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YOUR
FUNDRAISING
GUIDE

THANK YOU FOR BEING A

SUPERHERO



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WELCOME TO OUR SUPERHERO SQUAD!

Hi, I'm Vincent and I wanted to thank you for joining the Mencap Superhero Challenge. This year people with a learning disability like me and their families need your support more than ever. With your help Mencap can support people across the UK but they can't do it without your fantastic fundraising.

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 London, Chesterfield, and Salisbury 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!

BE PART OF SOMETHING BIG...

Superheroes landed in St. Helens as they took on a charity reverse triathlon and raised a brilliant £360!

St Helen's Coalition of Disabled People donned their best superhero outfits to take part in the challenge at Queens Park Health & Fitness in St. Helens, which they created themselves.

They completed a 1k loop around the nearby park, followed by a 3k spin on

exercise bikes and finished off with four lengths of the swimming pool.

Cheered on by staff, carers, family and friends, the group – who attend weekly sessions at the leisure centre where they enjoy activities such as swimming and arts and crafts, were supported all the way to the finish line!



TAKE ON ONE OF OUR SUPERHERO CHALLENGES

- **8TH OCTOBER: SALISBURY:** Super Sky Dive – get your heart pumping with an adrenaline-fueled challenge.
- **23RD OCTOBER CHESTERFIELD:** Walk in your superhero finest. Pick your distance of 5k or 1.5k

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!



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. 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.

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.

The Mencap logo consists of the word "mencap" in a white, lowercase, sans-serif font, positioned inside a teal speech bubble shape that points downwards.

YOU'RE A HERO TO PEOPLE LIKE VINCENT

People with a learning disability have the right to the best possible mental and physical health, but instead face isolation, exclusion, and many inequalities today.

Vincent, who's 52, had been reluctant to take part in physical activities before, but signed up to our Round the World Challenge. In 18 months, Vince has transformed his health and mobility. From struggling to get into a car, Vince is now happily using exercise machines and weights with his gym buddies at Derby's Alternatives Activity Centre.



“With the opportunity provided by Mencap, Vince is no longer anxious and self-conscious about exercising. The opposite, in fact. Vince is determined to keep active and healthy in a social setting.” - **Wayne, Vince's personal assistant**

Vince's transformation wouldn't have been possible without people like you supporting such programmes.

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.