

The Mencap logo, featuring the word "mencap" in white lowercase letters inside a dark blue speech bubble shape.

# PRIMARY SCHOOL FUNDRAISING GUIDE



YOUR SCHOOL CAN HELP MENCAP CHANGE THE WORLD

THANK YOU

 @mencap

 @mencap\_charity

 facebook.com/Mencap

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



The Mencap logo, featuring the word "mencap" in white lowercase letters inside a dark blue speech bubble shape.

 Registered with  
FUNDRAISING  
REGULATOR

Registered charity number 222377 (England and Wales); SC041079 (Scotland) 2022.001.3



Thank you for signing up to fundraise for Mencap!



We want everyone with a learning disability to have the chance to lead a happy and healthy life. With your schools help we can continue to provide the essential support needed to achieve this.

This pack is full of ideas, hints & tips to help you get started on your fundraising journey.

## WHAT'S INSIDE?



WHAT IS A LEARNING DISABILITY?

FUNDRAISING IDEAS

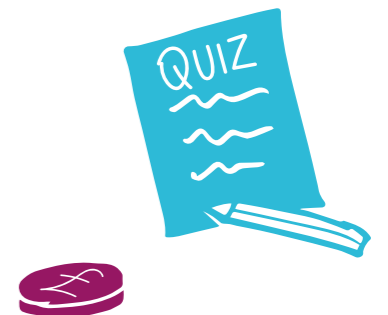
DO YOUR OWN THING!

FUNDRAISING TOP TIPS



OTHER WAYS TO CHANGE THE WORLD

THE DIFFERENCE YOU CAN MAKE



## WHAT IS A LEARNING DISABILITY?

A learning disability happens when the brain is still developing (before, during or soon after birth). There are different types of learning disability which affect the way a person learns new things. A learning disability is lifelong, which means it affects someone for their whole life.

A learning disability is different for everyone – no two people are the same.

It's important to remember that with the right support, most people with a learning disability in the UK can lead independent lives.

## ABOUT MENCAP

Mencap is the UK's largest provider of services for people with a learning disability and their families.

We want more children with a learning disability and their families to get the right support.



There are approximately 351,000 children (aged 0-17) with a learning disability in the UK.



## Meet Polly



### POLLY SAYS:

"I love All Move – it makes me really excited when I get to go. I also love my teachers – they give me lots of merits and certificates."

Polly is 12 years old and has been involved in Mencap's All Move programme since November 2020. All Move is a physical activity project for young people with a learning disability and autism aged 11-16, aiming to motivate and offer opportunities to be more active.

Polly's mum Jane says that her daughter's involvement in All Move has had a positive impact on her health and physical development, in particular her coordination.: "Since she's been involved in All Move, Polly's attitude towards sport has changed. She just keeps getting fitter and fitter. All of the teachers are fantastic – she's got a great group of people around her. It's been so good for her."

## East Herrington Primary

This year we need your school to join our team and help us raise vital funds to support people with a learning disability.

East Herrington Primary Academy in Sunderland raised £336 by holding a Superhero dress up day in school.

They even themed their lessons by having a superheroes Science session testing out what materials make the best capes and crafting Superhero's in their art lesson using junk materials.

### SHARON MILLER, DEPUTY HEADTEACHER SAID:

"We loved taking part in the Superhero challenge! The children really enjoyed dressing up in their Superhero costumes and our lessons just added to the fun."



## FUNDRAISING IDEAS

There are so many opportunities for your school to have fun

Whether you Rock your Socks in March for World Down's Syndrome Day or join our Superhero's at school this October, there are so many opportunities to have fun, learn and raise vital funds to support people with learning disabilities across the UK.



### Superhero Challenge

In October take on a Superhero Challenge. Not all superheroes need to fly or have x-ray vision. Some superheroes can change the world through supporting someone in need, wear your favourite superhero costume and make a small donation in school to fundraise.



### Learning Disability Week

Taking place in June each year this is an important week for Mencap in raising awareness. Each year a new theme is selected with anything from art to friendship or sport, we use the week to challenge negative views towards people with a learning disability. We encourage people to get involved with inclusive activities in their local communities.



### Rock Your Socks Day

Organise for everyone at your school to wear their brightest, craziest, mismatched socks on World Down's Syndrome Day which takes place on March 21st each year.



## DO YOUR OWN THING!

### P.E. challenge

Use your P.E lesson to take on different sports or exercises. You could even organise an obstacle course, a relay race between different classes or a whole school sports day!



### Be creative

Use our creative resources to get your school involved in raising awareness. From a create your own socks colouring competition to making a Superhero mask or sock puppet, there are plenty of ways to have fun with your pupils.

### Bake sale

A bake sale is always a popular event and a tasty way to raise funds! You could set up stalls after school and involve parents and carers to cook up some fun.



### Show your passion for fashion

Plan a fabulous event for everyone at your school to attend. Why not make your fashion show sustainable and all about items you can find in your nearest Mencap shop?

You can make the outfits truly unique and have a lot of fun modelling! You can charge for tickets, hold a raffle or tombola and sell refreshments to raise funds. If fashion isn't your thing why not put on a talent show, music event or a play?

### Your own challenge

Most hobbies and passions can be turned into a fantastic fundraiser! So, if you have another idea for how your school wants to support Mencap, go for it!

Whatever you get up to we would love to hear more about it so please get in touch by emailing us [community.fundraising@mencap.org.uk](mailto:community.fundraising@mencap.org.uk)

## FUNDRAISING TOP TIPS

### 1 Planning is key

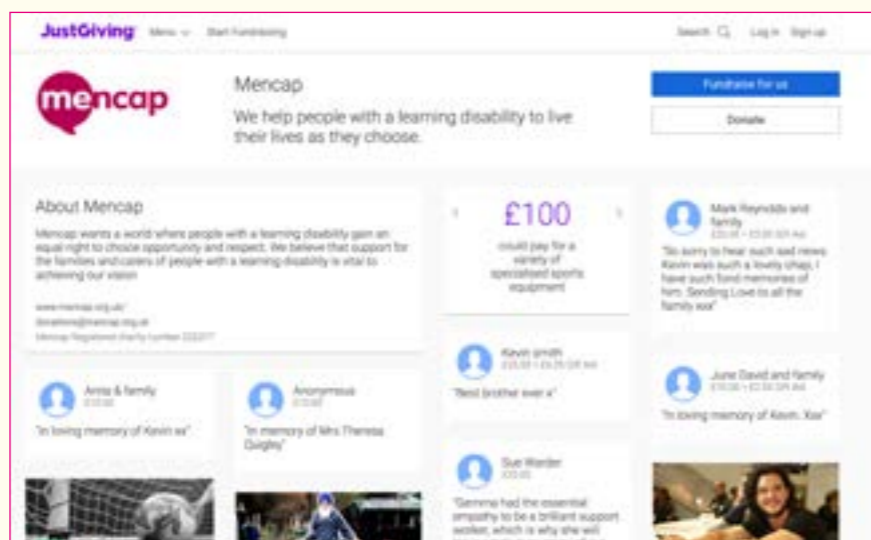
Pre-planning is key for a successful fundraiser, so decide what you want to do in advance. Pick from one of our fun ideas or create your own. Please make sure you check and follow the latest Covid-19 government guidelines when planning your fundraising activity. Check again on the day, too, as the rules may change at short notice. If you need any help with this please let us know so we can support you.



**Fundraising hint:** If you'd like to use the Mencap logo, just let us know so we can send you a high-resolution image and a few guidelines for using it.

### 2 Set a fundraising target

Once you have decided on your activity, give yourself a target to aim for. Whether you are asking for sponsorship to complete an activity, or getting people to donate to take part, online donations are the quickest and easiest way to reach your fundraising target. Set up a Justgiving page and QR code to share, its quick, easy and saves handling cash.



**Fundraising hint:** adding a tombola or name the bear to some events will help increase fun and funds. Consider if this is something that you can add and then ask local companies to donate the prizes! If you'd like to hold a raffle/tombola/sweepstake at your event please check all of the rules and regulations. Again, this is something we can help you with. So please ask!

## FUNDRAISING TOP TIPS

### 3 Spread the word

You're doing something amazing for people with a learning disability, so let everyone know what you are doing and why! Put posters up and share on social media to spread the word and encourage donations. We have letter templates you can use to inform parents and carers about your activities in school.

**Fundraising hint:** Local newspapers are often looking for good news stories and may help publicise your event. We have a media template to help you get in touch with them.

### 4 Say thank You

By donating to your fundraising activity, your supporters are helping us to continue to make the UK the best possible place for someone with a learning disability to live happy and healthy lives – don't forget to let them know how grateful we are!



**Fundraising hint:** REMEMBER TO KEEP IT LEGAL visit [www.mencap.org.uk/get-involved/fundraise-mencap/fundraising-ideas](http://www.mencap.org.uk/get-involved/fundraise-mencap/fundraising-ideas) to make sure your activities are safe and legal. Our friendly fundraising team is on hand to help, so please do get in touch with any questions, we'd love to help: [community.fundraising@mencap.org.uk](mailto:community.fundraising@mencap.org.uk).

### Learning Resources and materials

Pop on over to our [website](http://www.mencap.org.uk) where you can find everything you need to get started and download anything from posters to assembly packs.

- Posters
- Sticker templates
- Certificates
- Bunting
- Letter templates to parents
- Assembly Presentation pack and notes
- Fundraising activities calendar
- Discussion cards for lessons
- MythBusters quiz
- Twinkl provide a range of resources throughout the year and specific resources during Learning Disability Week in June

We can provide collection tins, collection buckets and balloons on request

## THE DIFFERENCE YOU CAN MAKE

Sandra\* is 36 years old and has 3 children. Her 7-year-old son has a diagnosis of Autism, Global Developmental Delay and Sensory Processing Difficulties.

Sandra was pregnant at the same time as one of her neighbours, when her neighbour shared that her daughter had started to talk, saying some key words she knew that her son was not progressing at the same pace. After being referred to the Children's Centre in Newham where Mencap works he was diagnosed by a paediatrician at 3½.

The family hasn't been exposed to Autism before his diagnosis. Feeling isolated and alone they struggled with the fear of what his future might be.

Her son's progress is very slow, but small steps have achieved progress for him.

His parents have worked hard to make sure that his learning at school also happens in the family home. By making small steps her son has already begun to progress in being able to communicate using his iPad to express what he needs, counting and learning independent skills at school.

Sandra is now a Mencap Parent Caregiver Facilitator working with Mencap at a Children's Centre with parents who have children with additional needs.



"I want to go and help families who have or are going through the same or similar experiences to us, I want to be there for them and help them with their journey because we didn't get any help and we know how isolating this can be"

\*names have been changed



More ways to Help

### Help us change the world

**Join our campaigns** to help improve life for people with a learning disability – Mencap campaigns lots of different issues like fighting cuts to services or lobbying for vital new legislation.

We have some great creative resources to **get your school involved in raising awareness**. 'Craftivism' (a blend of craft and activism) activities are a perfect talking point for the class.

Why not **make an event out of your crafting activities** like a coffee morning? You can invite your MP to hear what you want to change for people with a learning disability in your community.

**Campaigning locally** is a powerful way to stand up for the issues you care about.

With people like you on our side, we really can make a powerful difference.

Find out more here: [www.mencap.org.uk/get-involved/campaigning](http://www.mencap.org.uk/get-involved/campaigning)