

# Thank You

**Beatbullying**

Thank you for your interest in supporting Beatbullying. Whether you're taking part in run, cycle or skydive or holding your own event, your support means we can continue to help millions of children and young people in need.

In this pack you will find common FAQ's, fundraising tips and how to guides from how to get sponsorship to setting up your Virgin Money Giving profile. We also include a useful checklist to help you keep track of your progress. Everything you need for a successful, fun fundraising experience for a great cause.

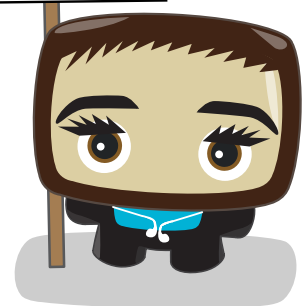
Government figures show us that 1 in 3 young people are currently being bullied in the UK.

Bullying can have a range of consequences, causing low-self-esteem, truancy and poor academic attainment and depression to more serious effects such as self-harm and suicide. Sadly, 44% of suicides committed by young people are associated with bullying.

Beatbullying is an award winning charity, providing support and advice to millions of young people currently being affected by the consequences of bullying and other well-being issues. We do this through delivering innovative programmes such CyberMentors, an online advice and support programme providing young people in need with access to a community of trained peer mentors and professional counsellors.

- £3 pays for us to respond to one child that has been bullied. Last year there were 715,287 requests for help from very vulnerable children through [www.cybermentors.org.uk](http://www.cybermentors.org.uk)
- £13 could keep the CyberMentor service online for another hour
- £22 could pay for a suicidal victim of bullying or child on child violence to talk online to one of our fully trained and BACP qualified counsellors about their experiences for the first time
- £100 could pay for a child to train to be a CyberMentor, giving them the skills to help other children and young people who do not feel able to share their experiences of being bullied with an adult
- £1,500 could pay to run the CyberMentor programme for an entire year in your local school
- 2,000,000 could allow us to deliver the entire CyberMentor programme for one year providing critical life-saving support to at least 700,000 children and young people.

**WE'RE  
TAKING  
ACTION  
TOGETHER**



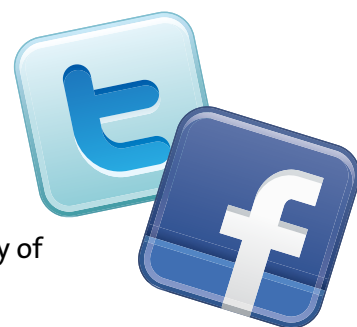
CyberMentors attracts over 1.4 million unique users and your support means we can continue to help every child that comes to CyberMentors and grow the network of support both online and offline in the wider community. We would like to thank you in advance for helping Beatbullying continue to do this and we hope you have fun fundraising for us. If you need any help or advice please don't hesitate to get in touch.

Email: [fundraising@beatbullying.org](mailto:fundraising@beatbullying.org)

Telephone: 0208 768 1029

Website: [www.beatbullying.org](http://www.beatbullying.org)

## Fundraising Tips



### Spread the word

- Tell as many people as possible about what you are doing, friends, family, colleagues, and any clubs or associations you are involved in.
- Use the Internet: social media sites like Facebook and Twitter are a great way of getting the word out.

### Set a target

- It often really helps to have a target in mind when it comes to fundraising. Aim high, but attainable, and get that great satisfied feeling when you reach your goal!

### Start early

- The sooner you start, the more you will collect! Give yourself lots of time to reach your goals and keep up with your fundraising efforts. We will be in regular touch to see how you're getting on and to give you encouragement!

### Maximise your efforts

- Matched Giving: Many companies will match their staffs' charity fundraising efforts, so it's worth investigating whether your company would be interested in matching the money you raise.
- Gift Aid: The gift aid scheme allows charities to claim back the tax paid on donations made by UK taxpayers. By getting your supporters to fill out a gift aid form, or by simply ticking the box on the sponsorship form or your Virgin Money Giving Page you can increase the amount of money Beatbullying receives – and it's free!

### Coughing up the Cash

- Encourage as many of your supporters as possible to donate through Virgin Money Giving as this means you don't have to worry about collecting money after the event.
- If you are using the paper sponsorship form, try and get as much of the money prior to the challenge, as people lose interest quickly and can find excuses for not paying up! You can always give it back if for some reason you are unable to take part.
- Asking people for money can be embarrassing, but remember you are doing it for a charity so you have nothing to feel awkward about when it comes to approaching people for help or money. The worst they can do is say 'no', and more often than not they will say 'yes'.

### Holding and event

If you're struggling to raise the cash or a sponsored event isn't your thing, then why not promote funding by organising your own events such as:

- Gigs and Concerts • Auction of Promises • Sports Tournament • Dress Down/ Up Day  
Quiz Night • Games Night • Karaoke Night • Murder Mystery • Race Night • Bake Sale  
Cheese and Wine Night • Dinner Party • Sell handmade Items • Bowling Tournament



### When organising an event, remember to:

1. Be creative – think about what kind of events will most appeal to your friends/family/colleagues and make it as fun as possible.
2. Plan it – timing is everything. Think about when the best time to hold your event will be and leave yourself plenty of time to prepare.
3. Set a budget – if you have to spend money to put on an event, you should aim to raise three times as much as you spend. Try to keep costs low.
4. Promote it – the more people you tell about the event the more money you will raise. Use social networking sites such as Facebook or emails. You could even create your own flyer for the office or at work to get people involved.
5. Getting the money – sell tickets, get sponsored and try to obtain as much as you can before the event. Using the Virgin Money Giving website is by far the easiest way to collect donations.
6. Added extras – by adding a raffle, auction, head or tails competition or other mini-event you can increase the amount you can raise in one go. You might also want to provide and sell food and drink.



### 'How to' Events:

Holding events is a great way to approach people for donating money because you're adding something fun to the donation as well as funding a great cause. We want you and everyone involved to have a great time fundraising, so here are some examples to hopefully inspire you.

#### The Quiz

Think of a theme that will be most appealing or amusing to your target group. Perhaps you could base the quiz on popular TV programmes, sports news or natural science – something that the people you know will get really enthusiastic about and find a challenge. You could make it simpler by making the quiz a true or false session. The more unusual the better and you could also raise extra money by selling quiz clues.

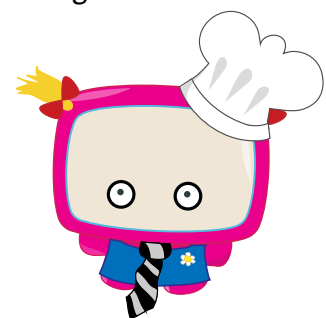


#### The Big Breakfast (week)

Why not provide a breakfast. It could be on a particular day or for a whole week or longer, if there's a group of you involved. Each day someone could prepare and sell a different breakfast, (doughnut day, muffin day, bacon rolls). Serve up something delicious in exchange for a donation to Beatbullying; they won't be able to resist and everyone gets a great breakfast.

#### Wine tasting competition

Gather a collection of wine, or you could get each attendee to bring their own. Soak off the labels (make sure someone knows what's what) and get everyone to have a go at guessing the year, the region, the price and the ingredients. It's also quite fun to read out the guesses that are most wrong! Use your eyes, use your nose, then taste! You could also ask people to donate wine and have an auction as well, depending on how many people you plan to invite. If wine isn't your thing, why not apply the same principle to ale or cider?



## Games Night

How about a nostalgic game of snakes and ladders? Connect 4? Why not have everyone around for an old fashioned games night? You could combine this with a bake sale of some kind and a game of guess the number of sweets in a jar. The possibilities are endless.



## Virgin Money Giving

Setting up a Virgin Money Giving (VMG) account is the easiest way to reach your target and gather money for yourself and those who wish to donate; and every penny goes to Beatbullying. You can personalise your page and post links to your profile.

1. Go to [www.VirginMoneyGiving/charities/beatbullying](http://www.VirginMoneyGiving/charities/beatbullying) and click on 'start fundraising'.
2. Create a Virgin Money Giving (VMG) account or login to your account if you already have one.
3. Choose your event.
4. Choose a web address for your fundraising page and 'make your page'.
5. Go to your account and personalise your page with a message, image and fundraising target – pages which are personalised tend to raise more money!
6. Share the page with as many people as possible.
  - Put a link to your VMG page on Facebook and send it to all your friends as well as other sites you might use like Twitter or Bebo to promote your page. You could easily paste the link into an email as well.
  - Email a link to your fundraising page to everyone in your address book. Ask them to forward it on to everyone they know.
  - Keep emailing everyone to update them on your progress.
  - Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers.

## Other Ways to Donate

You can also text donate by using Beatbullying's own text code which is 'BEAT22 £3' to 70070 – Why not encourage people to txt during an event, or add the number to posters or emails

- Donations available are £1, £2, £3, £5, £10 only. (Just put the amount you want to donate after 'Beat22')
- All text messages are free on all networks and we receive 100% of your donation.
- Text donators will then receive a second text with a link to a Gift Aid form. If you pay income tax this means we will receive a free boost from your donation.



# Fundraising Checklist

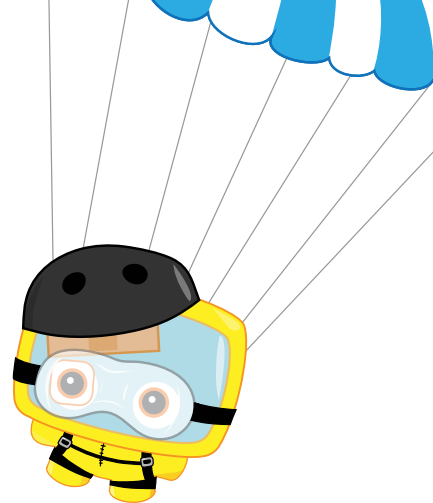
## Planning Your Event

Decide what you would like to do – sign up to a sponsored event or create your own.

Register with Virgin Money Giving and set up and personalise your page

Send an email or use social networking site to let all your contacts know what you are doing and why and link to your online sponsorship page.

You could always check out the Beatbullying website and include statements you find particularly inspirational.



## One Month to Go

If you are holding your own event, now is the time to make sure you have got everything organised and are starting to promote it

Update people about your progress. Link your sponsorship page to your Facebook profile and email out the number for txt donations. Remind people what you are fundraising for and what your target is

## One Week to Go

Update people about your progress – whether it's exciting details about an event you're planning or how you're getting along with preparing for an organised event. Again, include links to your VMG page. Let people know how far you are from your target. If you're doing well, you can always increase the target amount!

Make sure you send out reminders about your event, or invite supporters along and take part and watch you run or cycle through a sponsored event.

## EVENT DAY

Have fun! Remember, there are always extra things you can do on the final day to raise the extra cash. If you're doing a sponsored event you could ask for extra donations by texting 'Beat22' followed by the amount to 70070. If you've organised your own event you could add on mini events such as auctions or guess the sweets. It's up to you. Either way, we hope you have a great time.

## Week After

Send out a big thank you to everyone who helped you raise the money – let them know how much you made and what difference they have made.

Send in the money to Beatbullying – Cheques payable to 'Beatbullying' can be sent to

'Beatbullying, Finance Department, Rochester House, 4 Belvedere Road, London, SE19 2AT'.

If you have lots of cash to pay in, just contact [fundraising@beatbullying.org](mailto:fundraising@beatbullying.org) and we can send you a paying in slip.



