



# Anxiety UK

## Fundraising Pack

With your help, let's beat anxiety together

# Thanks

First of all, thanks for deciding to fundraise for Anxiety UK. We know that there are lots of other charities out there, so we're very grateful that you've chosen us. We want your fundraising experience to be as fun and rewarding as possible. This brief guide includes all the information you need to help you during your fundraising.

# Contact details

Anxiety UK  
Nunes House  
447 Chester Road  
Manchester  
M16 9HA  
Admin@anxietyuk.org.uk  
0161 226 7727  
www.anxietyuk.org.uk

# Follow us

Make sure to follow us on social media, where we can help you promote your fundraising event.

Twitter: @anxietyuk  
Facebook: anxietyuk  
Instagram: anxietyukofficial

# How You Help

It sounds like a cliché, but it's true – every penny you raise really helps. Specifically:

£5

Enables us to answer one call made to our helpline, where calls are answered by trained volunteers with personal experience of anxiety

£25

Keeps our website running for two weeks

£50

Allows three members access to life-changing therapy

£100

Pays for the training of five new helpline volunteers

£500

Pays for the design of our quarterly magazine, *Anxious Times*

£1000

Allows us to answer more requests for email support, a confidential service where people can email us for support with their anxiety.

# Where do I start?

Every successful fundraiser starts with one thing: a great idea. Decide on the activity you'd like to undertake to raise money for us. You may be a keen runner turning your latest marathon into an opportunity to raise awareness or you might be pushing your courage to the limit by doing a sponsored skydive.

Not every event needs to be a physical activity. Some people give up chocolate or alcohol for a month, or make and sell crafts to donate the profits. The key thing is that you start with something you're enthusiastic about.

# Get your hands dirty with our ongoing theme of baking!



Baking can be an extremely relaxing activity. Like other mindfulness techniques, baking draws your focus to smell and taste. The act of mixing ingredients together can be a relaxing experience, taking a rolling pin to ruminating thoughts. Plus bakers will gain the satisfaction of having created their cake – and eating it too!

More than that, baking for others can be extremely rewarding. As your fundraising activity, you may wish to hold a bake sale at your local community centre, workplace, school or place of worship. You can also download our official #CalmCake recipe card (via our website for a £1 donation) and make it the official flavour of your fundraiser!

## Gaming

Why not take your fundraising plans to the next level and organise a gaming challenge or even a gaming marathon to raise funds for Anxiety UK and help us to make the despair caused by anxiety a thing of the past. A popular fundraising activity is a gaming marathon. This could be from 4 hours to 24 hours, individually or as part of a team and the game of your choice!





# Planning

The key to a good fundraiser is to plan well and be organised. It's common sense, but make sure you put a list together with all the most important things that need doing - simple things like that can really help.

## Consider the following points when planning:

**Timing:** The longer you take to plan, the more organised you'll be and the more money you'll make! Don't cram everything into a few weeks as chances are, something will be forgotten.

**Costs:** Make sure you budget for things like registration fees, equipment you need and hiring costs.

**Insurance:** Ensure you're adequately insured for your fundraising event, particularly if you're planning something risky.

**Volunteers:** Volunteers are ideal for handing out flyers, getting donations and making sure an event runs smoothly. The more, the better!

**Permission:** If you're collecting on someone else's property, you'll need to ensure you've got permission from the landowner or council. Otherwise you could get into trouble.

**Promotion:** Get people to tell others about the event, and try and get the press involved in promotion! Take a look at the publicity page for a guide to press release writing.

Most of all, have fun and enjoy yourself! Chances are if you're having fun, others will as well!

## Setting up an online fundraising page

**Virgin Money Giving** is a website that lets you create a page for your fundraiser and take donations online securely. This means you don't need to rely entirely on sponsorship sheets and collections, and also allows you to claim Gift Aid on donations (more information on that later). Your donations are securely paid to us on a weekly basis, which means it is one less thing for you to think about! To set up your page follow this link:

<https://uk.virginmoneygiving.com/fundraiser-portal/userSignIn>

You can also promote your fundraiser to a potential global audience through social media. And, if you're planning on getting local and national media involved, you can give them details for online giving to use in their coverage, maximising the potential for donations even further.

**Gift Aid**

Did you know that if you pay tax in the UK, you can Gift Aid your donation at no extra cost to yourself?

*giftaid it*

Ask your guests to fill out their details if they want to gift aid their donation to Anxiety UK. Send us your completed form in the envelope provided in your coffee morning kit.

Title	Initial	Surname	Address (1st line)	Postcode	Date paid	Donation	Gift Aid
Ms	A	Bonybrut	123	M16 4ZF	01/10/2018	10.00	YES

Your Gift Aid Declaration: I want to Gift Aid my current donation and any donations I may make in the future or have made in the past 4 years to Anxiety UK. I am a UK taxpayer and understand that if I pay less income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. I will notify Anxiety UK of any change in my personal circumstances, such as name and address, or that I no longer pay UK Income or Capital Gains tax or I wish to cancel the declaration.

### How Anxiety UK can help

Whilst we are a national charity, we operate with a very small staff team and have limited resources. We do, however, wish to help promote your fundraising activity as much as we can.

### For every fundraiser, we will:

Promote your activity and online fundraising details on our social media and website (where applicable) – be sure to like and retweet us!

Promote your efforts in our members' magazine, *Anxious Times* (either in advance of the event or once it has been completed depending on publication dates and deadlines)

For those pledging to raise £1,000 or more or for events that are particularly unique (and likely to be newsworthy), we will assist with contacting the media to raise more awareness of your event. If you are interested in taking advantage of this,

please contact us on [media@anxietyuk.org.uk](mailto:media@anxietyuk.org.uk) as early as possible!

### Claiming Gift Aid

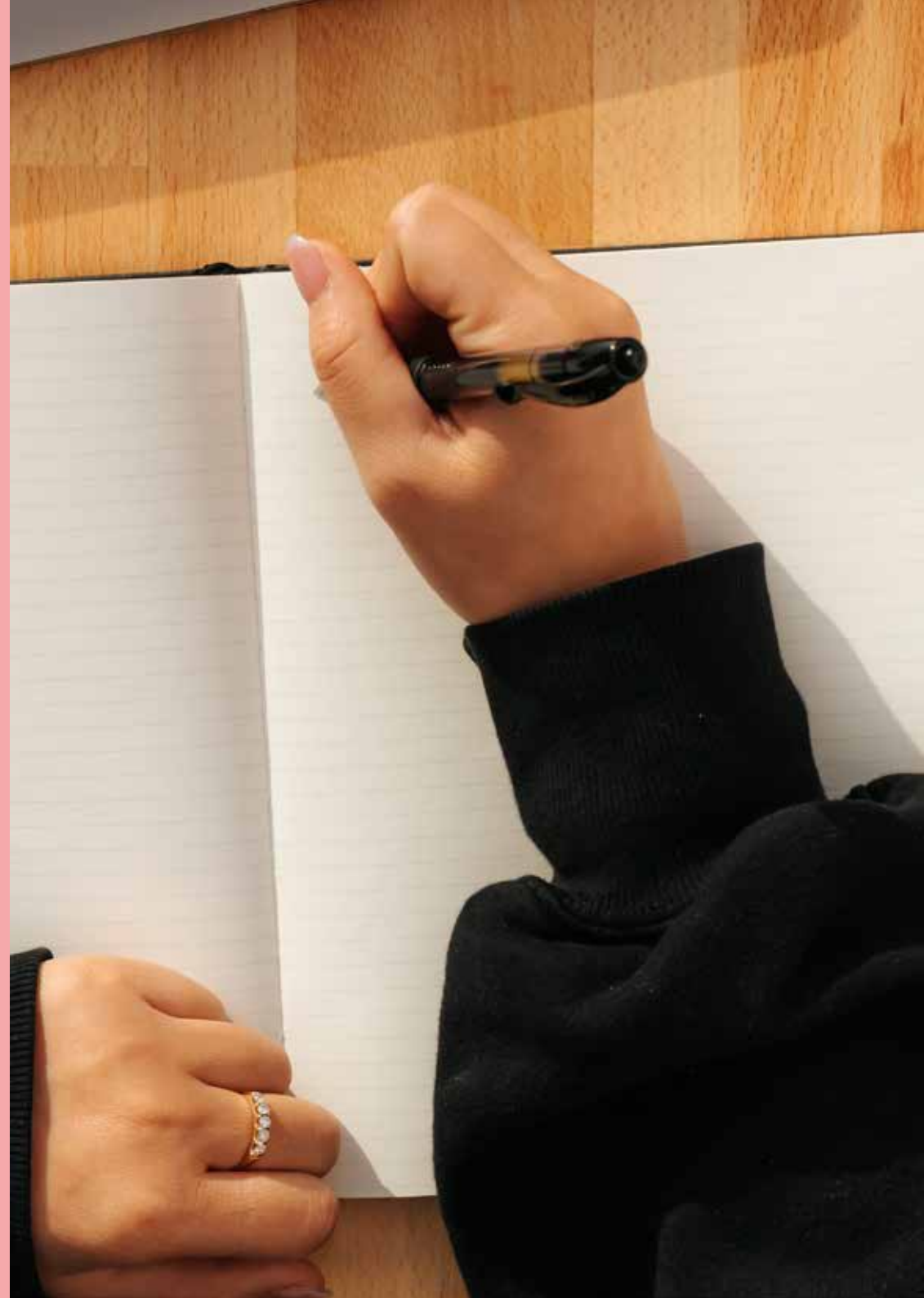
Gift Aid allows Anxiety UK to get more for every pound you raise. For every pound that is Gift Aided, we will get an extra 25p because we can claim back the tax payable to HM Revenue and Customs.

For a sponsor to Gift Aid while donating, they need to be a UK taxpayer and also give consent. If you're using sponsorship forms and want to ensure Gift Aid is claimed then:

You need to get the person's full address including postcode

The date of the donation and a tick in the Gift Aid box

The Gift Aid declaration has been signed on the fundraising donation form



# The Legal Bits

After planning out your event, you need to think about some important legal points to make sure things go to plan.

## Raffles and Lotteries

- Any raffles and lotteries organised cannot be entered by anyone under the age of 16.
- Public lotteries and raffles have to be licensed by the local authority by their licensing department. Private lotteries, for example inside a workplace or to members of a club, do not need to be registered.
- A raffle held at a social event does not need to be registered.

## Printed Materials

- Anxiety UK's logo must only be used with our prior permission
- Our charity registration number, 1113403, must appear on all printed materials

## Collections

- The legal minimum age for collecting money is 18 in London, 16 elsewhere.
- To collect on private property, for example inside a pub or shopping centre, you need permission from the owner or landlord.
- To collect on the street, you need a licence from the local authority. You will then need to submit a return displaying the amount raised

## Music

- If organising an event involving music and/or dancing, you will need a licence from the local authority. The licence is free where the authority agrees the event is for charitable or educational purposes.

## Alcohol

- You must ensure you have permission from the local authority's licensing department under the Licensing (Occasional Provisions) Act. You can apply for one or you could ask a local landlord to apply and run a bar on your behalf, but it is unlikely you will keep all the profits if you do.

## Be Safe!

- Do not do anything illegal or unsafe as Anxiety UK cannot be held responsible
- If you are doing an extreme challenge (such as a skydive, abseil, etc.) you must use a specialised organisation that has the necessary insurance in place for such events. Anxiety UK will not approve your event unless it is done so through a specialised organisation, such as Skyline Events, Charity Challenge, etc.
- If you hold an event in a public area, ensure you are covered by the local authority's public liability insurance



# Registration Form

Please fill out this form and post to:  
Anxiety UK, Nunes House, 447 Chester Road, Manchester, M16 9HA

## SECTION 1 – YOUR DETAILS

Title & Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Home & Mobile No: \_\_\_\_\_

Email: \_\_\_\_\_

## SECTION 2 – YOUR EVENT

Event Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Place & Date: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How much do you hope to raise? \_\_\_\_\_

Why are you raising funds for Anxiety UK  
\_\_\_\_\_  
\_\_\_\_\_

Would you like a free t-shirt?  Yes  No

Subject to a minimum £100 pledge

If yes, what size? \_\_\_\_\_

S, M, L, XL

## SECTION 3 – ABOUT YOU

Date of Birth: \_\_\_\_\_

Have you experience of anxiety disorders personally or through friends and family?

Yes  No

If yes, state which: \_\_\_\_\_  
\_\_\_\_\_

Have you ever fundraised for a charity before?  Yes  No

If yes, please give details of the event, the charity and how much you raised: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you would like Anxiety UK to promote your event through social media please give details below as we would love to tag you:

Twitter: @

Other:

## SECTION 4 – YOUR PLEDGE

By reading and acknowledging the statement below, you agree to the points outlined in the contents of this fundraising pack and to fundraise within the law to protect your and Anxiety UK's reputation.

### Statement

I acknowledge that I am undertaking this fundraising event at my own risk and Anxiety UK shall not be liable in any way for damage, harm or loss that may occur.

I also agree to the guidelines set in Anxiety UK's fundraising pack in relation to branding, lotteries, raffles, insurance and fundraising law.

I will endeavour to obtain and pay to Anxiety UK all monies raised within 30 days of my fundraising event.

I agree any information provided may be recorded and used by Anxiety UK in accordance with the Data Protection Act 1998.

Signed: \_\_\_\_\_



## How do I send you what I've raised?

- If you are collecting sponsorships or donations using a page like Virgin Money Giving, the funds will be sent to us electronically after your event finishes.
- If you are collecting money via an activity like a bake sale, it may be easier to put the money raised into your own bank account (as we are unable to receive money through the post) and write Anxiety UK a cheque for the total raised. Please see the paying-in form over the page for how to send in your donation.
- Alternatively this can be paid as a donation via our website: <https://www.anxietyuk.org.uk/donation/>



# Your Donation

Please fill out this form and post to:  
Anxiety UK, Nunes House, 447 Chester Road, Manchester, M16 9HA

## SECTION 1 – PAYING IN CHEQUE

Title & Name: \_\_\_\_\_

Event and Date: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount enclosed: £ \_\_\_\_\_

Please make cheques payable to Anxiety UK and return with this form to the address above.

## SECTION 2 – PAYING BY CREDIT / DEBIT CARD

To make a credit/debit card donation, please fill in the following information:

I authorise Anxiety UK to debit my:

MasterCard  Maestro  AMEX  Visa

for a donation of £ \_\_\_\_\_

Card Number: \_\_\_\_\_

Issue/valid from date: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Issue no (if applicable): \_\_\_\_\_ Last 3 digits on the signature strip: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## SECTION 3 – GIFT AID DECLARATION

For donations other than those on your sponsorship form.

If you are a UK taxpayer, we can claim an extra 25p for every £1 you donate. If you are eligible for Gift Aid, you must be able to agree to the following statement:

*I want to Gift Aid my current donation and any donations I may make in the future or have made in the past 4 years to Anxiety UK. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. I will notify Anxiety UK of any change in my personal circumstances, such as name and address, or that I no longer pay UK Income or Capital Gains tax or I wish to cancel the declaration.*

Please notify Anxiety UK if you:

*Want to cancel this declaration*

*Change your name or home address*

*No longer pay sufficient tax on your income and/or capital gains.*

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

I am a UK tax payer and consent to Anxiety UK claiming back the tax on my donation

Signed: \_\_\_\_\_

## Section 4 – Feedback

Please give us some feedback on what you did; why you chose to fundraise for Anxiety UK and any advice you would give to prospective fundraisers.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Thanks for supporting Anxiety UK.

If you are happy to be contacted in the future, please tick here

Also, do you have photos we could use on materials, on the website or for press? If so, we'd love to see them! Please email [media@anxietyuk.org.uk](mailto:media@anxietyuk.org.uk) with your name and the event. Please ensure you have the rights to the images!

# Useful contacts

Tel: 03444 775 774

Website: [www.anxietyuk.org.uk](http://www.anxietyuk.org.uk)

Email: [info@anxietyuk.org.uk](mailto:info@anxietyuk.org.uk)

Anxiety UK

Nunes House, 447 Chester Road, Old Trafford, Manchester M16 9HA

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Registered charity no: 1113403

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