



# Raising money for us

Hints, tips and ideas on how to become  
a fantastic fundraiser for Mencap



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## The Mencap story

We were founded in 1946 by Judy Fryd , a mother of a child with a learning disability. Judy was frustrated by the inadequate support given by the state and the lack of understanding around how to care for someone with a learning disability. She wrote a letter to Nursery World Magazine inviting other parents of children with a learning disability to contact her. The responses from other parents came flooding in, and through learning that hers was a common experience Judy founded Mencap.

Over the years there have been many changes to social care provision and legislation concerning people with a learning disability and Mencap has been at the forefront of pushing through these changes. Such as offering sports and leisure opportunities for people with a learning disability and launching an employment service so that people with a learning disability who want to work are given the best support when finding a job.

Today we are still challenging the perceptions of people with a learning disability through our **campaigns** and by supporting people with a learning disability in the community, through housing and employment services and other projects such as our Young Ambassadors Scheme.







### What is a learning disability?

A learning disability is caused by a difference in the way a child's brain develops, either before, during or just after birth. It affects someone for their whole life and means thinking and communicating differently with other people.

## Stuff to know about Mencap

### What we do

Mencap is the voice of learning disability. Everything we do is about valuing and supporting people with a learning disability, and their families and carers.

Mencap and our local groups work with people with a learning disability across England, Northern Ireland and Wales. All our services support people to live life as they choose. Our work includes:

- providing high-quality, flexible services in areas such as housing, employment, education and day-to-day support that allow people to live as independently as possible in a place they choose
- providing advice through our helplines and website
- campaigning to improve the lives of people with a learning disability and their families.

We work with people with a learning disability of all ages. All our services are tailored to the individual so we can provide support throughout their life, ranging from support for a child at each stage of their development, through adulthood and into old age.

## Where your money goes

The more money we raise, the more people with a learning disability benefit and are supported to live a fulfilling life.

**£50**

Could pay for someone to attend a training session to learn how to use the bus on their own for the first time, so they can be more independent and have the confidence to do more things, like find a job.

**£100**

Could help provide one week of support for a person with a learning disability who needs extra support in their home.

**£150**

Could fund a seminar for 40 parents, all about how the Mencap Trust Company could help their loved ones manage their money and protect their benefits after they die.

**£200**

Could pay for a special day out at an activity centre for young people with a learning disability, helping to boost their confidence and learn new skills.

**£300**

Can help towards recruiting a community development officer who will provide crucial information to parents of children born prematurely and with a learning disability.

**£400**

Could help pay for a person with a learning disability to complete a 13 week training course to take them from a life of state benefits to self sufficient employment.

**£500**

Could allow a community adviser to spend a month providing ongoing support to families who seek justice for the avoidable death of their loved one with a learning disability.

**£1,000**

Could provide a specialist one-to-one carer for two months, helping a young person with a learning disability to get the support that they really need.

## Lee Hope: a fundraising legend!

We have many loyal fundraisers – and one of them is Lee Hope! Lee ran his first marathon for us in 1996 and has taken part in the London Marathon every year since then. Not only is Lee a keen runner he is also a fundraising legend, raising over £15,000 to support our work with people with a learning disability.

Lee started running to keep fit in 1996 and comments: “At first I couldn’t run very far, but I loved it. I did my first London Marathon that year and, apart from 1997 and 1999, I’ve done it every year since then. I got my place through Mencap who support me all the way. I love running marathons.”

Lee has a learning disability and chose to fundraise for us as he is a member of Kingston Mencap. He has had a lot of support from them and goes on day trips they organise.

When fundraising, he makes sure he asks all of his contacts to sponsor him whether it’s his neighbours or fellow members of his running club - he isn’t afraid to ask for their support.

Lee is continuing to support Mencap by running in the 2015 Virgin Money London Marathon and we can’t wait to cheer him on all the way to the finish line!



## Fundraising – getting started

There are many different ways to fundraise and support us. These are just a few ideas so make sure you also check out our A-Z guide to fundraising ideas [here](#) or come up with your own original ideas, the more creative the better!

Our top five fundraising tips:

### Host a coffee morning or tea party

This classic fundraising party is always a favourite. All you have to do is invite your friends and family or arrange to hold it in your workplace. Just find a venue, send out the invites and then organise refreshments and other fundraising activities such as a raffle, tombola or a bring-and-buy sale. You can keep costs down by asking local bakeries or cafes to donate produce and local businesses to donate prizes for the raffle. Then you just sell the cakes and bring in the money!

### Organise a quiz night

This event will also need a venue, most pubs will be willing to let you hold the event in a room for free as long as you meet a minimum bar spend. Then all you need to do is come up with the questions and invite your friends. Don't forget a prize for the winning team and a wooden spoon for the losers!



For more fundraising ideas  
**click here**  
and check out our  
A-Z of fundraising



## Put on a ball

Events like a ball take a lot of time and planning however, you will reap the rewards if you're successful. The key to organising an event like this is to keep the costs down and provide a great experience for your guests. Ask your venue if they can give you a charity rate and contact local caterers to see if they will do the same. On top of the ticket price you can also put on other fundraising activities such as a raffle, auction, dancing competitions and casino tables that will all help increase the funds you raise from the event.

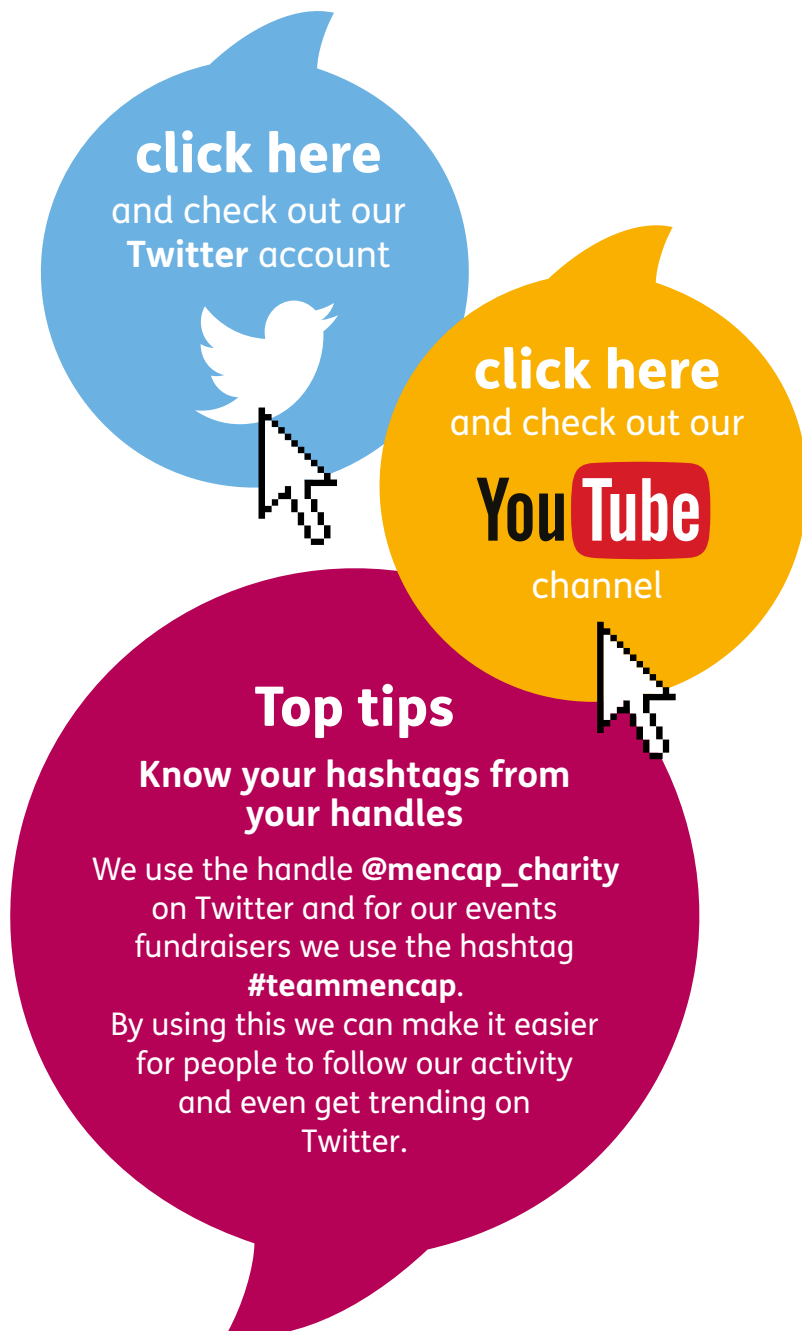
# Party hard!

Whether it's '70s or '80s themed or you are bringing out the karaoke machine everyone loves a party and even more so when it's for a good cause. All you need is a venue some good music and then it's up to you to get everyone up and dancing! By organising the party around a memorable date such as Valentine's Day or Halloween you will be able to theme it and organise a best-dressed competition.

## Walk for Mencap

Get your friends together and organise a sponsored walk. This could be a route through your local park and you could promote it to the local community to boost your fundraising. You could also set a minimum sponsorship target so everyone is involved in raising money. Why not put a twist on the walk and make it a three legged walk?





## Go digital!

We recommend you use social media to support your fundraising. If you haven't already set up a **facebook** or **twitter** account now is the time to do it. Once you have set them up you can follow Mencap's accounts by clicking on **[www.twitter.com/mencap\\_charity](http://www.twitter.com/mencap_charity)** and **[www.facebook.com/mencap](http://www.facebook.com/mencap)** and keep up to date with all of our news.

Twitter and Facebook are also valuable fundraising tools as you can use them to promote your fundraising events or challenges to your friends and networks. You can also use them to thank any of your supporters for sponsoring or donating to you.

Online giving has revolutionised the way people give to charity. Our preferred online giving platforms are **[www.justgiving.com](http://www.justgiving.com)** and **[www.virginmoneygiving.com](http://www.virginmoneygiving.com)**, although there are many more. Make sure you set up your page as soon as possible and then share the link with your family, friends and colleagues. Some top tips for making the most out of your fundraising page:

- Target your most generous friends first as people tend to match the donation that is already listed
- Post your link on facebook, Twitter and any other social media channels you use such as Google+
- Keep your page updated with your training and fundraising progress so they feel really involved in what you are doing



- Change your work email signature to include a link to your fundraising page
- Thank your donors and sponsors on facebook, this is a great way to remind people who haven't yet sponsored you to do so without being too pushy
- Ask your work to promote your fundraising through their intranet and any staff newsletters they produce
- Send personalised thank you emails, this could include a Vine, which is a six second video you can create on any Smartphone by downloading the **app**
- Continue fundraising after your event by updating your page with your results and photos. You may then want to send this to anyone who wanted to make sure you finished the event before donating.

Check out some resources we have online on our YouTube account **here** and our blogs **here** which are constantly updated by Mencap staff. You too can write your own blog to tell the world about what you are doing for Mencap.

### Text to donate

You can set up your own text to donate code once you have a Justgiving page. You can personalise your code and people can donate between £1 and £10. Go to **Justgiving.com** for more information.



For more  
fundraising ideas  
**click here**  
and check out our  
A-Z of fundraising

## Everyone can get involved!

There are many ways to get involved in fundraising for us, here are some ways you can support Mencap to raise money for people with a learning disability.

### At school

If you have contacts at a local school you can get them involved with fundraising for Mencap, they could take part in:

- a sponsored silence
- a non-uniform day
- a school play or pantomime
- a sports day
- a summer fête
- a spelling bee

### At university

If you are at university and have a group of friends that want to raise money for Mencap why not organise an event? Some fun ideas are:

- a karaoke night
- a comedy night
- a fashion show
- a murder mystery party
- a fancy dress dodgeball tournament
- a speed dating evening



# Play by the rules – fundraising guidelines

Charity fundraising is regulated by law. You as one of our fundraisers and Mencap could be fined if legal requirements are not followed. Please take the following into consideration when you carry out fundraising for us.

## Raffles and lotteries

- Lottery tickets may not be sold to anyone under 16 years of age
- You must apply to your local registration authority to run a public lottery
- Lottery tickets cannot be sold on the street
- Raffles held at a social event do not need to be registered

## Collecting money

- No-one under 16 years of age (18 in London) can collect money
- To collect on private property (for example shopping centres and pubs) you need to get the owner's permission
- To collect in the street please contact your local authority for their guidance on permissions
- Please be considerate to the people you are asking for money, guidelines to appropriate behaviour can be found on the Metropolitan Police website [here](#).



## Insurance

- If you or your event requires insurance to fundraise for Mencap you must take it out yourself.

## First aid

- Please ensure your event has the necessary cover. St. John Ambulance and the Red Cross can provide first aiders for free.

## Food and alcohol

- Find out about the regulations around providing and serving food at an event at [www.food.gov.uk](http://www.food.gov.uk).
- If the venue you have hired for your event isn't licensed to sell alcohol you will need to get your own licence by applying to your local authority.

## Licences

- You may also need to acquire a public entertainment licence, please check this with your local authority.

## Promotional materials

If you need posters, flyers, stickers, collection tins, buckets or balloons for your event then email the events team [events@mencap.org.uk](mailto:events@mencap.org.uk) and we will send you what you need.

## Get your event noticed!

Whether you are holding your own fundraising event or taking part in one of Mencap's events you can promote it in local newspapers or on local radio stations.

Getting coverage in your local press can give your fundraising a huge boost. Here are a few things to consider when approaching the press:

- Be prepared – have all of the information at hand. For example who you are, what you are doing, when and where it is happening and why you are doing it
- Be passionate – the media are more likely to listen if you are excited about what you are doing
- Be different – make your event stand out. If it's the same as everyone else's you are less likely to get coverage
- Know your facts about Mencap – find out more about our work [here](#) so you are well informed when you talk about what we do to support people with a learning disability
- Don't forget to follow up on any contact you make with journalists or radio stations to ensure you get maximum coverage!

You can find a template of a press release [here](#) and our guide to getting local media coverage [here](#). If you have any questions about getting publicity for your event then call the events team on **020 7696 6929** and we will talk you through your plans.

# Fundraising success!

Over the years, thousands of people have fundraised for Mencap, read the stories of some of our incredible fundraisers and be inspired!



**click here**  
to read Paul's story

## Paul Rocke – Running a half marathon for Mencap

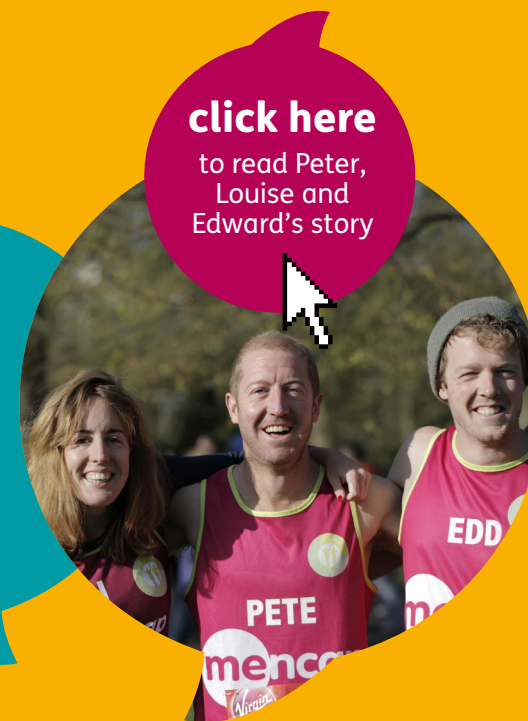
Paul Rocke has been inspired to run a half marathon for Mencap by his friendship with one of our ambassadors, Lloyd Page, and the support of his colleagues at Genserv. Find out how Paul went about his training and fundraising **here**.



**click here**  
to read Guy's story

## Duck, dip, dive and dodge for Mencap

Guy Yarrow is the creator of Mencap's Dodgeball tournament. He has a brother Max who has a learning disability, who will join them again to help make this year's tournament an even greater success. Read how Guy took his idea and turned it into an event that attracts over 800 people every year **here**.



**click here**  
to read Peter, Louise and Edward's story

## The Neill family

Peter, Louise and Edward Neill all ran the 2014 London Marathon for Mencap as their sister Katy has received support from us. Read about how they raised a fantastic £7,000 to support our ongoing work with people with a learning disability **here**.





## Pat Ascroft – a fundraising legend!

Pat first became involved with Mencap by chance. She accompanied a relative to a meeting in Blackpool about arthritis and she met a lady there who had quite an effect on her. The lady told Pat about her son, Andrew, who she explained was physically and mentally disabled. She told Pat that her husband had not been able to accept Andrew and abandoned the family when Andrew was born. This story moved Pat so much that she decided to fundraise for Mencap. This was in 1997 and since then Pat has not looked back. She has taken on challenges in Tibet, Israel, Hampshire, Japan, Mozambique, Peru, Patagonia, Namibia, India, Egypt and Iceland. Read more about Pat's challenges [here](#).



## Women on a Mission - London Marathon 2014

Taking part in this event is a real privilege for us all. We chose to run for Mencap because their work touches all our lives in some way. My parents have supported them for many years. Our fundraising efforts so far include; baking, coffee mornings, Pub Race Night and a Balti and Disco night. We are so fortunate for all the generous support we've had so far.

Although Race Day is terrifying it holds tremendous excitement. I have always watched it on the television and yearned to take part. I'll just keep putting one foot in front of the other. How hard can it be?

## Boost your fundraising!

Make sure you do all that you can to bring in those extra pounds!

### Gift Aid

Mencap can claim Gift Aid on donations made by cheque, cash, credit or debit card, bank credit and foreign currency. We receive an extra 25p for every £1 raised, which is hugely valuable to us. When asking sponsors to donate either online or via our sponsorship forms as long as they are a UK taxpayer and declare their address and post code we can claim the Gift Aid. When donating online they will be asked if they wish to donate Gift Aid and they just need to tick yes.

### Match giving

Many companies have a match giving scheme where they will either match or contribute towards your fundraising target. Contact your Human Resources (HR) or Corporate Social Responsibility (CSR) team to find out what your organisation's policy is. Let us know if they need confirmation from us that you are fundraising for Mencap and we can send you an authorisation letter.

## Go that extra mile for Mencap

Don't stop at this event you can support Mencap and our work with people with a learning disability in many more ways:

### Win £1,000 with the Mencap Weekly Lottery

Playing the Mencap Weekly Lottery for just £1 per week is a great way to support people with a learning disability and have the chance to win fantastic prizes! With your invaluable support, we can continue with our work as well as plan ahead, sustaining our projects and services for years to come.

Either sign up online [www.mencap.org.uk/lottery](http://www.mencap.org.uk/lottery) or call our dedicated Lottery Helpline on 0845 077 0777 to sign up to be in with a chance of winning £1,000 a week! And that's not all - you'll be automatically be entered into our quarterly raffles with a top prize of £8,000!

It's only with support of people like you that we can continue our vital work. Thank you!

### Set up a gift in your will

It might surprise you to know that half of the voluntary income Mencap receives comes from gifts in wills. These gifts come in many different forms and sizes but they are all used to make a difference in the lives of people with a learning disability and their families and carers. For more information about how to include a gift to Mencap in your will please visit [www.mencap.org.uk/legacies](http://www.mencap.org.uk/legacies) or email the Legacies Team at [legacies@mencap.org.uk](mailto:legacies@mencap.org.uk).



## Does your company have a charity partner?

We have worked with many fantastic companies over the years that have helped us raise millions to help people with a learning disability. Our award-winning corporate team has a proven track record in partnership delivery and management.

We work with a range of organisations, from small and medium enterprises to FTSE 100 companies to build bespoke partnerships that deliver real business benefits. To find out how your company could help us, why not see how we work with our partners [here](#).

## Volunteer for Mencap

We have many volunteer opportunities and need people like you to make a real difference to the lives of people with a learning disability. Find out about our latest volunteer opportunities [here](#) and sign up today.

## Campaign for Mencap

Learn about our latest campaigns such as Hear My Voice [here](#) and join the movement to get the voices of people with a learning disability heard!



“I want to thank all of our supporters for the time and dedication they have put into fundraising for Mencap. The money you raise will enable us to make further steps towards a world where people with a learning disability are valued equally, listened to and included. We truly value your commitment to Mencap and hope your fundraising is a great success.”

**Jan Tregelles**

Chief Executive of  
Mencap



## Thank you!

Finally thank you so much for supporting Mencap, the money you raise helps us to support more people with a learning disability to live their lives as they choose.

“We are in awe of all our participants and the hard work they put into training and fundraising for Mencap. The money you raise is vital for us to continue to support people with a learning disability. ”

**Rachel Croshaw**

Sports events manager

We couldn't do the work we do without fantastic supporters like you. So whether you are running, trekking, walking or cycling for Mencap we really appreciate it.

So go out there, take on a challenge or organise a party for Mencap and have a great time whilst you are doing it.

All the best

**Mencap events team**

## Contact us

### Mencap events team

Email: [events@mencap.org.uk](mailto:events@mencap.org.uk)

Telephone: 020 7696 6929

### Mencap volunteer team

Email: [volunteering@mencap.org.uk](mailto:volunteering@mencap.org.uk)

Telephone: 020 7696 5543



Mencap Direct Helpline: 0808 808 1111

[www.mencap.org.uk](http://www.mencap.org.uk)



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