



# Tough Enough To Fundraise

Dear Supporter

**Thankyou for being Tough Enough To Care.**

**You are helping us to beat the stigma around mental health and to reach out to those in crisis, supporting them during their darkest hours.**

**1 in 4 people will experience mental health issues each year.**

**1 in 6 people report experiencing a common mental health problem like anxiety or depression in any given week.**

**1 in 5 people have suicidal thoughts.**

**12 Men in the UK alone die of suicide each day.**

**Approximately only 1 in 8 adults with a mental health problem are currently getting any kind of treatment.**

You are helping us to change those statistics. By supporting Tough Enough to Care you enable us to offer help, advice and support when people need it most. Your funds will also help us to train Mental Health First Aiders throughout local communities, teaching people how to identify, understand and help someone experiencing a mental health issue.

Whether you climb a mountain, put on a bake sale or hold a quiz night, you are joining a team of people fighting for change and ultimately you could help to save somebody's life.

**Thank you for your support.**

# What we do

## We talk

We offer mental health training. Our speaking, training and peer support packages are designed and delivered by a passionate and experienced team with one goal in mind, to rid the world of stigma whilst creating open and honest conversations about all aspects of mental health.

## We encourage you to talk

Our support groups offer a safe space for people to talk to like-minded people who support each other over a cuppa. We believe that money should never be a barrier to accessing support which is why all our groups are completely free of charge to attend, there's no need to book and no obligation to speak even if you attend. Participants can leave whenever they like during the meeting.....although of course we hope that you will stay.

## We text

We have partnered with SHOUT to provide a FREE text support service across the UK to ensure there is always someone there to talk to. Text TOUGH to 85258 for free, confidential help 24/7.

## We share

Through our social media and our blog we provide everyday help and advice for anybody that might be struggling. We also share information about other support services that might be helpful.

## We keep the conversation going

Our Tough Truck is a vehicle that can be used at events around the country to keep the conversation going about mental health. It is also a vehicle for change. To reach out to those who may not reach out themselves, where taking the initial steps through the door to a support group may feel overwhelming, our truck will deliver the support to you.

## Jason's story

"I am a police officer and a particular incident that I was called out to really affected my mental health. For long time I told myself I should just get on with things but eventually my experiences started to consume me. I was angry all the time, I couldn't sleep and I totally lost my appetite. I couldn't really explain to friends and family what I had gone through because they hadn't experienced it. I eventually had an emotional breakdown at work. One colleague pointed me to a Tough Enough To Care group meeting. It changed everything. As part of the group we support each other and listen without judgement. The guys I attend with have been in similar situations and so can understand where I am coming from. Being able to talk openly has helped me to deal properly with what happened and get my life back again."



# WAYS YOU CAN SUPPORT US



**Hosting your own event** is a great way to put a personal spin on fundraising. Hold a music evening, coffee morning, rugby match or sponsored silence. We've got lots of tips to get your started in this guide.



**Volunteer!** Tough Enough To Care relies heavily on volunteers and we are always looking for support. There are lots of ways you can help just by giving up a little bit of your time. Jobs include fundraising, facilitating support groups and attending events.



**Take part in a challenge.** Head on over to our website and find a challenge to suit you. We have lots on offer from family challenges, to personal endurance challenges.



**Corporate Support.** Lots of companies support Tough Enough To Care by naming us as their charity of the year, holding one off fundraisers or sponsoring our events.

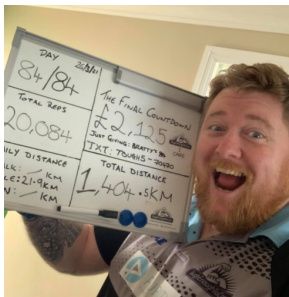


**Attend an event.** Check out our social media pages and our website for information about upcoming events.



**Gift Aid.** If you are a UK tax payer you can gift aid donations. That means we can claim back an additional 25p on every £1 you donate. Simply tick the gift aid box on your donations and complete the details section.

Founder of Tough Enough To Care Stuart Bratt raised £2125 by completing an 84 day challenge of no alcohol or junk food and riding/walking/ running 8.4km a day. 84 is the number of men that complete suicide each week. A statistic that Stu and the team desperately want to change.



## Be inspired!

Yve Spray decided to support Tough Enough To Care after losing her brother to suicide ten years ago.

"It was a complete shock and no-one suspected that he had mental health issues. I heard about Tough Enough To Care and I wanted to support a group to help prevent others from feeling like they didn't have a choice and to give them support for the future."

To date Yve has raised £1306 after setting an £84 target!



French Legion Veteran Tom Foster raised £2,517 by running 8.4km everyday after a friend he served with took his own life in 2017.





## Craig's story

I struggled for a long time with suicidal thoughts. I had even made a plan of how I would do it. I found Tough Enough to Care online hub at the lowest point of my life. The support I had from others was immense and I was able to access it at any time of the day when things got bad. The charity was also able to signpost me to get the professional help that I needed. Times are still hard and there's a long road ahead of me, but I'm still here. I'm able to talk in the support hub when I need to and there's always someone there to listen.

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## *Top tips for organising a fundraising event*

The best way to organise an event is to think about the 4 P's: Planning, Product, Price and Promotion.



### **Planning**

What is your idea? Who are you aiming it at? How long will it take to organise? What help will you need?



### **Price**

What is your event going to cost you? How are you going to pay for it? How will you raise money for the charity?

### **Product**

What is your event? Does it have a theme? Will you serve refreshments? What will people be doing? Where will you hold the event?



### **Promotion**

How will you promote your event to get people there? What networks do you have that can help to spread the word? Can you advertise on social media or put posters in local shops etc?



## **Keep it legal!**



Don't let anything stand in the way of your event being a huge success. Even though you are raising money for charity there are still rules, regulations, permissions and insurances that you will need to think about.

These can seem a little daunting at first but we have a handy hints sheet that can help you keep everything above board on your big day.

## **Make your money go further**

### **Matched fundraising**

Ask your company if they can match fund or contribute to the total that you raise.

### **Gift Aid**

The Gift Aid scheme allows us to reclaim tax on every £1 you and your guests donate. All we need is your name and address.

### **Online Giving**

Setting up a Just Giving page alongside your fundraiser means that anyone that can't attend can still donate safely and securely.

# Paying in your money

You can pay in your hard earned funds in the following ways.



Just Giving  
[www.justgiving.com/toughenoughtocare](http://www.justgiving.com/toughenoughtocare)



Our charity bank account  
Lloyds Bank  
Acc: 56394060  
Sort: 30-98-89



Text donate  
Text 70470  
TOUGHONE to donate £1  
TOUGHFIVE to donate £5  
TOUGHTEN to donate £10



## Austin's Story

I have had anxiety for a long time and in the last few years I have had panic attacks. I felt ashamed that I couldn't control my own body. Tough Enough To Care helped me to find grounding techniques which have made the attacks easier to deal with. I've been to several group meetings. I've found that other men go through the same thing and that it's nothing to be ashamed of.

## FAQ's

### How can I cover the cost of my event?

Tough Enough To care are unable to cover the cost of your event, but we don't believe that you should be out of pocket for it either. We recommend speaking to local businesses to enquire about sponsorship or the donation of raffle items. We can provide a letter of authorisation on request.

You might be able to cover the costs from the money that you raise, but you must tell your supporters that this will happen before they donate.

### Can I advertise on the Tough Enough To Care website?

We are not able to advertise your event on our website but we are more than happy to pop it on our social media pages.

### Can someone from Tough Enough To Care speak at my event?

Where we can we will organise for someone to attend your event. Unfortunately we can't always guarantee this. If we cannot attend your event we can organise other ways to speak to your guests such as pre-recorded videos that you might be able to show.

# Keeping it safe

Here's our guide to making sure that your event is safe and legal.

## Collections



If you plan to carry out a collection in a public space (excluding private spaces such as your local pub / hired space) you must get a licence from your local authority.

## Data Protection



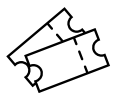
If you need to collect people's data (name/number etc) you must ensure you keep it in compliance with data protection laws. Find more information at [www.legislation.gov.uk](http://www.legislation.gov.uk). More info can also be found on the Institute of Fundraising website.

## First Aid



Depending on what your event is you may need to think about first aid provisions. Is one of your organisers first aid trained? Can your local Red Cross or St John's Ambulance help?

## Raffles



There are very strict guidelines that you must follow when it comes to raffles, lotteries and prize draws. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) to find out more.

## Risk Assessment



A risk assessment is a vital part of your event planning and will ensure that you have safety measures in place. Don't be put off.....most of a risk assessment is just common sense! visit [www.hse.gov.uk/event-safety/getting-started.htm](http://www.hse.gov.uk/event-safety/getting-started.htm) to get things started.

## Contractors and suppliers



If you plan to use outside suppliers (eg. food vans, bouncy castles, DJ's etc) you must have proof of their liability insurance and risk assessments. Always use reputable companies and if something looks unsafe do not be afraid to stop activity immediately.

## Alcohol and public entertainment licence



If your event includes the sale of alcohol or live music you must obtain a licence from your local council. Visit [www.gov.uk/guidance/entertainment-licensing](http://www.gov.uk/guidance/entertainment-licensing) for more information.

## Food Hygiene



Hygiene is vitally important if you are serving food at your event. The Food Standards Agency provide lots of helpful information to make sure your event is safe. If you choose to bring in outside caterers then you must get a copy of their insurance, risk assessments and hygiene certificates.

## Insurance



Your event is NOT covered by Tough Enough To Care insurance. It is up to you to organise your own. Often venues and equipment come with insurance cover but be sure to check first.

Depending on the event you may need to organise public liability insurance which can be obtained easily and cheaply through most reputable insurance comparison sites.

## Keep in touch

We want to hear all about your fundraising efforts and share them with our followers too! You should be celebrated for the hard work that you have put in and the change that you are making to mental health support.

Here's how to get in touch.....



fundraising@toughenoughtocare.org



@toughcare



toughenoughtocare



@ToughEnoughToCare



www.toughenoughtocare.org