



FUNDRAISING GUIDE

mencap



HI! MY NAME IS JENNY AND WELCOME TO #TEAMMENCAP

Thank you for committing to run the London Marathon and fundraise to support people with a learning disability like my son.

I am in constant admiration of him as he overcomes life's challenges with a positive attitude and big smile.

Completing the 2023 TCS London Marathon was a great personal achievement and helped me to

get fit. Team Mencap supported me all the way from applying for a place to after the event.

I received fundraising materials in the post, phone calls, emails and Facebook Group support. I even got the opportunity to access coaching and training advice.

How you fundraise will depend on your personal circumstances, but there are plenty of ideas to get you started on the next page.

To boost my fundraising I contacted the local press who printed articles about my story for free. This reached a wide audience in print and online. Also local shops kindly put up posters for me at no cost.

TOP TIPS TO BOOST YOUR FUNDRAISING

1

SET UP A FUNDRAISING ONLINE PAGE.

Set up a page, add a target and a photo, and include your reason for running.

2

SPREAD THE WORD!

Share your page on social media, and ask friends and family to do the same. Always #TeamMencap too.

3

COLLECT YOUR MONEY.

Use your **sponsorship form**, collection box, or online page to safely collect your fundraising. You can then donate it to your page or post a cheque to us.

4

DON'T FORGET GIFT AID.

Remind people that if they're a UK taxpayer, they can boost their donation by 25% through Gift Aid, at no extra cost to you.

5

MATCH GIVING.

Your employer might match, or contribute towards your fundraising target, if they have a match giving scheme.

PLAN FOR SUCCESS!

There are lots of fundraising activities you can try to help you reach your minimum fundraising target! You could start with a few ideas such as a quiz and a car wash – remember to set a date and share it with everyone you know.

Below we have a selection of fundraising activities with suggested totals you could raise, that you can mix and match to reach your target.



HOW YOUR FUNDRAISING HELPS

£210

could help us develop virtual services for families who have a child with a learning disability, so they can still access vital support in their own home.

£500

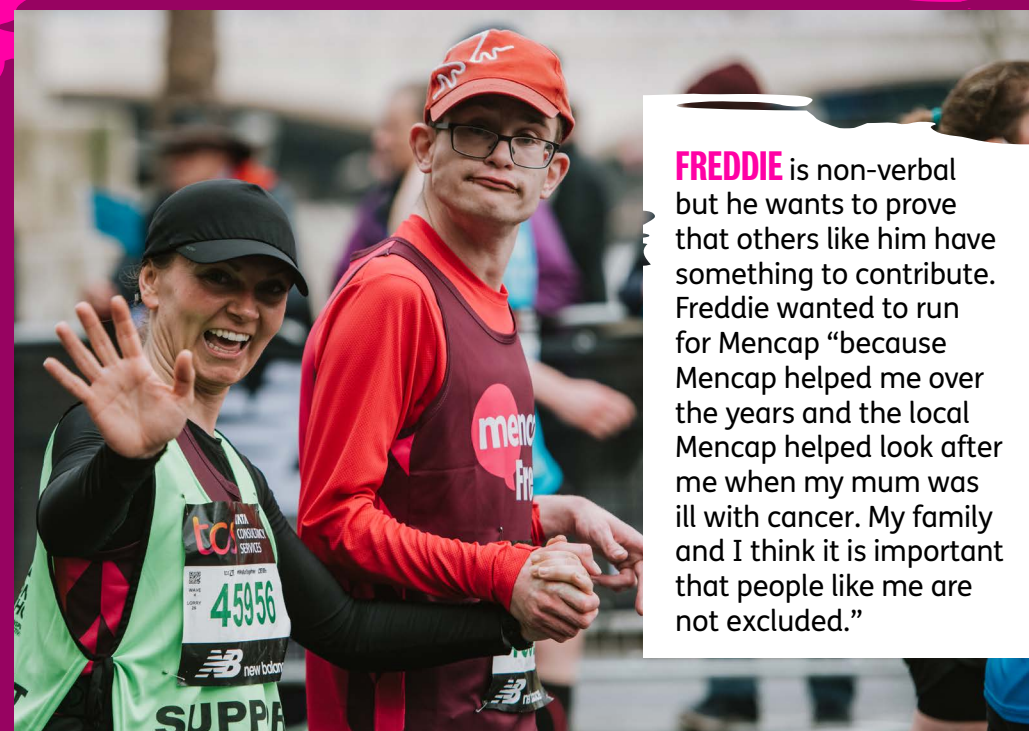
could help us provide a training programme for parents of a child with a learning disability so they can give them the best start in life.

£1,000

could help pay for 100 one-to-one sessions with our employment team who help people with a learning disability develop skills they need for a job.

£2,500

could help to pay for one day of running costs for our Mencap helpline, which offers invaluable advice and support to families, carers and people with a learning disability.



FREDDIE is non-verbal but he wants to prove that others like him have something to contribute. Freddie wanted to run for Mencap “because Mencap helped me over the years and the local Mencap helped look after me when my mum was ill with cancer. My family and I think it is important that people like me are not excluded.”

GET TO KNOW LEARNING DISABILITY

You might support someone with a learning disability and already know a lot about it, or this might be your first time talking about learning disability. Here's a few things that you can bear in mind to make sure you are being as accessible as you can be.

A learning disability is a reduced intellectual ability that lasts a lifetime. This means someone might need extra support with developing skills, understanding complicated information, and interacting with people.

It's not the same as a learning difficulty such as dyslexia, and it's not a mental health condition. Find out more at [mencap.org.uk/learning-disability-explained/what-learning-disability](https://www.mencap.org.uk/learning-disability-explained/what-learning-disability).

There are different types of learning disability, which can be mild, moderate, severe or profound. In all cases a learning disability is lifelong.



FREDDIE

"I'm a cheeky, loving and inspirational person. I started running with my Dad, Grumpy Nick, in 2017 and - like Forest Gump - I haven't stopped since, completing the London Marathon three times."

LOTTERIES AND RAFFLES

There are strict rules about running raffles, tombolas, sweepstakes and other lotteries. If you'd like to hold one at your event, please check all the rules and regulations.

England and Wales: [gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries](https://www.gamblingcommission.gov.uk/public-and-players/fundraising-and-lotteries)

Northern Ireland: [nidirect.gov.uk/campaigns/coronavirus-covid-19](https://www.nidirect.gov.uk/campaigns/coronavirus-covid-19)

LIABILITY

It's up to you to protect the health and safety of everyone taking part in or attending your fundraising activity. We have lots of information on how you can do this so please get in touch so we can support you with this.

USING OUR LOGO

Please make sure your fundraising materials (things like posters, leaflets and signs) include the line: 'In aid of Mencap, operating name of The Royal Mencap Society, 222377 (England and Wales); SC041079 (Scotland)'. If you'd like to use the Mencap logo for fundraising materials, just let us know so we can send you a high-res image and a few guidelines for using it.

Please get in touch with us if you want any other information, or if there is anything you're unsure of by emailing marathonteam@mencap.org.uk or by calling us on 020 7696 6946

HOW TO PAY IN YOUR FUNDRAISING

CHEQUES CAN BE SENT TO:

Mencap
Business Support Centre
6 Cyrus Way
Hampton
Peterborough
PE7 8HP

Please include a note with your name, address, and the event you are taking part in.

You can pay any cash collected into your bank account and then add it to your online page yourself, or email marathonteam@mencap.org.uk for other ways to pay in. It can still be added to your online page as an offline amount.

CONTACT

The Mencap Marathon Team
020 7696 6946
marathonteam@mencap.org.uk



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