



Your handy guide to fundraising



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place2be.org.uk/support-us

We think you're **AMAZING!**

We're so excited that you're joining Team Place2Be, and the mission to improve children's mental health.

You're capable of so much more than you realise. Whether you're planning a bake sale, a quiz night, a dress down day or taking part in a sporting challenge, you can do it! Every pound you raise will make a difference, and we're here to help you achieve your goal.


Whatever your reason for joining #TeamPlace2Be, you'll have our support every step of the way. Most importantly, you'll know that you're helping to improve the lives of children and young people throughout the UK.

In this guide you'll find lots of handy tips and ideas to help you become a fundraising expert. We've also included some advice to help you look after your own wellbeing while fundraising.

Thank you for caring about children and young people's mental health.

Allie, Chloe, Daisy, Jade & Jessica
The Community and Events Team





“I want to thank you for caring, because a lot of the time given the situations I have been in, I feel like no one cares about me. But I feel like you were always there to listen”.

Amy, secondary school student.

Get in touch:

We're here to help with any questions, ideas or to offer some fun fundraising goodies and resources.

Your money will help change lives

£16

could pay for a child to speak to a qualified counsellor about their worries in a lunchtime session.

£54

could pay for a child struggling with trauma to have a 50-minute one-to-one session with a counsellor.

£254

could pay for 4 specialised parent coaching sessions for a parent and child to have together.

£500

could allow 31 children to book their own appointment to speak to a mental health professional about issues like anxiety, low mood or self-harm.

£1,080

could help fund a full round of one-to-one counselling sessions for two vulnerable children.

Top Tip:

Recruit your friends, family and colleagues to get involved too!

Here is what you helped us achieve in 2022



Over 500 schools were supported with Place2Be's in-school mental health services



Place2Be reached around 243,000 children and young people, supporting them with issues such as bereavement, eating disorders and anxiety



36,565 children and young people accessed a support service from Place2Be



Our online Mental Health Champions - Foundation programme reached 48.9% of schools in the UK across every county in England, Wales, Scotland and Northern Ireland



17,022 teachers and school staff took part in our Mental Health Champions - Foundation programme



9,200 teachers and school staff joined our online community, the Place2Be Staffroom

"I find it hard to imagine my school without Place2Be being right at the heart of what we do."

Headteacher



Rebecca's fantastic fundraiser!

Rebecca Clapcot's son Archie dressed her every day during Children's Mental Health Week 2023 to raise money for Place2Be.

Archie, who has autism, chose a selection of fun outfits for his mum to wear during the week, and the family raised a fantastic £50!

"When Archie told me that he wanted to dress me up to raise both funds and awareness of children's mental health, I was terrified. However, I am SO GLAD I DID!"

"That is my top tip. Just jump in with both feet! Be brave, try something new....all for a great cause! You may be like me and feel really out of your comfort zone at first, but it soon becomes fun and really helps spread a super important message :)"



How could you raise £50?

Hold a Sweepstake

Give something up and get your friends, family and colleagues to sponsor you for it.

Ask for donations for your birthday



Stuck for ideas? Never fear...

Fundraising can be as simple or elaborate as you make it!
Here are some of our favourite ideas to get you started.



Bake sale

Show off your baking skills and organise a bake sale at school, work or home.



Quiz night

Who doesn't love a good pub quiz? Find a venue, invite your friends and get them to pitch in £10 to come along. Download our Quiz Pack on the Place2Be website - [🔗 place2be.org.uk/quiz-pack/](https://place2be.org.uk/quiz-pack/)



Get creative

Make a commitment to do something a little out of the ordinary when you meet your fundraising goal. This could be anything from shaving your head to running a marathon in a dinosaur costume.



Get running

It doesn't matter if you're an experienced runner, or you've never run a race before. Challenge yourself to run anything from a 5k to a marathon.



Time to show off

Got a special talent? Use it! Whether it's singing, sewing or martial arts – use what you're good at to help you fundraise.



Games night

Show off your competitive side. Hold a games night and invite everyone you know.



Take on a physical challenge

Fundraise in your own way by taking on a physical challenge of your choice, whether you run, cycle, swim or skip you will be supporting children's mental health.

Top Tip:

Say thank you! People love to know they are making a difference, keep them posted on your progress and achievements.

Your A-Z guide for fundraising ideas!

A

Auction, Art exhibition, Afternoon tea, Abseil

B

Birthday fundraiser, Book sale, Bingo, Bake off, Board games, BBQ

C

Coffee morning, Cocktail evening, Cycle, Car boot or Craft sale

D

Dinner party, Dance-a-thon, Darts match, Dog walks

E

Etsy, eBay, Eating competition, Eurovision party

F

Fashion show, Football match, Fancy dress, Face painting

G

Gala, Go without, Gift wrapping, Games night, Gaming stream

H

Head shave, Half marathon, Halloween, Harry Potter party

I

International food party, Improv night, Ice-cream tasting

J

Jumble sale, Joke-a-thon, Jewellery making/selling, James Bond night

K

Karaoke, Kick a habit, Knitting night, Knockout competition, Kayak

L

Lunch for £5, Litter picking, Learn a new skill

M

Matched giving, Movie night, Marathon, Murder mystery

N

Netball tournament, Night in, Nail art

O

Office Olympics, Obstacle course, Open mic night

P

Plank/Press up challenge, PJ day, Picnic, Poker night, Painting evening

Q

Quiet hour, Quiz night

- R** Run, Read-a-thon, Raffle – check out our raffle guide on our resources page
place2be.org.uk/fundraising-resources
- S** Sponsored silence, Sports tournament/day, Sweepstake, Skydive
- T** Team building day, Treasure hunt, Trek, (Table) Tennis Tournament
- U** Use your talent, University challenge, Ultimate frisbee, Upcycling
- V** Virtual (this could be anything from a quiz, games or movie night, to an auction or race)
- W** Walking challenge, Wear...for a day, Waxing, Wine tasting
- X** X-factor competition, Xbox/console night
- Y** Yoga session, Yogathon, Yard sale
- Z** Zumbathon, Zero waste day

How could you raise £100

- Arrange a bake sale
- Bag pack at your local supermarket
- Car boot sale
- Hair – grow it, shave it, wax it off

Birthday Fundraiser:

Organise a birthday fundraiser. Ask your friends and family to donate to your chosen cause for your birthday! You could create a Facebook birthday fundraiser, a JustGiving page or ask them to donate directly to our page (making sure they include the word 'Birthday').



Take on a challenge...

Whatever you choose to take on, we will be there to support you every step of the way. From providing fundraising materials, to helping you plan and organise as you undertake your incredible challenge.



Choose your own challenge

Fundraise for Place2Be in your own way by taking on any kind of challenge that interests you.

Whether you take on a sponsored walk, cycle, swim, trek or take on a Tough Mudder with colleagues, the money you raise could make a huge difference to children's mental health.

Doing your own thing allows you to fundraise for Place2Be, with no minimum fundraising target, whatever way you choose.



Skydive

Are you an adrenaline junkie looking for your next rush? Want to raise money for children's mental health at the same time?

There are loads of locations across the UK you can do this. You can choose to pledge to fundraise a minimum target, or further your impact and self-fund the cost of your dive and fundraise on top. Either way it's a great way to raise as much as you can for Place2Be!



"I am sailing round the UK in my dinghy, solo and unsupported to raise money for Place2Be since I think it's a great charity, delivering fantastic services, something I really appreciate having worked in the field of children's mental health for many years. This is a massive challenge and an exciting adventure at the same time."

Andrew



Running events

Our supporters love running events as they really enjoy the process of taking on a physical challenge whilst fundraising - and they say the magical feeling of crossing the finish line is unbeatable!

We have charity places in some of the UK's most coveted marathons, such as London Marathon, Great North Run and London Landmarks Half Marathon.

We have something for everyone – whether you're a beginner looking for a 5K, or an experienced runner who wants a challenge.



Ruby and Lucy ran the 2023 London Marathon in memory of their brother Billy, raising nearly £6,000

"We were inspired to support Place2Be and run the London Marathon after our older brother Billy sadly passed away suddenly in 2021. We are taking on this huge challenge in order to raise money in Billy's memory and to help young people like him to get the support they need."

"It was an honour to run for Place2Be, they have been amazing in supporting us every step of the way, whether that be helping us achieve our fundraising goal, to providing us with some much-needed motivation for our long runs. Thank you so much for making it that bit easier! We couldn't have picked a better charity to support."



Online fundraising is a piece of cake

Did you know that it takes an average of only five donations to reach your fundraising goal?

Setting up a fundraising page is as easy as 1, 2, 3

1. Create your fundraising page in just a few minutes at justgiving.com/place2be
2. Personalise your page with photos and a special message to say why you're raising money for Place2Be.
3. Share your JustGiving link with friends and family. Sit back and relax because once a donation is made, it comes straight to Place2Be.

Top Tip: *giftaid it*

Adding Gift Aid allows Place2Be to claim an extra 25p for every £1 donated at NO extra cost to you. Seems like a no brainer!

Encourage your supporters to tick the Gift Aid box when they donate to your fundraising page

Check out our tip tips to get those donations rolling in....

Support yourself – by donating to your own page you're showing your friends and family that you're serious about the cause and your fundraising. Having a first donation on your page helps to get the ball rolling.

Set yourself a target – choose a fundraising goal and give your supporters something to get behind.

Tweet it, post it, send it – make sure you spread the word far and wide by tweeting, posting, sharing on WhatsApp and emailing everyone on your contact list with a link to your fundraising page. Top tip - fundraisers share their page an average of 17 times.

Whatever your age or ability we have a perfect fundraiser for you.

Get Active

Do you want to get active with friends, family, colleagues, or join a team?

Yes

Do you want to add some competition?



Yes



Sports day or tournament

e.g. tennis, ping pong or football - anything you know people would enjoy!



No



Danceathon or sponsored cycle/walk/run

e.g. The London Marathon, RideLondon, The Great North Run

No

Do you want an adrenaline rush?



Yes



Skydive



No



Whatever your age or ability create a challenge for yourself

e.g. 50 push-ups a day, 10,000 steps a day, 5,000 skips a day

Fundraise in your community

Do you want to fundraise in your community with friends, family or colleagues?

Yes

Do you want to add some competition?



Yes



Quiz or games night



No



Raffle or a film screening in the garden

No

Do you want to rock a new style?



Yes



Shave your head, cut your hair, grow a beard



No



Sponsored silence or go without (give something up)

Before your fundraiser

It's time to get organised

Fundraising can be as simple or elaborate as you make it!
Here are some ideas to get you started.

Top Tip:

Plan, plan, plan! Create a to do list, or plan of action, make sure you have time to do everything and sell the cause

Choose your fundraiser

Choose an idea that best suits you and most importantly that you will enjoy! Answer our questions on page 13 to choose your perfect fundraiser.

Pick a date and time

Set a date and work your way backwards from there.

Set a fundraising target

You will be able to tick off milestones throughout, and it will increase your donations. Fundraising pages with a target are much more likely to receive donations than those without.

Prepare your timeline

Set lots of small goals to ensure you can reach your target.

Rally the troops

Many hands make light work! Recruit your friends and family to help with your event to make things much more manageable.

Confront your fears

Challenging yourself can feel scary but we know you can do it. We are here to support you every step of the way.

The important stuff

Be sure to check the Fundraising Resources section on our website (place2be.org.uk/fundraising-resources) to find out all the important regulations you'll need to be aware of when fundraising for us.

Before your fundraiser

Share, share, share

Make sure nobody misses out on the fun!
Here are some easy ways to get you started.

- Shout it from the rooftops**
Tell your friends, family, colleagues and neighbours. Share your fundraiser on social media and ask your loved ones to share too.
- Share your motivation**
Share why fundraising for children's mental health is so important to you.
- Hype it up**
Update, update, update! Post your event on multiple platforms, and once the word is out, make sure you keep everyone updated and informed on the exciting plans you have in store.
- Ask and you shall receive**
Let businesses in your local community know about your event, they might be happy to donate a raffle prize or provide sponsorship to keep the costs down.

Download our 'getting media coverage guide' on our resource page to learn how to expertly share, share, share your event:
place2be.org.uk/fundraising-resources

Top tip from Beaudesert Park School.

Add optional activities around your larger events so staff and children can dip in and out as best suits their needs and their timetable.



Tahmina's story

"I fundraised because I used Place2Be services when I was in secondary school. My counsellor truly impacted my life in the best ways possible, helping me to grow as a person, and I still cherish his words to this day. I wish every kid could have the experience I had where I felt heard.

The advice I'd give to a child struggling with mental health is that "growing up" doesn't mean "growing alone". I'd urge them to seek help whenever they can.

The bake sale went so well, my friends were just so supportive, they even made posters for the day. It was lovely as a few students that supported from my university actually recognised the charity and remembered it from their school days. The decorations really came in handy!

Thank you for giving me this opportunity, it's made my year and it's only February."

Tahmina raised an incredible £281 for Place2Be



To raise £250

Organise a raffle

Organise a gig

Hold a dinner/gala or host
a come dine with me

During your fundraiser

Remember to look after yourself while you're looking after others

It is so important to remember to look after yourself. Having good mental health can help you relax more, achieve more and enjoy your life more. Here are some simple things you can do to look after your wellbeing during your fundraising and beyond.



Connect

Connect with the people around you and spend time developing these relationships.



Give to others

Even the smallest acts of kindness can make a difference, whether that's a smile, a thank you or a kind word.



Be active and spend time outside

Take a walk, go cycling, do yoga or play a game of football. Find an activity that you enjoy and make it part of your routine. You could even take on a challenge event with Place2Be!



Be mindful

Pay attention to the present moment, your thoughts and feelings, your body and the world around you. Being 'mindful' can positively change the way you feel about life and how you approach challenges.



Keep learning

Developing new skills can give you a sense of achievement and boost your confidence. Why not start learning a new language, sign up to that cooking course or figure out how to fix your bike?



Sleep

Establish a good sleep routine and avoid screens before bed. Having a healthy amount of sleep is vital for maintaining and improving your mental health.

1 in 4 adults in the UK now experience a mental health problem each year



After your fundraiser

Thank you so much for raising money for Place2Be!

Follow these simple steps to wrap up your fundraising.

Tell us about your event and share your story

We love to hear how our fantastic supporters have raised their valuable funds, so get in touch and let us know! Post your story on social media to share your triumph with your loved ones.

Thank your supporters

Get in touch with all of the wonderful people that have donated or helped you with your event.

Top Tip:

20% of donations come in after an event, so make sure you follow up and don't be afraid to give a nudge to people who haven't donated yet.

How to return your funds

The sooner you send in your funds, the sooner we can put them to work in supporting children's mental health. Please ensure you include a note with your name and how you fundraised so we can make sure your donations are allocated to your fundraising.

Your fundraising page

Use your online fundraising page to collect donations and to pay in any cash donations you receive. Head to justgiving.com/place2be to get started. All donations made will come straight to us making it super easy for you.

Online

Deposit funds into your bank account and pay with your credit or debit card through place2be.org.uk/donate.

Post

Cheque and CAF vouchers can be made payable to Place2Be and sent to:

Events Team, Place2Be,
175 St John Street
London, EC1V 4LW

Please do not send cash by post.



FAQs

How can I promote my fundraising event?

Our media coverage guide provides all the information you will need to promote your event. You can download this at place2be.org.uk/fundraising-resources.

How do I explain what Place2Be does?

One in five children have a diagnosable mental health condition. That's five children in every classroom. Place2Be is the UK's leading children's mental health charity providing counselling and additional support in schools, reaching hundreds of thousands of children every year. We support the whole school community, from the students to the parents and school staff, to help build a better understanding of mental health.

We also deliver qualifications in counselling to make sure clinicians are trained with specialist skills for children's mental health.

How can I collect donations?

The easiest way to collect your donations is to create a JustGiving page. You can also, carry out a collection using our cardboard collection boxes or ask friends and family to donate through our website (make sure they put the name of your event as the reference!).

How can I pay in my fundraising?

Please check the 'After your fundraiser' page on how to pay in your fantastic funds following your fundraising event! You can do this online, through your fundraising page, or through the post.

Can I have branded resources? e.g. balloons, t shirts, posters

You can download lots of fundraising resources, such as posters, bunting and sponsorship forms, on our website: place2be.org.uk/fundraising-resources. You can request even more resources such as balloons and t shirts by getting in touch with the Events team at events@place2be.org.uk or by calling 020 7923 5000.







Thank you from Team Place2Be!

Whether providing counselling and support to children when they need it most, working with parents who may be struggling or providing invaluable mental health training to teachers and school staff – every single penny that you raise will help to make a tangible difference to the lives of children and young people. That makes you pretty amazing – thank you.

We'd love to hear about your plans, get in touch!

Place2Be Fundraising Team
events@place2be.org.uk
020 7923 5000
place2be.org.uk

Share the love!

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-  @Place2BeCharity
-  Place2Be



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