joining a community that believes in dignity, compassion, and practical help. We're truly grateful you're here and thinking of standing alongside us.

Who We Are

Sharewear Clothing Scheme provides free, appropriate clothing to people in need across the East Midlands and South Yorkshire. Clothing poverty affects dignity, confidence, wellbeing, and inclusion — and we exist to make sure no one is held back because they don't have the clothing they need.

We support thousands of people every year, offering 3–5 outfits per person, and working with more than 430 organisations including schools, hospitals, crisis teams, foodbanks, Job Centres, Women's Aid, Family Hubs, and many others.

Why Your Fundraising Matters

Clothing poverty is rising. In Nottinghamshire:

- 29% of children live in poverty
- Many families cannot afford school uniform, warm clothing, or essentials
- Destitution is increasing across the region

Your fundraising helps us:

- Provide clothing more than 23,000 times a year
- Support families in crisis
- Run outreach to over 130 organisations
- Keep good clothing in use and out of waste streams
- Divert 86 tonnes of clothing from landfill

Every pound raised helps someone feel warmer, safer, more confident, and more included.

Financial donations help us buy essential items we can't source through donations — underwear, school uniform basics, workwear, and seasonal clothing. They also help us run our referral centre, outreach service, and logistics. Fundraising also keeps Sharewear running by covering the essential costs that clothing donations can't — things like transport, storage, staffing, and outreach. It ensures the service remains reliable, dignified, and able to reach people across the region who need clothing support.

Ways You Can Fundraise

Personal Challenges

- Run For Charity where Sharewear can provide subsidised entry to a number of iconic UK based running events in exchange for a fundraising target.
- Sponsored walk, run, or cycle
- "Walk someWEAR" challenge
- Give something up for Lent
- Birthday fundraiser instead of gifts

Workplace Fundraising

- Charity of the Year nomination
- Dress-down day
- Donation drives
- Team challenge (steps, miles, or clothing collection)

School & Community Fundraising

- Non-uniform day
- Clothing donation drive
- Bake sale
- Awareness assembly
- End-of-term clear-out campaign or pre-loved clothing donation drive

What Your Fundraising Supports

Clothing Support - Warm coats, school uniform, workwear, underwear, bedding, and seasonal clothing.

Referral Sessions - A calm, shop-like experience where people choose clothing with dignity and choice.

Outreach Clothing - Pre-sorted clothing delivered directly to hospitals, schools, crisis teams, refugee organisations, and more.

Circularity & Sustainability - Keeping good clothing in use, reducing waste, and protecting the environment.

Examples of how funding is converted into clothing-

- A £5 donation would buy new underwear for a child.
- A £7.50 donation would buy a pack of children's polo shirts.
- A £10 donation buys a pair of good quality joggers.
- A £15 donation keeps our phonelines running for a week
- A £25 donation provides a bedding pack for a person newly housed
- A £50 donation keeps our van running for a week

Impact Stories

These stories help supporters understand the human impact of their fundraising:

Seasonal Clothing After Sudden Change

A gentleman arrived wearing only a vest top after being suddenly moved. He was welcomed into the browsing space and chose a jacket perfect for the season, leaving warmer and more confident. This reflects Sharewear's commitment to meeting people where they are and responding with compassion.

A Family Referred by School Leaves Feeling Renewed

A dad, partner, and four children were referred by a local school. They took their time choosing clothing that helped them feel comfortable and confident. Quote: "I feel like a new man today!" This shows how clothing can restore dignity and joy for whole families.

Summer Clothing and Bedding for a Gentleman Referred by The Friary

A gentleman arrived wearing heavy layers in warm weather. Volunteers helped him find a lightweight shirt he loved, along with bedding and summer essentials. This story highlights how season-appropriate clothing supports comfort, wellbeing, and stability.

Clothing Support for a Family Referred by Central Women's Aid

A family were welcomed into a calm, friendly space where they could browse at their own pace. They selected outfits that met their needs, with fluffy slippers becoming a favourite. This demonstrates how warmth, dignity, and reassurance shape every interaction.

These moments show how clothing restores dignity, confidence, and hope.

Key Messages for Fundraisers

Use these simple, warm messages when promoting your fundraiser:

- “We’re raising money so no one in our community goes without the clothing they need.”
- “Sharewear provides free, appropriate clothing to thousands of people every year.”
- “Clothing poverty affects dignity, confidence, and wellbeing — your support makes a real difference.”
- “Every pound helps someone feel warmer, safer, and more included.”
- “Together we can reduce clothing waste and support families in crisis.”

How to Set Up a Fundraiser

Supporters can choose any platform they prefer:

- You can link any JustGiving fundraising to the Sharewear pages. The platform adds a discretionary fee to donors but this can be customised or reviewed with two clicks via ‘custom amount’.
- Facebook Fundraiser. A quick and easy way to raise money through Facebook. Supporters choose Sharewear as their charity, set a target, and share the page with friends. Perfect for birthdays, challenges, or awareness days.
- Workplace Fundraising Platforms. Many employers use fundraising tools like payroll giving or charity portals. Staff can donate, run team challenges, or nominate Sharewear as Charity of the Year. Some workplaces match donations, doubling impact.
- School Fundraising Pages Schools often use ParentPay or simple online fundraising pages. Parents donate easily, and pupils can take part in sponsored activities or non-uniform days. Ideal for awareness events, clear-out campaigns, or community fundraising.

Include:

- A photo
- A short story
- A clear target
- A link to Sharewear’s website

Website: www.sharewearclothingscheme.org

We can provide access to our logo or approved photography to compliment any personal photography you may use.

How to Pay In Fundraising Money

Supporters should donate online via the website:

www.sharewearclothingscheme.org

Cash donations must be politely declined to ensure safety and compliance with the Fundraising Regulator’s Code of Fundraising Practice.

Contact for Fundraising Support

Emily Ashton Fundraising & Development Manager fundraising@sharewearclothingscheme.org Working hours: Monday–Thursday, 9.00–15.30

Thank You

Every fundraiser helps someone feel warmer, safer, and more confident. Every pound raised helps us reach more families. Every action helps us reduce clothing waste and strengthen our community.

You are part of #TeamSharewear — and we’re so grateful.

Join other #TeamSharewear legends

These are just some of the fundraising moments we have been beneficiaries of - walks, runs, raffles, litter picks, style swaps..... do it your way and we will support you all the way



Fundraising Checklist

Choose Your Fundraising Idea

- ☐ Personal challenge (run, walk, cycle, Walk someWEAR)
- ☐ Workplace fundraiser (dress-down day, team challenge, Charity of the Year)
- ☐ School/community event (non-uniform day, bake sale, clear-out campaign)

Set Up Your Fundraising Page

- ☐ Choose your platform (Facebook Fundraiser, JustGiving)
- ☐ Add a photo
- ☐ Write a short story about why you're supporting Sharewear
- ☐ Set a fundraising target
- ☐ Include the link: www.sharewearclothingscheme.org

Use Our Key Messages

- ☐ Clothing poverty affects dignity, confidence, and wellbeing
- ☐ Sharewear provides free, appropriate clothing to thousands each year
- ☐ Every pound helps someone feel warmer, safer, and more included
- ☐ Together we reduce clothing waste and support families in crisis

Promote Your Fundraiser

- ☐ Share your page on social media
- ☐ Tell friends, family, colleagues, and community groups
- ☐ Use #TeamSharewear
- ☐ Post updates to keep people engaged

Keep It Safe and Simple

- ☐ Decline cash donations politely
- ☐ Direct all donations to your fundraising page or the website
- ☐ Avoid sharing personal stories without permission
- ☐ Stick to Sharewear's warm, compassionate tone

Use Sharewear Resources

- ☐ Logo and approved photography
- ☐ Impact stories
- ☐ Key messages
- ☐ Social media templates
- ☐ Support from fundraising@sharewearclothingscheme.org

Pay In Your Fundraising

- ☐ Direct supporters to donate online
<https://www.sharewearclothingscheme.org/donate.html#m5-donsharfunds-pan-2g>
- ☐ Confirm your final total with the team
- ☐ Celebrate your impact