Hometown Hearts Northamptonshire

CHARITY PACK

Reach every home in Northamptonshire, free

Join the local charities featured on Hometown Hearts, a leaflet delivered to around 320,000 homes, and receive donations straight to your own donation page.



Around 320,000 homes ● Free for charities ● hometownhearts.co.uk

No cost, no fundraising targets and no money passing through us. Just your charity, in front of the people on your doorstep.

About Hometown Hearts

Hometown Hearts is a leaflet delivered to around 320,000 homes across Northamptonshire, towns and villages included. The front features a selection of local charities, and every charity we support is on our website.

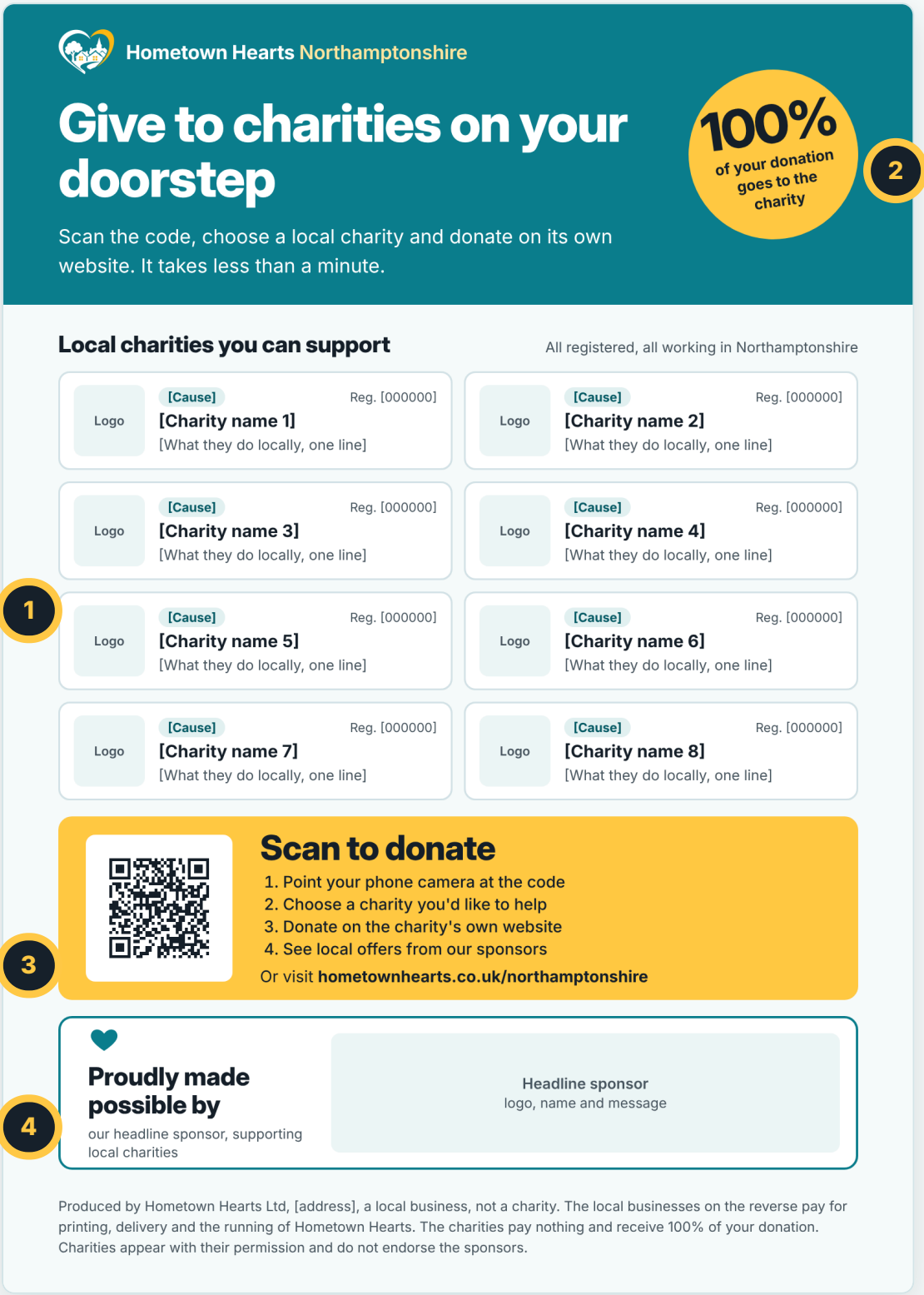
Residents scan a QR code, choose a charity and donate on that charity's own donation page. **100% of every donation goes straight to the charity.** Hometown Hearts is a business, not a charity: local sponsors pay for printing, delivery and running it, and you pay nothing.

How it works

1. **You agree to be featured.** A short written agreement covering two editions, with no commitment, so it's clear how your name will be used.
2. **You send us your details.** Your logo, cause, a line about your local work and your donation link.
3. **You approve how you appear.** We send you a proof of your entry on the leaflet and website before anything goes live.
4. **Residents donate to you directly.** They scan the QR code, find your charity on our website and give on your own donation page.
5. **We share the results.** After each edition: homes reached, QR scans and clicks to your donation page.

Where your charity appears

The front of the leaflet, the first thing residents see when it lands on their doormat.



1. **Your charity** with your logo, cause, charity number and a line about your local work
2. **The 100% promise** every donation goes straight to you
3. **Scan to donate** the QR code leads to our website, then your own donation page
4. **Paid for by local businesses** so it costs your charity nothing

What your charity gets

Reach every home

Around 320,000 homes across Northamptonshire, twice a year, in every town and village.

100% of every donation

Donations are made on your own donation page and never pass through us. We take nothing.

No cost, ever

You pay nothing to be featured. Local businesses pay for the leaflet.

Always on our website

Every charity we support is listed on our website, with a link to your donation page, all year round.

Your turn on the front

Each edition, a selection of charities is featured on the front of the leaflet itself.

Gift Aid as normal

Because people give on your own page, you claim Gift Aid in the usual way.

What we ask of you

- Sign a short written agreement with us
- Give us the link to your own donation page
- Tell us roughly how much you received after each edition, if you can, so we can show the leaflet works
- Send your logo, charity number and a line about your local work
- Check and approve your entry before print
- Let us know if anything changes, such as a new donation link

Who can be featured

Registered

A registered charity with a charity number.

Local

Working in Northamptonshire, for people and causes here.

Relies on giving

Funded mainly by public donations rather than government.

Questions charities ask

Is the leaflet guaranteed to go out?

Hometown Hearts is new, and each edition only goes ahead once enough local businesses sponsor it. If one doesn't, we'll tell you straight away, and it costs you nothing.

How much will we raise?

We can't promise an amount: it depends on how many residents choose to give. After each edition we'll show you the homes reached, scans and clicks to your page.

Does it cost anything?

No. There is no fee and no share of donations. Local businesses pay for the leaflet.

Do donations go through you?

Never. People give on your own donation page, so the money and their details go straight to you.

Which charities go on the front?

Charities take turns, for a good mix of causes. You'll be on the front at least once in your two-edition agreement, and on our website all the time.

Do we endorse the sponsors?

No. The leaflet says clearly that charities don't endorse the businesses, and some types of business are never accepted (see below).

Can we stop being featured?

Yes, at any time. Our agreement covers two editions with no commitment. Tell us and we'll take you off our website within 7 days and leave you off the next leaflet, unless you're within 3 weeks of it going to print, when the design is final.

Businesses we never accept as sponsors

To protect the charities we feature, we turn down sponsorship from:

- × Gambling and betting
- × Tobacco and vaping
- × Political parties and campaigns
- × Payday and high-cost lenders
- × Adult entertainment

Drinks companies can sponsor as local employers, but their space never shows or promotes alcoholic drinks. If any business would conflict with your charity's values, tell us and we'll talk it through.

Would your charity like to be featured?

Get in touch and we'll send you our short agreement to sign. Once we have your logo and details, you go live on our website, and in your turn on the front of the leaflet.

Contact **Simon** on **[phone]** or **charities@hometownhearts.co.uk**.

Website: **hometownhearts.co.uk**

Next edition: charity details needed by [date] · delivery [month]