

YOUR FUNDRAISING TOOLKIT



Together with you to achieve healthier, happier lives

HOW YOUR FUNDRAISING COULD MAKE A DIFFERENCE



Black Country Brighter Lives is the registered charity of **Black Country Healthcare NHS Foundation Trust** (charity number: 1060039).

We provide specialist mental health, learning disability, and community healthcare services for the population of the Black Country. Across the whole of the region we provide:

- Adult and older adult mental health services
- Specialist learning disability services
- Mental health services for children and young people
- Community healthcare services for children, young people and families in Dudley

We are also the lead provider for mental health, learning disabilities and autism across the Black Country. As lead provider we work in partnership with health, social care, voluntary services and community organisations to collectively develop and deliver mental health, learning disability, and autism services that helps people to live their best lives as part of our Black Country community. We focus on prevention, health equity and inclusion.

Ultimately, everything we do aims to make a difference to the mental health and wellbeing of people in our communities. We aim to be a force for good for the Black Country.

YOUR SUPPORT COULD:



Enhance the buildings and grounds where we provide care



Provide therapeutic activities on our wards or in the community



Provide additional equipment or resources for our hospitals



Support research and training



Enhance the treatment, recovery and wellbeing of our patients and service users



Support the families and carers of our patients and service users



Support the wellbeing of our staff

If you know where you would like your money to go, whether for a particular hospital, ward, project, service or team, we can ensure your donation is used as you would like. We will also keep you updated about what your money has been spent on and the impact it has had on our patients, service users, carers, staff and communities.

IDEAS TO INSPIRE YOU



We know it can be challenging to think of new and creative ways to raise money, but don't let that put you off! Whether you are a fundraising novice or a fundraising veteran, our team is here to help inspire your first or next fundraising effort.

KEEP IT SIMPLE

Often the simplest ideas have the biggest impact. Think about some of the big national and international fundraising campaigns that have been so popular; what is the secret of their success?

TRY SOMETHING NEW OR

People are investing in you as much as the cause, so take on a new challenge, test your limits or do something that takes you out of your comfort zone. You may be surprised how much support you'll get.

STICK TO WHAT YOU KNOW

Plan an event or activity around something you enjoy and get the people around you involved too. What are your passions or interests? Could you organise something that inspires you and others?

MAKE THE MOST OF YOUR CONTACTS, RESOURCES AND US!

IDEAS TO GET YOU STARTED



Walk or running challenge



Sponsored bike ride or a sports day



Coffee and cake morning



Karaoke night



Quiz or bingo night

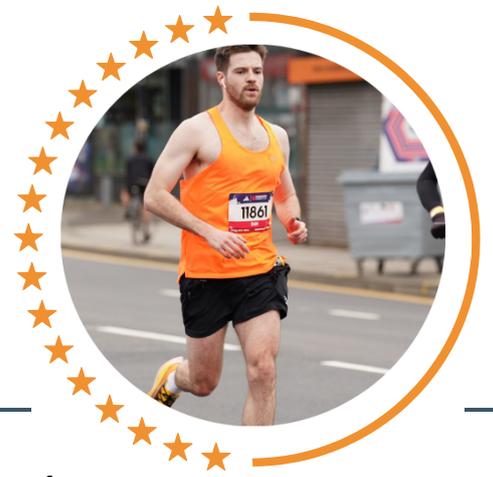


Climbing or endurance challenge



Host a 'learn how' class for others

DANIEL'S MANCHESTER MARATHON SUCCESS



Daniel decided to take on the Manchester Marathon to raise money for the Wolverhampton Greenspace allotment; a space that provides holistic gardening activities to support people with their mental health and wellbeing.

Greenspace was in need of some tender-loving-care and the money Daniel raised helped to make much-needed improvements to the allotment including a new shed, raised beds and level paths to enable people with mobility difficulties to access the allotment safely. The money also helped to purchase new gardening equipment.

HOW DANIEL GOT STARTED



HELLO!

Got in touch with us and told us about his ideas and goals



www://

Set-up an online fundraising page



STORY

Described his fundraising story



Shared his fundraiser with everyone he knew



Asked us to help him promote the fundraiser (we shared through our internal and external communications)



DANIEL RAISED
£680!



TIPS FOR SUCCESS



Create your own challenge

Pick your personal challenge: swimming, running, walking, cycling, skipping, dancing, squats, burpees - even get on your scooter!

Pick your target: think about what will challenge you and impress your supporters. Maybe it will be a traditional marathon 26.2 miles or half marathon, 10km, 5km or 500 burpees.

Pick your time: Will you undertake the challenge in one go? Or break it down, perhaps a mile a day for a month or 100 lunges a day for a week?

Remember: fundraising challenges do not have to be sporty; could you host a quiz or bingo night, a coffee morning, host a cooking or photography class, a fashion show or more...get thinking!



Make it seasonal

An Easter egg hunt or a Santa dash, a summer solstice garden party or come together with your congregation to make a Ramadan donation.



Be realistic

Set yourself a fundraising target that you feel comfortable achieving. If you hit your target, don't give up, keep going until your fundraising deadline! Pages with a target raise 17% more.



Tell your story

Tell people why our charity matters to you and how their donation will make a difference. Make your story compelling by keeping it short, descriptive, honest and open.



Post about your progress on social media

Use social media to keep people up-to-date with your plans and progress. Post regular updates and ask your friends and family to share your posts.



Talk to local businesses

Reach out to local businesses to see whether they will match the donations you receive or donate gifts-in-kind, for example garden equipment for a gardening fundraiser.



Promote, promote, promote

Let local newspapers, radio or television know about your fundraiser, they're always on the lookout for good news stories. We can help you write a press release or create posters and graphics for social media.

HOW TO SEND YOUR KIND DONATIONS TO US



JUST GIVING

One of the easiest ways to raise money and send this to us is by setting-up a Just Giving page to collect your donations. This page can be linked to our Brighter Lives Just Giving page so people know that you are raising money for our charity.

Find out how to link your Just Giving page to our charity page on our website.

Please remember to encourage people to add 'Gift Aid' to their donation, which means that we can claim an extra 25p for every £1 they donate and it won't cost them any extra.

BANK TRANSFER

Our charity bank account details are:

- Account Name: Black Country Healthcare NHS Foundation Trust
- Sort Code: 01-09-31
- Account Number: 54681383

CHEQUE

All cheques should be made payable to Black Country Healthcare NHS Foundation Trust and sent to: Brighter Lives Charity (Finance) Black Country Healthcare NHS Foundation Trust, Trafalgar House, King Street, Dudley, DY2 8PS.

IN PERSON

We always enjoy meeting our fundraising heroes in person. If you would like to drop-off a cash or cheque donation in person, please contact us to arrange a suitable time to meet. We can meet at one of our Trust locations across the Black Country or in the community, somewhere that is convenient for you.

MORE INFORMATION

www.blackcountryhealthcare.nhs.uk/support-our-charity/how-you-can-support-us

WE ARE HERE TO HELP



We hope this fundraising toolkit has inspired you to raise money for Brighter Lives across the Black Country, and helped you to create your perfect fundraiser for our charity.

We are always here to discuss your fundraising ideas and provide support, including helping to promote your fundraiser more widely.

We also appreciate you letting us know about your fundraiser as you are planning it so we can be on hand to help.

Thank you for being one of our fundraising heroes!

Black Country 
Brighter Lives

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THANK YOU!