

**mencap**

Northern  
Ireland

**YOUR  
FUNDRAISING  
GUIDE**

**THANK YOU FOR BEING A**

**SUPERHERO**



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# WELCOME TO OUR SUPERHERO SQUAD!

Hi, I'm Seanalee and I wanted to thank you for joining the Mencap Superhero Challenge. This year people with a learning disability, like my daughter Kailah, and their families need your support more than ever. With your help Mencap can support people across the country but they can't do it without your fantastic fundraising so today, we want to say a super-sized thank you!

Now's the time to swoop into action – choosing your challenge, spreading the word, and starting to collect sponsorship. Remember, we're here to help you every step of the way. Read on for lots of ideas and inspiration, as well as top tips to get your fundraising off to a flying start.

Whatever you do and however much you raise, we really do appreciate your support.

**You're a true hero in our eyes  
and we hope that you feel  
super-proud too.**



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# CHALLENGES TO SUIT EVERY SUPERHERO

Join hundreds of fellow heroes at events in Belfast this October. Or fly solo whenever you like with your own choice of challenge – whether it's super-sporty, super-skillful, or simply super-fun!

The money raised will help children like my son have a brighter future and as a family we can never thank our Superhero's at Mencap Centre enough.

- Kelly

## LOOKING FOR INSPIRATION?

The fantastic Kelly and her family smashed their fundraising with a family bet! Her daughters work got involved gunging the boss and setting up dares. Her son Caoimhín, who was supported by the Mencap children's center came along to their sensory obstacle course and a JustGiving page did the rest.

I encourage everyone to become a Superhero for the day and take part in the Superhero Challenge this October.



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### TAKE ON ONE OF OUR SUPERHERO CHALLENGES

Get ready to take on the challenge and take part in our Super Dooper Superhero Day, come join in the fun with your very own Superhero - there will be fun for all the family.

**When:** Saturday 15th October 11am- 3pm

**Where:** Mencap Children's Centre, 5 School Rd, Newtownbreda, Belfast BT8 6BT

### GET YOUR THINKING CAPES ON, SUPERHEROES...

Want to set your own challenge? However you want to be a Superhero we're here to help but if you need a little inspiration here are a few of our tried and tested favorites!

#### **⚡ WALK YOUR OWN WALK**

Pick a distance, choose a route and start limbering up for your very own walking challenge. Whether you hike to a nearby town or landmark, scale a local peak or simply do laps around your garden, you'll be lacing up your trainers for a very good cause.

#### **⚡ WORK OUT LIKE WONDER WOMAN**

... cycle dressed as Superman or even do an Iron Man! You can track your training with a fitness app in the run-up to your event and share updates on social media - it'll help you stay super-motivated and get the sponsorship flying in!

#### **⚡ GET GAMING**

Cracking at Call of Duty? Fantastic at Fifa? Set your own gaming competition and get all your friends involved. Don't worry we've got a handy how to guide to get your gaming soaring!

#### **⚡ SCREEN A SUPERHERO MOVIE MARATHON**

From the old classics to the modern franchises, there are some amazing superhero movies to choose from. So why not get your friends, family or colleagues together for a big night in? Everyone pays to attend - just add popcorn and snacks for the ultimate cinematic experience.

**You can be as creative as you like when coming up with your challenge - the sky's the limit!**





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# TAKE YOUR FUNDRAISING TO THE NEXT LEVEL

**Worried about hitting your fundraising target? Never fear – these simple tips will take your total from zero to (super)hero in no time...**

## **USE YOUR SUPERPOWER OF CREATIVITY**

Think hard about the challenge you take on. The more creative, exciting and memorable it is, the more people will join in, donate and make it a success.

## **TELL THE WORLD**

There are loads of ways to tell people what you are doing. Post on social media, send your link to your contacts via WhatsApp. You could even approach your local newspaper or ask if you can feature in your email newsletter at work.

Don't forget to include photos, tag friends taking part and share your fundraising page in your post! And remember to tag **@Mencap** and use the hashtag **#TeamMencap** - we always love to see what you're up to.

## **HIT UP YOUR CONTACTS**

Do you know anyone who owns a business, runs a sports club or is super-active in your local community? See if

they can help with your fundraising by making a contribution, donating prizes or drumming up lots of support – you might be pleasantly surprised by their response.

## **EXPLORE MATCHED FUNDING**

Lots of companies are very generous when it comes to matching money raised by their employees. So why not speak to your boss and find out if you can boost your fundraising in a flash?

## **SAY THANK YOU!**

It pays to be polite, so channel your inner Clark Kent! When people see you saying thank you – in person or on social media – it reminds them to get involved too.

## **CALL ON THE MENCAP SUPER SQUAD**

Our Squad is here to support you with every aspect of your challenge, so do get in touch at **Community.Fundraising@mencap.org.uk** if you need help, advice or fundraising materials, like extra sponsor sheets, collection buckets or bunting.



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# HOW YOUR MONEY COULD MAKE A DIFFERENCE

**£10**

could help pay for equipment to allow people with a learning disability to get involved in a new sport.

could help pay for an instructor to run a sports session for people with a learning disability in their community.

**£25**

**£200**

could allow a child with a learning disability to enjoy sessions of sensory, imaginative, creative and exploratory play and start to interact with the world around them.

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## **YOU'RE A HERO TO PEOPLE LIKE KALIAH AND HER MOTHER SEANALEE**

Kailah was diagnosed with a variety of complex needs which include Global Development Delay, Hypotonia, ASD, ADD and has been attending the Mencap Children's Centre.

“As soon as I walked in the door and was met by the fantastic Mencap team I knew things were going to get better for both myself and Kailah.

At 22, the stress of looking after a child with complex needs takes its toll on family life. Through the family support team and speaking to other parents in the same position things started to get better. The difference in Kailah is amazing, from being nonverbal she now sings and can interact well with other children. She absolutely adores Peppa Pig.



The smile on Kailah's wee face when we go to the Children's Centre is a joy to my heart. This is Kailah's happy place! The staff are my superheroes and I encourage everyone to get involved in Mencap's Superhero Campaign as this will make a difference to so many lives.”





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# YOUR CHALLENGE CHECKLIST

Don't forget these key steps to  
make your challenge the best!



## CHOOSE YOUR SUPERHERO CHALLENGE

Turn to page 5 for inspiration



## SET A FUNDRAISING TARGET

Don't be shy – a target can help to motivate you and encourages your family and friends to donate too! Don't forget it only takes 2 minutes to set up your [JustGiving page](#).



## KEEP IT SAFE AND LEGAL

If you are doing something in a public space there can often be some important rules to follow. Speak to your [Super Squad](#) for support!



## CAPES ON

Make yourself look like a superhero over October and make lots of much-needed money for Mencap.



## CELEBRATE YOUR HEROIC ACHIEVEMENTS

You're supporting people with a learning disability across the country and you should feel super-proud!

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# RESOURCES AND MATERIALS TO SUPPORT YOU

We have  
everything you  
need to get  
started including:

- ⚡ Posters
- ⚡ Mencap information leaflets
- ⚡ Superhero quizzes
- ⚡ Make your own masks
- ⚡ Stickers
- ⚡ Bunting and balloons to decorate your event
- ⚡ T-shirts and running tops

Remember you can contact  
your Super Squad any time  
for advice and support by  
emailing:

**[Community.Fundraising@mencap.org.uk](mailto:Community.Fundraising@mencap.org.uk)**



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# MORE WAYS TO BE A MENCAP SUPERHERO

## HELP US CHANGE THE WORLD

Join our campaigns to help improve the lives of people with a learning disability – whether that’s by fighting cuts to services or lobbying for vital new legislation. With superheroes like you on our side, we really can make a powerful difference.

## CLEAR OUT YOUR CUPBOARDS

Next time you have a clear-out, take your unwanted clothes, books and other household items to your nearest Mencap shop. We’ll sell them on to raise money for our life-changing projects.

**THANKS AGAIN  
FOR BEING SUPER!**

## SPREAD THE WORD ABOUT OUR HELPLINE

We run a free Learning Disability Helpline and we want as many people as possible to know about it – so they can get advice and information about learning disability and find the right support and services in their area.

Helpline: **0808 808 1111**

**(Open 10am-3pm, Monday-Friday)**

## VOLUNTEER WITH US

If you’re passionate about supporting people with a learning disability, why not check out our **volunteering opportunities**? Whether you’re helping someone to get out and about, assisting with our fundraising activities or working in a Mencap charity shop, you’ll be gaining skills and experience, making friends and changing so many lives.