



Walk to End Homelessness 2026

Fundraising Pack

The Passage 
Everyone deserves a place to call home

Intro to our Fundraising Pack

Thank you so much for taking part in The Passage's Walk to End Homelessness on Sunday 18th October 2026. By taking part in the Walk, you're making a real difference for people experiencing or at risk of experiencing homelessness.

This pack is filled with fundraising ideas for everyone - whether you're a brilliant baker or love a friendly challenge – because everyone has a role to play in ending homelessness.

What's inside this pack?

- Fun fundraising ideas
- Top tips for maximising donations
- Guide on how to promote your fundraising

Want to know more about the Walk? Find below:

- [Details of the Event](#)
- [Frequently Asked Questions](#)
- [More about The Passage](#)

Fundraising resources to help you get started:

- [Our cash sponsorship form](#)
- ["Guess my time" competition sheet](#)
- [DIY Bunting Kit](#)
- [Customisable Events Poster](#)

From everyone at The Passage, thank you for supporting our vision of a society where everyone has a place to call home. If you have any questions or need advice, email us at events@passage.org.uk - we're here to help.

We can't wait to see how you fundraise!

Best wishes,

Amy | Head of Supporter Engagement and Events

Fundraising Ideas

Bake Sale

Host a bake sale at work, place of worship, or other community centre. Set up a JustGiving page so people can donate easily, ask friends, family, and colleagues to donate baked goods, and let people know their donations will support those experiencing homelessness or at risk of homelessness in London.

Check out our full [Bake Sale Fundraising Guide](#) to learn more.

Wear Something Silly Sponsorship

Give your friends and family the power to choose your outfit for the Walk to End Homelessness! Create a list of wacky options – such as clown shoes or a funny wig – and let people vote by donating. Whichever wins, you must wear!

Make it a team effort and go all out with a shared theme such as superheroes or 80s pop stars.

Secondhand Clothes Swap

Declutter your wardrobe and give your pre-loved clothes a second life. Sell items online through platforms like Vinted or Depop, or host a clothes swap where attendees donate to take part.

Make sure to mention that all proceeds go towards The Passage and towards preventing and ending homelessness for good.

Group Walk Bingo

Make the Walk even more fun by creating a bingo card with challenges to complete along the route. Examples could include:

- Take a photo with another team.
- Find a dog in a coat.
- Walk the last 500m backwards.

Supporters can sponsor per challenge complete or donate for a full house!

Fundraising Ideas

Quiz Night

Host a quiz night and put your friends' knowledge to the test! Set an entry fee per person or team and offer an exciting prize for the winners. You can boost donations with extra rounds, bonus question buy-ins, or a raffle on the night.

Get your employer involved

Ask your workplace if they can support your fundraising by:

- Matching employee donations
- Displaying posters in communal areas
- Hosting a workplace bake sale, raffle, or dress-down day
- Adding your Walk To End Homelessness fundraising page to your email signature

Want to get your workplace involved? The Walk to End Homelessness is a fantastic opportunity to come together as a company!

If your employer would like to join in or learn more, [let us know here](#).

Digital Detox Challenge

Could you go screen-free for a whole day? Challenge yourself to ditch your phone, tablet, and TV for a set time and ask your friends and family to sponsor you for every hour completed. Not only will you raise funds, but you'll also enjoy a well-earned break from scrolling!

Share, share, share!

Did you know? The top 5% of JustGiving fundraisers shared their page just 20 times on average. Letting your friends and family on Facebook, Instagram, TikTok, and WhatsApp can help you raise even more for this amazing cause.

Plus, fundraisers who add pictures or videos to their page raise 13% more per photo—the perfect excuse to capture a memory with the people you'll be Walking to End Homelessness with!

Promoting your fundraising

We know that promoting your fundraising can sometimes feel like a challenge, here are some simple tips and tricks to make it easier for you.

Personalised Communication

Share your fundraising effort with a heartfelt message via email, WhatsApp, or social media. Include:

- Why preventing and ending homelessness is important to you
- Your fundraising goal
- How you are getting involved
- A clear way for relatives and friends to participate or donate.

"Hi everyone! I'm taking part in the Walk to End Homelessness to raise money for The Passage to prevent and end homelessness. I have decided to [enter your fundraising activity]. Every little contribution makes a big difference. Let me know if you'd like to sponsor me or join the walk!"

You can also use our posters and fundraising resources to promote your challenge on social media and messaging apps.

Use our Fundraising Thermometer

Use our [Fundraising Thermometer](#) to keep tabs on your progress and share regular updates with your loved ones._

"Thank you, Beth, for helping me reach £100! I'm halfway to my goal!"

Encourage Participation

Offer small "thank-you" rewards for donations, like:

- A shout-out in a thank-you video.
- A handwritten thank-you card from your kids.
- Sharing updates or pictures of you completing challenges.

How to pay in your fundraising

Thank you for fundraising and walking for The Passage! Here are some ways to pay in your funds and contribute to our vision of ending homelessness for good.

Fundraising Page:

[Register and your fundraising page will be set up automatically, ready for you to start fundraising.](#)

Pay in online:

[Pay in your fundraising here on our website.](#) Include your name and 'Walk to End Homelessness' so that we know the donation is from you.

Over the phone:

Ring our Supporter Care team on 020 7592 1856 to pay over the phone with your debit or credit card. Our phone line is open Monday-Friday 9am – 5pm.

By cheque:

Please make your cheque payable to The Passage and send it to: The Passage, St. Vincent's Centre, Carlisle Place, London, SW1P 1NL.

By bank transfer

Transfer your fundraising to:

- Bank account name: Passage 2000
- Bank account number: 51370944
- Bank sort code: 40-01-13

Please also send your completed sponsorship forms to us so we can collect Gift Aid where possible, making your donations go even further!

All money raised must be sent to us within one month of the event.

Deadline: 17th November 2026.

70% of our running costs rely solely on voluntary donations so your support really can make all the difference. Not only could you prevent someone from ever having to spend a night on the streets, but you could also help ensure tonight is someone's last night on the streets.

The impact of your fundraising

The Passage depends on donations to help people who are experiencing homelessness. Your fundraising will ensure we can continue to give individual and tailored support to anyone experiencing or at risk of homelessness.

What your fundraising can help us provide

£20

Access to a shower and the clothing store for a clean set of clothes

£75

A night of emergency accommodation to prevent someone from rough sleeping.

£276

Four sessions with a Recruitment Advisor to help someone back into work

£600

A deposit to allow someone to move into somewhere to call home

“The Passage has really helped me to turn my life around. The support they offered me, and the opportunities this brought has been fundamental in getting my life back on track. You just have to engage. They helped me to get back into a routine, taking care of myself and focusing on a positive future.”

‘- Eddie, Passage client and resident at Passage House



Walk To End Homelessness 2026

Fundraising Pack

Your fundraising and donations allow The Passage to help members of our society who really need our support.

We have a vision of a society where everyone has a place to call home. By taking part in this fundraising event will you help our vision become a reality.



@PassageCharity

www.passage.org.uk | Charity Number 1079764
St Vincent's Centre, Carlisle Place, London, SW1P 1NL

Registered with



FUNDRAISING
REGULATOR