Dear ChangeMaker,

It’s wonderful that you’ve decided to fundraise for us, thanks so much!

We think you’re great and want to thank you for being courageous and raising money for suicide prevention. Everyone here really values your support and the effort that goes into fundraising. It is you that helps us continue our important work enabling communities to have real conversations that saves lives.

Here is your trusty Fundraising Pack full of information and tips to help you successfully raise funds and enjoy doing it!

Please get in touch with any questions and updates on your fundraising, we would love to hear from you. Many thanks for choosing us, good luck and have fun!

From all of us at Grassroots Suicide Prevention
<table>
<thead>
<tr>
<th>CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT WE DO 3</td>
</tr>
<tr>
<td>WHAT YOUR MONEY CAN DO 4</td>
</tr>
<tr>
<td>HOW TO DONATE 5</td>
</tr>
<tr>
<td>FUNDRAISING IDEAS 6-7</td>
</tr>
<tr>
<td>SPREAD THE NEWS 8</td>
</tr>
<tr>
<td>PROMOTE YOURSELF 9</td>
</tr>
<tr>
<td>MAXIMISING FUNDRAISING 10</td>
</tr>
<tr>
<td>PRESS RELEASE 11</td>
</tr>
<tr>
<td>SPONSORSHIP FORM 12</td>
</tr>
<tr>
<td>FUNDRAISING POSTER 13</td>
</tr>
<tr>
<td>LEGAL STUFF 14</td>
</tr>
<tr>
<td>THANK YOU 15</td>
</tr>
</tbody>
</table>
At Grassroots, we know real conversations save real people’s lives. We enable those conversations on all levels. Real talk is at the heart of our community approach.

What is Real Talk?

Essential suicide prevention for everyday heroes. Real talk is a meaningful conversation. One that’s open, direct, honest and courageous.

Sometimes we all feel like we have no one to talk to. With Real Talk, we can reach people when they’re at their most vulnerable.

Why does our work matter?

1 in 5 think about suicide in their life

1 in 15 will attempt suicide in their life

Source: Adult Psychiatric Morbidity Survey, 2014

The impact of suicide is devastating. It leaves people asking: Is there anything that could have been done to prevent this tragic loss of life?

It might surprise you to know that most people who die by suicide are not in contact with mental health services - but they are right here in our community.

That’s why we have developed Real talk with the community in mind. To get real people in real life situations talking. To let people know that starting conversation about suicide really can save lives.

In fact, talking about suicide is the best way we know to prevent suicide.
WHAT YOUR MONEY CAN DO

Last year supporters of Grassroots Suicide Prevention, people like you, helped save lives.

WE EMPOWER COMMUNITIES
Grassroots creates spaces for real, meaningful conversations about suicide and empowers everyday people to find the courage to keep this going. Because talking about suicide is the best way we know to prevent suicide.

WE CAMPAIGN FOR CHANGE
We provide suicide prevention training and resources. But that’s not all. We make change. We work with ChangeMakers, the people that share our beliefs and enable Real Talk about suicide.

WE ARE A UK LEADER
Grassroots explores the latest innovations to bring about lasting, significant change in our society. We put you at the forefront of our work. Real Talk is made by real people, for real people.

WE'RE LEAN AND KEEN
At Grassroots we’re small on numbers but huge on passion and commitment. That way we make sure the money you raise gets right into the heart of our community suicide prevention work.

£5 can cover the distribution cost of life-saving resources
£25 can cover the cost of essential Real Talk session materials
£60 can cover the cost of a Community Resource on suicide prevention training
£450 can cover the cost of empowering 30 individuals in Real Talk
£3300 Can train 24 people in Applied Suicide Intervention Skills Training (ASIST)

Surprise us?
Your funds could go towards developing new technology for good
HOW TO DONATE

Here are just a few ways you can donate to Grassroots

Donate online via JustGiving:
www.justgiving.com/grassrootssuicideprevention

Set up a fundraising page at JustGiving and your fundraising will be donated directly to Grassroots

Donate by cheque (made payable to 'Grassroots Suicide Prevention') and sent to our address below

Donate by bank transfer: The Co-operative Bank,
Sort code: 089299, Account: 65625608
Please use your name as the reference

OUR CONTACT DETAILS

ADDRESS:
11 OLD STEINE
GRASSROOTS SUICIDE PREVENTION
BRIGHTON
EAST SUSSEX
BN1 1EJ

ANY QUESTIONS?

Email us:
office@prevent-suicide.org.uk
Or call:
01273 675764

Search online:
www.realtalk.community
www.prevent-suicide.org.uk
CHALLENGE YOURSELF

YOUR IMPACT

Every year your donations contribute towards:

- Training over a 1000 people in suicide prevention skills, teaching the skills and confidence needed to save lives
- Innovative and thought-provoking campaigns reaching out to more people nationwide, reducing stigma, and helping to get people talking
- Pioneering digital technology and discovering new ways to connect and support you better

We’re so proud you are choosing to support us, and taking this important step to prevent suicide in your community. We will be with you every step of your journey.

10 FUNDRAISING IDEAS

Give It Up... Get sponsored to give up a daily beverage, food, or activity for a month or more - maybe chocolate, shaving, social media, smoking or alcohol to name a few.

Mark World Suicide Prevention Day... This day occurs on the 10th September each year. Why not mark it with friends, family or use it to raise awareness at the office?

Top Host... organise a coffee morning with cakes, a cheese and wine evening, or a film night with your friends, family and colleagues.

Sweepstake... 50/50 for the winner and Grassroots. You can do this for any large sporting event or even a reality TV show, and get the whole office involved.
Marathon run or walk... sign up to a local marathon and ask for sponsorship. Races starts from 5K to a full marathon, choose your distance and start training.

Cycle or swim... take on a cycling or swimming challenge and ask for sponsorship.

Donate as you buy... every time you purchase something on Amazon or eBay you can leave a gift for Grassroots. Search for 'Grassroots Suicide Prevention' on the checkout page.

Ditch the cards... Instead of birthday presents or cards ask for donations to support a life-saving cause.

Sponsored Paw-a-thon... getting all the Doggie-lovers together for a sponsored walk is a great way to have a catch up and stretch your legs.

Themed parties... Gather your friends and family and host themed parties for Christmas, Halloween, Bonfire Night or even a summer barbecue.

“"I am doing a 40-race challenge over 20 months to raise money for local suicide prevention work. Suicide is everyone’s business because it can affect anyone at any time with devastating consequences. It can be preventable if a person in need gets help at the crucial time. Many people perceive this to be a sensitive topic but try not to let that be a barrier. Mental health is just as important as physical health and we all need to talk about it."

Raquel, ChangeMaker
SPREAD THE NEWS

There are loads of ways to let everyone know that you are fundraising for Grassroots.

SOCIAL MEDIA

A great way to increase your fundraising, and raise awareness of suicide is through social media.

You can post regular updates to spread the word, and link to our Facebook page www.facebook/RealTalkHeroes

Or you can make a Facebook event, inviting friends to an event on Facebook is a quick and easy way to gain support.

Tweet all about it and follow us on www.twitter.com/RealTalkHeroes

Take photos of your progress and update your followers on Instagram, and tag us @RealTalkHeroes

#StayAlive

Download the free #StayAlive app to help you keep safe from suicide
PROMOTE YOURSELF

Fundraising for Grassroots allows others to talk openly about their experiences. You can direct people to our community hub to find help, download resources and promotional materials. Everything you need is here: www.realtalk.community

TAKE PHOTOS

We love to see all of our fundraisers in action – take some photos and send them through to the fundraising team! Use Facebook, Twitter, Instagram, or anything you can to tell your friends about your training or preparation. Share photos and training logs to keep it interesting.

MAKE A VIDEO

Update and thank your sponsors. Film yourself fundraising, training or talking about personal hurdles and upload it to YouTube or Vimeo. All you need is a smart phone and a great idea! Post it online on your fundraising page and share with friends, family and colleagues.

REAL TALK BLOG

Blog about your journey
Contribute to our blog featured on the Real Talk website. Tell us all about what you are doing and your motivations for supporting us! Send your blog with a photo to Grassroots on: office@prevent-suicide.org.uk

MEDIA

Contact the local media such as newspapers and radio stations.
Write a press release and email the story to journalists in the local area. See an example of a press release in this guide under the useful tools section to help you get started.
MAXIMISING FUNDRAISING

We want to help you get the most of online fundraising:

You have set up your page on JustGiving or made a Facebook event, but how can you get the sponsorship rolling in?

PERSONALISE YOUR PAGE

Your story is important and sharing it helps beat fear and stigma. Other people will be much more interested if they know your story, so try and be as open and honest as you can: why this challenge is important to you, and why Grassroots?

SET TARGETS

Motivate your friends around key targets with messages like, "Who’s going to help me hit my £1,000 mark by the end of the day?" or, "If I get a donation of £100 I will train in a chicken suit". Make the challenges fun and light. People want the glory of being that friend and will donate a little more to get you there.

TIMING IS KEY

Pay day is the perfect time to remind friends to donate. Then they’ve got no excuse!

START BIG

Don’t be frightened of asking. Once people know why you’re fundraising for Grassroots you’ll be surprised at how generous they can be. Ask close friends and family to donate generously first as others may then match their generosity.

RESOURCES

On the following pages you will find some useful resources to help to raise as much as possible. Good luck!
Thursday 24th July 2018

PRESS RELEASE – Brighton Woman Launches Endurance Challenge to Honour Sister.

Raquel Snajdar, who tragically lost her sister to depression over two years ago, has challenged herself to compete in 40 races over a period of 20 months to raise money for suicide prevention charity Grassroots. Raquel is keeping a list of races and an on-line blog on her website for the challenge.

When asked why she had set herself this impressive challenge Raquel said, “I want to raise awareness by breaking down the stigma surrounding this topic and to tell people it’s okay to talk about it and to think about how you might protect yourself in a crisis. Suicide is completely avoidable but it can happen to anyone at any time.”

This is where the work of local charity Grassroots Suicide Prevention comes in. Grassroots’ approach is based on education and innovation, and the belief that real talk about suicide can save lives.

Their pioneering ‘Stay Alive’ smartphone app helps both people at risk of suicide and those who want to support them. Feedback shows that Grassroots’ training and app have helped save lives from suicide many times.

“If the money I raise can help towards saving just one life - it’s worth it, not just for the person saved but for their friends, family and loved ones too. Please help me reach my target of £5,000 by donating at justgiving.com/fundraising/raquels40racechallenge.”

You can find out more about Grassroots work at www.prevent-suicide.org.uk

ENDS

Notes to editors: For further information and pictures please contact Tiffany 01273 675764 at Grassroots.

Grassroots is a UK leader in suicide prevention. It provides people with the skills and confidence needed to save lives through real talk.
SPONSORSHIP FORM

Fundraiser name __________________
Event _______ Date of Event _______
Address _______________________
Postcode  ________ Email  ________________________

If you are a UK taxpayer, please tick the Gift Aid box and provide your full home address including postcode below to make your donation worth even more. YoungMinds will receive 25p for every £1 that you give - at no extra cost to you!

If you are a UK taxpayer, please tick the Gift Aid box and provide your full home address including postcode below to make your donation worth even more. YoungMinds will receive 25p for every £1 that you give - at no extra cost to you!

Thank you for supporting us!

Please return your completed form to: Fundraising Team, Grassroots Suicide Prevention, 11 Old Steine, Brighton, East Sussex, BN1 1EJ

If I have ticked the box headed Gift Aid, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains tax at least equal to the amount of tax that all the charities I have listed on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand that the charity will reclaim 25p of tax on every £1 I have given.

Overall Total

Total amount of Gift Aid

Overall Total

Full name

Full Home Address

Postcode

Date of Event

Email

Address

Fundraiser name

Stay in touch?*

Date received

Total received

For office use only

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*

TOTAL RECEIVED

Gift Aid

Amount

Date Received

Stay in touch?*
Grassroots is a UK leader in suicide prevention and provides people with the skills and confidence needed to save lives through real talk.
It’s important to make sure that your fundraising event is safe and legal as well as fun and successful! We don’t want to make it daunting, but here are a few things you need to know.

**YOUR RESPONSIBILITIES**

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to Grassroots Suicide Prevention. You must inform potential donors if any of the funds you raise will not be paid to the charity. Please understand that if you do something that threatens or damages the name or reputation of Grassroots Suicide Prevention we will ask you to stop fundraising.

**LOTTERIES AND RAFFLES**

Raffles and lotteries are a great way to raise money and get people involved, but it’s important to follow the right guidelines to avoid breaking any gambling laws. Make sure you check the latest information and advice at gamblingcommission.gov.uk. If you only sell tickets on the day of your event and all proceeds are donated to Grassroots you won’t need a licence. Just make sure that the winning ticket is drawn at the event and don’t spend more than £100 on the costs of the raffle.

**HEALTH AND SAFETY**

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when deciding the type of cover you will need. Some things to consider:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.

**PUBLICITY MATERIAL & COLLECTIONS**

When you are writing about your event you need to say it is being held ‘in aid of Grassroots Suicide Prevention.’ Please contact us if you wish to use our logo on your own materials. Please also include our charity number using these words: Registered Charity no. 1149873 (England and Wales)

When organising a collection please contact us for a collection box and flyers. Please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property e.g. a supermarket or train station
- If you would like to start a collections in pubs, factories or offices please contact us
- Collections can only be done by people aged 16 or over
Grassroots Suicide Prevention
11 Old Steine
Brighton & Hove
East Sussex
BN1 1EJ

T: 01273 675764
www.realtalk.community
www.prevent-suicide.org.uk

Registered charity number: 1149873
Company by limited guarantee number: 5687263