



# GUIDE TO FUNDRAISING

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**Be a Hero in your  
Community**



# Why Fundraise?

Fundraising doesn't just help other people in your local community, but also makes you feel good too.

Often, when you fundraise, you are pushing yourself to do something you wouldn't normally do and all for the benefit of someone else. Fundraising allows you to push your limits and find out some interesting things about yourself.

Whether it's training for a marathon or holding a football tournament, you'll discover skills you might not even know you had. All the while, you are making an impact on someone's life.



### Why fundraise for Advocacy Focus?

When you fundraise for a small and local charity like us, that doesn't get a lot of coverage or national exposure, you can see the direct effects of your fundraising more easily and the people you have helped. The people you help are often the people you see in the street, your neighbour or a person you pass in the supermarket.

Last year we had to turn away countless people who needed our help, because we didn't provide the service they needed, or because they weren't quite in the legal threshold for the complex advocacy we provide. We don't think this is good enough and it really got us thinking about ways we can help these people, but also about ways we can help people before they even get to the stage of needing an Advocate.

We know that sounds pretty contradictory, seeing as we are an advocacy service, but usually a person who needs an Advocate has missed many opportunities to be supported – and we want to prevent this. Fundraising for us means you'll be helping local people with local issues -your friend's friend or your neighbour's aunt. Or perhaps one of your family members, or even you, later in life.



# Who are we?

We are a registered charity providing free advocacy support to people all over the North West. We supply a vital service aimed at helping people understand their rights and express their views and wishes on things like mental health care, healthcare and social care services.

Advocacy means giving a person support to have their voice heard and empowering them to make important decisions about their lives. Our Independent Advocates communicate with local authorities and healthcare services the needs and wishes of those living with dementia, mental illnesses,, learning difficulties and more.

## What is Advocacy?

Everyday you make choices, often without thinking. They can range from something small such as what you want to eat, to something much more important such as where you want to live. Imagine not being able to make these decisions, or having them made for you.

Some people are unable to make decisions, they may lack mental capacity or have difficulties in processing thoughts. They may be sectioned in hospital, or they may live in a care home. This is where we come in - Advocacy is about making sure their voice is heard when these important decisions are being made about their lives and helping them to understand what is happening. Advocates help people take back control of their lives.

"Advocacy Focus kept me believing in me. They helped me through my darkest hours, mentally and physically."

- Sharon



# Who will you be helping?

Working with people who need our help in the community, we asked them how we could support them more effectively and how we can give them the right support at the right time so they can self-advocate and won't always need an Advocate They come up with the following:

## Veterans

We want to help veterans and their families when they need it most. We want to support them with such things as health, housing, financial, family or social problems when they have left the military



## People who struggle to access a healthcare provider

Some people just can't get to a GP, hospital appointment or health practitioner. They may be scared, frail or alone. They may even have severe learning difficulties and need additional support to attend appointments. Your fundraising will help us support these people to access the right treatment when they need it

## People who are isolated and lonely

We need money to reach out and help isolated people in the community via befriending programmes, just £20 covers the expenses for one of our volunteers to visit someone who can often go days or weeks without seeing another person





# Who will you be helping?



## People with ill mental health

We will use money to help people with ill mental health access local services and understand the range of services available to them. We will equip them with self-advocacy skills and help them to access support networks in their communities

## Children with ill mental health

Combatting mental health stigma and understanding mental health starts from an early age, we want to launch a new programme for the county's schools and colleges via our Time to Change team, which will support a child's emotional health and wellbeing and help them grow



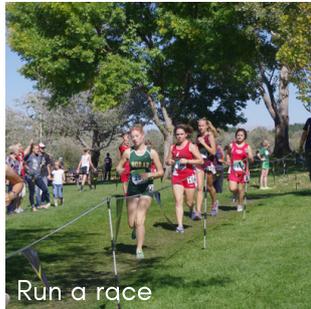
## Yourself!

We need funds to provide local mental health screening and wellbeing stands across Lancashire to help people identify if they need further support regarding their health and wellbeing and how to access it.

When you fundraise or donate to Advocacy Focus, your money can go a long way. For example, just £10 helps us to run a drop in facility in Lancashire for adults who are seeking help or advice on health and social care issues, and just £35 provides an hour of one to one support to someone in need.

# Fundraising Ideas

- Run a race
- Hold a bake sale
- Host a 5 aside football tournament
- Break a Guinness World Record
- Hold a Zumbathon
- Abseil
- Skydive
- Charity auction
- Charity car wash
- Hold a coffee morning
- Cut your hair
- Sponsored silence
- Hold an event in your office
- Car boot sale
- Set up a stall
- Lose weight
- Host a sports event
- Host a raffle
- Shave your beard
- Host a dinner party
- Fancy dress
- Wine tasting
- Obstacle course
- Three peaks challenge
- Do a Wild Swim
- Walk
- Tough Mudder



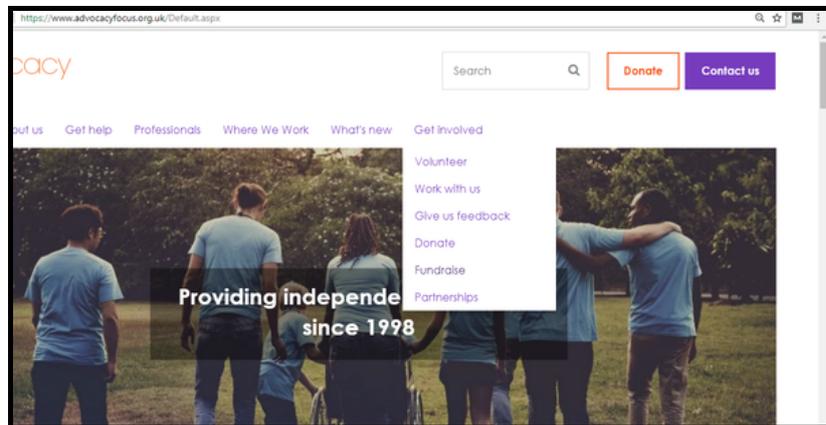
There are 100s of more ideas for fundraising activities – big or small – have a quick Google or think of something you’ve always wanted to do and take it from there!



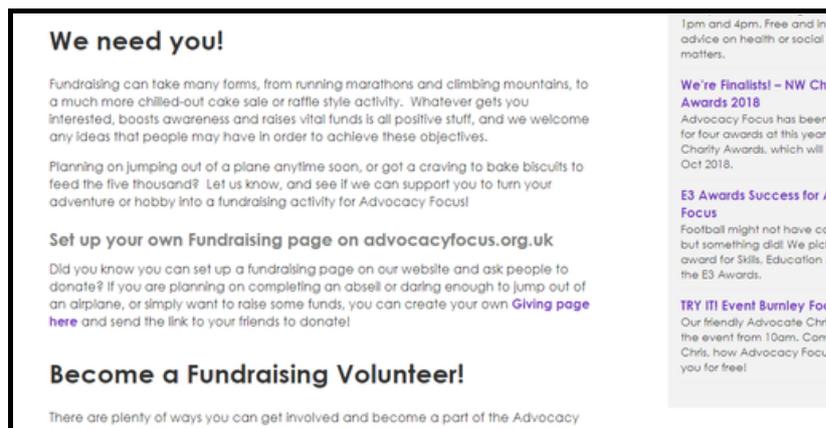
# Setting up a Giving Page

If you decide to plan an event that people can donate to in advance, then make sure you set up a Giving Page on our website – this allows you to set a target and get your friends, family and work colleagues to donate online. It's really easy to do – we'll talk you through the steps below.

Step 1: Go to [www.advocacyfocus.org.uk](http://www.advocacyfocus.org.uk) and click on 'Get Involved,' navigate down to 'Fundraise'



Step 2: Click the create a Giving page link



**Fundraise for us**

Set up a fundraising page for your chosen project and then invite your friends, family and colleagues. You can track how much money you have raised and keep people updated on your progress.

Creating your fundraising page is really simple. Just choose a name for your page and add a title. It's important and why you're supporting it.

First name \*

Last name \*

Email \*

You will be fundraising for: Donate

Title for your page \*

Create a short web address for your page  
https://advocacyfocus.rit.org.uk

Quick summary of why you are fundraising for us

Tell your supporters your whole story

How much are you hoping to raise?

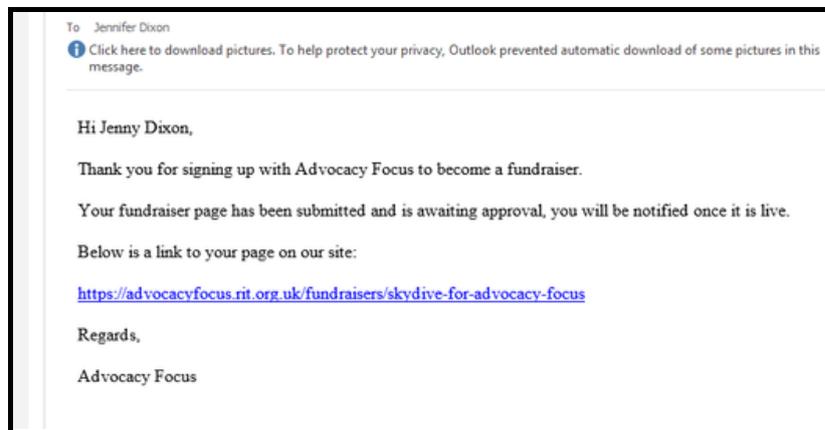
Click or just drag and drop a photo here

Please upload a picture of yourself for this page. The ideal size is 220 x 220

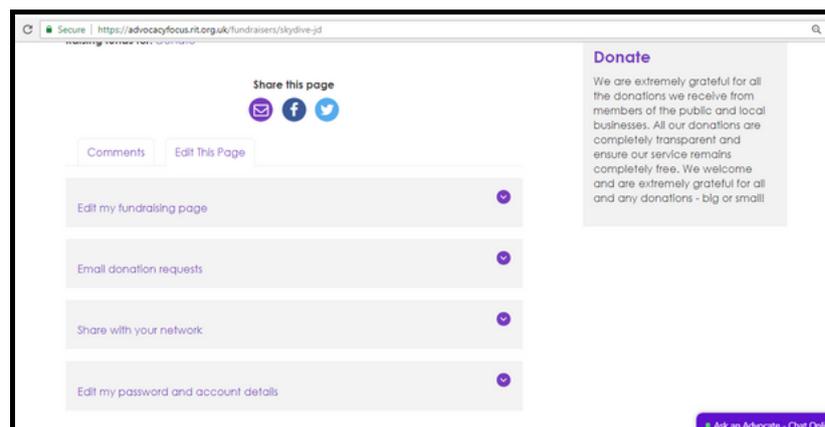
Fill in the form with as much detail as possible. When you've finished click 'Submit your fundraiser page'

Once you have done this, you should receive a confirmation email with a link to your fundraising dashboard.

Step 4: Click the link in the email to visit your Giving Page dashboard. You may need to create a password.

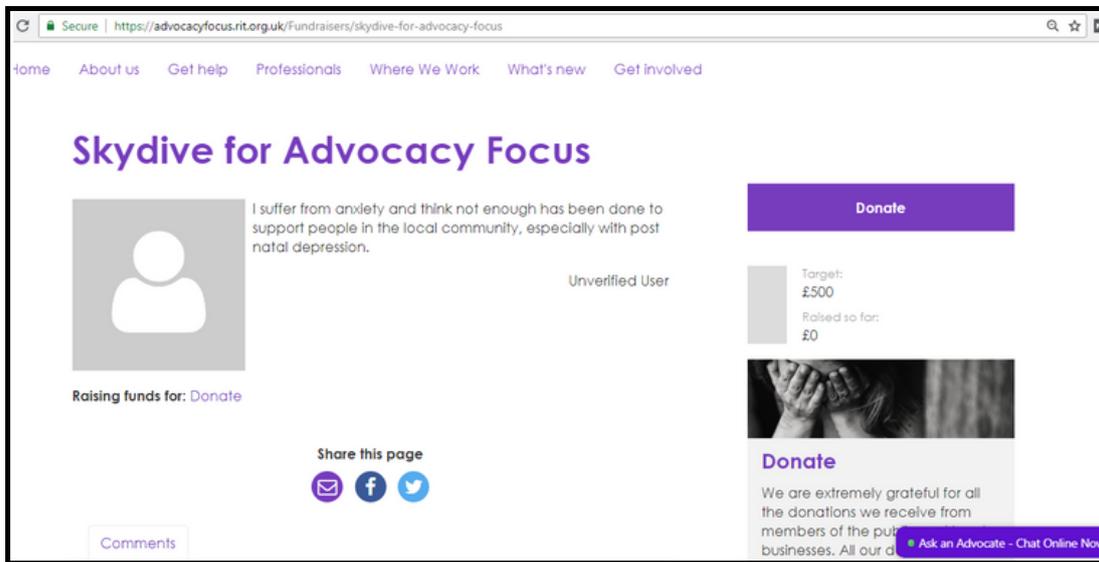


Here you can easily manage your Giving Page, you can edit details when you want and view your donations coming in.



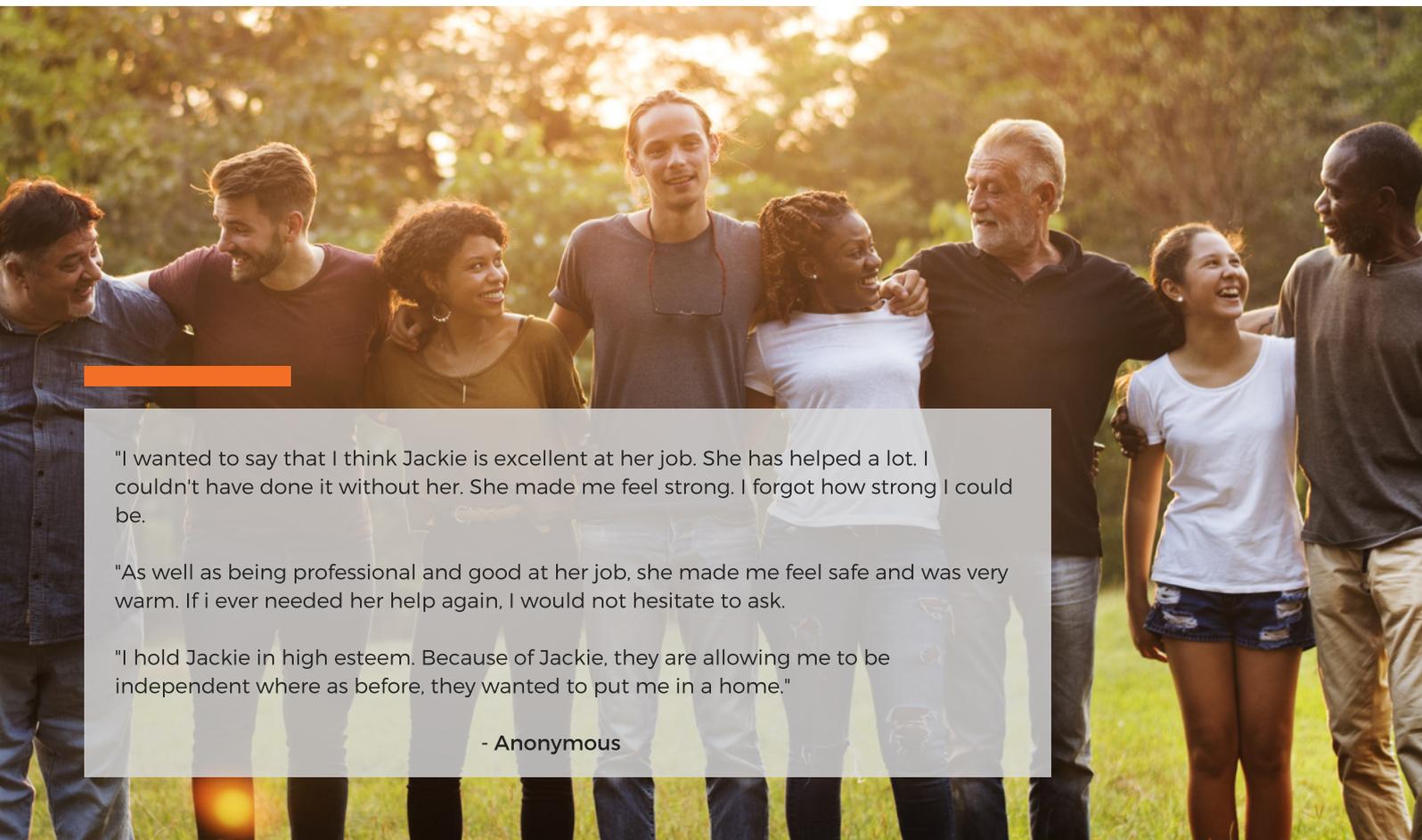
# GUIDE TO FUNDRAISING

Your finished Giving Page should look a little something like this!:



## What next?

Simply share your Giving Page with your friends! Via social media, via email or whatever way you want to get it out there. People are able to donate directly on our website via a secure payment system which allows you to track how much you have raised against your target.



"I wanted to say that I think Jackie is excellent at her job. She has helped a lot. I couldn't have done it without her. She made me feel strong. I forgot how strong I could be.

"As well as being professional and good at her job, she made me feel safe and was very warm. If i ever needed her help again, I would not hesitate to ask.

"I hold Jackie in high esteem. Because of Jackie, they are allowing me to be independent where as before, they wanted to put me in a home."

- Anonymous

# After your event

We don't just leave it there. We like to provide regular updates of how your fundraising or donations have helped people in your local community. With your permission, we will send you updates and case studies showing how we used the money you raised. To receive our updates, simply sign up to our bi-monthly newsletter at [advocacyfocus.org.uk/newsletter](https://advocacyfocus.org.uk/newsletter).

## Get in touch

To fundraise for Advocacy Focus, you can start now by setting up your own Giving Page at [advocacyfocus.org.uk/fundraise](https://advocacyfocus.org.uk/fundraise). If you need help in planning an event or any advice, please don't hesitate to get in touch with us via the details below.

T: 0300 323 0965

E: [marketing@advocacyfocus.org.uk](mailto:marketing@advocacyfocus.org.uk)

