



Anxiety UK

Fundraising Pack

*With your help, we can help make
the despair caused by anxiety a thing
of the past*



Thank You

First of all, thank you 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 journey.

*If you require any support or advice at any stage of your fundraising journey, please email our admin team who are happy to help:
admin@anxietyuk.org.uk*

Benefits of Fundraising

Of course we know that fundraising helps support Anxiety UK and the work we do but there's much more to it than that! You get to develop skills, whether that be event planning or marathon training, and, your contributing to the bigger picture of doing good.

Do good for you

A 2022 study, (Cregg & Cheavens, 2022) has found that acts of kindness not only benefit the recipient but you as the supporter. This means that not only does your act of kindness benefit Anxiety UK, it may also have a positive effect on you too!

Do good for us

It sounds like a cliché, but it's true - every penny you raise really helps.
£25 pays for a month's worth of text responses to those who reach out for support
£50 pays for the training of one new helpline volunteer
£100 pays to support our volunteers with external supervision and CPD; ensuring we look after the wellbeing of our incredible people who help others
£1500 pays us to keep our phone helpline running for 1 month

Do good for the environment

As a charity that supports those affected by anxiety, we recognise that mental health and the planet's wellbeing are intrinsically linked and understand the importance and urgency of addressing environmental issues and climate change. Underlining that commitment, we have pledged to plant a tree for every new fundraiser that signs up to fundraise for us and with your help we can:
PROTECT the environment – IMPROVE mental health – REDUCE anxiety



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:

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!

Legal Bits

Fundraising can be lots of fun, however making sure your plans are legal and meet any local legislation is important. The Fundraising Regulator enforces legislation, so it's worth checking to make sure you don't need to obtain any permissions before running your event.

Raffles and Lotteries

Raffles and organised lotteries fall under strict legislation that you need to ensure you comply with. A small incidental non-commercial raffle for example would not need a license or approval, however selling tickets beforehand to a lottery may require approval from your local authority. In all cases minors cannot enter or sell raffle or lottery tickets. If you are considering this type of event you will need to read the code set out by the fundraising regulator by clicking [here](#) to ensure you comply

Collections

The age and policies around collecting money varies depending upon the area of the country you are in and, if you are collecting in a public location, you may also require a license from your local authority. To read more about this type of fundraising click [here](#)

Children

Children love getting involved in fundraising, however its important that they are safe, their data is protected, and activities fall within the regulator's code. Details on what activities children can get involved in and at what ages can be found by clicking [here](#)

Legal Bits

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

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

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. If you hold an event in a public area, ensure you are covered by the local authority's public liability insurance

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.

*Need some ideas?
See our [Fundraising Inspiration Pack](#)*

Set up your fundraising page

Once you have chosen your activity, all you need to do is sign up to [Just Giving](#). Just Giving is our preferred fundraising platform as it provides an easy way to fundraise. It is a platform that lets you create a page for your fundraising event and receive donations online securely. This means you don't need to rely on sponsorship sheets or cash collections plus it allows you to claim Gift Aid on all donations. Your donations are securely paid to us on a weekly basis, which means it is one less thing for you to think about!

If for some reason you are unable to use Just Giving for your fundraising, we can advise on alternatives, just email admin@anxietyuk.org.uk.

[Click here to set up your fundraising page](#)

[Find out more about Just Giving here](#)

Raising money and How to donate



Promote your Fundraiser

Now shout from the rooftops about the great work you are doing! Promote your fundraiser by telling friends, family and colleagues. You can also share your fundraiser via social media as a great way to reach a wide audience. Download our [Fundraising Resources Pack](#) which is full of posters and social media guidance to help you raise awareness.

[Click here to download the
Fundraising Resources Pack](#)

Sending the money in

If you are collecting sponsorships or donations using a page like Just 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 use our QR donation codes which can be found in our [Fundraising Resources Pack](#). Alternatively, put the money raised into your own bank account initially (as we are unable to receive money through the post), then pay this over as a donation via our [website](#):

[Click here to send us what
you have raised](#)

Useful Contacts

Website: www.anxietyuk.org.uk

Email: admin@anxietyuk.org.uk

Address: Anxiety UK, Nunes House, 447 Chester Road, Manchester M16 9HA

Established 1970

Registered charity no: 1113403

© Anxiety UK 2024



Anxiety UK