



Anxiety UK

Fundraising Resources

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



What's next?

So you've decided what you are going to do for your fundraiser and you've completed everything in the Fundraising Pack..

so what's next?

Now you need to raise awareness of your fundraiser and get collecting!

In this booklet you will find a range of resources to help you spread the word.

First let's do a quick check you are all set up:

Decide what event you will hold
If you need inspiration, download our Fundraising Inspiration Pack

Read our Fundraising Pack

Set up Just Giving page

Planned/booked event

Using Our Donation QR Code Leaflets

Instead of using physical collection pots, we've created donation QR codes for use at your event, or as an alternative to signing up to an online platform. This means your supporters can simply scan the QR code for a fuss free way to donate (the link takes them to Anxiety UK's Just Giving page). You can also print any of our QR leaflets to use at your event, or we can send you some through the post - just contact our admin team:

admin@anxietyuk.org.uk



Anxiety UK

Donate Here



It sounds like a cliché, but it's true - every penny you donate 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

Interested in fundraising for Anxiety UK?

Visit anxietyuk.org.uk and head to the 'Get Involved' section

Anxiety UK

I'm Fundraising for Anxiety UK, Please Donate Here

I'm fundraising for Anxiety UK. Please support me to help raise funds for Anxiety UK who provide numerous services to support people affected by anxiety. Please donate here:



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Donate Here



I'm fundraising for Anxiety UK, please support me to help make the despair caused by anxiety a thing of the past.

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Sponsorship Forms & 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, you need to:

- Get the person's full address including postcode
- Get the date of the donation and a tick in the Gift Aid box
- Ensure that the Gift Aid declaration has been signed

If you would like to use a sponsorship form at your event, please email admin@anxietyuk.org.uk to request this to be sent to you. Don't forget to send this back to us along with the money you have raised once you have completed your event.

Anxiety UK

Sponsorship Form Example

Fundraiser Name:

Event Description & Location:

Event Date:

I'm fundraising for Anxiety UK, please support me to help make make the despair caused by anxiety a thing of the past

First Name	Surname	First Line of Address	Postcode	Date	Amount	I would like to Gift Aid my Donation	I have read and agree to the Gift Aid Declaration* (Please sign)

**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.*

Promoting Your Event

We would love for you to get the word out about your fundraising event, so we've created some templates and images to help you promote what you are doing on your social media platforms. Don't forget to follow us and tag us into your posts.



Here are some ideas to help you write your posts...

I'm supporting Anxiety UK by [xxxxx].
Wish me luck, and click here to donate to this wonderful cause: [xxxxx]

On [date], I will be [xxxxx] to raise funds for Anxiety UK who provide numerous services to support people affected by anxiety. Please donate here: [xxxxx]

I'm fundraising for Anxiety UK on [date]. To support me please donate here: [xxxxx]. Your donation will help Anxiety UK continue to provide the numerous services to help people affected by anxiety. Click here [xxxxx] to donate to my fundraiser for Anxiety UK

And use these stickers...

I'm fundraising to support
Anxiety UK

Please support me to help make the despair caused by anxiety a thing of the past
Anxiety UK

I'm proud to be fundraising for
Anxiety UK

Please get in touch with our admin team (admin@anxietyuk.org.uk) if you require any of the above stickers sending via email.

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 by:

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



For fundraisers who have pledged over £100, we are able to provide you with one of our Anxiety UK t-shirts. To request a t-shirt, please contact our admin team for more information: admin@anxietyuk.org.uk

*We may also 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 admin@anxietyuk.org.uk as early as possible!

Useful Contacts

Website: www.anxietyuk.org.uk

Email: admin@anxietyuk.org.uk

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