

Fundraising In Aid Of Heads On

Thank you so much for deciding to fundraise for Heads On.

Living with mental health problems can be life changing, but we believe that with the right support extraordinary things can happen. Anyone can experience a mental health problem. One in four of us every year.

At Heads On we do everything we can to make things better for the people who use our services, by providing funding for special projects and for patient and family support that goes above and beyond NHS treatment and care. From arts projects, gym equipment, activity programmes to the transformation of patient spaces into more warm and welcoming environments, every penny makes a difference.

This guide will give you everything you need to get you up and running! The Heads On team is always here to help and send you any extra materials you may need to make your fundraising fun, safe and successful.

If you are fundraising for a particular ward or service please let us know so we can make sure the money you raise goes into the right fund.

Getting Started...

There are so many ways that you can raise money, whether you are planning to do it by yourself, with a group of people or by putting on a large event.

But the first rule of fundraising is 'Who do you know?' Followed by 'what can they do?'

Write down a list of all the people you know. Family, friends, colleagues and their partners, your hairdresser, dog groomer, mechanic... You'll be amazed at what you have at the end. This list can then be used as an invitation list to an event; an inspiration list for prizes for an auction; or just a list of people who can support you in your quest to fundraise as much money as possible for Heads On.

Some clever community fundraising ideas...

Fundraising together can be heart-warming and fantastic fun, so why not come together with your community to raise money for Heads On? Remember, you can nominate where you want the money raised to be spent.

There are loads of ideas to choose from, here are a few suggestions.

- Take part in a Heads On event – from our major annual fundraiser Walk for Wards to places in challenge events like marathons, Heads On offers lots of opportunities throughout the year to join in with. Look out on our website – www.headsoncharity.org/events for details of upcoming fundraising events that you can get involved in!
- Mine's a cappuccino – host a coffee morning, charge your friends for frothy coffee and scrumptious cakes, the gossip's free!
- Dress up or down – get together with colleagues in the office or elsewhere and put on your glad rags or wear something wacky and donate for the fun! Whether it's a Christmas jumper, silly socks, wearing purple to mark World Mental Health Day or staying in your pyjamas for school, everyone can dig deep and take part!
- Sponsored walk or jog – pound the pavements, run a marathon or a mile! Whatever you do, make it a challenge.
- Cake sale – eternally popular, a cake sale is a fabulous way to fundraise, especially if you get others to contribute and you make an event of it!
- Get sporty – organise an action packed event like a salsa night, golf challenge or football tournament and get friends, family and local businesses to take part or sponsor you.
- Community groups – if you're a member of a Women's Institute, Rotary Club or Lions Club, why not nominate Heads On to benefit from your fundraising? Cake baking, summer fetes, sponsored walks and cycle rides are all great ways to have fun whilst supporting people with mental health problems.

Basic guidance

We have set out some basic guidance to help you fundraise safely and lawfully, which we hope you will find helpful.

Collecting funds

You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house. It is illegal to collect funds in this way without a licence. There are special rules about collection buckets.

Collecting at a private event is not subject to these rules.

Raffles and lotteries

There are complex laws relating to raffles and lotteries and you should consult one of the Heads On fundraising team before organising a raffle or lottery.

Events

- Please ensure that your event is organised efficiently and safely. We cannot accept any responsibility for your event nor for anyone who participates in it.
- You should conduct a risk assessment to ensure that you have proper plans for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk).
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.
- Ensure that your event is properly and adequately supervised. Where children are involved, this includes:
 - Providing proper adult supervision
 - Checking that the child's parents/guardians have given their permission for their child to take part.
 - Carrying out appropriate background checks if adults are to have unsupervised access to children.
- Consider what insurance cover you need for your event.
- Check whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.

Fundraising materials and publicity

All of your fundraising should make it clear that you are fundraising in aid of Heads On but that you do not represent the charity.

Support

Whatever you decide to do, the Fundraising Team at Heads On is here to help. If you're struggling to make up your mind, we are on hand to match a fundraising activity to your lifestyle, and to help make your activity as fun and successful as possible.

Plus once you've decided, we can help you with:

- Fundraising materials: collection tins, T-shirts, balloons, sponsorship forms and much more
- Marketing materials: poster templates, logos, guidance on key messaging and much more
- General advice: raffle licences, permits and any risk assessments you might need

Money, money, money!

So how do you collect all that lovely money you are going to raise? And how do you return it to us so that we can quickly get it to where it's needed?

Sponsorship forms

You can download sponsorship forms from www.headsoncharity.org or contact us at headsoncharity@sussexpartnership.nhs.uk and we'll post or email more to you.

Do make sure your sponsors fill in their full names and addresses (including postcodes) and tick the Gift Aid box so that we can claim AN EXTRA 25P in Gift Aid for every pound you raise.

Return completed sponsorship forms, along with a cheque for the total amount raised, to:
Fundraising Team

Heads On

Sussex Partnership NHS Foundation Trust

Swandean

Arundel Road

Worthing

BN13 3EP

Just Giving – donating online

Set up a Just Giving page and people can donate to you electronically. Nice and simple, no counting piles of pennies and Gift Aid is collected online too! You can set up a page to fundraise for Heads On [here](#). Personalise your page with details of what you are doing and why. If you'd like help on setting up your page, feel free to contact us.

Gift Aid

Gift Aid is a really important part of your fundraising as it means you have the potential to raise an extra 25% of your total... FOR FREE! In order for us to claim Gift Aid back from the government, make sure all your donors (those who are UK tax payers) complete their names and full addresses (including postcodes) when donating, and that they tick the Gift Aid box. They can also sign our Gift Aid Declaration form which you can find [here](#).

Paying money into Heads On

All the money raised should be sent in to Heads On within four weeks of your event. The full guide to Paying Money in To Heads On is [here](#).

Any questions? Just get in touch, we'd love to hear from you.

Thank you so much for fundraising for us! On behalf of all our patients, we hope your fundraising goes really well and if there is anything we can do to help please contact the Heads On fundraising team:

Email: headsoncharity@sussexpartnership.nhs.uk

Call: 07469 351 456

Website: www.headsoncharity.org.uk

Write to us: Heads On, Sussex Partnership NHS Foundation Trust, Swandean, Arundel Road, Worthing, BN13 3EP.

Thank you!