



Fundraising for Growing Well



“It has given me confidence to get a new job, given me tools to manage day-to-day problems, shown me I really like being outside and hands-on work, so much so that I now have my own allotment”

Thank you for your interest in supporting **Growing Well**

Our Charity is dependent on the enthusiasm and generosity of our fundraisers, and your own friends, family, and wider network as supporters.

Your fundraising efforts enable us to support around 100 beneficiaries at each of our three sites each year.

Poor mental health can affect anyone at any time, and the impact on individuals and their families can be devastating.

We provide regular weekly support for up to a year and focus on enabling mental health recovery.

As part of the managed transition away from our service we equip beneficiaries with the necessary skills to support them to build a positive future.

Growing Well generate some income from the sale of our organic produce, but around 70% of our annual income comes from grants and trust fundraising and support from local businesses and individuals.

This guide provides information and advice on how you can raise funds to support our work.

If there is anything that isn't covered in here, please just contact us on **07903 013 648** or by email at **fundraising@growingwell.co.uk**





“What’s most useful to my mental health is being around other people in a setting that is productive and lets me feel useful and part of something with purpose”

Source: Warwick & Edinburgh Mental Wellbeing Survey, 2023

What is fundraising?

Simply put, fundraising is ‘the act of collecting or producing money for a particular purpose, especially for a charity’. How you go about doing that, however, is as unique as you are.

We don’t suggest a fundraising ‘amount’, as every little bit makes a difference, and the act of fundraising (telling people about us) is in many ways as important as the money raised.

Events and Sponsored Activities

A great way to raise funds - cake sales, sponsored silences, raffles, promises auctions and sponsored bike rides are just a small selection of ideas.

Think creatively: do you have interests or hobbies that you could involve?

For example, if you play squash would your opponents be up for a sponsored squash-a-thon? If you knit, could you create something special to raffle, or even ask other knitters to get involved too?

Could you raise funds through work?

Would your work colleagues pay for a tie-free day, or would a swear box be effective? Could we be your nominated charity for the year?

Are you up for a challenge?

Is there something that you’ve always wanted to do, but never quite got around to it? Ask friends, family, and colleagues to sponsor you and you’ll get both the incentive and support from everyone!

Though ‘extreme’ events can be fun, this doesn’t have to be climbing Everest - if it’s a challenge for you then your friends and family will know how important it is for you.



“Happy, valued, welcome, safe, like I matter, like people have time for me, I feel connected to people”

Finding Sponsors/Donors

The people **who know you best** are most likely to be your supporters, but many people also approach companies, or the wider public. In general, make your fundraising ‘ask’ as personal as possible - face to face or over the phone.

Once you get a few key supporters, let others know - show them your sponsorship form with other people’s names on.

People like to support fundraising that they know **other people have already committed to**, particularly if they don’t know you personally.

You could approach key people or companies for **‘support in kind’**, for example could the village hall provide a room and tea free of charge? It means that more of what you raise comes directly to Growing Well.

Most people spread the word about their fundraising efforts via **social media**.

The Growing Well social media accounts can be found as follows:



facebook.com/GrowingWellCumbria



instagram.com/GrowingWellCumbria



twitter.com/GrowingWell



linkedin.com/company/Growing-Well-Cumbria

Don’t forget to let us know about it!

If you can let us know about your fundraising event we can help by publicising your efforts to our followers and, if we do get asked, we know all the details.



“It's had a huge impact in such a short space of time. I feel capable now and less scared to go about my daily life. I am now going back to work”.

Collecting and sending in your fundraising money

Mostly people now fundraise online and Growing Well have an account with **JustGiving** which is a very popular fundraising platform:

www.justgiving.com/campaign/growingwell20thanniversary

You may be fundraising on the day of the event itself or asking people to sponsor you in advance.

On the **Growing Well website** we have a sponsor form which you can download, print and use for capturing pledges of support.

Here are a few points that might be helpful:

If you are selling items, having a **'float' in a small lockable tin is useful**. This consists of small change, and lower value notes - there is usually someone who turns up with a £20 note and no change!

Keep all money **safe, and clearly identified** as fundraised money. If it's appropriate, you might want to keep a note of who donated what, for your own records and so you can send a thank you.

Remember to **say thank You to your supporters**. When we receive your donation, we'll send you a Thank You Letter, which you can forward to your supporters, and if you would like any other information from us, please just let us know.

When it comes to **paying in the money**, if you let us know how much you have raised we can send you our bank details so you can make a payment directly into our account - or you could **bring the money raised to us in person, we would love to see you!**

Download our sponsor form and other useful resources at **www.growingwell.co.uk/fundraising**



97% of beneficiaries say that coming to Growing Well has a **positive effect on their mental health.**

70% of beneficiaries demonstrate a **significant positive change in wellbeing.***

93% say that coming to Growing Well is **teaching them skills they need to maintain better mental health.**

100% of beneficiaries say they **feel valued and listened to while at Growing Well.**

*Warwick & Edinburgh Mental Wellbeing Survey 2023

Gift Aid

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Gift Aid is a tax relief which allows UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer.

This means that by donating through Gift Aid means that Growing Well can claim an extra 25p for every £1 you give, at no extra cost to you!

When people sponsoring you or make a donation in support of your event, they will be asked to tick a Gift Aid box on the sponsor form.

They will also be asked to confirm that they are a UK taxpayer and to provide their home address on the form.

Please note that Gift Aid can only be reclaimed on donations made by individuals who pay UK income tax or capital gains tax at a rate at least equal to the amount reclaimed on their donations in the current tax year.

If you have any questions about Gift Aid and how it can be claimed as part of your fundraising efforts, please get in touch and we can help with advice and guidance.

Email the Growing Well fundraising team at fundraising@growingwell.co.uk

The Growing Well fundraising team

If there is anything that we haven't covered or you have any questions for us about your fundraising ideas, please contact us on **07903 013 648** or by email at **fundraising@growingwell.co.uk**



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