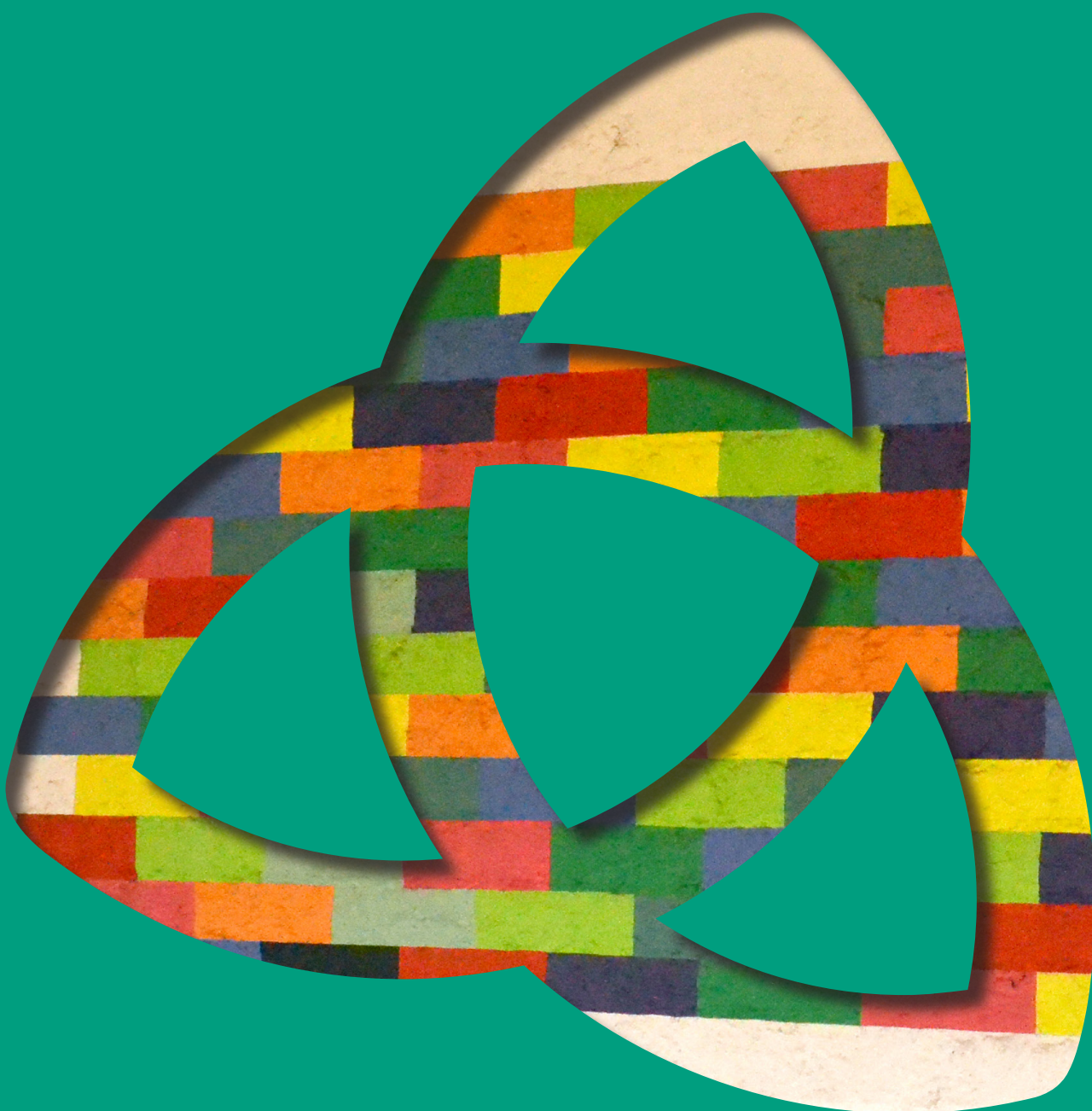




**Anna Freud**  
National Centre for  
Children and Families

# Fundraising pack

*There are many ways to fundraise for the Centre and make a lasting difference to the lives of children and young people across the UK. Get started with this pack.*





## About the Anna Freud Centre

**The Anna Freud Centre has developed and delivered pioneering mental health care for over 65 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.**

**Our Patron:** Her Royal Highness The Duchess of Cambridge

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**Registered address**

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## Fundraising for the Anna Freud Centre

### Thank you

We are very grateful that you have chosen to fundraise for the Centre and we are delighted to welcome you to **#TeamAnnaFreud**. The money you raise will make a real difference to the lives of children and families. 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.



### The difference you are making

Mental ill health is a growing crisis: 87% of us will be affected by mental ill-health in our lifetimes. Three quarters of these problems will have started before we were 18 years-old, and we know **one in eight children and young people aged 5-16 already have a diagnosable mental health problem**. A rigid system of treatment and care, along with a persistent gap between research, innovation and practice, means that of those children only 25% are getting the help they need.

The Anna Freud Centre brings together the best people accelerating change and understanding in mental health to **transform support, services and systems so all children, young people and their families have access to the help they need**. Your support means we can deliver a range of help children and families; from providing specialist care and interventions in schools and community

centres, coproducing online self-care resources for young people, conducting research into the causes and ways to treat mental ill health, to teaching and training the next generation of professionals and mental health leaders.

**“The help I got from the Centre was pivotal. It gave me the opportunity to talk about my feelings in a place I felt safe. I now feel better than I have ever felt and my family is going very well. My relationships with my husband, son and daughter are healthier. I have more calm confidence at home and it’s wonderful – it’s something I’ve never had before.”**

*A service user of the Centre*

## Fundraising ideas

### Start planning

There are hundreds of fantastic and fun fundraising activities you can choose from. Good planning is the most important element any rewarding fundraising activity, and we've found the most enjoyable and successful fundraising activities are based around the things you are most passionate about.

So, if you're a fitness fanatic, why not take on a sporting challenge event? Or, if you're a keen cook, why not cook up and sell some tasty treats in aid of the Centre? Here is a selection of some of our favourite fundraising ideas.

### Challenge events

#### Sponsored swim

Get fit and enjoy a refreshing swim in some of the most spectacular settings in the UK.



#### Run the distance

If you've ever thought about challenging yourself to run a 10K, half marathon or marathon, you can fundraise for the Centre while you do it.



#### Cycle your way

Whatever your experience or ability, there are hundreds of cycling challenges to take on across the UK to suit you.

#### A personal challenge

Personal challenges can involve anything that's important to you, and that will excite friends and family to support you.



Visit [our website](#) for details of the latest events.



**"The 28<sup>th</sup> April 2019 will forever be one of the most amazing days of my life. The overwhelming support from my friends, family and the crowds along the course got me round the gruelling 26.2 miles and encouraged me to raise over £3,000 for an important cause. I feel privileged to have run on behalf of the Anna Freud Centre and I am hopeful this donation will help to transform mental health amongst children and families."**

*Ruby, London Marathon 2019*

### Host your own event

It's not only challenge events that can raise money for the Centre. You could hold your very own event and charge an entrance or participation fee, hold a raffle or sell refreshments in aid of the Centre.

#### Sports day

Improve physical fitness, get outdoors, and get your friends and family together will a sporting event. How about an old school egg and spoon race or a football tournament? You could ask family and friends to sponsor it and local businesses to contribute prizes.

#### Games night

Some of our 2017 London Marathon runners organised and hosted a games night with a range of classic and modern board games. They invited family and friends and charged for entry to raise funds. You could host a film or quiz night instead of board games.

#### Clothes swap

Before cycling from London to Brighton for the Centre, some of our supporters organised a clothes swap. The event was advertised publicly, and guests paid for tickets, with sales proceeds going to the Centre. And the bonus is it's environmentally friendly!

#### Raffle

Raffles are a classic for a reason. If you don't have something to put up yourself, you could approach a local business for donations. Charge for entry but make sure you stick to charity regulations.

#### Bake sale

Another tried and tested classic: organise a cake sale and show off your culinary skills, while raising money. The pupils of Sir Trevor Roberts Primary School hosted a bake sale for pupils and staff. You could even make it competitive by hosting your own mini Great British Bake Off!

#### Fancy dress days

Fancy dress days are a popular choice for fundraising 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 individual choice! Set a small contribution for participation.

Find more ideas on fundraising at school, work and while you shop, see '[Other ways to support us](#)' online.

### Hosting an event: tips and considerations

- Numbers** Who and how many people will you invite? Will the event still be a success if fewer people than expected turn up?
- Budget** Will you charge an entrance/joining fee and what will the fee be? How much will refreshments cost? Could you ask friends, family or local businesses to donate towards the event?
- Timing** Is your chosen day for the event convenient for your guests? Have you checked clashes with other popular events or holidays?
- Teamwork** Our last but no less important tip: **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.

## Shout about it!

If you've 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.



### 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 or JustGiving, 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 [download here](#).

### Get online and use social media

Spreading the word about your fundraiser on social media can be one of the quickest and most interactive ways to gain support from friends, family and colleagues. Previous supporters have engaged their family and friends by creating video diaries of their training and fundraising progress.

Direct people to your Virgin Money Giving or JustGiving page to collect their donations and keep them up to date with frequent progress updates and photographs. Be sure to tag us on social media when fundraising for us: [@AFNCCF](#) on [Facebook](#), [Twitter](#), and [Instagram](#).

### 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 branded resources and t-shirts (you can request these [here](#)) to spread the word. If you belong to any local community groups or a large business, why not ask them to sponsor you and publicise your fundraising efforts?

### 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. You can use our press release templates available [here](#). And, remember, be sure to take as many snaps as possible.



## Fundraising safely and legally

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



### Health and safety

The Centre 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 if you would like advice on how to get your event or activity appropriately insured.



### Promotional materials

If you create any fundraising materials for your activities, they should clearly state you are fundraising 'in aid of the Anna Freud Centre, registered charity number 1077106'. If you would like to include our logo or images please [get in touch](#) first so we can provide high quality versions for you.



### Collecting money from the public

Depending on the type of fundraising you are carrying out, there may be specific rules and regulations you have to follow. To make sure you're fundraising legally, you should 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](#) if you would like our help with this.



## Paying in

After you've successfully completed your challenge or event, don't forget to send us the donations you've worked so hard to raise. There are a variety of ways you can pay in the money you've raised:

**Online:** Deposit funds into your bank account and pay with your credit or debit card online through the Anna Freud Centre Website

**Pay on your fundraising page:** If you haven't got one, you can set one up at <https://uk.virginmoneygiving.com/giving/> or <https://home.justgiving.com/>.

If you're fundraising over a longer period than a day, please send us your donations as and when you raise them.

Please do not send cash through the post as we don't want any funds to be lost.



**"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."**

*Jack, Land's End to London Cycling Challenge*

## Fundraising checklist

*Ready to start fundraising? Use this checklist to help you make the most of your fundraising experience with #TeamAnnaFreud.*

- Decide on your fundraising activity and set a date.**
- Set up your online giving page. Head to Virgin Money Giving, JustGiving or Facebook.**
- Spread the word on social media.**
- Use the fundraising resources available on our website and on request to boost your campaign. We have press release templates, sponsorship forms and other resources available.**
- Keep your sponsors updated by sharing pictures and videos online.**
- Collect your money and pay in.**

## Thank you

**You are making a real difference to the lives of thousands of children and young people across the UK.**

To contact the fundraising team, please use our [Fundraising support](#) page or email [fundraising@annafreud.org](mailto:fundraising@annafreud.org).

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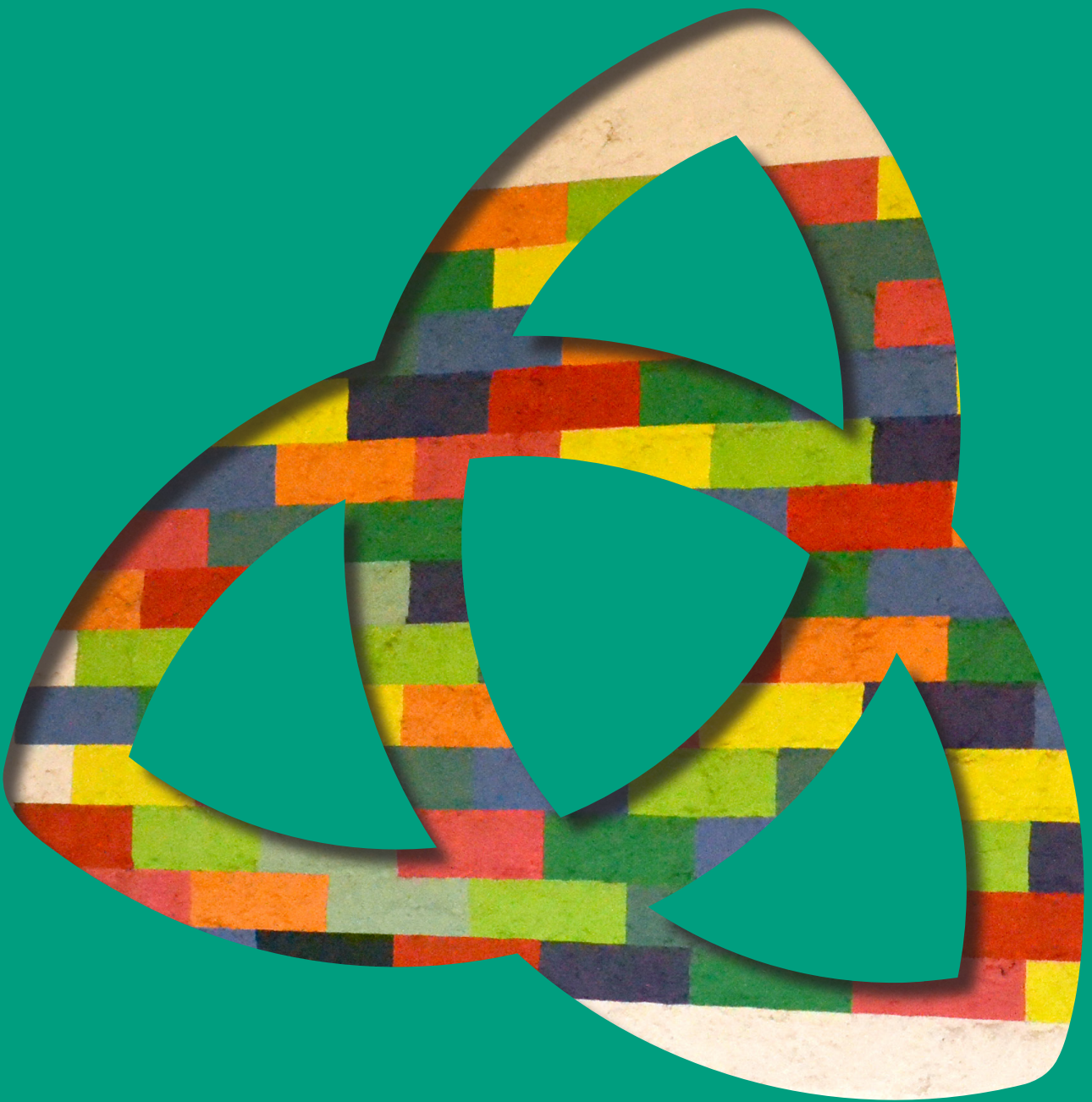
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### The difference you are making

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*A service user of the Centre*

While we do not yet know exactly how children and young people will be impacted long term by COVID-19, there is growing concern that isolation and uncertainty could do considerable damage to their wellbeing. At the Anna Freud Centre, we are working harder than ever to support children and families in this uncertain time.

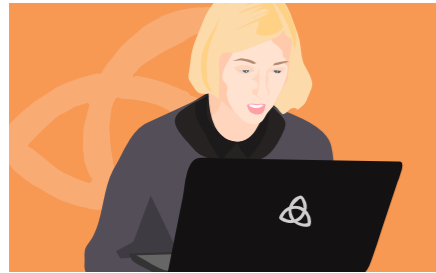
Whilst taking all the appropriate measures to protect the wellbeing of our staff, their families and the families we help, we continue to support, via new means, babies, children, young people, parents, carers, teachers and others working with children and young people. We’re accelerating the way we are using digital, virtual and remote technologies and have provided some ideas for virtual and remote fundraising during lockdown. With your support, the Anna Freud Centre will be able to continue to transform children’s lives now, as we transition out of the coronavirus crisis, and in the future.



## Fundraising ideas

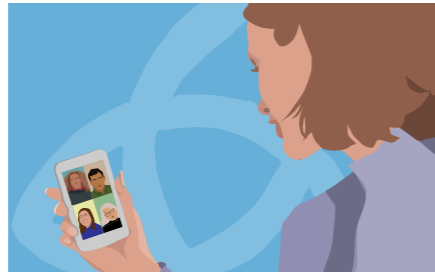
### How to fundraise during lockdown

We are all finding new ways to keep connected during this unusual time. There are some great digital platforms, which can not only help you to stay in touch with your friends and family but can also be used for fundraising.



#### Sign up to a fundraising platform

You can sign up to fundraise for us through Virgin Money Giving or JustGiving. You can also start a fundraiser for us on Facebook. You don't have to sign up to a platform but doing so helps you to keep track of how much money you've raised and means the money goes straight to us, so you don't have to worry about paying it in.



#### Use virtual meeting solutions

There are new platforms popping up to help us keep in touch which can be used for your fundraising. Examples like Zoom, Skype or Houseparty mean people can watch you as you complete your challenge, or you can invite your friend and family to take part in group events.



#### Maximise your social media presence

Using social media creatively has never been so important for fundraising. You can record videos of your fundraising activities, keep a virtual diary and publicise live streams, which you can share on social media or your online giving page. Be sure to tag us on social media when fundraising for us: [@AFNCCF](#) on [Facebook](#), [Twitter](#), and [Instagram](#).

There are other exciting platforms which help people to keep track of your fundraising such as Strava. You can link up Strava to your JustGiving page to let your friends and family follow your exercise activities.



**"I have worked at the Anna Freud Centre for the last 12 years and I am hugely proud of everything we do to support the mental health of children, young people and families. Being the mum of three bright, creative and inspiring children really brings to life the importance of the work the Centre does, now more so than ever. Whilst I was disappointed not to be able to run the marathon on the day, due to COVID-19 and the event being postponed, I'm still motivated to run it in the future and fundraise for the Centre. I have never run a marathon before so when the day comes, I'm keeping everything crossed that I can cross the finish line in good time and raise money for the Centre to continue their important work."**

*Jess, London Marathon 2020*

### Challenge events

Government rules mean we should only go outside for exercise once a day and maintain social distancing whilst doing so. But that hasn't stopped people from taking on epic physical challenges to raise money for charity.

#### Cumulative distance challenge

You might not be able to run a marathon in one go but how about doing it in a week or month instead? Whether it's walking laps of your bedroom or running around your local neighbourhood, there are lots of ways you can go the distance.

#### A personal challenge

'Keepie uppies', handstand/headstand challenge, number cartwheels in a row, how far can you throw a ball, number of headers, skipping, press up challenge - the options are endless! Pick one and challenge your friends and family to beat you to the top of the table.

Visit [our website](#) for details of the latest events.

### Virtual fundraising ideas

We want to make sure all our fundraisers are staying safe. Trips outside the home may be limited but there are still lots of ways you can fundraise virtually at home. Be creative and think outside the box. We've gathered some ideas to get you started.

#### Baking challenge

Challenge your friends or family to a bake off challenge – try and recreate a showstopper, technical or challenge of your own in cake form.

#### Go without

Why not give up alcohol or coffee for a month? Donate the money you're saving or ask people to sponsor your bravery!

#### Run a raffle

Have a clear out at home or make a list of fun experiences and prizes to be won at a later date.

#### Virtual pub quiz

Invite your friends and family to a virtual pub quiz evening.

#### Morning coffee or commute donations

Save up and donate the money you would have spent on a morning coffee or on your commute whilst at home.

#### Take something up

Always wanted to learn a language, or take up painting or practise yoga? Challenge yourself to take up something new, track your progress and ask others to support you.

#### Fancy dress party

Pick a theme and challenge others to dress up with whatever's available at home.

#### Games night

Challenge your friends and family to Pictionary, charades and much more.

#### Copper collection

Ask your friends and family to collect their spare change at home and donate the value to the Centre.

#### Shave your head or donate your haircut

Be brave and ask others to sponsor a shave or haircut, or simply donate what you would have spent on a haircut instead.

#### Go your own way

Get creative and come up with your own virtual fundraising event to suit you.

## Shout about it!

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### Getting sponsored

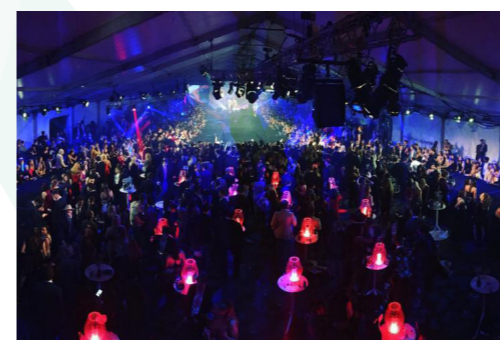
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## Fundraising safely and legally

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



### Government advice

The government have issued clear guidance to help stop the spread of the COVID-19 virus. You are only allowed outside for food, health reasons (including exercise) and to travel to work if you are a key worker. If you do go outside, you should stay at least two metres away other people and wash your hands when you get home. We want to make sure everyone who supports us stays safe, so we ask that you remember these rules if you are raising money. There are lots of ways you can fundraise from home and we are happy to help if you aren't sure where to start.



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## Thank you

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