

**KING'S**  
*College*  
**LONDON**

Maudsley  
Charity

Backing  
Better  
Mental  
Health.

**NHS**

South London  
and Maudsley  
NHS Foundation Trust



**LET'S GET  
FUNDRAISING!**

**CHANGE THE STORY ON YOUNG PEOPLE'S  
MENTAL HEALTH**

**CHANGE  
THE STORY  
ON MENTAL  
HEALTH**





# WELCOME TO THE MAUDSLEY CHARITY FAMILY!

Thank you so much for fundraising to help Maudsley Charity **#ChangeTheStory** on children and young people's mental health.

**Your fundraising will make an enormous difference.**

When a child or young person is diagnosed with a mental health condition, they and their families often worry that their future might not be bright. However, with your support for our vital research, work in early detection improvements in clinical care and ground-breaking new treatments, young people can rewrite their stories and find new hope – like Molly on page 3.

This guide is packed full of useful information and advice to support your fundraising.

Our team will be with you every step of the way. Whether you need help with ideas, setting up your online donation page or how to bring your fundraising to life using our materials, we'd love to hear from you on the email below.

Best of luck and thank you for your wonderful support.

**Rebecca Gray**  
CEO Maudsley Charity

Get in touch with our friendly team today!  
[Support@maudsleycharity.org](mailto:Support@maudsleycharity.org)



## DID YOU KNOW?

- We are the hospital charity for the South London and Maudsley NHS Foundation Trust which provides the widest range of mental health services in the country.
- We also work closely with The Institute of Psychiatry, Psychology & Neuroscience, Kings College London to support innovation, research and service improvements in mental health care.
- We work with patients and families, clinical care teams, researchers and community organisations with the common goal of improving mental health.

## #CHANGESTHESTORY

Right now, the statistics on children's mental health tell a story we don't want to hear...



**This needs to change.** We need to act NOW to Change the Story on children's mental health.

We have the chance to achieve something life-changing. Together, we will give children and young people experiencing mental illness the opportunity to change their stories for a brighter future.

[maudsleycharity.org/change-the-story](https://maudsleycharity.org/change-the-story)

# THANKS TO DONATIONS FROM PEOPLE LIKE YOU, WE CAN HELP MORE YOUNG PEOPLE – LIKE MOLLY – CHANGE THEIR STORY...

**GROWING UP, I'VE ALWAYS HAD PROBLEMS WITH MY EATING AND THE WAY I LOOK. WHEN I WAS ABOUT 13, I WAS SO UNHAPPY WITH HOW I LOOKED, I USED TO LOOK IN THE MIRROR AND CRY. SO, I STARTED CUTTING THINGS OUT.**

I started to become very withdrawn from everyone as I was so consumed with my eating disorder. It was very lonely. My eating disorder was the only thing I had. You want to leave it, but you can't. I had lost everything else.

As time went on, I was getting more ill, the thoughts became stronger.

If my mum put a slice of toast in front of me, I would scream. I would shout. I would cry. It was as if a demon came over me.

The Maudsley showed me that things can get better and that I have a positive future ahead of me - I couldn't see that before.

I can't explain how much the Maudsley staff helped. They were the people who made my mindset change and helped me to see things in a different light. They helped me to understand the way my head works and why I see things the way I do. And how I can change that, and adjust my mind.

Without the Maudsley, I think I would still be in my serious anorexia bubble. I wouldn't be me."



**The Maudsley Charity funds the research and development of new treatments and approaches to care, like the support Molly received.**

**TO SOMEONE THINKING OF SUPPORTING THE MAUDSLEY CHARITY'S WORK AND RESEARCH, I'D SAY PLEASE DO...IF IT CAN HELP CHANGE SOMEONE ELSE'S LIFE, LIKE IT HAS CHANGED MINE, PLEASE SUPPORT IT. AND HELP THEM HELP OTHERS.**

To hear more about Molly's story please visit: [maudsleycharity.org/change-the-story](https://maudsleycharity.org/change-the-story)

# HOW TO GET STARTED WITH FUNDRAISING

LOOKING FOR SOME INSPIRATION? WE'VE GOT YOU COVERED FOR ANY TIME OF YEAR – VIRTUALLY, SOCIALLY DISTANCED, AND IN PERSON WHEN WE CAN!

## SPRING

- Have a spring clean and sell your unwanted items
- Host an Easter bake sale
- Organise a sponsored walk

## AUTUMN

- Host a Halloween fancy dress party
- Hold an online games streaming tournament
- Get involved with some World Mental Health Day fundraising in October

## SUMMER

- Organise a golf day (crazy golf is allowed as well!)
- Hold a family fun day in your local area
- Do a fun run in your local area

## WINTER

- Host a Christmas party or Christmas fair in your local community
- Organise a virtual (or in person!) pub quiz
- Hold a novelty jumper day at work or school

## DO YOUR OWN THING

Your fundraising is yours – so how you decide to fundraise is up to you! Whatever you are up to, we're here to help you raise as much as possible to **#ChangetheStory** on children's mental health.

## DON'T FORGET!

We also have places in some fantastic events. From a 5k to going the distance with a marathon - we can help! Head over to [maudsleycharity.org/get-involved](https://maudsleycharity.org/get-involved) to find out more.

Email us on [support@maudsleycharity.org](mailto:support@maudsleycharity.org) for advice, support or materials - we'd love to hear from you!





## TIME TO GET ORGANISED

USE OUR HANDY CHECKLIST TO HELP TURN YOUR PLANS INTO REALITY:

- Choose a date** – get a date in and work backwards from there to plan your activities.
- Call on family and friends** to share the workload and help you organise.
- Don't be shy!** Social media, local newspapers - let as many people know about your event as possible. We can help, just get in touch.
- Keep people excited and in the loop** with how things are going and any grand plans.
- You don't know if you don't ask!** Local businesses might sponsor, provide raffle prizes or give discounts if you ask.
- Set up your online fundraising page** – find us on JustGiving by searching "Maudsley Charity"

Remember, we're here to help – just drop us an email at [support@maudsleycharity.org](mailto:support@maudsleycharity.org)

# RAISING AS MUCH AS POSSIBLE

## 1. SPREAD THE WORD.

Tell people about your fundraising anywhere you can! If you're on social media, use **#ChangeTheStory** and tag **@maudsleycharity**.

## 2. BIT BY BIT.

Ambitious targets are more achievable in smaller chunks. Get friends and family involved - could they help by organising a bake sale or a pub quiz?

## BONUS TIP! - MATCHY-MATCHY.

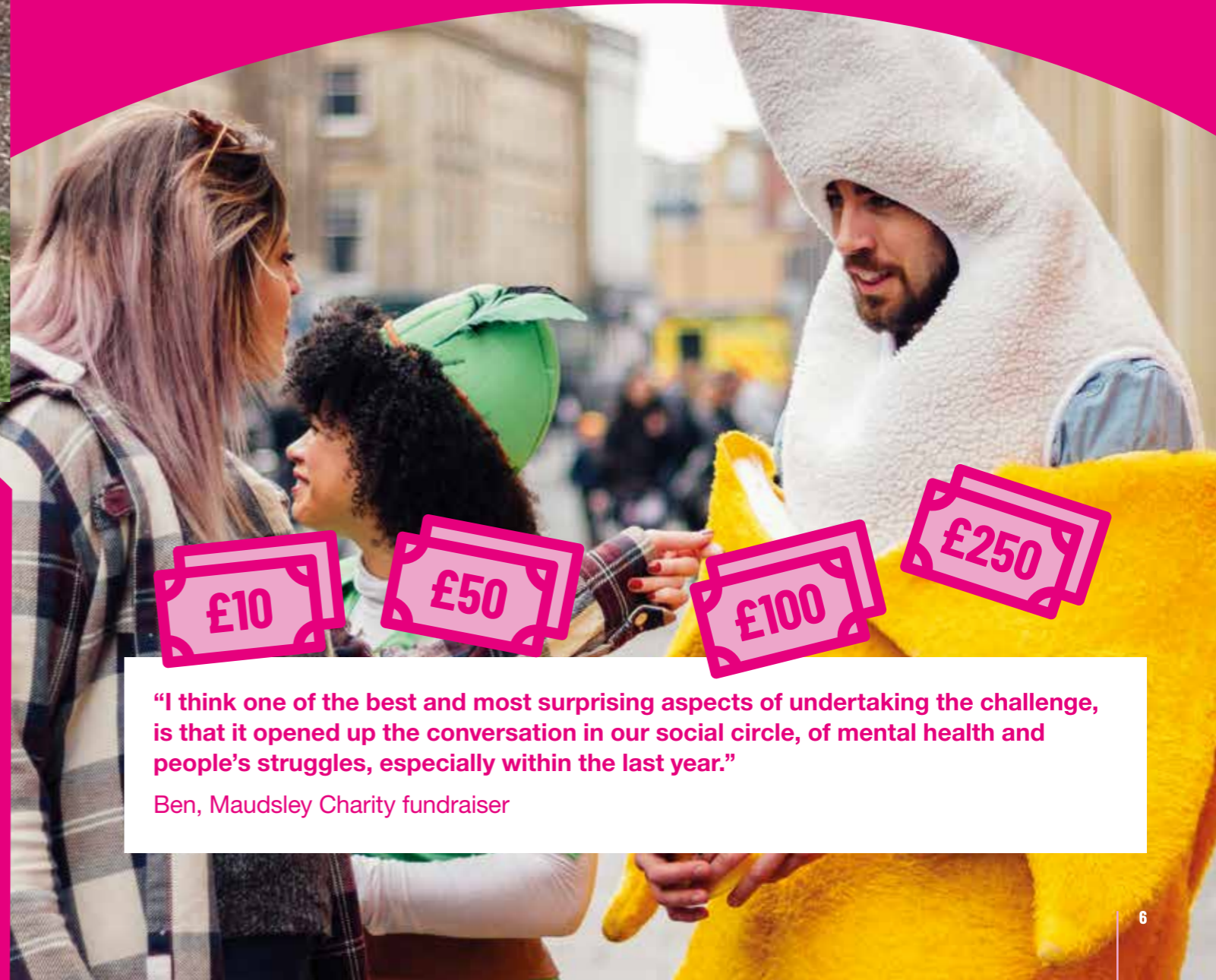
Some companies run matched giving schemes where they will add to our even double your total. Not everywhere does this, but it's worth asking your boss!

## 3. P'S AND Q'S.

If someone donates, send them a message to make them feel special and you will encourage others to get involved.

## 4. GET CREATIVE.

Create eye catching posters and social media posts to get people's attention!



"I think one of the best and most surprising aspects of undertaking the challenge, is that it opened up the conversation in our social circle, of mental health and people's struggles, especially within the last year."

Ben, Maudsley Charity fundraiser



# GOING THE EXTRA MILE

YOU'RE PART OF OUR FUNDRAISING FAMILY AND WE WOULD LOVE TO HELP YOU TO RAISE AS MUCH AS YOU CAN!



Need extra materials or not sure where to start?

Get in touch on [support@maudsleycharity.org](mailto:support@maudsleycharity.org) to let us know what you're up to.

We're here to support you every step of the way!

YOU CAN ALSO FOLLOW US AND GET IN TOUCH ON SOCIAL MEDIA.



maudsleycharity



@maudsleycharity



maudsleycharity

# WHAT YOUR SUPPORT MEANS TO US

YOUR GENEROUS FUNDRAISING MEANS A HUGE AMOUNT TO US.



could help support the DISCOVER sixth form programme to help young people deal with their anxieties and face their future with confidence.



can contribute to developing new online resources for young people and families experiencing mental health problems.



could help develop a programme for primary school children to build a healthy body image and prevent challenges in the teenage years.



could contribute to research to better understand the link between maternal depression and childhood mental health.







## PAY IN YOUR FUNDS

PUT YOUR DONATIONS TO WORK FOR YOUNG PEOPLE'S MENTAL HEALTH.

1. Pay in your money via our website here [maudsleycharity.org/donate](https://maudsleycharity.org/donate)  
On the donation form, select "Change the Story".
2. Alternatively, you can send a cheque made payable to "Maudsley Charity"  
**Fundraising and Supporter Development, King's College London,  
Virginia Woolf Building, 22 Kingsway, London WC2B 6LE.**
3. You can also send us a bank transfer using the below details. Please let us know when you send across a transfer and add a reference so we can track your donation.

**Account Name:** Maudsley Charity  
**Sort code:** 40-11-60  
**Account number:** 91176137

**Bank name and address:**  
HSBC Ltd. 60 Queen Victoria Street, London, EC4N 4TR

4. If you've raised your funds online via JustGiving, there's nothing else you need to do as the funds are transferred directly to the charity automatically.



IF YOU NEED ANY HELP, PLEASE CONTACT US AT  
[SUPPORT@MAUDSLEYCHARITY.ORG](mailto:SUPPORT@MAUDSLEYCHARITY.ORG)

## HOW ELSE CAN I GET INVOLVED?



WE ARE ALWAYS ON THE LOOK OUT FOR VOLUNTEERS OR PEOPLE WHO CAN GET THEIR SCHOOL, WORKPLACE OR COMMUNITY GROUP INVOLVED IN SUPPORTING US. WHETHER IT'S A ONE-OFF OR YOU WOULD LIKE TO SUPPORT US LONGER-TERM, WE'D LOVE TO HELP. HEAD OVER TO [MAUDSLEYCHARITY.ORG](https://maudsleycharity.org) OR EMAIL US ON [SUPPORT@MAUDSLEYCHARITY.ORG](mailto:SUPPORT@MAUDSLEYCHARITY.ORG) FOR MORE INFO.





# KEEPING SAFE AND LEGAL

WE KNOW YOUR FUNDRAISING WILL BE A BIG SUCCESS! TO HELP, WE'VE PUT TOGETHER SOME GUIDELINES TO ENSURE THAT EVERYTHING IS SAFE, LEGAL AND MOST IMPORTANTLY, FUN! IF YOU HAVE ANY QUESTIONS JUST EMAIL US ON [SUPPORT@MAUDSLEYCHARITY.ORG](mailto:support@maudsleycharity.org)

## Claiming gift aid

- You can claim Gift Aid on your own donations however you cannot claim Gift Aid on behalf of other people
- If you're using a paper sponsorship form, make sure that your sponsor has ticked the Gift Aid box if they're eligible. They will also need to provide their full name, address and postcode
- For online donations, JustGiving will handle the Gift Aid automatically.

## Personal data

- Personal data is information that can be used to identify someone, such as their name, address and email
- Make sure you tell people why you need their information, how you will be storing it and how long you will need it
- Do not use data for any other purposes other than the reasons you have stated
- If you're taking photos of people as part of your fundraising, make sure you have their permission to post these photos online or share them in other ways

## Venues

- Ensure you have permission from the owner - if it's a public area you'll need to get permission from the local council and notify the police.
- Ensure the venue is safe, suitable for your event and it is accessible for all
- Make sure there are adequate/accessible loos

For more information about fundraising guidelines in the UK please ask us or visit [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

Note: Be aware of Special Category (sensitive) Data. This is personal data that relates to someone's physical or mental health; religion; ethnicity; political views; trade unions membership; sexual life or criminal history. In most cases you shouldn't need to collect or store this type of information for fundraising.

## Risk assessment

- Carry out a risk assessment to consider what measures you need to put in to place to look after people and property - if you need any help drop us a line on [support@maudsleycharity.org](mailto:support@maudsleycharity.org)
- If you are serving or selling food or drink, please visit [www.food.gov.uk](http://www.food.gov.uk) for the guidelines you need to follow.

## Children

- Ensure children are supervised and have parental consent
- Do not allow unsupervised children under 16 to collect money from the public

## Money matters

- Keep money, data and fundraising equipment in a lockable box
- Take care of your personal security when carrying money, aim to always do this in pairs

## Insurance

- We strongly recommend checking you have adequate insurance (e.g. public liability insurance) if you need it.
- Check that any vendors that may be coming to your event and the venue itself all have public liability insurance.

## First Aid and emergency measures

- Ensure you have adequate emergency and first aid procedures for your type of event
- You may need a first aider present or at least a well-stocked first aid box.









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