

Fundraising to support children's mental health

Thank you for your interest in fundraising for Blue Smile! Every pound you raise will help children to access the mental health support they need to enjoy happier childhoods and build brighter futures.

Why we're needed

1 in 5 children in England have a probable mental health disorder. The NHS can only support around 40% of those who need help.

Without prompt, effective support, mental health difficulties have a devastating, long-term impact on a child's wellbeing and education.

What we do

- ★ Arts-based 1:1 therapy and small-group support for children aged 3-13.
- ★ A whole-school, early intervention approach to mental health, with support for teachers and parents
- ★ Support delivered in Cambridgeshire schools, free for families and easily accessible.

"It was a pleasure to raise money for such a worthy cause that sits close to our hearts.

Thanks for all your support Blue Smile!" - Fundraiser

"I did not like going to school and worried about it on a Sunday night, but now I count the days for when I have Blue Smile." - Child



"Blue Smile has put a big smile on us. It has made a difference in our whole family's life." - Parent

Our impact

Of children supported by Blue Smile through 1-1 therapy in the 2023-24 school year:

90%

said they'd made progress towards their goals

72%

with low prior engagement were more engaged at school

48%

had better school attendance



Oliver's story

Every morning, 9-year-old Oliver's mind would be swirling with worries. He and his mum had recently moved to a new unfamiliar area, and he worried about leaving his mum alone due to her health problems. Oliver regularly missed school due to his anxiety- and when he did go, he was often tearful and struggled with friendships.

Oliver started seeing a Blue Smile therapist each week. Together, they delved into his big feelings of sadness, anger and fear around his complex situation, often using playdough and paint to represent his worries. They also talked about Oliver's strengths, his hopes and dreams.

With his therapist's support, Oliver learned new ways to manage his worries and his self-confidence grew. He made new friends, joined football and dance activities at school. Instead of feeling overwhelmed by his worries, Oliver started to believe in himself and his future.

How can your fundraising make a difference?

£40

could fund a therapy session for a child, helping them come to terms with difficult experiences and complex feelings

£120

could fund 2 mentoring sessions for a teacher, building their confidence to support children in class

£520

could fund weekly therapy for a child for one term, giving them a safe space to explore their feelings with a specialist therapist

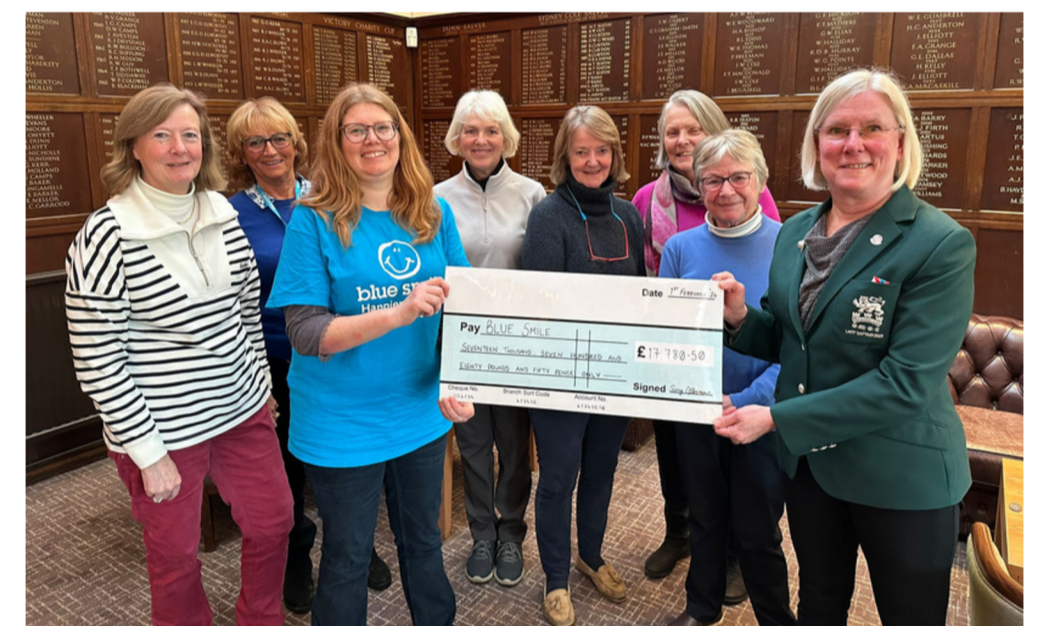
A huge thank you!

You're joining a brilliant community of Blue Smile Heroes

We're so grateful to everyone who chooses to make a difference for children's mental health in Cambridgeshire!

"It's incredibly important to me to try and contribute to a future where every child can get the support they need."

Abbie MacMillan-Jones, on why she chose to run the London Marathon to support Blue Smile



"It's so rewarding to be raising funds for this amazing, local charity where we can see first hand all the good the money is helping to achieve."

Sally, Corporate Fundraiser at OST Marketing



Get planning!

Your 6-step guide to fundraising for Blue Smile



1

Think about if you could involve others - for example with colleagues at work, or with a community or faith group that you're part of. Working together can be fun and a great way to get more people interested in the cause!



2

Think about your hobbies and interests- you could try a running challenge or get creative. Take a look on pages 4 and 5 for more ideas.



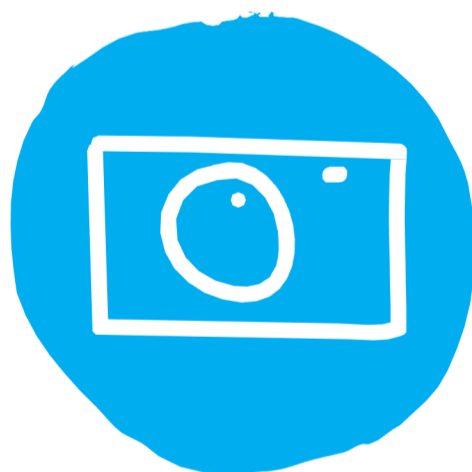
3

Decide how you're going to collect donations. We recommend setting up a JustGiving page for friends and family to donate to so the funds come straight to us. Have a look at page 6 for how to send over the money.



4

Spread the word! With plenty of time beforehand, tell friends, family and colleagues what you are doing and how they can support you. Share your fundraising page on social media to get more support.



5

After asking permission of everyone involved, take plenty of photos at your event! You can use these to update your supporters and send to us at Blue Smile!



6

Let us know what you're doing at fundraising@bluesmile.org.uk so we can support you. We can provide t-shirts, banners and leaflets and make your event feel special!

Fundraising on your own? Why not try...



Take on a running challenge. This could be a 5K, 10K, Half Marathon or more! No matter the distance, you can make a difference.

Get creative and sell your art. Why not create a piece of art or craft and sell it! You could even have a stand for friends and family to visit.



Get cycling. Set yourself a challenge of a number of miles- you could do just a day or maybe a month long challenge!

Donate your birthday! Many of us don't know what to ask for our birthdays, so why not ask your friends and family to donate to support children's mental health rather than a physical gift?



Give it up. It could be your car, chocolate, or your morning coffee- let your friends know so they can encourage you by sponsoring you!

Choose something unique. Feel free to take on a challenge that isn't listed here- we'd love to hear about your ideas!



Fundraising as a group or in the workplace?

Why not try...



Organise a bake sale. With friends or in your workplace, get together to all bake some tasty treats and sell them. This is a great event for everyone to get involved in.

Take on a running, cycling or hiking challenge as a group. You could all run together or take it in turns and combine your miles. No matter the distance, you can make a difference.



Dress in Blue. Co-ordinate with your colleagues and wear a blue t-shirt or brave a blue wig. You'll be raising plenty of awareness, and if you all donate a little you can raise plenty of money too!

Get into teams and do a quiz. Charge a little per person to take part and you'll quickly raise plenty of money. You could even ask someone to donate a prize for the winners!



Organise a raffle at your workplace or with your local community group. Sell raffle tickets and ask people to donate prizes.

Set up a sports tournament with your friends or colleagues. Charge everyone to take part and ask people to donate a prize for the winner!



Fundraising guidance: keeping it safe and legal

Here is some useful guidance to ensure your event is a success- and to check that you're following all the relevant rules and guidelines.

The most up to date guidance can be found via the Fundraising Regulator's **Code of Fundraising Practice**, sections 10 and 11.

➔ 'In aid of' fundraising

It's important to make clear in any promotional materials that you are fundraising 'in aid of' Blue Smile. This helps to distinguish your fundraising from any fundraising that Blue Smile carries out.

➔ Your responsibilities

As you are fundraising in aid of Blue Smile, the charity cannot accept any liability relating to your fundraising event or activity.

You are responsible for organising all aspects of your fundraising.

Please check the guidance found in this fundraising pack to ensure you are following the correct rules for safe and legal fundraising. Take a look on how to reduce risks to the right.

➔ Reducing risks

You should conduct a risk assessment for your event to help you to think through any risks to health or safety of those taking part or attending.

If there are children attending your event/activity, they must be accompanied by an adult responsible for their safety and wellbeing- this will usually be a parent or guardian.

Fire safety – if you are at an indoor venue where are the exits? Are there fire extinguishers?

First Aid – is there a first aid kit on the premises if someone has an accident? For further information, please see www.hse.gov.uk

If you are planning a raffle, please **take a look at section 11 of the Code of Fundraising Practice** for the latest guidance.

Get in touch at fundraising@bluesmile.org.uk if you have any queries and we can help.

Congrats! You've finished your fundraising. What now?

➔ Thank your supporters

It's important to thank everyone who was involved in your event and donated. Update your JustGiving fundraising page or email your supporters and let them know how much you raised in total.

➔ Contact us

Get in touch at fundraising@bluesmile.org.uk to send over any photos of your fundraising (with permission of those pictured) and let us know:

- What the fundraising activity or event was
- Date that fundraising took place
- How much money was raised
- How and when funds are being transferred (please transfer within 3 weeks)

The above information helps us identify whether we can claim Gift Aid through Gift Aid Small Donations Scheme.

A note on Gift Aid

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Gift Aid is a UK government scheme which enables charities to reclaim an extra 25p per £1 donated by a UK taxpayer. A person can only Gift Aid their donation if they are a UK Taxpayer and have paid at least as much in Income Tax or Capital Gains Tax in that tax year as Blue Smile will claim in Gift Aid.

Donations through JustGiving:

Good news- you don't need to do anything. JustGiving will claim the Gift Aid on all eligible donations for us and transfer this directly to Blue Smile.

Cash donations:

Blue Smile may be able to claim Gift Aid on cash collections through the **Gift Aid Small Donations Scheme** - we will let you know if we need any further information from you to check if your collection is eligible for this.

➔ Transfer the money raised

Cash collections

If you collected cash on the day you can count and bank the cash and make an online transfer to us- or if you prefer, you can send us a cheque.

Our bank details are:

The Co-operative Bank

Account name/payee: Blue Smile

Sort Code: 08 - 92 - 99

Account number: 65435021

Please give your last name as the reference.

Please make **cheques** payable to 'Blue Smile' and send to us at:

Blue Smile, 47-51 Norfolk Street,
Cambridge, CB1 2LD

JustGiving fundraising page

If you have set up a fundraising page on JustGiving, the good news is the donations are automatically sent to us, so you don't need to do anything!