



**Smart Works  
Reading  
Summertime  
Socials**

**Fundraising  
Guide**

## Swap, donate and celebrate – get together with friends to help transform another woman's life

Thank you for choosing to support Smart Works Reading by hosting a Summertime Social. The money you raise means more women can access our service, succeed at job interview, return to employment and transform their lives.

### The Summertime Social concept

After so long apart, a Summertime Social is a great excuse to get together with friends, family or colleagues and raise money for a very good cause.

Your Summertime Social could be held at home, at a local venue or even your place of work. The format is entirely up to you – it could be morning coffee and cake, afternoon tea or an evening glass of bubbly. We suggest you provide drinks and refreshments and of course, make sure your Summertime Social meets the Covid-19 regulations applicable on the date of your event.

One of Smart Works Reading ambassadors, trustees or volunteers would love to come along to your event to tell your guests more about how we give women the clothes, coaching and confidence they need to succeed at their job interview and start a new chapter of their life. Drop us a line at [reading@smartworks.org.uk](mailto:reading@smartworks.org.uk) and we can see who's available to attend.



### Fundraising

We suggest asking for a **donation of £10** from your guests – either you collect this or your guests can donate via the buttons on our website, Facebook or Instagram.

### Clothing donations

The high-quality clothes and accessories in Smart Works Reading's dressing room set our service apart and enable us to provide our clients with confidence-boosting, interview appropriate outfits.

We'd love to use the Summertime Socials as an opportunity to collect donations of high-quality, nearly new items. You could ask your guests to donate interview-friendly items from their own wardrobe, or specify an item to bring along from the list below:

- **Handbags** – new or nearly-new quality and large enough for a notepad or iPad
- **Mascaras and lipsticks**– for hygiene reasons, these need to be new
- **Accessories** – necklaces, scarves, broaches and new packets of tights and pop socks
- **Work-ready coats** – new or nearly-new quality

Unfortunately, we can't use anything with holes, rips or stains, tired looking items with bobbles or signs of over-washing, items with an odour, casual clothing, jeans, leggings, sportswear, menswear or fast or poor quality fashion.

Every single item donated by your guests could help another woman succeed at her job interview and change the trajectory of her story.



### Clothes swap

If your guests are fashion lovers, why not incorporate a clothes swap into your Summertime Social? It's a great, not to mention sustainable, way to add new items to your wardrobe.

Ask your guests to bring along clothes or accessories they no longer wear and exchange them. And anything that's left over can be donated to Smart Works Reading.

### What to do after your Summertime Social

#### Monetary donations

We have a simple donate button on our website.

Facebook/Instagram: both social media platforms allow you to make donations direct to Smart Works Reading or set up fundraising pages. Let us know if you need support setting this up.

Please ask us for our account details if you'd like to send a bank transfer.

We accept cheques via post. Please send donations to: **Smart Works Reading, 94 London Street, Reading, RG1 4SJ.**

Please include your name and contact details so we can track the donation and say thank you.

#### Clothing donations

Please contact [reading@smartworks.org.uk](mailto:reading@smartworks.org.uk) to organise drop-off of your clothing donations.

If you have any questions, you can reach us at [reading@smartworks.org.uk](mailto:reading@smartworks.org.uk).

### Who we support

Smart Works Reading tackles a root cause of poverty by helping disadvantaged women in the Thames Valley into work. Since we opened in 2015, we have supported around 700 clients to get jobs.

Our clients experience some type of disadvantage. Some have disabilities or have lived through challenging, life-changing or traumatic events. Others have been in the criminal justice system. Some were made redundant during the pandemic or are returning to work after caring for family. They often lack self-confidence, and all are given individual support.

In the last year, we have pivoted to remote service delivery to support women through the pandemic. Coaching is now available to all female job seekers, not just those with a confirmed interview, so we can help when it is most needed.



## What our clients say

**“You went above and beyond to ensure I was in the best position to shine, and the dressing (appointment)... wow! I do not treat myself, and this was a real luxury. Only now have I realised how much a difference one outfit can make.”**

**“I am so grateful and thankful for my interview (coaching). I found it to be 100% beneficial for my interview... I’m very happy (as) this is a new beginning for me and a major change for me coming out of my comfort zone.”**

**“The team were so lovely and kind and really helped me overcome the fear of getting out there for my interview.”**



## About Smart Works Reading

Smart Works Reading is a small charity powered by a big community. By choosing to fundraise for us, you become a welcome part of that community, united in our shared desire to support unemployed women and help them to feel their best at a crucial moment.

From all at Smart Works Reading, thank you for choosing to support women in need across the Thames Valley.

### Smart Works Reading

94 London Street  
Reading RG1 4SJ  
0118 959 4245  
[reading@smartworks.org.uk](mailto:reading@smartworks.org.uk)  
Charity No: 1164723