

Fundraising in aid of

HEADS ON

Sussex Partnership NHS Foundation Trust's Charity



Fundraising in aid of Heads On

Welcome!

Thank you so much for choosing 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 do every year.

Heads On is the official charity for Sussex Partnership NHS Foundation Trust (SPFT), which provides adult and children mental health services across Sussex and Hampshire. At Heads On we do everything we can to make things better for the people who use Sussex Partnership services, by providing funding for special projects and for patient and family support that goes above and beyond NHS treatment and care. From creative projects, gym equipment, activity programmes to the transformation of patient spaces into more warm, welcoming and accessible environments, every penny makes a difference.

This guide will give you everything you need to get you up and running (if you are planning to run, excuse the pun!). The Heads On fundraising team is always here to help and send you any extra resources 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.



Heads On team



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 the ward or service you would like to give your fundraised money to.

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



Take part in a Heads On event - we have a mix of exciting challenge events like marathons, swimming challenges etc. Heads On offers lots of opportunities throughout the year for you to get involved. Look out on our website, www.headsoncharity.org/events for details of upcoming fundraising events

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!



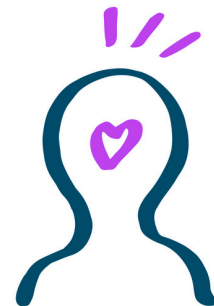
Cake sale – eternally popular, a cake sale is a fabulous way to fundraise, especially if you get others to contribute and you make an event of it!

Sponsored walk or jog – pound the pavements, run a marathon or a mile! Whatever you do, make it a challenge.



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.



Businesses – why not nominate Heads On as your company's charity of the year? Organise group events with your colleagues such as quizzes or silly hat days for example, or get some collection tins to display in your office or business.

Virtual events – why not hold a virtual event? Host an online quiz for your friends and family, host a gaming event or a virtual challenge to run to anywhere in the world!



Basic Guidelines

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

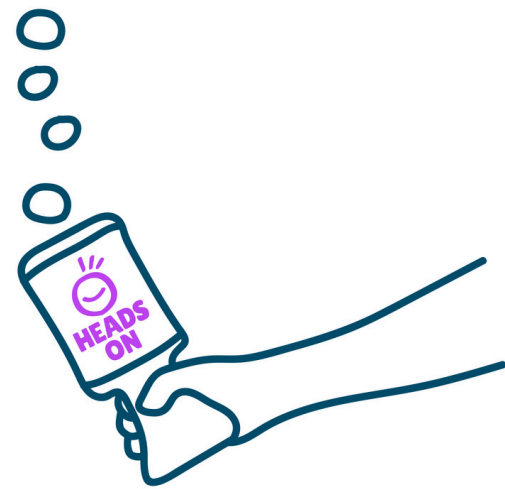
Raffles and lotteries

There are complex laws relating to raffles and lotteries. Here are the basics:

-If you are selling just to people on the day you can use a book of cloakroom tickets.

-If you are selling to the public or outsiders before 'the day' of the event then you need to have numbered tickets with all the details of the raffle including the name of the promoter. The promoter would need to register with the local authority. After the raffle has taken place a return would need to be completed and sent back to the relevant council department.

In summary, raffles in which tickets are sold to members of the public in advance must be registered. If in doubt, consult one of the Heads On fundraising team before organising a raffle or lottery.



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.



Putting on 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. Please get in touch with us if you need any support around this.

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.

Please include the Registered Charity Number: **1051736** on all posters and printed items.

Heads On need to see all promotional materiel with our logo on before it is used.



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 discuss ideas with you, and to help make your activity as fun and successful as possible.

Once you've decided, we can help you with:

- Fundraising materials: collection tins, t-shirts and sponsorship forms.
- Marketing materials: poster templates, logos, guidance on key messaging and much more.
- Promotion of your event: we can share the details of your event on our social media and website.
- General advice: raffle licences, permits and any risk assessments you might need.



Follow us here



@headsoncharity



@headsoncharity



@headsoncharity

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?

All the money raised should be sent in to Heads On within four weeks of your event or activity.

Website

Visit our website and pay via the donation page www.headsoncharity.org.uk

JustGiving

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: justgiving.com/sussexpartnership

Sponsorship forms

You can download sponsorship forms from www.headsoncharity.org or contact us at spft.headsoncharity@nhs.net 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.

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 on our website.

Cheques

Cheques should be posted to our Heads On address with a covering letter.



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

spft.headsoncharity@nhs.net

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www.headsoncharity.org.uk