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# SECONDARY SCHOOL FUNDRAISING GUIDE



YOUR SCHOOL CAN HELP MENCAP CHANGE THE WORLD

mencap

 Registered with  
FUNDRAISING  
REGULATOR

Registered charity number 222377 (England and Wales); SC041079 (Scotland) 2022.001.2

Thank you for signing up to fundraise for Mencap!



Here at 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."**

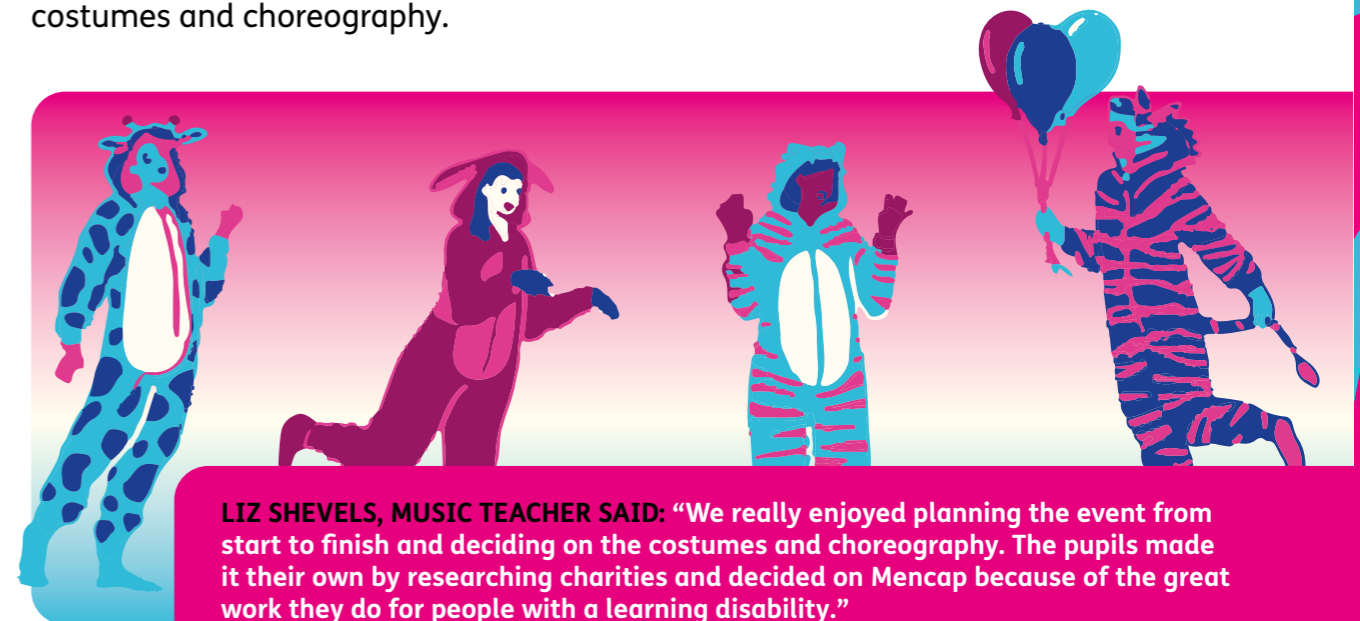
## Teeside high

Our students chose Mencap as the charity to benefit from this fundraising event because **"Everyone should be able to learn and have the support we have at school"** Liz Shevels Music Teacher

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

Teeside High in Stockton raised £255 by holding a music event in school.

They sold tickets and held a raffle at the event which was a special performance where students sang lots of songs from different musicals, complete with actions, costumes and choreography.



**LIZ SHEVELS, MUSIC TEACHER SAID:** "We really enjoyed planning the event from start to finish and deciding on the costumes and choreography. The pupils made it their own by researching charities and decided on Mencap because of the great work they do for people with a learning disability."

## FUNDRAISING IDEAS

Join a fundraising activity!

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!

### 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.

### Sports challenge

Use your P.E lesson to take on different sports or exercises, take on a cross country run or organise a sports day. Why not make it a sponsored challenge against your teachers for extra fun!

### Virtual fundraisers

There are lots of ways to organise online events. How about exploring ideas like gaming marathons, a beauty masterclass, or an online quiz. Making your event virtual can help more people join in.

### Your own challenge

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

### Show your passion for fashion

A fabulous event to plan and 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. You could even sell the outfits after the show. If fashion isn't your thing why not put on a talent show, music event or a play?



### Be creative campaigners

Use our creative resources to get your school involved in raising awareness. 'craftivism' activities are a perfect talking point for the class. You can even make an event and invite your MP to hear what you want to change for people with a learning disability in your community.

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

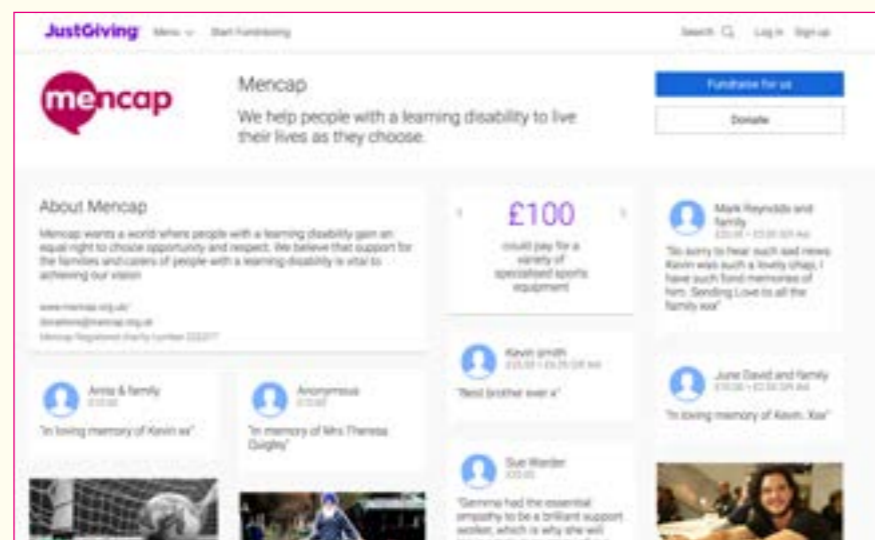
Pre-planning is key for a successful fundraiser, so decide what you want to do in advance. Pick from one of our fun ideas or create your own.

**Fundraising hint:** If you'd like to use the Mencap logo, just let us know so we can send you a high-res 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.

## FUNDRAISING TOP TIPS

### 3 Spread the Word

Share with friends, family, and the wider community, what your school is doing. 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. You're doing something amazing for people with a learning disability, so let everyone know what you are doing and why!

**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:** 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](#) 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
- Discussion cards for lessons
- MythBusters quiz
- We can provide collection tins, collection buckets and balloons on request

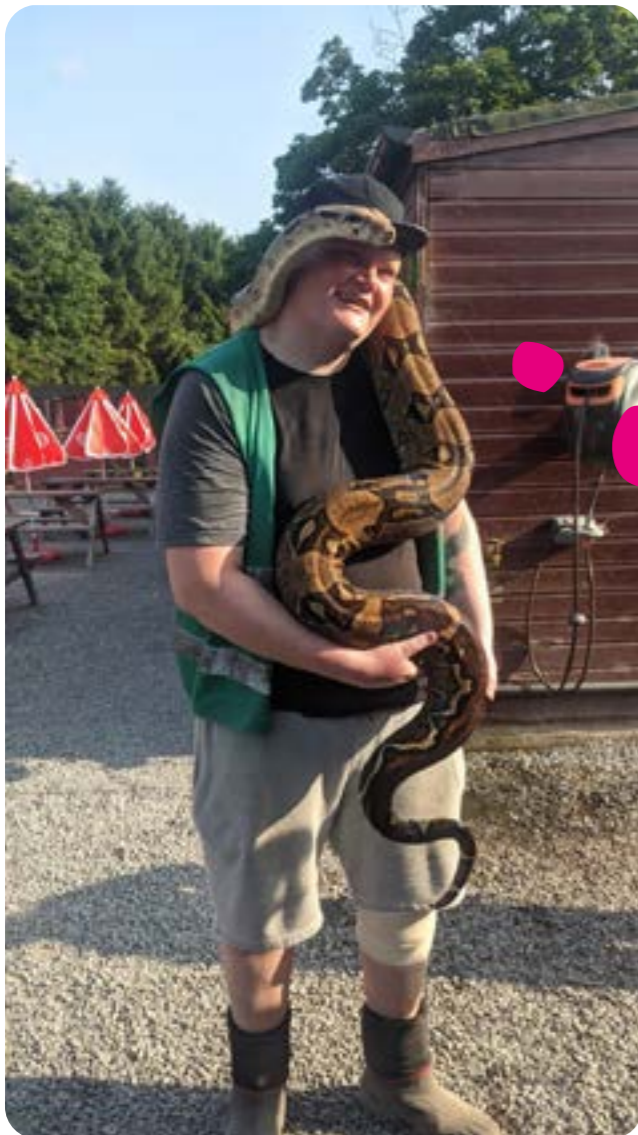
## THE DIFFERENCE YOU CAN MAKE

Liam, aged 23, has a learning disability and autism. He has been involved in Mencap's supported internship programme which helps young people with a learning disability make the important step from education into employment.

Before his involvement with Mencap, Liam was feeling down about things, missing his friends and unsure what to do. Liam wanted a job that allowed him to be around animals, but he wasn't sure how to make that happen.

Emma who works in Mencap's Employment team explains: "Liam was very anxious and shy when we first met him. We knew how much he loved animals so we got in touch with a local farm to see if we could get him some work experience there."

Since working there, not only have his confidence levels soared, but his maths skills have vastly improved - a subject he previously struggled and disengaged with. Liam helps weigh out the different food types for the animals at the farm and uses diet sheets, scales and play-doh to practise getting the measures right at home.



"Mencap have helped me a lot - I love my job at Hoo Farm and I am much happier and more confident."



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)