Fundraising Pack

There are so many different ways to fundraise for the Centre and make a lasting difference to the lives of children and young people across the UK.
About the Anna Freud National Centre for Children and Families

The Anna Freud National Centre for Children and Families has developed and delivered pioneering mental health care for over 60 years. Our aim is to transform current mental health provision in the UK by improving the quality, accessibility and effectiveness of treatment. We believe that every child and their family should be at the heart of the care they receive, working in partnership with professionals.

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annafreud.org

Our Patron: Her Royal Highness The Duchess of Cambridge

Anna Freud National Centre for Children and Families is a company limited by guarantee, company number 03813988, and a registered charity, number 1077106.
Fundraising for Anna Freud National Centre for Children and Families

Thank you

We are very grateful that you have chosen to fundraise for the Centre and we are delighted to welcome you to the fundraising family. It will not only be an amazing and rewarding experience but we will show you how your hard earned money is making a real difference.

Whatever activity you wish to pursue, we can help you get the most out of your experience. In this fundraising pack you will find everything you need to raise funds successfully and enjoyably.

A Little Reminder about the Difference You are Making

Today one in ten children in the UK has a mental health problem. This is the single biggest barrier to academic achievement, developing healthy relationships, and becoming happy, healthy adults.

Mental health remains one of the most misunderstood and underfunded areas of health, meaning that although some children will receive the care and support they need most will not.

By intervening early and helping children and families now, we make a tremendous difference to the rest of their lives and the future shape of our society. At the Centre we are transforming the experience of children and families struggling with mental health difficulties.

Planning your activity

Planning is the first and most crucial element of any rewarding fundraising activity

We believe that the most enjoyable and most successful fundraising activities are based around the things you are most passionate about.

So if you are a fitness fanatic, why not take on a sporting challenge event? Amy and Dawid recently took on the Reading Half Marathon and raised a fantastic £500 for the Centre:

Reading Half Marathon

“I really enjoyed the race and definitely felt far more motivated to train with the knowledge that I was doing this to raise money for the Anna Freud Centre. I loved the atmosphere during the race – crowds, bands and an unlimited supply of sweets!” - Amy

Alternatively if you are a keen cook why not cook up and sell some tasty treats in aid of the Centre? Check out the Top Fundraising Ideas page within this pack for more inspiration.

Getting Sponsored

In the lead up to any physical challenge event, or even more personal challenges, getting sponsored will be a vital means of raising funds amongst family, friends and colleagues.

Set a fundraising target and start your own page and fund on Virgin Money Giving where you can collect donations online and keep supporters and donors engaged with your progress.

Alternatively you can use the Centre's sponsorship form, which you can find later on in this pack.
Personal Fundraising Story

Jack’s Epic Land’s End to London Challenge

Some teenagers may have spent half term playing computer games or looking at the shops. Not fifteen year old Jack Chaplin.

He spent five days raising an amazing £16,000 in sponsorship for Anna Freud National Centre for Children and Families. Jack did this the hard way - he got on his bike. He cycled from Land’s End to London to raise this life changing amount of money.

He had not expected the drenching rain or the strength of the wind, and he certainly had not anticipated just how steep and long some of the hills he has faced en route. Despite the soakings and the sheer hard work, Jack averaged 60 miles a day to achieve his goal. As a result of those five gruelling days, Jack has now decided that cycling is no longer his favourite mode of transport. But Jack Chaplin is definitely the favourite cyclist for the Centre.

Jack said:

“It was a tough challenge but so rewarding. I was really motivated to keep pushing, knowing that I was raising money for the Centre. I just wanted to do something to make a real difference. I know that the Centre is carrying out important work to support young people and their families across the UK. I really believe that their work is changing lives for the better”.

Holding an Event

Have you ever fancied hosting your own fashion event, film preview or gala?

Hosting an event can be an absolutely fantastic way to raise money for Anna Freud National Centre for Children and Families.

You could charge an entrance fee, hold a raffle or sell refreshments in aid of the Centre.

To ensure a successful fundraising event it will be important to consider:

- **Numbers**: Who and how many people will you invite? Will the event still be a success if less people than expected turn up?

- **The budget**: What will you charge for entry or for participation in the raffle? How much will refreshments cost? Could you ask for a charity discount? Could you ask friends, family or local businesses to donate towards the event?

- **Timing**: Be sure to select the best day for your chosen event. Avoid clashes with other popular events or holidays, when you know numbers will be affected.

- **Teamwork**: Last of all and most importantly, draft in help! This is a great cause and will be a fantastic way to promote the Centre to a wider circle of friends and family. Working in a team where people can use their different skills will result in a much smoother event.
Spreading the Word

Don’t be shy!

If you have been adventurous enough to take on your own personal challenge or organise your own fabulous event in aid of the Centre the next crucial step will be to SHOUT ABOUT IT!

Get Online & Use Social Media

Spreading the word about your fundraiser on Facebook and Twitter can be one of the quickest and most interactive ways to gain support from friends, family and colleagues.

You could even ask supporters for extra ideas for your challenge or event.

Direct people to your Virgin Money Giving page where you can collect their donations and keep them up to date with frequent progress updates and photographs.

Publicise in your Local Area

Getting your local community on board could work wonders for your fundraising target, as word of a good deed can travel quickly!

Use our Anna Freud posters and t-shirts (find & request here) to spread the word in your local community. If you belong to any local community groups, why not ask them to sponsor you and publicise your fundraising efforts through their communications?

Hot off the Press!

Getting in the local press, whether it is radio, newspapers or television, could be a fantastic way to inspire the public with your challenge or event.

Use our press release template in this pack as a start and be sure to take as many snaps possible!

Fundraising Safely

Before you begin your exciting fundraising journey, it’s important to know the basics of how to fundraise safely and legally.

Health and Safety

Anna Freud National Centre for Children and Families cannot accept responsibility or liability for any damages or injuries arising from an event or fundraising activity. Please contact us if you have any concerns over this, or would like advice on how to get your event or activity appropriately insured.

Use of Our Logo

The fundraising materials you use should clearly state ‘in aid of the Anna Freud National Centre for Children and Families. Registered charity number 1077106. Please use the branded materials provided in this pack.

Please only use the Centre’s original logo for any promotional materials you wish to create.

Collecting Money from the Public

Please request permission from the owner before collecting money and selling goods on private property.

Similarly, you will need to request permission from your local authority if you wish to collect or sell in public. Contact us, we can help you do this.

Please contact us here for any assistance.
Top Fundraising Ideas

There are hundreds of fantastic and fun fundraising activities which you can choose from, but here is a selection of some of our favourites:

Sponsored Swim
Get fit and enjoy a refreshing swim in some of the most spectacular settings in the UK.
Visit www.annafreud.org/support-us/fundraise-for-us/challenge-events for details of the latest events.

Run a 10K, Marathon or Half-Marathon
Get fit and enjoy a swim in some of the most spectacular settings in the UK. Visit www.annafreud.org/support-us/fundraise-for-us/challenge-events for details of the latest events.

Take on a Personal Challenge
Personal challenges can involve anything that is really important to you, and that will excite friends and family to support you.
Maybe you have always wished to eat healthier, get fit or give up smoking? Make this the year you make that positive change!

Organise a Sporting Event
Get your friends together for a fantastic sporting event. How about an old school egg and spoon race or a football tournament?
Ask family and friends to sponsor it and local businesses to contribute prizes.

Organise a Cake Sale
A cake or bake sale is a brilliant way to show off your culinary prowess, while raising money and spending quality time with family and friends.
Proceeds from the sale could support our work.

Fancy Dress Day
Fancy dress days are really popular and are great fun at school or work. Speak to your teacher or employer about organising a fancy dress day to fundraise for the Centre.
Set a theme - film stars, animals, 80s, superheroes or just make it a free for all! Set a small contribution for participation.

Find more ideas on our website at www.annafreud.org/support-us/fundraise-for-us
We would like to make your donation go even further by claiming Gift Aid on what you have given if you are eligible. As a UK taxpayer, your donations can gain an extra 25p for every £1 you give at absolutely no extra cost to you. The Gift Aid scheme allows us to claim the basic rate of tax you have paid on any donation you make.

Sponsorship Form – Participant’s name ………………………is raising money for the Centre by ………………………………on……………….

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<th>Home Address - please give your full home address and post code so we can claim Gift Aid</th>
<th>Email Address</th>
<th>Amount Pledged</th>
<th>Amount Given</th>
<th>Gift Aid? Yes/no</th>
<th>Req AFC info? Yes/no</th>
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Total Amount Given:
Press Release Template

TITLE of press notice: [title - put something catchy in here!]

- Date: [date and time]
- Location: [add in address details here]
- Event/Activity Title: [title of event]

The first section should be a short and punchy summary of the event or activity you are undertaking, with the aim of catching attention of the reader immediately. It should include the five Ws: who, what, where, when and why.

The second section should explain why this activity or event is important, unique and how it will make a difference to the Centre. Making your story stand out from the crowd will mean it has a better chance of gaining more attention!

To personalise it, include a quote from a participant about why the event/activity is special.

[Enter name], the organiser of the event said: [“Add quote in here”].

The third section

Add a quote from the Centre – we can provide this just get in touch with our fundraising team.

[Enter name] from the Centre said:

Always signal the end of the press release with the word ‘Ends’, followed by a Notes to Editors Section, where you

This event is held in aid of Anna Freud National Centre for Children and Families. Registered Charity No. 1077106.
should include the time, date, venue, entrance price, sponsorship details relevant to your activity/event. This section should also include background information on the Centre. For example:

ENDS----

Notes to editors

Details of event/activity:

The [insert activity] will take place at [insert location] on [insert time and date]. The entrance fee is [add price here]. The organiser is [name and occupation].

Please contact [email and phone number] for more info about the [event name].

About Anna Freud National Centre for Children and Families

The Centre is a leading children’s mental health charity with over 60 years’ experience of caring for young minds. Our vision is a world in which children, young people and families are effectively supported through difficulties and enabled to build on their own strengths to achieve their goals in life.

For further information about the Centre please visit our website www.annafreud.org or call 020 7443 2258.

You can also follow us on

- Twitter: @AFNCCF
- Facebook: Anna Freud National Centre for Children and Families
Once again, thank you! You are making a real difference to the lives of thousands of children and young people across the UK.