



UNIVERSITY FUNDRAISING

Hints, tips and ideas on how to fundraise 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.



Fundraising: Organising an Event!

There are many ways to fundraise for us at your university. Here are just a few ideas to get your brain's whirring:

Our top five fundraising tips:

Organise a street collection or raid

These are a fantastic and fun way to raise money for Mencap. If you would like us to organise a permit for you just get in touch. Try and give us as much notice as possible as we often need to apply for permits well in advance. We can provide the buckets, collection tins, t-shirts and even ponchos in case of rain! If you would like to collect in London let us know and we can arrange tube station collections too.

You can also collect in local supermarkets and shopping centres, train stations and theatres. If you're collecting money in private venues you shouldn't need a permit but you will need the permission of the manager and a letter from us.

Organise a quiz night

Everyone loves a pub quiz, so find a venue (with a minimum spend most pubs will let you host your event in a room for free) and think up some questions. Then make a poster or two (we can provide templates) charge £10 per team for example, and tell your friends! Don't forget to pick a prize for the winners 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. Most student unions will offer venues/rooms for free to students. 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.

Jailbreak

A "Jailbreak" is where a group of students go on an adventure to get as far away from campus as possible within 36 hours with two rules:

- get sponsored
- and you can't spend a single penny on transport.

You have to hitch hike, blag, barter and charm your way on buses or trains and even onto an airplane. We have heard stories of some students reaching places as far as Japan or Madagascar!

Please make sure you consider all the health and safety issues before you set off and make sure you check in with someone at home every day.



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 (ask your student union!) 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.

Other ideas:

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

Or take part in one of ours...

Walk, cycle or run your way to fundraising stardom, whether it's jumping out of a plane, running through the desert, or taking part in the country's biggest dodgeball tournament. Find an event you wish to take part in and once you are signed up you will receive support from Mencap's events fundraising team. Use our fundraising tools and advice about the best ways to raise money, share your stories and be part of Team Mencap.

Visit our events webpage [here](#) to find out more. Rally up some friends, get training, get fit and have fun!



Chose Mencap as your nominated charity

We'd love it you chose Mencap to be one of your University's Charity of the Year or chosen charity for RAG week.

We will provide you with all the fundraising materials you need and information about Mencap and the work we do both nationally and in your local area.

We can offer you and your fellow student and staff fundraisers some fantastic opportunities to get involved in once in a lifetime events and activities, for our crucial and inspiring cause.

How we can help you fundraise

Whichever way you choose to fundraise for us you'll receive fantastic support from our dedicated events team. You can find their contact details on on the final page of this pack. Get in touch to tell them your ideas and ask any questions.

We'll even send you fundraising materials to help you on your way such as Balloons, T-shirts, Running Vests, Ponchos, Pens, Bags, Banners, Collection Tins, Buckets, Stickers and Campaign materials. Just get in touch via email or by phone to let us know how many of each you need.

You can also download templates for posters and flyers [here](#).

If you need help organising a collection or raid we can help arranging permits.



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! Why don’t you come and join us?



Fundraising for Mencap at your University

Become a University Volunteer Champion

If you have some free time, are passionate about helping to create an equal and fair world for people with a learning disability and have some fun and creative ideas to get your friends inspired, you are perfect for the job.

Charity Champions are pro-active and compassionate fundraisers and ambassadors for Mencap. You will help to plan and run fundraising events at your university and encourage fellow students to donate their funds raised to our important cause, because you care.

Why should I?

Being a Charity Champion is a great way to gain new skills and experience for your CV, meet new people, have a LOT of fun AND make a real difference to people's lives.

You can read the role profile and apply to become a University Volunteer Champion [here](#).

Every year Mencap offers volunteering and work experience opportunities for students and graduates to build up their experience and learn new skills ready for the working world. Keep an eye on www.mencap.org.uk/jobs for upcoming opportunities.



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** and **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** and **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

click here
and check out our

Vine
profile

click here
and check out
our Blog



- Change your 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 university to promote your fundraising through their intranet and any student 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 for free 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.



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.
- 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 or balloons for your event then email the events team 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 **0207 696 6959** 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 Gemserv. 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](#).

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

If you have a part time job or are doing a placement year find out if the company has a match giving scheme. Many companies have a match giving scheme where they will either match or contribute towards your fundraising target. Contact your HR or 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.

Display Collection Tins

Speak to Student Union representatives and ask them if you can put a collection tin in the SU buildings. Contact us to order collection tins.





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:

Become a regular donor

We know being a student often means being skint but you can still support Mencap by spreading the word about how easy it is to become a regular donor to parents, aunts, uncles, friends and colleagues.

Giving a gift to Mencap means you can help support over 1.4 million people with a learning disability in the UK. A regular gift means that we can continue with our work as well as plan ahead and sustain our projects and services for years to come. For more information contact our Supporter Care team on **0877 077 0777** or click [here](#). It's only with support of people like you that we can continue our vital work.

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 couldn't do the work we do without fantastic supporters like you. 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

Telephone: 0207696 6959

Mencap volunteer team

Email: volunteering@mencap.org.uk

Telephone: 020 7696 5543



[@mencap_charity](https://twitter.com/mencap_charity)



facebook.com/Mencap



[/MencapDirector](https://YouTube/MencapDirector)

Charity number 222377 (England and Wales); SCO41079 (Scotland) 2014.139
Royal Mencap Society 123 Golden Lane, London, EC1Y 0RT