



The voice of
learning disability



Big Step
Forward
for Mencap



#StepUp4Mencap
1 May 2017

Step Up for Mencap

Marathon Fundraising Booklet

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www.mencapbigstepforward.org



We could not do the work we do without fantastic supporters like you. So whether you are running, walking, wheeling or taking on the fun run in this year's Deep RiverRock Belfast City Marathon - we really appreciate it.

This fundraising guide will show you where your money goes, give you tips on training, advice on fundraising, and lets you see the positive impact you will have on people with a learning disability - right here in Northern Ireland.

We'll be here to support you through your marathon challenge and to ensure you have a great time whilst you **#StepUp4Mencap**

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 marathon challenge is a great success.

Margaret Kelly

Margaret Kelly,
Director, Northern Ireland



Raising money for Mencap



Where your money goes

Every pound raised will go towards helping more children and young people with a learning disability have brighter futures and more fulfilling lives.

£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 pay for a Makaton language programme training session. This may be the only way some parents can communicate with their children and also the only way some children can understand their world.

£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.

£500

Could provide a specialist one to one carer for 2 months, helping a young person with a learning disability to get the support that they really need.

£1000

Could help provide 2 months of music therapy for children with a learning disability – allowing them to learn in a fun, interactive and vibrant way; as well as giving them a chance to express their feelings and have a better understanding of the world around them through music.

£2000

Could help pay for equipment which fits with a child's specific needs, for example a specialist frame or chair. These items give children the chance to engage with classroom activities in a comfortable way!

James's Story....

Mencap Young Ambassador James Martin, was a pupil at Mencap's Nursery in Segal House in the early 1990's and he will be taking on a Deep RiverRock Belfast City Belfast City Marathon challenge in 2017.

He's very keen on sport, is a founder member of the Newforge Taggers rugby squad and is currently in the process of forming a relay team to take part in the marathon.

James's mum has ran marathons previously – including marathons in Belfast and Dublin as well as the Great North Run – and she will be helping him train.

His mum has been a big inspiration in his life! James feels he was given a great start by Mencap which gave him a solid start for his education at primary school and later secondary school.

He made lifelong friends through his contact with Mencap and his best friend Ryan Myles was also a graduate of the Segal House Nursery.

James loves to meet new people, particularly those with a learning disability and enjoys associating with people with Down's Syndrome – his social networks are very important to him.

He's very proud to be a Mencap Ambassador and he's been to Stormont to talk to MLA's asking for support on key issues and has also spoken at major European conferences.

In between his ambassadorial duties and his sporting activities, he is a popular member of staff at a restaurant in Belfast and also works in a coffee shop.

For him, Mencap gives him great opportunities and he is currently involved in a special project, the Youth Achievement Awards, which he believes gives him the opportunity to build his confidence.

To read more stories about the children and young people who you will help through your marathon challenge please visit www.mencapbigstepforward.org



Mencap Ambassador and marathon participant James Martin, with his proud dad Ivan.

Fundraising. Getting started.

There are many different ways to fundraise for your Deep RiverRock Belfast City Marathon challenge. Below are just a few tips, but make sure you also check out Mencap's A-Z guide to fundraising ideas at mencapbigstepforward.org or come up with your own – the more wacky and wonderful the better!

Here's our top tips to make fundraising easy!

Host a Mencap BIG 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 one 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 cake sale. You can find a pack to keep you on track at mencapbigstepforward.org. There are some great tips to help you maximise your fundraising activities – after all, this is why you're doing it for Mencap.

Dress Up/Down Day

Who doesn't love to take off that uniform and get glammed up for the nine to five, or kick off the high heels for a casual wear day? Whether it's at work, at school or uni – having a dress up/down day and charging people to take part is a tried and tested winning formula. You could even double the charge for those who don't join in!

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.



Go digital!

Social Media

We recommend you use social media to support your fundraising. You can follow Mencap's accounts by clicking on www.twitter.com/mencap_NI and www.facebook.com/mencapNI and keep up to date with all of our news.

Social media is also a very valuable fundraising tool. You can use it 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

Online giving has revolutionised the way people give to charity. If you have not yet set up your online giving page for your Deep RiverRock Belfast City Marathon challenge, we would love you to use our preferred online giving platform, Everyday Hero. You can find our event-specific page by using the link:

www.everydayhero.co.uk/event/belfastmarathon

However there are many more online giving sites available such as www.justgiving.com and www.virginmoneygiving.com. The main thing is to ensure you set up your page as soon as possible and then share the link with your family, friends and colleagues.

Top Tips for Your Fundraising Page

- Post your link on Facebook, Twitter and any other social media channels
- Keep your page updated with your training and fundraising progress so that your supporters feel really involved in what you are doing

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- Thank your supporters on Facebook, this is a great way to remind people who haven't yet sponsored you to do so without being too pushy
- Continue fundraising after your event by updating your page with your results and photos.

Text to donate

You can set up your own text to donate code should you set up a JustGiving page. You can personalise your code and people can donate between £1 and £10. Go to www.justgiving.com for more information.



Instagram



You Tube

Make your money go further!



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 name, 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 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.

Top Tips for our Mencap Marathon Mates!

Mencap has produced a series of guides for marathon participants who are beginners, intermediate or advanced runners.

Our guides contain advice and guidance useful to anyone taking part in Deep RiverRock Belfast City Marathon, whether you are doing the fun run, 8 mile walk, relay challenge or the full marathon.

Our guides are available and downloadable by simply visiting mencapbigstepforward.org. Or you can email fundraising.ni@mencap.org.uk or give us a call on **028 9069 1351** – and we'll be more than happy to help.

For runners, including novices, we also have a list of events across Northern Ireland which might help you to prepare and train in advance of your Deep RiverRock Belfast City Marathon challenge.





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For more information:

 028 9069 1351

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Mencap is the official Charity Partner of Deep RiverRock Belfast City Marathon 2017.

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