



**VISYON'S FUNDRAISING GUIDE**

**YOU'RE AMAZING!**

**THANK YOU FOR CHOOSING TO SUPPORT VISYON**

Visyon is a mental health charity supporting local children, young people and their families when they need it most.



# THANKS FOR CHOOSING TO FUNDRAISE

Currently statistics show that 1 in 4 adults and 1 in 8 children will experience a mental health condition in their lifetime.

Here at Visyon our counsellors and wellbeing workers work with children, young people and their families in the Cheshire East and Staffordshire Moorlands area so that they have a safe space to be able to talk and receive support with their mental health and emotional wellbeing.

## FOR VISYON!

### VISYON NEEDS YOUR SUPPORT

The need for Visyon's services continues to increase as attitudes towards mental health change and we start to talk more about mental health. The services that Visyon provide for local children and young people are free to access but they cost us money, this is why we need your help.

Did you know that in 2018/2019 Visyon provided;

**576 MENTORING SESSIONS,  
5079 THERAPY SESSIONS,  
361 GROUP WORK SESSIONS AND  
1036 FAMILY SESSIONS**



### LISA'S STORY

*My cousins daughter, Lisa, is just finishing her final sessions at Biddulph after losing her Dad. Its been so lovely to see her smile again and carry on being a fun 9 year old! I believe the help from Visyon has helped not only Lisa, but her mum, who was trying to help her daughter alongside grieving herself. Lisa has learnt so many techniques on how to cope with her feelings, from her worry jar to her mosaic. She has sat me and her mum down every Tuesday evening and showed us everything she did in the session!!*

***Honestly I cannot thank the team enough.***

FOLLOW US: @VISYONLTD



## FUNDRAISING TIP #1

Form a team, the more  
the merrier 😊



## WHAT VISYON DOES

Visyon are a mental health charity that supports local children, young people, families and schools in the Cheshire East and North Staffordshire area. Visyon was created by volunteers in the community 25 years ago in response to three suicides in Congleton in just one year. The aim of the charity is to create a safe space for young people to be able to talk to somebody about how they are feeling and to be able to express themselves.

With support from fundraisers like yourselves Visyon are able to provide essential services to support the emotional health of children and young people including;

ONE TO ONE THERAPY

MENTORING

ADVOCACY

CREATIVE GROUPS

PARENT EMPOWER HOUR

SUPPORT FOR SCHOOLS

FAMILY SUPPORT



## HOW YOUR SUPPORT COULD HELP US

# £45

Could help Visyon support one young person with a one hour face to face meeting.

# £110

Could help Visyon support one young person with an 8 week self-care skills workshop.

# £510

Could help Visyon support one young person with 12 weeks of one-to-one mentoring sessions.

## FUNDRAISING TIP #2

tell everyone your story  
and your connection!



## HOW WE'LL SUPPORT YOU

Here at Visyon we have a Community Engagement and Fundraising Officer who can support you with your fundraising. We have lots of things that you can use for your fundraising such as;

T-SHIRTS FUNDRAISING BUCKETS

COLLECTION POTS LEAFLETS

INDOOR BANNERS OUTDOOR FLAGS

We can also support you by providing advice and supporting you throughout your fundraising event.



## A SIMPLE GUIDE TO SPONSORSHIP

### ONLINE GIVING



An easy way to raise money is online, justgiving.com is a simple way you can set up your own fundraising page and not handle any money. Sharing your page on social media is a great way to increase the amount of money you can raise.

### DOUBLE YOUR SPONSORS



Some employers will pledge to match the fundraising totals of their employees. Check if your employer offers a similar scheme. Its a great way to boost your fundraising total and introduce your place of work to what Visyon does.

### SPONSORSHIP FORMS



We can supply you with sponsorship forms, that you can pass round family, friends and neighbours. Ticking the gift aid box on your sponsorship form will really help us because every £1 you donate to us is really worth £1.25.

# £810

Could help Visyon support up to 8 young people with 8 weeks of creative groups.

# GET SOME IDEAS WITH OUR

- A** Do an **ABSEIL**. Get your friends and family to sponsor your challenge.
- B** Host a **BAKE SALE** at your work or school and donate the profits.
- C** Have a **CAR BOOT SALE**, turn your unwanted goods into money.
- D** Organise a **DRESS DOWN DAY** at school or work.
- E** Host an **EASTER EGG HUNT** and let people donate to take part.
- F** Have a **FILM NIGHT**, ask everyone for a donation to watch the film.
- G** Do a **GAMES NIGHT** and ask everyone for a donation to enter.
- H** Get your boots, go **HIKING** and get sponsors from your friends.
- I** Host an **INTERNATIONAL NIGHT**, with loads of food and music.
- J** Organise a **JAZZ NIGHT**. Good music, good food, good time.
- K** Host a **KAREOKE** evening and sing "all night long, all nightttt".
- L** Do a **LUNCHEON**, cook dinner and everyone donates what it's worth.
- M** Feeling fit? Run a **MARATHON** and get everyone you know to sponsor.
- N** Play **NAME THE TEDDY**, donate to take part, winner gets the teddy.

# FUNDRAISING A-Z

- O** Run an **OBSTACLE COURSE**, get sponsorship from everyone you know.
- P** Host a **PLANT SALE**, make some nice arrangements and donate your profit.
- Q** Organise a **QUIZ NIGHT** in your local pub and ask for donations for entry.
- R** Do a **RAFFLE**, get goodies donated and sell tickets to friends and family.
- S** Challenge yourself, do a **SKYDIVE**. Get everyone to sponsor you.
- T** Arrange a **TEA PARTY** for your friends, everyone brings tea and cake.
- U** Do a **UNIVERSITY CHALLENGE**, get your rival university to compete.
- V** Host your own **VARIETY SHOW**. Got any talents? Show them off.
- W** Do a sponsored **WALK**, as long or as short as you like and get sponsors.
- X** Have your own **X-FACTOR** contest and sing the house down.
- Y** Love yoga? Have a **YOGATHON** and hold classes throughout the day.
- Z** Get dancing and host a **ZUMBA** class, ask for donations to take part.

## OUR AMAZING FUNDRAISERS



**Visyon has been a huge part in helping me with my struggles with mental health.**

*I've always wanted to do everything possible to give back to them. I've done 3 fundraiser for visyon so far including a fundraiser within NCS, a sponsored silence and a 10K walk. Being able to raise money for a charity that has personally helped me and I know has helped others is amazing. Every little bit helps and theres all sorts of ways to fundraise.*

*With the money raised all the amazing people that work at Visyon can continue doing great things with young people suffering with mental illness.*



# WHAT OUR YOUNG PEOPLE HAVE TO SAY

WHEN ASKED:

WHAT WAS REALLY GOOD ABOUT YOUR CARE?

Whenever I was worried I could tell my counsellor and **they would understand.**

- Aged 12

That we do fun activities and we talked about different thoughts, feelings and **coming here has helped me do the right actions** and helped me to stop getting into trouble.

- Aged 9

WHEN ASKED:

IS THERE ANYTHING ELSE YOU WANT TO TELL US

ABOUT THE SERVICE YOU RECEIVED?

Visyon is very good, **I'd recommend it to anyone** who I thought needs it.

- Aged 16

I feel very fortunate to have found Visyon. **You saved my life.**

- Aged 12

## FUNDRAISING TIP #3

Say THANK YOU!  
to your supporters

## PLAN IN ADVANCE

### GET THE DATE RIGHT

Check for birthdays, weddings and other events before you choose a date for your fundraiser! You want the biggest turn out you can get so try not to conflict with other events.

### TELL EVERYONE HUMANLY POSSIBLE

Share it on your social media, put posters up at work and send invitations to whoever you can. The more people that know about your fundraiser, the more money you can raise.

### PULL IN SOME FAVOURS

If you know someone who can lend you a venue or someone who can help promote, don't be scared to ask. You can do more together than alone!



# HOW TO SEND THE MONEY OVER

Thank you so much for taking the time out to fundraise, the following guidance ensures that your sponsorship monies reach us:

## TO VISYON



### IN THE POST

Please don't send cash to us in the post.  
Please make cheques payable to: **Visyon Ltd.**

#### Send to:

Visyon, Fellowship House, Park Road,  
Congleton, CW12 1DP



### ONLINE

Send online via your Just Giving page.  
This happens automatically, so you don't need to do anything at all.

#### Or pay through our website:

[www.visyon.org.uk/make-a-donation](http://www.visyon.org.uk/make-a-donation)

## SHOW THE WORLD THE AMAZING THING YOU'RE DOING

Share the amazing things you've been doing on social media so that we can see what you've been up to!

**FOLLOW US: @VISYONLTD**



## THE LEGAL BIT

### RAFFLES

Raffles are great fun and are an easy way to raise money. However, it is important that you keep it legal. Please refer to the gambling commission at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### USE OF THE VISYON LOGO

If you would like to use the Visyon logo on any of your materials, please contact, our Community Engagement and Fundraising Officer who will advise the next steps. The Visyon logo is our trade mark and we need to have final approval on any external materials before going to print.

### LICENSES

Certain activities need special licenses, such as street collections or selling alcohol. Please read the Fundraising Regulators Code of Practice at [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

### INSURANCE

We recommend that you think about insurances when you are organising an event. Some requirements may be covered by Visyon, please contact us further for more information.