



FUNDRAISING PACK

*Stay in the sun, when the sunshine is gone,
and you will know the sunshine lives within you*



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Thank You

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. It will also enable us to offer training in 'suicide first aid' through the accredited ASIST course. This 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 glos.sunflowers@outlook.com

About Sunflowers

Sunflowers was founded in memory of Pete Morris who died by suicide in September 2016. After losing Pete, it quickly became apparent that there was not much provision or signposting to support after Suicide Bereavement in Gloucestershire – In particular, there was a real need for access to professional help, especially to help work through the trauma. Suicide Loss is a lonely and confusing journey and we do not want others to have to walk this path alone.

We aim to be the small ray of light in the darkness offering others comfort and support that is so desperately needed at this difficult time. We endeavour to provide other families with practical support and guide them to the professional services available to them so they do not feel overwhelmed and alone. This, we hope, will give them a glimmer of hope for the future.

We also aim to raise awareness of suicide and mental health. Through our 'I AM LISTENING' campaign, we are encouraging others to listen. We are also offering accredited training in Suicide First Aid

A bit about Pete

Pete Morris was 29 when he took his own life. He had no history of mental illness and although he was feeling low from a recent relationship breakdown, he never indicated that he was struggling. He was a popular and charismatic artist with a wonderful sense of humour. Everybody loved to spend time with Pete; with his infectious laugh and huge smile he was sure to brighten your day. He was extremely close to his family and had a very strong network of friends that all loved him dearly.

Never in our wildest dreams would we have imagined Pete could contemplate doing this. We feel the pain of his loss every day and miss him immensely.



Where to Start?

We want 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.

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.

Some 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.





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.

What will the money do?

At sunflowers we have two aims,

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

We have produced two suicide awareness films. One titled 'Exit' and the response called 'I Am Listening'. This campaign has already saved a life. We hope to raise further 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.



2. 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. 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. 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.





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 BT Donate.

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 your or your sponsors anything! They just need to declare they pay tax at the time of giving.



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



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

How to send your money

We have a fundraising platform with BT My Donate. 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.

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.

Advertising your event

The below images are available for download to apply to your own posters, social media etc. Alternatively you can use the poster supplied on the page opposite to advertise your fundraising.



We are fundraising for



Join us for

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On

At



Stay in the sun

