

Step One

Step One Fundraising Pack



Your fundraising journey starts here

Step One

¹ <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/coronavirusanddepressioninadultsgreatbritain/januarytomarch2021>

² <https://www.centreformentalhealth.org.uk/>

³ <https://www.mind.org.uk/news-campaigns/news/people-with-mental-health-problems-still-waiting-over-a-year-for-talking-treatments/>

⁴ <https://www.campaigntoendloneliness.org/>

⁵ <https://www.campaigntoendloneliness.org/>

⁶ Ferrari, A.J., Charlson, F.J., Norman, R.E., Patten, S.B., Freedman, G., Murray, C.J.L., ... & Whiteford, H.A., (2013). Burden of Depressive Disorders by Country, Sex, Age, and Year: Findings from the Global Burden of Disease study 2010. *PLOS Medicine*, 10(11).

⁷ Hawton, K., Houston, K., Haw, C., Townsend, E., & Harriss, L. (2003). Comorbidity of Axis I and Axis II Disorders in Patients Who Attempted Suicide. *The American Journal of Psychiatry*, 160(8), 1494–1500.

Dear fundraiser,

We are delighted that you have chosen to support Step One by fundraising for us. This is an opportunity for you to have some fun while also helping a much-loved local charity to offer essential services at a critical time. Thank you so much!

Step One is a Devon-based charity providing residential and community-based services for people with a mental health issue and/or hidden disability. Our Head Office is in Exeter's city centre, and we also have mental health hospital facilities located in Newton Abbot. We work across Devon, supporting Exeter and East Devon, and Torbay and South Devon.

Each week we support around 100 people in Exeter with over 600 support hours, helping them to manage their own wellbeing so that they may take that first step towards living independent and fulfilling lives.

Our services range from providing community-based support and learning opportunities, to specialist acute care facilities for people experiencing a mental health crisis. We work with local people every year to build hope and meaningful connections, and we help the people we support to discover a sense of their own strengths, resilience and potential.

This fundraising pack gives you some forms to complete, guidelines to follow and useful tips to help you get the most out of your fundraising experience.

If you have any questions, please do not hesitate to contact us by emailing : fundraising@steponecharity.co.uk or calling **01392 255428**.

Good luck with your fundraising activity and thank you for supporting people across Devon to achieve their potential!



Thank you for
choosing Step One

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What We Do



Cypress Hospital – Mental Health Crisis Support

Cypress Hospital, based in Newton Abbot, is a short stay, open unit for people who are in, or recovering from, a mental health crisis. Our dedicated team provides 24/7 nurse-led support. The 14-bed hospital helps to avoid the need for acute ward admissions and supports people to transition from an acute ward back into their community. By working in partnership with patients and families, the expert multidisciplinary team provides individualised support plans and weekly medical reviews.

Granvue – Mental Health Step Down Support

Granvue provides additional step-down accommodation for 2-4 weeks offering further support with independent living skills or whilst patients await a package of support in the community. The occupational therapy team delivers a programme of wellbeing and self-management groups, working with crisis resolution home treatment teams, recovery coordinators, and other medical professionals.



Supported Living and Community Support Services

Our specialist team enables anyone over the age of 18 in Devon who has autism spectrum conditions, learning difficulties, mental health concerns, or dual diagnosis to live more independently. We provide much-needed and individually-tailored activities and support. Our trained and dedicated staff help individuals to thrive in their communities by gaining the confidence and skills to live independently; improving their learning and work skills, and finding the strategies to grow.

CF03 Project – Her Majesty’s Prison and Probation Service (HMPPS)

We also run a highly successful CF03 project where our team works meaningfully to engage with people, enabling them to get actively involved with their local communities and access the support options available so they can change their lives for the better and feel more a working part of their of local areas.



What You Are Fundraising For



£50 could cover the cost of a place for one person on one of our courses of the BeWell@StepOne programme. Our online courses are offered for free and we rely on charitable donations to provide this service. Our courses help people learn self-management techniques for their mental health preventing them from reaching crisis point.



£100 could pay for one of our mental health practitioners to go into a school or college and deliver a Mental Health First Aid course for teachers and/or young people for them to provide vital peer support for mental health.



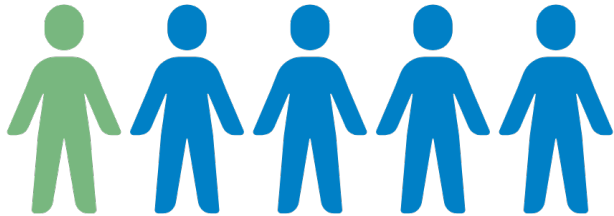
£150 could help to provide group activities for the people we support encouraging social interaction and developing life skills to aid independent living. These trips out would enable the people we support to explore more experiences and offer them valuable opportunities to socialise and engage with others.



£200 could help to develop and provide a peer support group for people who are struggling with their mental health by encouraging engagement with their local community; connecting them with others who have walked in their shoes; reducing feelings of isolation, and providing them with hope for the future.

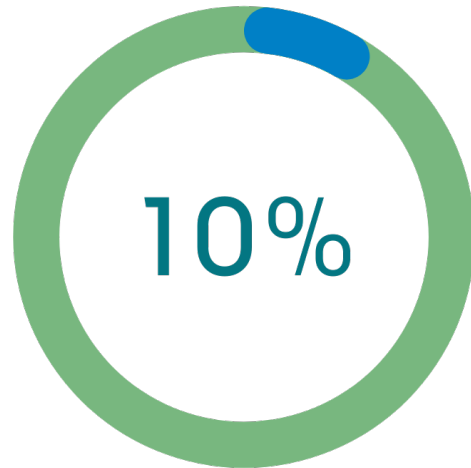


Why your support is vital



Around 1 in 5 (21%) adults in the UK experienced some form of depression in early 2021 (27 January to 7 March); this is an increase since November 2020 (19%) and more than double that observed before the coronavirus (COVID-19) pandemic (10%)¹

Studies early on in the pandemic suggested an additional 500,000 people were likely to seek support for a mental health concern as a result of COVID-19 – this equates to 12,500 people in Devon²



Loneliness is a growing problem in the UK, with 10% of over 65s experiencing chronic and severe loneliness. As the population is ageing the absolute number experiencing loneliness will increase⁴



Sadly, 12% of people with mental health issues could be on an NHS waiting list for more than a year³

Loneliness, living alone and poor social connections are as bad for your health as smoking 15 cigarettes a day; it's worse than obesity and puts you at risk of heart disease and dementia⁵

The rate of suicide is higher in recent years, with almost 5,691 suicides in England and Wales in 2019, 321 more compared to the previous year⁶

People with a diagnosed mental health condition have been shown to be at a higher risk of attempting and completing suicide⁷



Our Impact – What people say about us



"I have 100% faith in your team. They are very competent, caring and professional and manage the support of what can be very challenging and complex very effectively."

- Community Mental Health Team Care Coordinator



"I was given kindness, care and compassion as soon as I arrived. Things are still fragile but there is light now. There's no way I could have got through this without the help and support I received."

- Granvue Patient



"Step One is now the benchmark for all other providers worked for in Devon."

- Comment from a Social Worker for a Step One Service User

Our Impact – What people say about us

“He normally struggles and often cancels and does not engage, but recently he has made full use of sessions and has even gone out to the shop which is something he never does. S is so good it’s like she has magical powers.”

- Service User’s parent



“They have been extremely helpful and supportive both during the course and the support in between sessions. They are well trained, skilled and knowledgeable in mental health. Everyone involved in the service has been respectful and kind to me. I have learnt to be kinder to myself thanks to them.”

- Torbay Peer Support Project Service User



As of September 2021, we’ve seen an increase of 35% in the number of people who reported feeling an improvement in their wellbeing after completing one of our courses.



Fundraising Ideas A-Z



Auction, art exhibition, arts and crafts fair



Bike ride, boot sale, bingo, beard shave, bake sale



Cake sale, car wash, comedy night, coffee morning



Dance night, dinner party, dress up day



Egg hunt, eating competition



Face painting, fashion show, football tournament



Garden party, games night, garage sale



Hiking, head shave



Indoor games, inflatable fun day, international food day



Jazz night, jumble sale, jewellery making



Karaoke night, knitting, keep fit class



Learn a new skill, litter picking



Movie night marathon, magic show, music night



Name that tune, nature walk, neon party



Orienteering, office bake sale, olympic games



Plant sale, pet competition, pantomime, pub quiz



Quiz night



Raffle, run, rainbow day



Sponsored silence, scavenger hunt, sponge throwing, swim-a-thon, skydive



Talent show, tug of war, treasure hunt, tombola, table top sale



Unwanted gift giving, uniform-free day



Vintage clothes sale, virtual horse racing



Walks, water sports, waxing, welly throwing, wine and cheese night



Xmas gift swap, Xmas hamper

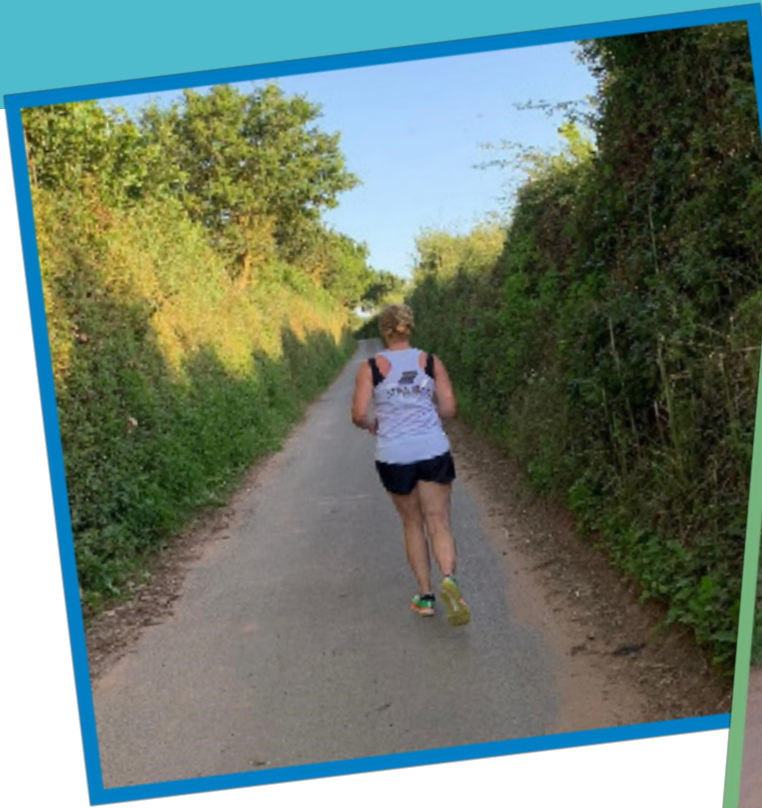


Yellow day, yoga



Zorb football, zorb challenge, zumbathon, zipwire challenge

Tips if you are training



Start training early – don't leave it until the last minute. This gives you enough time to establish your fitness goals and objectives.



Don't forget to warm up, stretch and cool down – seek advice from a professional.



Make sure you stay hydrated.



Avoid sunburn or sun damage – wear a hat and sunscreen.



If you are training on your own, always tell someone where you are going.



Find a friend to join you – it can make getting out of bed to train on those cold, wet mornings, much easier

Top tips for planning your fundraiser

1

Set a target

This helps to keep you motivated

2

Ask your biggest and best sponsors to sponsor you first

3

Consider self-donating early on

Studies indicate that people who self-donate also raise more overall

4

Shout loudly about your fundraising on your social media

If you don't ask, you don't get!

5

Thank your sponsors when signing them up and when collecting money

A simple thing like acknowledging the support people have given you goes a long way

6

If using a paper-based sponsor form - try and collect the money as you go as it will save you so much time later on

7

Share updates on your preparation towards your big event

8

Try and get some photos of you and others at your event to share with people

We can also share these, with your permission, on our social media pages

9

Wear a Step One T-shirt during the event (we will provide you with this)

10

Do you have a personal story to share? If you or someone close to you has been affected by mental health or hidden disability issues, and you are comfortable doing so, sharing your story can help your sponsors understand the impact on your life and why you are raising money for Step One

12

Create a great impression, even if people choose not to give!

11

Have fun! People are more likely to donate if they see you smiling and having fun!

13

Try dressing up! It's a great way to grab people's attention

Fundraising codes and our promise to you

There are some important rules set out by the Fundraising Regulator which you must follow when you are organising any fundraising events for Step One. We've listed the key points below, but please check out the full code of practice for events here: <https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/events>

1. Choose a suitable venue

2. Compile an equipment list

3. Make sure you have the right licenses and permission in place, if needed.

4. Please avoid causing an obstruction, congestion or disturbing the public and local businesses.

5. Ensure you wear appropriate clothing and the T-shirts or bibs provided are clearly visible showing you are fundraising for Step One.

6. Do not fundraise under the influence of alcohol or illegal drugs, or smoke in charity branded clothing.

7. Do not take risks with health and safety. Carry out a risk assessment – contact us if you would like a template risk assessment.

✓ We'll make sure our fundraising is legal and follows best practice.

✓ We'll always use the Fundraising Regulator Code of Fundraising Practice and follow their Fundraising Promise.

✓ We'll be honest and transparent in our interactions with you.

✓ We'll keep your details safe and never sell or swap them.

✓ We'll value your involvement and feedback, and strive to use your input to do things better.



Ways to pay in your fundraising



Please always use the sponsorship form in this pack (contact us if you need another form)

Just Giving

Set up a page online on Just Giving, it's very easy just follow the instructions in this link
<https://www.justgiving.com/>

Virgin Money Giving

Set up a page online on Virgin Money Giving it's very easy just follow the instructions in this link
<https://uk.virginmoneygiving.com/giving/>

Gift Aid

If your sponsors are UK Tax Payers, by signing up to gift aid and completing the GiftAid form attached, their donation will increase every £1 donation to £1.25 – it all adds up



Spreading the word



By raising awareness of your fundraising, you are not only increasing your chances of sponsorship but you are also helping to raise awareness of Step One charity, highlighting the work Step One do within your community.

Let us help you

Step One has lot of resources online at: www.steponecharity.co.uk/events for you to download, including sponsorship forms, posters and social media images with our Step One logo on.

You can also get in touch any time for extras - all of our contact details are on the back of this welcome pack.

Don't forget to tag us in all of your social media posts! This means we can share your content and show your support to as many people as possible. Our social media handles are down below.

WhatsApp tip

Just Giving also works just as well on mobiles. Share your page to all of your group chats on WhatsApp, especially the ones that keep buzzing throughout the day.

Facebook tip

Ask your friends to share your status updates and don't be afraid to share more than once.

Tik Tok tip

You don't need fancy film equipment to make your fundraising videos - a smartphone is perfectly fine. Just remember to be yourself.

Add a video or live stream. On Just Giving, you can add a video as a cover photo by adding a YouTube link. Videos help to tell your story and why your fundraising is so important. You can also livestream directly from your page to show how you are raising money.

Create an email signature with a link on the bottom of your emails.



@StepOnecharity



@steponecharity_



@steponecharity



@Step One Charity



@StepOneCharity



The legal part

- **Data protection:** It is important we make sure any electronic or paper records you keep about supporters or people involved in the event comply with data protection regulations (GDPR). Don't keep information any longer than you need to and don't share information about someone without their permission. Our data protection policy provides further information and our team will give practical guidance.
- **Insurance:** Please make sure you take out the appropriate insurance for your event – we may need to keep a copy of this for our records. If you have any queries about insurance please contact our fundraising team – fundraising@steponecharity.co.uk. The details of your event or activity will need to be registered with us. If there are any changes to what you are planning please let us know and discuss with our team if you have questions.
- **Your health and wellbeing:** It is your responsibility to ensure those taking part do not take any risks with health and safety.
- You are representing Step One so please act courteously and considerately at all times. We are proud of diversity and respect individual's needs and aspirations.
- Once you have completed the event and collected all of your donations send the money to us by cheque in the post, or by BACS bank transfer. Please **DO NOT** send cash in the post. Send a cheque made out to Step One to:
FREEPOST RTEB-AURA-GUUZ, Fundraising, Step One, Beaufort House, 51 New North Road, Exeter, EX4 4EP
- Make a BACS transfer with a reference of 'YOURNAME_EVENT' to:

Name of bank/building society:	Natwest Bank
Bank account name:	Step One
Bank account number:	00739537
Sort code:	560049

Match Funding

Matching funds are funds that are set to be paid in proportion to the funds you raise from other sources. Generally speaking, banks and building societies, insurance companies, supermarkets, utilities providers, phone companies, and car manufacturers are known to offer match-funding schemes for employees who fundraise. Check if your employer will match the funds you raise.

Participant Booking Form

Step One are delighted that you have volunteered to take part in a fundraising event for us. All funds raised go towards supporting people to manage their mental health, achieve employment goals and live more independently.

Please complete and sign this form, returning it to:
fundraising@steponecharity.co.uk Or in the freepost envelope provided

Event you are taking part in:

Date of event:

Name: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

D.O.B: _____

(You must be over the age of 16 to participate)

T-shirt size: Small Medium Large X-large

I am happy for you to keep my contact details and contact me
for future fundraising opportunities

By ticking this box you agree to us recording your details on our database. We may contact you from time to time to tell you about how you can get involved with fundraising opportunities for Step One. Your details will be kept securely. We never sell or swap your details with 3rd parties. If you change your mind and prefer us not to use your detail you can email fundraising@steponecharity.co.uk or call 01392 255428

Participation Deposit Form

We may ask you to send a non-refundable deposit to secure your place – please use this form to send your deposit or deposit notification to us. Details about any deposit required will be listed on specific event pages

Please either send in a cheque made out to Step One or make a BACS transfer with a reference of 'YOURNAME_EVENT' to:

Name of bank/building society:	Step One	Bank account number:	00739537
Bank account number:	Natwest Bank	Sort code:	560049

I have enclosed a cheque / sent a Bacs transfer for £.....

I have completed the image consent form in this pack

Declaration by signing this form you agree:

- To follow the fundraising guidelines and code (see Fundraising Guidance).
- To inform Step One as soon as possible if you are no longer able to take part in the event.
- That you are fit and healthy to take part in the activity.
- That you have adequate insurance cover where necessary.

Signature.....

Date.....

Please complete and sign this form, returning it to:
fundraising@steponecharity.co.uk

Consent to Use Your Imagery and Story

Step One would like to use your image and story to help show how we support people.

What you consent us to use (please let us know by ticking the boxes below):

- Photo
- Story
- Quote
- Video

You are happy for us to use:

- Your name
- No name

If you consent to share your written or video story we will send you a draft for your approval before we use it.

Where you consent us to use it (please let us know by ticking the boxes below):

- Social media e.g. Facebook
- Website www.steponecharity.co.uk
- Staff news
- Print and electronic reports such as our Quality Account
- Print and electronic leaflets, posters and banners
- Presentations
- Press releases for use by journalists in news and features

How we store, stories and signed consent forms:

- In secure, restricted access computer files
- May be used up to 3 years after the date of your consent, and archived for 6 years

Your name:

Your signature:

Charity Gift Aid Declaration – multiple donation

Boost your donation by 25p of Gift Aid for every £1 you donate. Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation of £_____ and any donations I make in the future or have made in the past 4 years to:

Name of Charity

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname

Full Home address

Postcode _____ Date _____

Please notify the charity if you:

Want to cancel this declaration,

Change your name or home address,

No longer pay sufficient tax on your income and/or capital gains,

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Please return this form either via email to fundraising@steponecharity.co.uk or by post to Step One, Beaufort House, 51 New North Road, Exeter. EX4

Thank you for choosing Step One



We can't wait to hear from you!

Email: fundraising@steponecharity.co.uk

Phone: 01392 255428

Address: Beaufort House, 51 New North Road, Exeter, EX4 4EP

Step One is a registered charity



Step One is a Charity and Company Limited by Guarantee; registered in England and Wales.
Registered charity number: 235434