



# Fundraising for CWMT

Ideas and information for getting the most out of your event

# Fundraising for the Charlie Waller Memorial Trust



What's in our fundraising pack? Take a look!  
You'll find:

- **A warm welcome**

Find out all about what we do and why school fundraising is so important to us.

- **A-Z of fundraising ideas**

From apple-bobbing to zany tie day, you'll find plenty of inspiration for fundraising activities in our A-Z.

- **Top tips for successful fundraising**

Read our tips before you get started – and find out how we can support you.

- **Shout about it!**

Great advice about publicising your fundraising events and a template press release to make it easy!

- **The tools for the job**

A useful toolkit featuring posters, stickers, leaflets and our special fundraising logo.



# Welcome!

A warm welcome to the Charlie Waller Memorial Trust schools fundraising pack.

## What do we do?

Learning how to look after our mental and emotional wellbeing is very important and we have been helping people to do just that for about 20 years.

## How do we do it?

We go into schools and speak to pupils, parents and teachers about mental health, giving everyone the chance to talk about it and learn practical ways of looking after their wellbeing.

We offer lots of really helpful free resources, such as booklets and posters, and there's also a free CWMT Book Club teachers can sign up to and receive a mental health book each term.

## Why is school fundraising so important to us?

We are very grateful indeed when schools raise money for CWMT. It helps us in so many ways: as well as bringing in the money we need to do this vital work, it also helps spread the word about how important it is to look after our mental health, especially when we're young.

## Have fun!

We hope you'll really enjoy fundraising for us. We'll support you in every way we can and we always love to hear about your activities.

**Happy fundraising!**



# A-Z of fundraising ideas

## A

### Art competition/exhibition

Get everyone to produce the finest piece of art they can and then put them all on display. You can charge people a small fee to see the exhibition and even get a teacher to judge the best work of art!

### Apple bobbing

All you need is a huge bowl, some water and some apples! Then charge people to have a go.



#### Other ideas for A:

- Aerobics marathon
- Auction (of promises)
- Afternoon tea
- Arts and crafts sale
- Arm wrestling

## B

### Bake-off

On your marks... Get set... Bake Off! Get people to pay a small fee to enter a cake into the Bake Off then offer a small prize to the winner. You could even sell left over slices (if there are any!) at a cake sale to raise even more!



### Bag packing at the supermarket

Ask your local supermarket if you can hold a bag packing day for CWMT. Get a group of you to help people pack their bags and make sure you have plenty of donation tins on show!

It's a great way to provide a service to the local community while raising money.

#### Other ideas for B:

- Book sale (2nd hand books)
- Back to front day  
(wear clothes back to front)
- Badminton tournament/marathon
- Baby photo competition  
(teachers and students)
- Basketball marathon
- Bingo
- BBQ



# C

## Car wash

Get some friends together and offer to wash cars for family and friends. Let people know why you are offering to wash their car. If you can get a big group of friends you'll be amazed how many cars you can wash!



## Colour themed day

Pick a colour (we recommend green for CWMT!) and charge a small fee if people want to dress in that colour for school (get permission from teachers first). Bring

some colour into your day and raise money at the same time!

### Other ideas for C:

- Cake sale
- Chocolate ban
- Car boot sale
- Coconut shy

# D

## Disco/Dance/Dance-athon

Put on your dancing shoes and disco the night away. Charge an entry fee or maybe even go further and dance all day in a sponsored dance-athon.

### Other ideas for D:

- Dress down day
- Doughnut sale

## Dog walking

Especially good if you and your friends are animal lovers! Offer your services to family and friends and then charge your customers per dog per walk.

# E

## End of term party

Everyone is in a good mood at the end of term so why not make the most of it by throwing a party? Charge an entry fee and play your favourite music! Tell your school that it is to raise money for charity and they might even be able to help.



## Eating baked beans with a cocktail stick competition

Harder than it sounds! You'll need loads of baked beans and loads of cocktail sticks. Then you can charge a small entry fee and keep a record of how many beans each entrant has eaten in a minute. You can then give a small prize to the winner – maybe a tin of baked beans!

### Other ideas for E:

- Easter egg hunt
- Egg and spoon race
- Egg painting

## F Five-a-side football tournament

Challenge your friends, teachers or parents to a five-a-side tournament as part of a football fundraiser. Then each team has to pay to play.



## Fashion show

Even if you're not a budding fashion designer you can still get some friends together and put on a fashion show charging people for entry. It might even be worth telling some local shops what you are doing – they may be able to help provide you with some clothes and you could help them with a little bit of advertising!

### Other ideas for F:

Fancy dress day  
Fête  
Fun run  
Film night

## G



## Guess the weight of the cake or number of sweets in a jar

Get a load of penny sweets and put them in a big jar. Charge people to have a guess at how many are in there. The person who gets it right (or the closest to getting it right) wins the sweets.

## Game show

Choose a classic game show like Who Wants to be a Millionaire or The Weakest Link.

Charge people to be in the audience and then randomly pick your contestants from the audience. Find some small prizes (maybe talk to some local companies) and a good quiz master and have some fun.

### Other ideas for G:

Go without  
Gardening  
Guess the weight of (the cake)

## H

## Halloween party

Make sure your friends dress the part and run a fancy dress competition with a small, spooky prize for the winner. Get some spooky music and spooky tunes and you're all set! Guests should pay a small entrance fee to attend.



## Holiday help

Offer to look after pets or gardens when friends and family are away on holiday. They may even find other things for you to do whilst they're away... all for a small fee of course!

### Other ideas for H:

Hula-hoop contest  
Hook a duck



I

### International day

Get people to dress in clothes and bring in food from their favourite country and enjoy experiencing some slightly different cultures. Get everyone to pay for the privilege of being involved, of course!



Other ideas for I:  
It's A Knockout  
Ice cream stall

### Ironing

Charge a fee for doing people's ironing. The more they have for you to do the more you can charge. If you don't normally iron it might be a good idea to practise on some really old clothes first!

J

### Jumble sale

Have a root around for any old clothes, toys or games that you don't use any more and organise a good old-fashioned jumble sale. You could even get friends to join in and agree to give a percentage of their profits to CWMT too!

### Jewellery making

Get creative by making some jewellery and selling it with your profits going to CWMT. You'll probably find that the demand for this type of thing gets very high around Christmas!



K

### Karaoke

Sell tickets or turn it into a competition and charge people to enter. Then you can impress friends with your singing ability... Or maybe not!



### Knitathon

Knit, knit and knit some more. Get some friends together and maybe have a knit-off – who can knit the longest scarf in a set time? Or you could all work together in shifts knitting the longest scarf you can and try to get sponsored. Whichever you choose, selling the final product is a good way to boost your funds.

Other ideas for K:  
Kite making  
competition

# L

## Litter picking

Let people know you will be going around a public place and picking up litter. Make sure they know you are doing this to raise money for CWMT and they should be suitably impressed!



## Lip-sync battle

Get your friends to dress up as their favourite singers, do a dance routine and some lip-syncing to their favourite tune. It can get very entertaining so charging a small entry fee is probably a good plan.

### Other ideas for L:

Learn something new  
Lunch time variety performance

# M

## Mad hat day

Get all your friends to wear the maddest hat they have for a day and ask them to make a small donation for the privilege.

## Musical evening

Organise an evening of musical entertainment and show off your talent with your friends. Sing or play instruments ... or both!



### Other ideas for M:

Model boat race

# N

## Netball tournament

Get as many teams as you can made up of friends, parents and teachers. Then organise it so every teams gets a good number of games and charge an entry fee.

## Name the teddy

Make a list of 100 different teddy names and get people to pay 50p to choose a name. Whoever chooses the correct name wins £10 plus the teddy and the rest is all fundraising profit.

### Other ideas for N:

Nearly new sale  
Nominate a teacher to wax their legs

# O

## Obstacle course

Set up a fun and challenging obstacle course and charge people to have a go. You could even offer a small prize to the person who completes it the quickest.

## Odd jobs

Help out with all the odd jobs around the house that need doing and charge a small fee for your services!



# P

## Paper aeroplane competition

Everyone pays a small fee to enter the best paper aeroplane they can make and see who can throw it the furthest.

## Penalty shoot out

Find a good goalie and ask people to pay to take five penalties. Maybe offer some sort of incentive if they score all five. Get the best keeper you can so there's some profit left over at the end!

### Other ideas for P:

Pin the tail on the donkey  
Pantomime  
Poetry reading  
PTA coffee morning  
Play Your Cards Right (higher or lower game)  
Photography competition

# Q

## Quiz

Use the internet to put together a load of tough quiz questions. Get people into teams and charge an entry fee with a small prize for the winners.

## Question of Sport

Give lots of choices for questions including mystery guest and the classic what happened next?

Maybe have a focus on the sport your school is playing that term.

Offering a small prize to the winning team might well help to boost entries which you'll need to charge for.

### Other ideas for Q:

Question time



# R

## Readathon

Read books and get sponsored for it! If it's a long book you can be sponsored per chapter or, if they are shorter books, be sponsored per book.

## Recipe book

Get all your friends and their parents to submit their favourite recipe and put them all together into a book. There should be some yummy stuff in there so sell the book at a decent price!

### Other ideas for R:

Run  
Roller disco  
Raffle  
Rounders  
Rubber duck race  
Rap battle  
Rowathon on a rowing machine





## Sponsored Silence

Make your teachers happy and raise some money by doing a sponsored silence!

## Soak the teacher

Try to convince a teacher to get in the stocks and get wet! You'll need plenty of water and plenty of sponges (charge people per sponge throw). Your teacher will be more likely to agree to this in the summer...

### Other ideas for S:

Spelling bee  
Swimathon  
Shoe-shining



## Teddy bears' picnic

Get families to pay for tickets and don't forget your teddy bear!



## Talent show

Has your school got talent? This could be a great opportunity for you and others to showcase your abilities. When there are enough of you to put on a good show advertise the place and date and charge people for entry.

### Other ideas for T:

Teacher's Got Talent  
Three-legged race  
Tuck shop  
Twenty-four hour fast  
Treasure hunt  
Tug of war



## Unusual hair day

A great excuse to get funky with your hair! Charge others a small fee for the privilege of having unusual hair for a day.

### Other ideas for U:

Unwanted gift sale  
University Challenge

## Uniform free day

Make sure everyone knows they can get rid of school uniform for a day for a small fee. Get permission from your school first!



## Valentine's Day event

Is love in the air? Give it a helping hand by arranging a Valentine's Day event. If there aren't any loved-up couples around then maybe hold a singles event!

## Vegetable eating

Get vitamins in your body and raise some money. You could get people to sponsor you per vegetable; the more disgusting the vegetable the more sponsorship you should ask for!

### Other ideas for V:

Vegetarian evening





# W

## Walk

Get some fresh air and some sponsorship money. This could be from people wanting to walk with you or sponsor you per mile.

## Window cleaning

Offer to clean windows for family and friends houses or shops. Maybe set a minimum recommended donation before you start depending on how many windows there are to clean.

Other ideas for W:  
Welly throwing competition



# X

## X-Factor

Has your school got the X-Factor? Find out by getting people to pay a small fee to show off their singing talents. You could also charge for people to come and watch.

# Y

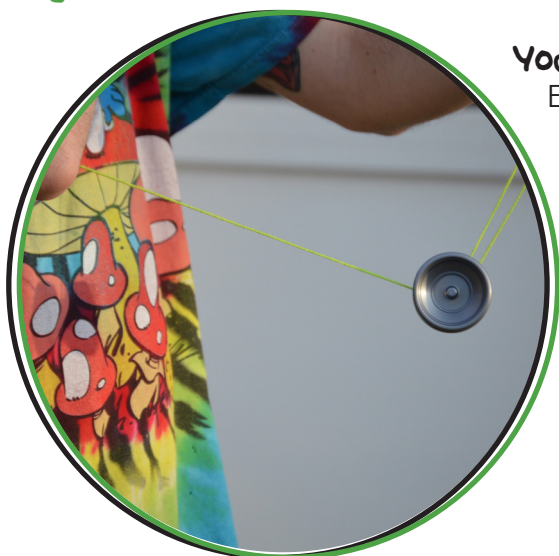
## Yo-yo

You'll need a yo-yo expert to judge who has the best yo-yo skills. You can offer a small prize to the winner and charge an entry fee.

## Yodelling competition

Ever yodelled competitively before? Didn't think so! So why not give it a go? It may even be so entertaining you can charge people to come and watch.

Other ideas for Y:  
Yogathon



# Z

## Zany tie day

Get everyone to find the zaniest tie they have in their house and charge them for the embarrassment of wearing it for the day!

## Zoo quiz

This is one for the animal lovers! Put together a quiz with questions about the animals at your nearest zoo. Get a small, animal-based prize for the winning person or team.





### ○ **Start early**

It's always a good idea to start early and get ahead. Make sure you tell your friends and family what you're doing. They might want to get involved by cheering you on or helping you fundraise.

### ○ **Set a target**

This gives you and your supporters something to aim for. Seeing you get close to your target may also encourage people to give a little bit more.



### ○ **Get the word out there**

Give a talk at school and put up some posters where they will be seen by lots of people. Social media and fundraising pages such as JustGiving and VirginMoney are also really useful. You can tell your story (see below!) and use photos to bring your page to life and show your progress.

### ○ **Tell your story**

Let your supporters know why you are fundraising and why it is important to you. Try to get them to engage with your story by giving it a personal touch.

### ○ **Don't be afraid to ask**

Have the confidence to ask everyone you can think of for sponsorship. The worst answer they can give is "no"! Talk to people or email them individually as the personal approach is often the best.



## ○ Show supporters the impact they can have

Try to tell people exactly how their donation can have a positive impact on the charity. Here are some useful figures for you:

- **£2** buys a pack of resources on mental health to be sent to a school
- **£5** buys 55 posters to help people spot the warning signs of depression
- **£10** buys 110 copies of 'How can I ask for help?', our leaflet for young people
- **£33** buys 150 copies of our Wellbeing Action Plan

*giftaid it*

## ○ Use Gift Aid where possible

Ask UK taxpayers to tick the Gift Aid box on your JustGiving or VirginMoney page or sponsorship form. That means CWMT will receive 25p extra from the government for every pound given!

## ○ Thank people and let them know how it went

Saying thank you really makes a difference. There are lots of different ways to do this: you can update the story on your page, send emails out to your donors or post on Twitter and Facebook. Let people know how your fundraising went, how much you appreciate their support and how it will make a difference to the work of CWMT.

## ○ How to send us the money you have raised

There are a number of ways you can send us the money you have raised:

- **By post:** Send a cheque made payable to 'CWMT' to The Charlie Waller Memorial Trust at the address below (please do not post cash).
- **By phone:** Please call 01635 869754 to make a card payment.
- **By bank:** Please call us to request our bank details so you can either pay the money into a bank in person or pay via bank transfer.
- **In person:** If you are local you are welcome to drop off any funds to our office at the address below. We are open Monday - Friday from 8am - 5pm so we would love to see you.

The Charlie Waller Memorial Trust, First Floor, Rear Office, 32 High Street, Thatcham, RG19 3JD



# The tools for the job

Take a look at our fundraising toolkit! You'll find all sorts of useful things, including template press release, posters and leaflets to download, stickers and collection tins you can send off for and our special fundraising logo.

## 🕒 Template press release

Here's a template press release to help you get in touch with local media. It helps if you send it to a named person, usually the editor for a local weekly newspaper, and always send it in an email, rather than as an attachment. Follow it up with a phone call if you can and always check with us if you have any questions about CWMT.

### **[Name of town or village] school to hold [type of event] in support of mental health charity**

[Name of school] School in [insert location] is holding a [insert type of event] on [insert date] to raise money for the Charlie Waller Memorial Trust, which raises awareness of depression and other mental health issues.

The school is inviting [local people/friends/family] to enjoy a fun-filled day including [insert examples of activities]. With help from supporters, pupils and staff are hoping to raise [insert amount] through [insert raffle/ticket sales etc.].

The Charlie Waller Memorial Trust provides free mental health training in schools for teachers, pupils and parents, as well as to GPs and other health professionals, workplaces and universities. It also publishes free booklets, leaflets and posters on mental wellbeing, and runs a free mental health book club for schools.

In order to keep its training and resources free to those who need them, CWMT relies heavily on voluntary donations. Thanks to its generous supporters, CWMT delivered 484 mental health training sessions to schools in 2016, reaching more than 48,000 teachers, pupils, parents and others.

Clare Stafford, Chief Executive of CWMT, says: "We are so grateful to [insert school name] for putting on such a wonderful event. It's going to be a great [night/day] raising vital funds and awareness for CWMT. The money raised will mean that we can reach more young people, providing valuable training in how to look after their mental health now and into the future".

Event details:

Name: [insert name of event]

Date: [insert date of event]

Location: [insert where the event will be taking place]

Cost: [insert price of tickets to attend]

- Ends -



Notes to editors:

- The Charlie Waller Memorial Trust (CWMT) was set up in memory of Charlie Waller, a young man who took his own life. CWMT raises awareness of depression and fights stigma; provides training to schools, employers, universities and primary care staff; and encourages those who may be depressed to seek help. Visit the CWMT website for further information: [www.cwmt.org.uk](http://www.cwmt.org.uk)
- Last year CWMT delivered 484 talks and training sessions to schools in the UK, reaching more than 48,000 school pupils, parents and teachers. The charity also provides training to GPs, nurses and school support staff as well as line managers in the work place to help promote mental wellbeing.

For more press information or photo opportunities please contact:

**Alison Sutton, Communications Adviser: 07867 508194    [alison.sutton@cwmt.org](mailto:alison.sutton@cwmt.org)**

**Tracey Gurr, Marketing Manager: 01635 869754    [tracey.gurr@cwmt.org](mailto:tracey.gurr@cwmt.org)**

## ○ Template posters

Here's a poster all ready for your fundraising event – all you have to do is fill in the details! Log on to our website to download your copy:

[www.cwmt.org.uk/fundraising-downloads](http://www.cwmt.org.uk/fundraising-downloads)

**We are raising money for  
The Charlie Waller Memorial Trust**

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# Giant Bake Sale

**Our target is:**  
**£ 500**

**Date:** 23rd March 2017  
**Time:** 12pm  
**Venue:** The Town Hall, Newbury

**Please come along to support us!**

The Charlie Waller Memorial Trust (CWMT) was set up in 1997 in memory of Charlie Waller, a young man who took his own life whilst suffering from depression. CWMT raises awareness of depression and fights stigma, provides training to schools, primary care staff and employers and encourages those who may be depressed to seek help. Visit the [www.cwmt.org.uk](http://www.cwmt.org.uk) for further information.

 **Raising awareness fighting depression** 



**We are raising money for  
The Charlie Waller Memorial Trust**

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**Our target is:**  
**£**

**Date:**  
**Time:**  
**Venue:**

The Charlie Waller Memorial Trust (CWMT) was set up in 1997 in memory of Charlie Waller, a young man who took his own life whilst suffering from depression. CWMT raises awareness of depression and fights stigma, provides training to schools, primary care staff and employers and encourages those who may be depressed to seek help. Visit the [www.cwmt.org.uk](http://www.cwmt.org.uk) for further information.

 **Raising awareness fighting depression** 

You can download a blank copy to either complete on the computer or in person.

## ○ Stickers

Use our stickers anywhere they might be useful to promote your event.

## ○ Fundraising and supporters' logos

We've designed two special logos just for you! This is what they look like – email us and we will send the digital images to you - [admin@cwmt.org](mailto:admin@cwmt.org)

I'm fundraising for



The Charlie Waller Memorial Trust

Supporting



The Charlie Waller Memorial Trust



## ○ Leaflets about CWMT

When you're fundraising for CWMT you'll want to tell them why you've chosen to support us. You can download our information leaflet on our website at: [www.cwmt.org.uk/fundraising-downloads](http://www.cwmt.org.uk/fundraising-downloads)

## ○ Collection tins or buckets

We can send you our branded collection tins or buckets to help encourage people to donate at your event.

## ○ Anything else

If you think of anything else you might need to help you with your fundraising efforts then please don't hesitate to contact our friendly office team.



# Shout about it!

Promoting your event is one of the keys to success. Here are some ideas to help you draw a crowd.

## ○ Put up eye-catching posters

Posters are a great way to attract people's attention and tell them about your event. We've designed a template poster so you can just fill in the details – or why not design your own? You could even make it into a competition. Just remember to make it bold and easy to read with large letters and not too much writing. Put your posters up on local community notice boards, in shops and around school (with permission, of course!).

## ○ Spread the word on social media

Use Facebook and Twitter to share your event with lots of people and ask them to share too. Keep your posts short and punchy and use interesting pictures. Post regular updates.

## ○ Contact your local newspaper

Your local paper may be interested in running a story on your event. Send them a press release which tells them about it and invite them to come and take a photo. Journalists are very busy people so write a clear heading and make sure you get the 'five W's' in your first paragraph: Who? What? When? Where? Why? There's a template press release in this pack to help you get started.

## ○ Go on the radio

Get in touch with your local radio station and ask if they would like to do an interview with you about your event and why you are raising money for CWMT. Practise interviewing each other before the real thing!

## ○ Give out flyers

Create a smaller version of your poster and hand out copies to your family, friends and neighbours.

## ○ Put a piece in your school newsletter

Does your school have a newsletter or magazine? Have a chat with the editor and ask if you can get a piece in the next edition to promote your event and tell everyone about the work CWMT does in schools.

## ○ Talk to a local celebrity

Is there someone in your area who's a little bit famous? Or you could get in touch with your local MP or the Mayor. See if you can get in touch with them and ask if they would be prepared to support your event. They could perhaps say a few words at the beginning or sign a raffle prize.





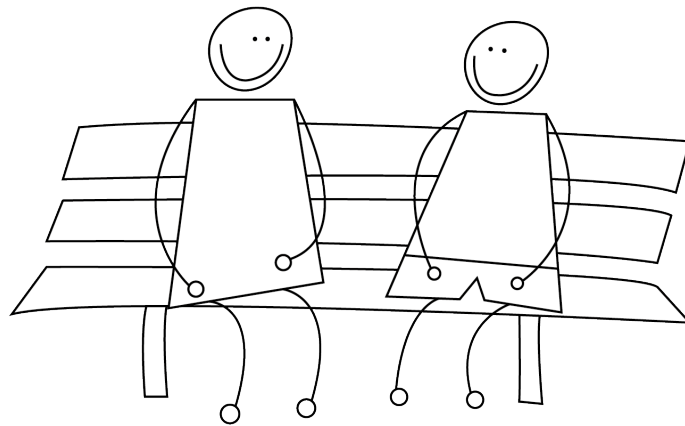


Twelve students from Radley College took part in the Henley Tough Mudder challenge, raising funds for CWMT





Depression: let's get talking





A disco with a difference - encourage everyone to wear neon!



**The Charlie Waller Memorial Trust**  
Depression – let's get talking

Our vision is of a world where people understand and talk openly about depression, where young people know how to maintain wellbeing, and where the most appropriate treatment is available to everyone who needs it.



### **Charlie Waller Memorial Trust**

32 High Street, Thatcham, Berkshire RG19 3JD

**T:** 01635 869754 | **E:** [admin@cwmt.org](mailto:admin@cwmt.org) | **W:** [www.cwmt.org.uk](http://www.cwmt.org.uk)

Registered charity number: 1109984