



Chapter's Fundraising Inspiration

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chap⁺er
POSITIVE ABOUT MENTAL HEALTH

Thank You!

The fact that you are reading this tells us one important thing: you care about supporting people experiencing mental ill-health.

Chapter is a charity which inspires individuals, communities and workplaces in Cheshire and across the North West to build positive mental health through one-to-one support, group activities and community projects.

Chapter is entirely funded through grants and donations, which go directly towards supporting people's mental health and wellbeing. The work we do is important, and without you, we simply wouldn't exist!

So, thank you so much for Fundraising for Chapter. By supporting us, you will truly make a meaningful difference to people's mental health and wellbeing in your local community.



Without Chapter, I wouldn't still be here today. They've been a big part of my recovery journey.



£10

will help us provide ten people with a cuppa when they attend one of Chapter's group activities.



£50

will fund a workshop for ten people to learn about how they can improve their wellbeing.



£100

will fund a full week of group activities that enable people to make friends and enjoy positive hobbies.



One in four people will experience a mental health problem in the UK every year. Each deserves support when they are in need, but we know how difficult it can be for people to get it. This is why the work we do at Chapter is so important.

Our charity provides advice, support and training for people who need help with their mental health. This ranges from our one-to-one telephone listening service to our coffee meet-ups, from our workshops for employers to our community garden for group activities.

We are only a small, local organisation so we rely on the support of people just like you to keep these services running. However, our small size means your support goes even further when you Fundraise for Chapter. As we do not have huge overhead costs, your money will go directly towards supporting people in need.



Chapter are a massive support, getting in touch made me realise what kind of support I needed to manage my anxiety and help get better.

Getting going...

Pick



First up: Pick your fundraising activity! There are plenty of things you can do to raise money, from quizzes to sporting challenges. Our tip: make sure you're putting the 'fun' in fundraising and be as creative as you can. This way, not only will you enjoy doing it, but it will stand out from the crowd too.

Plan



Time to get planning! You should start off by asking yourself when and where the event should take place, and who you want with you to watch or participate. If you're planning an event as a group, you'll need to work as a team to figure out these details.

Pay



And you've done it! Your activity is all finished, and it's time to transfer that hard raised money. If you used a platform like JustGiving, there's nothing more to do, the funds go straight to Chapter. We'll tell you how to use bank transfers or cash in a couple of pages.

Promo



Next up, you need to gather support. Tell your friends and family, and your work-place. If you use social media, you can promote your activity there. You could even speak to local organisations for sponsorship, and local papers or radio stations to help. Get in touch with us too, we're always happy to help with this.

Party



And that's all, folks! You're all Finished, so celebrate your hard work. You might want to send out a 'thank you' message to everyone who contributed to your fundraiser, and share photos, videos and stories on social media. You could even send them over to us so we can shout about how great you are!

Share your fundraising event with us on social



@ChapterMH



@chaptermentalhealth



@ChapterMentalHealth

Inspiration a-z

a Host an **afternoon tea** for your loved ones.

b Organise a **bake sale** at your workplace.

c **Cycle** for a long distance and have people sponsor you.

d Go on a long distance **dog walk** for Chapter.

e Sell unwanted belongings on **eBay** and donate the money.

f Host a **film night** at your home and sell tickets to raise money.

g **Guess how many** sweets are in a jar for a donation. Winner takes all!

h Challenge colleagues to donate an **hour of earnings** to charity.

i **International dinner party** where everyone brings a different dish.

j Organise a **jumble sale** of unwanted items.

k Use your **knitting** skills to make some items that you can sell.

l Have people participate in a **LEGO building** challenge.

m Run a **marathon** and have your friends and family sponsor you.

n Hold a **Name The X** competition. It could be a teddy, pet—anything!

o Perfect for families and kids—set up an **obstacle course!**

p Host a **penalty shootout** with a small contribution to take part.

q Organise a **quiz night** for your colleagues or loved ones.

r Hold a **raffle** with people paying a small donation to take part.

s Charity **sports day** with egg and spoon and wheelbarrow races.

t Sell chocolate, sweets and biscuits at an office **tuck shop**.

u Go **uniform-free** at your school or workplace one Friday.

v Stream yourself **video gaming** for 12-24 hours on Twitch.

w Do a sponsored **walk** up a hill or mountain.

x Organise an **X-Factor** style talent show with your loved ones.

y A **year-long challenge** like reading 50 books or walking 2,000 miles.

z Have a **Zumba-thon** to raise money for mental health.



Boost your fundraising

What you can do...

- ☒ Shout about your event on social media. You can also use relevant hashtags so people can find your posts.
- ☒ Let your friends and family know about your fundraising activity. Don't forget to let them know where they can donate, or use a sponsorship form so you can collect their pledges.
- ☒ Reach out to local businesses or organisations who may wish to help you spread the word, or even donate products and services for it.

What we can do...

- ☒ We can share your social media posts with our own followers.
- ☒ Local media might be interested in your activity, and we can contact them to share your story.
- ☒ We can bring your activity to the attention of other organisations who might want to support you.
- ☒ We can provide Chapter branded materials to help with your activity.

Let us know about your activity, and we can help you promote it!



JustGiving.com is the world's leading online fundraising platform. There are other options out there but, we find JustGiving is the quickest and easiest. Here's how to set up your page in **five easy steps...**

The homepage will show a large image marked "Start fundraising". Hitting that will bring you to a page where you select whether you are fundraising for charity. Choose 'Chapter'.

1

Create an account or log in to an existing one. You can sign up with Facebook or Twitch, or just a regular email address.

2

Search for the charity you want to fundraise for. In this case, search "Chapter". Then, select what you're doing. There's a lot of options for you to choose from, or you can even add your own.

3

Fill in the form with the details of your activity. This is where you can name your page, choose the date it is taking place, set a fundraising target and much more!

4

Your fundraising page is now live and ready to receive donations. We hope this step-by-step was helpful and please tag us in anything you have going on via our social media.

5

Fundraising with cash and BACS transfers

Want to fundraise with cash instead? That's great, too! You can store it in your bank and send it to us via BACS transfer. If you do want to make a bank transfer, please email or call us so we know to expect your donation.

Our account number is **71657305**. Sort code is **40-70-14**. The bank is HSBC and account name is Chapter (West Cheshire) Ltd.

You can drop off cash at our Ellesmere Port office if you live locally. Please just call or email to arrange a time to visit us; a friendly Chapter team member will be delighted to receive your donation!



The legal stuff...

Chapter really appreciates your fundraising efforts to help our mission to support people with mental ill-health, but we cannot accept liability for your events or activities.

It is also important to ensure that, however you choose to raise money for Chapter, your activity is safe and complies with any relevant legal requirements.

There are various rules put in place to protect charities and supporters during their fundraising efforts. The following guidelines will help you to stay safe and legal while you raise your money.



Health and Safety

Remember to make sure you and your attendees are safe during your fundraising event. Consider bringing first aid materials on the day!



Lotteries and Raffles

You may need a licence for some types of lottery draws and raffles. Go to www.gamblingcommission.gov.uk for info about what licences are required.



Collections

It is illegal to carry out house-to-house or public street collections without a licence, so be mindful of how you collect money from the community.



Food Hygiene

If you are serving food at your fundraising activity, ensure that it complies with food hygiene requirements, which can be found online at www.food.gov.uk.



Photography

Please obtain permission from anyone you photograph at your activity if images will be shared online. You must also get approval from parents/carers if children are pictured.



Alcohol

If you're planning to sell alcohol at your fundraising activity then contact your local council to find out about obtaining a temporary licence unless you're using a licenced venue.



Payments

We're delighted you've fundraised for charity! Once your activity is done, it is a legal requirement to provide your charity with the money raised.



Permissions

When requesting products or services for your activity you may need a permission letter from Chapter, and under 18s must get consent from a parent/carer before fundraising.



Chapter are a massive support, getting in touch made me realise what kind of support I needed to manage my anxiety and help get better.

Every day, Chapter offers advice, care and support for people when they need it most. And none of it could be done without you.

Because of that, we'll be right there alongside you the whole time, no matter how you choose to fundraise for Chapter.

We're here to answer any question, big or small, that you might have. Our dedicated fundraising team are here for you to speak to about everything, from planning, and promoting, to getting everything squared off at the end.

We would love to hear about your activity, and can provide branded materials to help promote your fundraising, and even an authorisation letter if you need one.

Whatever your next step in fundraising might be,
do not hesitate to get in touch with us.

Thank you and Good Luck!

A smiling woman is the central figure, wearing a yellow visor with 'COPAYA' on the black headband, a silver emergency blanket, and a blue 'Vintage' t-shirt. She is sitting on grass at what appears to be a triathlon event, with other participants' legs and shoes visible in the background. An orange geometric overlay covers the left side of the image, containing contact information.

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