

Inspiration & Information for Fundraisers

The PPT 2026 Fundraiser's Pack



“You can change. Your life can become different. The Prison Phoenix Trust supported me when I had no other support.”

Sue

“If I see someone that is hurting, or struggling, I like to reach out. I’ve struggled a real lot myself. This is my passion. It carried me and it’s still carrying me now.”

Paul

“They told me I could breathe. They told me I could move. They told me I could sit still in the storm and find a speck of peace.”

Lisa



Welcome

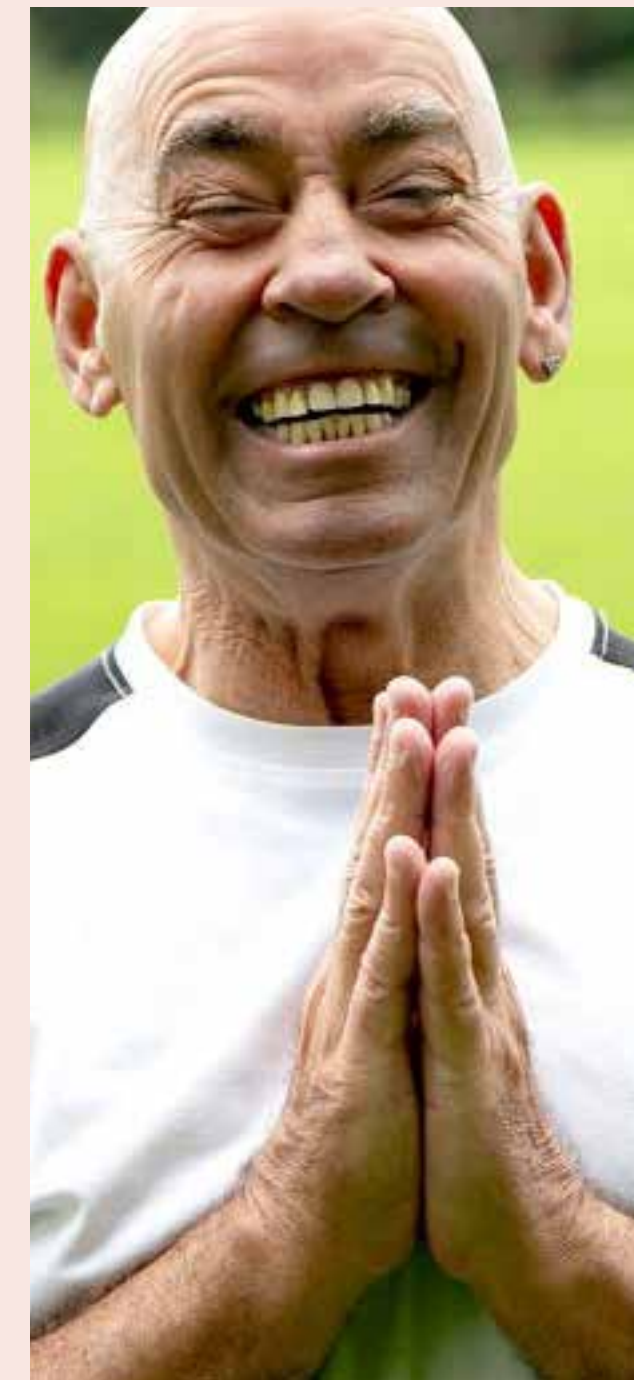
We’re absolutely over the moon you’ve decided to fundraise with us - thank you so much for being part of the team. If you need anything at all (big or small), just drop us an email - we’re always happy to help.

The Prison Phoenix Trust is grounded in a very simple belief: every person has inherent worth, regardless of what they’ve done. People in prison are human beings - many with histories of trauma, loss, addiction, and mental ill-health.

Prison takes away freedom, but it shouldn’t take away dignity or the opportunity to change. Supporting people in prison isn’t about excusing harm or minimising responsibility. It’s about recognising humanity and creating the conditions for growth, accountability, and repair.

We also believe that how we treat the most marginalised in our communities speaks volumes about who we are as a society. Choosing to support rehabilitation over punishment alone makes prisons safer, reduces reoffending, and helps break cycles of harm that affect families and communities for generations.

Right now, our support is needed more than ever - and to keep showing up for everyone who’s reaching out for help, we need to raise money. That’s why we’re so grateful you’ve chosen to fundraise for us. For now, have a flick through your fundraiser’s pack... and get ready to have some fun with it!



This guide shows you:

- 1 How your donations are spent
- 2 How to fundraise step by step
- 3 Inspiration, ideas and information
- 4 Make the day a success
- 5 How to pay in your donations

1. How your donations are spent

When you fundraise for The Prison Phoenix Trust, you’re not just raising money, you’re helping people transform their lives from the inside out.

Every penny you raise goes directly toward supporting people in prison, with tools for wellbeing, resilience and emotional regulation.

What your money can buy

£35 could offer individual mentoring in meditation to someone in prison, plus a specialist yoga book, CD or DVD to use in their cell

£50 could reach 6 people in prison with a year’s peer-support newsletters, encouraging hope & healing

£100 could help support yoga in a prison for a month, accessible for all, including those who’ve experienced trauma

Why this matters

People in prison face:

- High stress and trauma
- Limited access to purposeful activity
- Few opportunities to learn emotional regulation or self-care

“Yoga and meditation have done great wonders for helping me to heal and grow in self-esteem. I have resilience and determination. I feel like this is who I was always supposed to be” Rob

What yoga and meditation offer

- Tools to reduce anxiety
- Ways to improve focus and calm
- Skills to cope with emotional overwhelm
- A path to spiritual and personal growth

Your fundraising brings real, lasting empowerment to people who rarely get that chance. You’re making change happen.

Thanks to you:

- People in prison can access safe spaces to breathe, move and settle their minds
- People with complex trauma can find practices that help them regulate emotions
- People leaving prison, have a stronger foundation for rebuilding their lives

Every donation big or small makes a meaningful difference. Thank you for helping bring light and resilience into lives that truly need it.



2. How to fundraise: step by step

1 Create your online fundraising page

The easiest place to start is by setting up a page on JustGiving.

It only takes a few minutes and means people can donate quickly and safely.

Here's a QR code to create your JustGiving page.



bit.ly/pptfundraise

2 Tell people why you're fundraising

Add a short, personal message to your page - why you chose to support The Prison Phoenix Trust and what it means to you.

It doesn't have to be perfect, just share your honest truth.

3 Set yourself a realistic target

Pick a goal that feels motivating, not intimidating. You can always increase it later.

4 Share with friends and family

Send your link to: your family WhatsApp group, friends and colleagues, social media (if that feels right for you).

A simple *"I'm fundraising for something really close to my heart - I'd love your support"* is more than enough.

5 Keep people in the loop

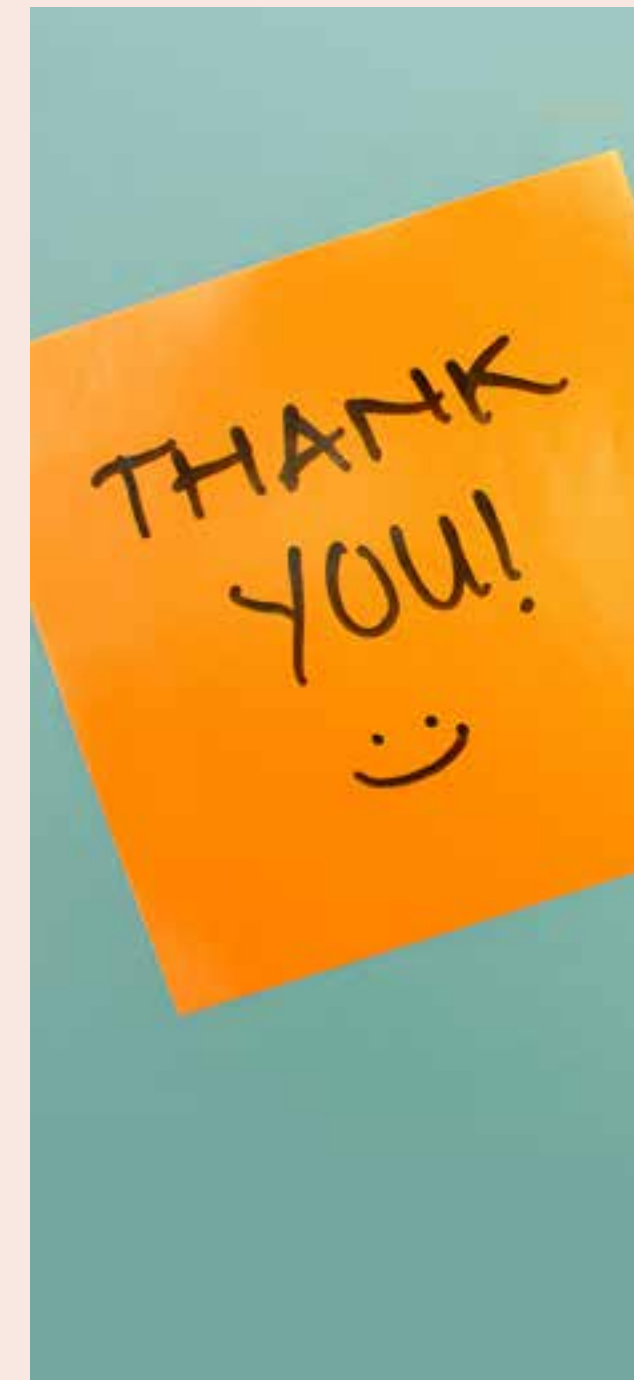
Post one or two small updates as you go, for example:

- how your fundraising is going
- how close you are to your target
- a quick thank you to everyone who's donated so far

This gives a gentle reminder and can encourage people to make the donation they've been meaning to.

6 Say thank you (it really matters)

A short message to thank people for supporting you makes a big difference, and helps everyone feel part of what you're doing.





3. We’ve got plenty of inspiration and ideas

If you want to bring people together to fundraise, but you’re unsure what to do - don’t worry! We have lots of suggestions for you...

Bake sale <i>It’s treat time!</i> Organise a bake sale at work, school or with your local community group. Everyone bakes something to sell and raise money.	Fun run <i>Ready, steady, GO!</i> Participate in an organised fun-run and choose to raise money for us. (Or organise your own!) Example: Your local park run, half marathon, etc.
Sun salutations <i>Rise and shine</i> 108 sun salutations. Organise this for a group of people. Ask for sponsorship.	Organised meditation <i>Shhhhhh...</i> Host an organised meditation where people in your community can come together and share some silence, or a guided meditation in exchange for a donation to The PPT.

Yoga class <i>Are you a yoga teacher?</i> If you’d like to support The PPT, you could offer the proceeds of one of your classes. Or organise a special yoga charity event, bringing your students together to practise for a good cause.	Celebration donation <i>Happy Birthday to You!</i> The “celebration” donation – ask for donations to The PPT instead of a birthday gift. Set up an online fundraising page to receive donations.	Crafting <i>Knit one, purl one, donate one</i> Organise a crafting evening: use your skill and show other people how to do it! Bring people together for a night of knitting, art, or scrapbooking.
Give it up <i>Not just for Lent</i> “Give it up” challenge. Give up something you love for 30 days (or more), to raise money.	Quiz <i>Fingers on buzzers please</i> Host a quiz. Team up with a pub, or host in your home. Ask for a small fee for people to participate.	Gardens <i>Share your great outdoors</i> Open garden: do you have a beautiful garden? Invite people to have a look around over a weekend, in exchange for a donation to The PPT.



4. Make the day a success

You've done the prep - now it's time to enjoy the day. This page is here to help everything run smoothly, safely, and feel good from start to finish.

The legal bits

- Make it clear that you're fundraising in support of The Prison Phoenix Trust, rather than on behalf of the charity itself
- Please don't use the charity logo on promotional materials unless you've been given permission
- If you're collecting cash, keep it secure and don't leave donation buckets unattended
- Follow local rules and venue requirements (for example, permissions for public collections or raffles)
- If alcohol, physical activity, or food is involved, make sure you're following relevant safety and licensing guidelines
- If you're ever unsure, just get in touch - we're happy to help

You're doing a great thing for a wonderful cause - don't be afraid to ask your family and friends for logistical support on the day.

Tips for making it great

- Arrive early so you're not rushed
- Have a clear way to donate (QR code, JustGiving link, etc.)
- Tell people why you're fundraising - a few heartfelt words go a long way
- Get together with your family and friends ahead of the event to run through the day
- Take photos (with permission!) - great for sharing and saying thank you afterwards. We'd love to see them!

By being there and giving your time, you are already doing something meaningful. Every conversation, every pound raised, every bit of awareness makes a difference. We're genuinely grateful - and we hope you enjoy the day as much as the people supporting you.

Safeguarding

Your safety (and the safety of everyone involved) matters.

- Please act responsibly and look out for others
- If children or vulnerable adults are involved, make sure appropriate supervision is in place at all times
- If anything doesn't feel right on the day, trust your instincts and take a step back
- If you have any questions before, during, or after your fundraiser, we're only an email away
- You've got this

5. How to pay in your donations

Here’s the important bit. We’ve made it as simple as possible for you to get your donations to us, so we can support more people in prison.

1

Gather everything together

Once you’ve finished fundraising, collect all your sponsorship forms, cash and cheques.

2

Count and check

Add up all the money you’ve raised and double-check the total on your sponsorship form so everything matches up.

3

Choose how to pay in - there’s 4 easy ways...

1. Online

Visit The Prison Phoenix Trust website and use the secure donations page to pay in your total fundraising

2. Bank transfer

Transfer the amount directly to our bank account
The Prison Phoenix Trust
00029577
40-52-40

3. Call us

Our finance team can take the payment over the phone, call us on:
01865 512 521

4. By post

Send a cheque made payable to **The Prison Phoenix Trust** along with your sponsorship to:
The Prison Phoenix Trust
PO Box 328
Oxford OX2 7HF

4

Include your details

Make sure your name and fundraising event name are included so we can match your payment to your fundraising efforts.

If your event is for a group or organisation, include its name so we can have the correct details on our records.

GDPR consent statement

By providing your details, you agree that The PPT may contact you about events, updates, and activities related to our charity. We will store your information securely and only use it for the purposes outlined above. We will never share your data with third parties without your consent. You can withdraw your consent at any time or request for your data to be removed by contacting us at all@theppt.org.uk

5

Send any paperwork back

If you’ve collected sponsor forms and Gift Aid declarations, please return them with your cheque or send them to us by post or email.

6

Celebrate!

You did it!

Once your money’s been received, we will be in touch to say a massive thank you.



Preparing for your talk about The PPT at your faith group

Thank you for offering to speak about The Prison Phoenix Trust. Your voice helps bring this work to life and supports people in prison to access yoga and meditation.

2

What to include

A short talk (5–10 minutes) could cover:

What The Prison Phoenix Trust does Supports people in prison through yoga, meditation, mentoring, and mindfulness resources.	Why it matters These practices help with stress, mental health, self-awareness, and resilience - especially in challenging environments like prison.	The impact You could mention: ● Improved wellbeing, spiritual growth and emotional regulation ● A sense of calm, purpose, and self-reflection ● Positive feedback from people in prison
Why you care about this work, or why it resonates with your values.		

1

Keep it simple and personal

You don't need to be an expert. Speak in your own words about why this work matters to you. Authenticity goes further than getting everything "perfect."

3

Link to your values

You may wish to connect the work to shared values such as:

- Compassion and equality
- Seeing "that of God in everyone"
- Supporting rehabilitation and second chances
- Peace and inner transformation

4

Invite people to support

Be clear and direct - people often appreciate being told how they can help. You could say:

- Donations help fund yoga and meditation resources for people in prison
- Regular giving allows the charity to reach more individuals
- Every contribution makes a tangible difference

5

Practical tips

- Keep within your time (short and focused is best)
- Speak slowly and clearly
- It's okay to bring notes
- Pause if needed - silence is welcome

6

Keep it grounded and respectful

Avoid assumptions or stereotypes about people in prison. Take a look at our "Difficult Questions" page (overleaf) to prepare yourself.

7

Optional extras

If appropriate, you could:

- Read a short quote or poem
- Share a brief story (you can find Dennis's story on the links page) or on our website
- Leave a moment for reflection

Fielding difficult questions

Q Why do prisoners deserve our efforts?

The Prison Phoenix Trust is grounded in a very simple belief: every person has inherent worth, regardless of what they've done.

People in prison are human beings - many with histories of trauma, loss, addiction, and mental ill-health. Prison takes away freedom, but it shouldn't take away dignity or the opportunity to change. Supporting people in prison isn't about excusing harm or minimising responsibility. It's about recognising humanity and creating the conditions for growth, accountability, and repair.

We also believe that how we treat the most marginalised people in society says a lot about who we are as a society. Choosing to support rehabilitation over punishment alone makes prisons safer, reduces reoffending, and helps break cycles of harm that affect families and communities for generations.

Q Why should we spend money on prisoners ?

Why should we spend money on prisoners instead of fundraising for 'innocent' people?

The Prison Phoenix Trust fills a gap that statutory services don't cover, at very low cost. Supporting rehabilitation reduces pressure on the justice system, healthcare, and social services in the long term. It's a preventative investment that saves public money and reduces harm.

Q Why Yoga and Meditation?

Yoga and meditation are evidence-based tools for emotional regulation, trauma recovery, and stress management. Many people in prison have experienced severe trauma and have never learned safe ways to calm their nervous systems. These practices help reduce aggression, improve mental health, and create safer prison environments for prisoners and staff.

Q Shouldn't the focus be on victims, not offenders?

Supporting prisoners and supporting victims are not opposites - both matter. In fact, reducing reoffending is one of the most effective ways to prevent future victims. The Prison Phoenix Trust helps people manage anger, trauma, and impulsivity so fewer people are harmed in the future.

Q Is there any proof this actually works?

Extensive Research by teams at Oxford University and a University in Sweden has found that people who practise yoga in prison develop greater self-control, responsibility and self-acceptance, alongside reduced psychological distress, antisocial behaviour and impulsivity. One key outcome was the ability to pause before reacting - a skill recognised by prison services as critical in reducing reoffending.

Where The PPT's yoga classes were offered to people in 3 prisons in Staffordshire, prison staff reported reductions in self-harm, violent incidents, use of force, self-isolation and increases in uptake of employment, education, domestic visits, positive interactions with staff, community engagement.

This is why our work matters. We help people feel calmer, clearer and more capable of making different choices - inside prison and beyond it.

Q Don't prisons already provide support?

While many prison interventions deal with single aspects of behaviour, such as drug or alcohol addiction, meditation and yoga support the whole person, empowering them to engage in other educational and rehabilitative interventions and to achieve sustainable, positive change.

"When a person's hope and self-worth has left them, they think and behave negatively, as this is the expectation others have of them. But we have found that yoga in prison brings about a sense of hope and self-worth. Through yoga, people find something positive that they can be part of."

Head of Reducing Reoffending, HMP Exeter

Q Why should I donate?

What difference does my money actually make?

Our charity relies on the generosity of our supporters to keep us running. Donations directly fund yoga and meditation resources, trained instructors, and access to practices that prisoners wouldn't otherwise receive - we support yoga classes reaching more prisons and therefore helping more people in prison. Even a small donation can help someone learn skills that reduce violence, improve mental health, and support a safer return to society.



Case studies

Richard's story

"The PPT was a beacon of light that got me through some very difficult inner battles with myself. But you stayed with me wherever I went and still do to this very day."

Richard had grown up in the care system and then the prison system, from detentions centres and borstal to numerous adult prisons. He first wrote to The PPT for help in 2011.

"The letter writing helped my relationships with others. I could put my emotions down on paper that I couldn't say out loud to anyone."

"There was a time I was being moved to another prison at 3 in the morning, me in a prison van with 6 prison officers, blue lights flashing, I was looking round me thinking, how have I got into this situation?"

"I was on a journey of total change and yoga helped to support it. The yoga classes in HMP Winchester every Tuesday and Thursday were fantastic that I could keep going with stronger yoga that kept flowing."

Richard's journey of incarceration involved a lot of moving around the country: 12 times in 5 years. Richard had to try and rebuild his life on the outside from scratch:

"It's quite emotional thinking about how difficult it was to rebuild. I knew my challenges on release were going to be massive. I had no home, relationships or anything for five years and I knew this is going to be some journey. Whenever my mind started worrying, yoga helped massively, kept me in my body."

He now speaks in public, including in Parliament, about the power of yoga and meditation to transform lives.

Paul's story

"I knew I was going into prison for a long time and you never know if you're going to make it through the system."

Paul first wrote to The PPT "in desperation" because he didn't want to put any additional pressure on his family; in his words, *"they were going through their worst nightmare"*. He said, *"I couldn't speak to fellow prisoners because they look at showing any emotion as a weakness, so I reached out to The PPT."*

"The first thing was a letter from The PPT because it opened a door for me to express my inner fears and feelings. I cried in my writings. It brought me out and gave me an inner strength. I was doing it through the letters and then I received the books and CDs and I would religiously get up at 5 o'clock in the morning, do my yoga sequence from the CD and meditation until knock up at 7am."

"What yoga and meditation gave me was a best friend. It gave me somebody or something I could just go into my cell and sit there for hours and release everything through my breathing. It still does, to this day. It's a major coping mechanism."

Paul ended up doing yoga qualifications and then teaching prisoners and prison staff in kind. He saw people gain confidence, come off drugs, and - by the time he was released - he had taught about 3,000 lessons to prisoners. He is now an ambassador for The PPT, including raising funds through a sponsored headstand at the Om Yoga Show.

"If I see someone that is hurting, or struggling, I like to reach out. I've struggled a real lot myself. This is my passion. It carried me and it's still carrying me now."

"It took a long time to adjust back into society. I ask what do I want from life? The answer is, I want to wake up every morning with just my yoga mat and me. You can't beat that peace. It's a hard world. Yoga and meditation won't change that, but it gives you an inner strength."



Dennis shared something that has stayed with us. While in prison, a Quaker chaplain said to him:

**“Walk in the Light.
Be in the Light.”**

At a time when Dennis felt lost and without hope, those words reminded him that his inner light was still there: even in prison, in the darkest moments. Through yoga and the quiet presence of Quaker chaplaincy, he began reconnecting with that light and letting it guide his choices, one day at a time.



Case studies

Dennis's Story

Dennis was in his prison cell when a letter arrived from his daughter. *“Dear Dad, I love you,”* she wrote. *“Why don’t you give up this life of crime and drugs?”*

Dennis had heard this many times before, but this time something got through to him.

“My daughter and her sisters didn’t deserve this and neither did I,” he recalls. *“That was the catalyst for change.”*

Soon after this he was introduced to The Prison Phoenix Trust and with the charity’s help began a journey away from addiction, crime and prison, supported by yoga and meditation.

“There weren’t any yoga classes in the prison, so I did it from a book. The PPT sent me resources and newsletters and one of their volunteers, Ava, wrote to me regularly advising about yoga and meditation. I’d look forward to the letters from The PPT with anticipation. I responded and it was ongoing communication through letters that helped me through the early days of practising yoga and meditation.

The sense of yoga for me is mind, body, spirit – all three coming together. That helped me move through the space I was in and into another space. I was still me, but different.”

Now in his 70s, Dennis’s life of drugs and crime had lasted nearly 40 years. It had started as a teenager when he ran away from home to London. He was one of five children, his mother had mental health issues, and his stepfather an alcoholic.

“I was a run-away and I ran into all kinds of things and all kinds of trouble. I was severely addicted to cocaine and heroin. The whole thing became my life. It was a big change for me to move away from a life of crime and drugs and prison.

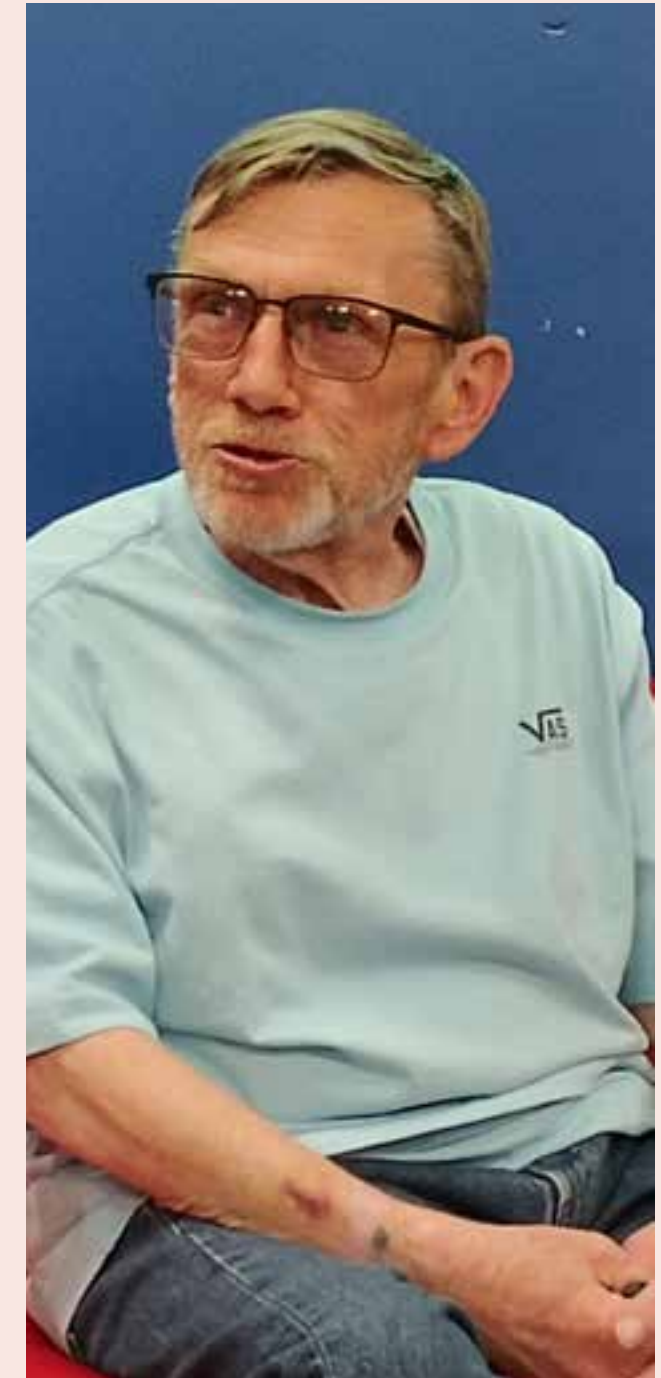
The Prison Phoenix Trust was a big part of it through yoga and meditation. It was inspiring for me to look at things in a different way.”

In prison, he started a daily practice that he still does today, getting up around 6.30am for 30 minutes of yoga and 15 minutes of meditation.

On leaving prison Dennis went to live in a Quaker community. Today he is an accomplished artist, with two fine art degrees and he works as a Quaker advisor in the chaplaincy team at a university.

“My life of prison is now in the past. I wish it didn’t happen, but it did. I came through it, I’m still away from it now and I’ve no wish or reason to go back down that road.

I’d like to encourage other people, whoever you are. You might find a way through. You can’t really imagine what’s going to happen in your life. Now I’d like to be able to give something back to others who are recovering from prison, addiction, and crime.”





Case studies

Lisa's story

Lisa's journey through addiction, prison, and recovery is a powerful reminder that true rehabilitation goes far beyond the system.

After serving time in multiple prisons, Lisa describes leaving with ***"the cards stacked against"*** her, meaning no housing, no job, and little support to maintain the progress she had made coming off methadone. Living with bipolar disorder, her mental health challenges added another layer of complexity.

But two things stayed with her: meditation and yoga.

Having first discovered these practices during a previous period of recovery, Lisa returned to them in prison, using CDs and books from The Prison Phoenix Trust. In a chaotic environment, they became her anchor, helping her reconnect with herself and find moments of calm and clarity.

Lisa saw first hand how access to these tools could shift someone's experience. In prisons where yoga and mindfulness were available, she felt a greater sense of freedom, even while behind bars.

After her release, rebuilding wasn't instant. Confidence and self-worth took time. But through lived experience panels and speaking opportunities, Lisa began to reframe her past as something meaningful.

She went on to work with organisations supporting people facing addiction, trauma, and involvement in the criminal justice system, including The Nelson Trust and the Hepatitis C Trust. In 2023, she launched her own rehabilitation coaching business.

Today, Lisa is passionate about giving back - supporting others to feel safe in their own bodies again. As she puts it, real freedom isn't about where you are, but how you feel within yourself.

Her story shows that healing begins from within, and with the right tools, change is possible.

Sue's story

Thirty years ago, Sue was serving a four year prison sentence for drug supply while struggling with heroin addiction. Today, she stands as a powerful example of rehabilitation.

Sue first connected with the charity while in prison through letter writing to mentors. What began as simple correspondence became a lifeline.

She says: ***"I made contact with The Prison Phoenix Trust in prison. We communicated by letter. They inspired and supported my meditation practice throughout my time in prison, through drug rehabilitation, my first job in drug services."***

That connection never faded. Over three decades, Sue has continued her relationship with The PPT, now an ambassador for the charity, giving back in ways she never imagined, such as representing prison yoga and meditation at St James's Palace at the invitation of the King on behalf of The PPT.

Sue has shared the lasting impact of that support: the way meditation and yoga helped her rebuild her sense of self, navigate the stigma of life after prison, and face challenges like job applications and DBS checks with resilience.

She described these practices as a mirror - reflecting an inner self untouched by past actions or trauma. Through breath and movement, she learned acceptance, self-worth, and the ability to move forward.

Today, Sue volunteers with two local charities: one focused on preventing food waste, the other supporting creative arts for adults experiencing poor mental health.

Her journey reflects the longterm impact of consistent, compassionate support. Sue's story is a powerful reminder that transformation is always possible - and that rehabilitation doesn't end at the prison gate.



Useful links



Dennis tells his story (video):
bit.ly/PPTDennis



Sue tells her story (video):
bit.ly/PPTSue



Here's where to pay in your donations:
theppt.org.uk/donate



Download packs, posters, etc. here:
theppt.org.uk/fundraise



The PPT
PO Box 328
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www.theppt.org.uk
Registered charity 1163558

