



FUNDRAISING PACK



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FUNDRAISING@SUNFLOWERSSUICIDESUPPORT.ORG.UK

WWW.SUNFLOWERSSUICIDESUPPORT.ORG.UK

CHARITY NUMBER: 1177266

DEAR FUNDRAISER



Thank you for choosing to fundraise for Sunflowers Suicide Support we really appreciate it.

Sunflowers are a registered charity with charity number 1177266.

Your fundraising will make a real difference to the services we are able to provide.

Your donation will go towards:

- direct support for those living in Gloucestershire bereaved by suicide.
- training in 'suicide first aid' through the accredited ASIST course.
- awareness and networking to will reduce the stigma around suicide and help Gloucestershire to become a suicide safer community.

We are very grateful for your support.

We hope this pack gives you all the information you need, but please do get in touch via fundraising@sunflowerssuicidesupport.org.uk



THIS IS SUNFLOWERS

In 2016 Pete Morris took his own life and his family were thrust into a new world of police investigations, coroners reports, inquests and many other formalities that they had to navigate alone whilst in the midst of their grief. It was through this experience that Abbie and Rebecca (Pete's sisters), with the support of some childhood friends, made the decision to ensure that no other family should be left in the dark to manage alone after being bereaved through suicide.

Sunflowers exists to ensure that people bereaved or impacted by suicide do not have to face that gruelling journey alone. We offer 1:1 bespoke Liaison Support, Counsellor facilitated support groups, Lunch Clubs, Art Groups and Bereavement Events as well as providing community based Applied Suicide Intervention Skills Training (ASIST) and Suicide Awareness training; with the aim creating a Suicide Safe community.



*"Stay in the sun when the
sunshine is gone and you will see
the sunshine lives within you"*

Aretha Franklin.

Pete Morris with Sisters Abbie and Rebecca (2015).



WHERE TO START

We want you to enjoy raising money for Sunflowers, we don't want it to be a chore. It doesn't have to be a huge event, as a small charity we are very grateful for every donation we receive, below are some ideas to get you started.

Fundraising Brainstorming Ideas

1. Hold a cake sale – who doesn't like a delicious homemade treat?
2. Guess how many sweets are in the jar – don't forget to count them!
3. Try a sponsored silence – your boss might be prepared to dig deep in their pockets.
4. Clutter clear out – sell off all your unwanted items.
5. Do something different – perhaps you would secretly like to dress as a superhero?
6. Walking – organise a sponsored walk with family, friends
7. Hold a bingo night
8. Have a party – and ask people to donate.
9. Swim/dance/play for a certain amount of time/distance.
10. Get creative – paint or make something that people can enjoy for a donation

Why not do it with a group of friends, family or work colleagues.

We also welcome events in memory of others who have died by suicide, so your loved ones can be remembered and help other families struggling.

Sunflowers Merchandise

If you require any donation post, leaflets or literature for your fundraiser event of activity, please contact our team - Fundraising@SunflowersSuicideSupport.org.uk and they will be able to support your needs.

We will require a form to be completed to release the merchandise.



A-Z OF FUNDRAISING IDEAS



Auction or Abseil
Beard shaving or bake sale
Cinema screening
Dance off
Eighties night
Football match
Give something up or Golf Day
Hula night
Ice plunge
Jewellery making/selling
Karaoke
Lemonade stand
Marathon
Name the....
Office Olympics
Pamper evening
Quizzes
Raffle
Sweepstake
Tuck shop
Vintage day
Wingwalk
Xbox night/day or Xfactor night
Year to remember
Zumbathon or zip wire

Set a challenge -

- Raise a set amount within a year
- Complete 52 events or activities for the year (one for each week)
- Complete 12 events or activities for the year (one for each month)



TOP TIPS

This, of course, is not a full list. There are many other things you can do that can challenge yourself and make money for sunflowers. Going on a trek, scaling a mountain, sky diving, running a marathon.

Is there a challenge you have always wanted to complete? This is the time to achieve that goal and help sunflowers achieve our goal alongside! We believe in you!

Find a space or venue

What sort of space will you need? Do you need specific facilities? Do you have to hire it, could you talk to the venue about getting a discount as the event is for charity – often halls have discounted rate for charity events.

Set a target and promote your event on social media

You know what your event is, you know why you are running the event, now you need to tell everyone, so they can help you achieve your goal. When people hear what you are doing and about Sunflowers we are sure they will give generously.

Factor in time

You will need to dedicate time to your event, be that organising or training. Preparation is key as others to help pick a day that suits you and others you are hoping to attend and make sure no other similar events are happening in the local area on the same day.

Prepare a budget

You need to think about costs you may incur, such as hall hire, make sure you work all the costs out before the event and how much you hope to raise on top.

Remember to tell people about the event and ask for discounts and even donations – people are often very generous when they know why you are putting on the event!

Keep note of all your expenses and have a float on the day that you also have record off, this will all help when calculating how much money you have raised for Sunflowers!

Advertise your event.

Social media is a fantastic way to advertise your event. We also have a poster at the back of the page that can be printed and displayed



FUNDRAISING TIPS

Contact your local press

This can do wonders to your event, they want to report what's happening in the local area. Send them a press release. You may also want to try local TV and radio stations. There is often a community reporter so contacting them directly can also be beneficial.

Matching your funds

The matched giving scheme could double the amount you raise. Find out if local companies are prepared to 'match' your funds, many do, it's always worth asking.

Raise money online with Justgiving

This is a quick and easy way to set up an online account to aid fundraising. It saves you time and the worry of having to chase sponsorship money after you have completed the event. It also gives you a running total so you can quickly see how near you are to your target. Go to www.btdonate.co.uk

Remember to tell people about gift aid.

Charities can claim tax back through HMRC that UK taxpayers have paid on their donations through GiftAid. It makes the money your raise go up and doesn't cost you or your sponsors anything! They just need to declare they pay tax at the time of giving.



EASY WAYS TO GIVE

Easy Fundraising -

<https://www.easyfundraising.org.uk/causes/sunflowerssuicidesupport/>



Give as you Live -

<https://www.giveasyoulive.com>

Give as you Earn -

<https://www.cafonline.org/giving-as-a-company/engaging-employees/caf-give-as-you-earn>

Ultra Challenge Series -

<https://www.ultrachallenge.com>

UK Sky Diving -

<https://www.ukskydivingadventures.com/charity-skydive>



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WHAT WILL THE MONEY DO?

At sunflowers we have two aims,

To prevent suicide and raise awareness to reduce the stigma of suicide,

- We raise awareness and encourage people to talk about suicide.
- We also offer Applied Suicide Intervention Skills Training. Which helps to identify if someone is having thoughts of suicide and enables the caregiver to respond.



To offer support those bereaved by suicide.

- We provide 'Services Offering Support, SOS' Packs out to those bereaved. These packs provide practical and emotional support for the bereaved. They include information of support available to them and details of how to access further professional help.
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- We also offer 'Ray of Sunshine' boxes. These include an SOS pack, but also some further personalised items to show those bereaved by suicide that they are not alone.
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- We have a suicide liaison team to support people post loss by suicide.
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- We have just trained two Grief Recovery specialists and aim to offer Grief Recovery courses and access to professional counselling.



Your fundraising will directly support these aims



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SUNFLOWERS OPERATIONAL COSTS

- It costs, on average, £308,000 per year to run Sunflowers.
- We currently have 2 funding grants which contribute £86,000 towards our Liaison Service.
- The Charity aims to raise £220,000 per year to cover essential costs associated with running our services.



HOW YOUR DONATIONS CAN HELP:



£35.00 provides one sunshine box to someone bereaved through suicide



£1000 allows us to facilitate the Sunflowers lunch club for 1 year



£3000 will allow us to provide bereavement events for our service users throughout the year



£2000 will allow us to develop and deliver one bespoke Suicide Awareness Training to businesses, schools or community groups

NB: This is not an exhaustive list

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FOOD AND BEVERAGES

If you are selling food, there should be facilities to prepare and serve food hygienically and safely. If you require more information, please contact your local health authority environmental health department or visit www.food.gov.uk

If you plan to sell alcohol at your event, you will need a licence from your local authority. Most venues have a licence but if not you may need a temporary event notice.

Health and safety larger events will require you to organise enough people to help supervise who have been properly briefed about all the necessary information they will need. You will also need an appropriate first aider. For further information and advice look at www.hse.gov.uk



LEGAL MATTERS

We need you and all your sponsors to stay safe while fundraising on behalf of Sunflowers. Please read the following carefully.

All fundraising activities must be legal. It is your responsibility to ensure that your event is run legally and safely. If you are running an event that involves the public, you will need public liability insurance. If children may be involved in your event make sure they are accompanied by a responsible adult and that any activities for them, are properly insured and licenced, for example if you have a bouncy castle at your event.

Agreements and licences

Some fundraising activities are restricted by the law. If you are collecting money in a public place or going house to house/ business to business, you will need a licence or permit from your local authority. See your local authority website for more information.

If you are planning a sweepstake or lottery or raffle please see guidance from the gambling commission www.gamblingcommission.gov.uk because there are strict laws about those activities. However if you are holding a raffle that takes entirely during a charity fundraising event at a single value and you are only selling tickets during that event then you can use cloakroom tickets and will not need a licence. The most you can spend on prizes is £500 and £100 on costs. (if raffle prizes are donated, the value does not matter.) You will also need to contact PRS for music with regard to live music www.prsformusic.com

Please note that while we are extremely appreciative that you have chosen to raise funds for the Sunflowers suicide support, Sunflowers is not responsible for organising, supervising or hosting your fundraising activity. All activities are at the organisers' and participants' own risk and Sunflowers does not accept responsibility or liability for any loss, damage, death or personal injury arising from fundraising carried out on its behalf. Organisers should ensure that they have taken out appropriate insurance and carried out a full risk assessment. If in doubt about specific points, please seek professional advice.

Further information is available from:

The Charity Commission - www.charity-commission.gov.uk

The Institute of Fundraising - www.institute-of-fundraising.org.uk



FUNDRAISING GUIDELINES

Before conducting any fundraising activity, any person, organisation or group intending to raise money for the work of Sunflowers Suicide Support (herein referred to as Sunflowers) must:

- Read and agree to these Fundraising Guidelines.
- Complete and sign the Collection Pot Acceptance Form and return to it to Sunflowers.
- Receive from Sunflowers Authority to Fundraise.

Fundraising Terms and Conditions:

Consents

Please note the fundraising activity should only proceed after the Authority to Fundraise from Sunflowers has been received. This authority may need to be presented as confirmation that you have been authorised to hold an activity on behalf of Sunflowers. Businesses or individuals donating monies may want to sight this. Any person, organisation or group involved in a fundraising activity that does not hold an authority to fundraise may find themselves in breach of legislation relating to charitable fundraising.

All fundraising materials and collection pots may be withdrawn at anytime by Sunflowers without notification or alternatively we may instruct the fundraiser to empty the collection pot and submit payment to Sunflowers and send the collection pot back with any promotional materials.

Finances and Expenditure

Any expenditure involved with the conduct of a fundraising activity must be properly authorised by Sunflowers beforehand. The Fundraiser is not entitled to incur any unauthorised expenditure in the name of Sunflowers. The Fundraiser must take all reasonable steps to ensure that their „out-of-pocket“ expenses in conducting the fundraising event do not exceed a fair and reasonable proportion of the gross proceeds raised.

The Fundraiser who holds all proceeds raised from the fundraising activity on behalf of Sunflowers must ensure that the proceeds of the fundraising activity are sent to Sunflowers within 28 days of the conclusion of the fundraising date.

Collection Pots

For collection pots which are in locations out of our reach, Sunflowers will authorise the fundraisers to empty the collection pot and send the proceeds to Sunflowers by Cheque or BACS payment. These details will be confirmed at the end of the fundraising activity, or if the collection pot becomes full before the fundraising activity ends.

Sunflowers accept to pay the postage cost resulting in sending our collection pots back to us and this cost must be agreed prior to postage.

Promotional Materials

Any promotional materials, advertisement and/or media communications to be used for the fundraising activity must be approved by Sunflowers. This includes flyers, posters and banners advertising the activity. Once approved, the Sunflowers logo can be used on all promotional/advertising material regarding the fundraising activity.

The Sunflowers registered charity number, 1177266, must also be applied to our logo at all times.

All promotional material and advertisements connected with the fundraising activity must state how the proceeds are to benefit Sunflowers. For example it may state

- “all proceeds from this event will go towards Sunflowers” OR
- “all proceeds from the raffle at this event will go to Sunflowers”



ADVERTISING YOUR EVENT

The below images are available for download to apply to your own posters, social media etc.



HOW TO SEND YOUR MONEY.

Sunflowers are registered with JustGiving. Here you are able to set up your own fundraiser for us and receive online donations, all money is then transferred directly to our bank account using your unique fundraiser page reference.

<https://www.justgiving.com/sunflowers-suicide-support>

Other ways to donate:

Transfer funds directly to our bank online via CAF Donate. (Please ensure you reference the event) - <https://cafdonate.cafonline.org/12870>

However, depending on the nature of your event, you might end up with cash. The easiest way to pay this to us is to send a cheque made payable to Sunflowers Suicide Support for the amount raised.

Please ensure you include your Sponsorship form and/or information about the event and where the funds have come from.

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