

Fundraising pack We Hear You (WHY)

Fundraising in aid of

why...

we hear you

**Cancer
Counselling**

Registered Charity No. 1154001



01373 455255

fundraising@wehearyou.org.uk

wehearyou.org.uk

Updated Summer 2023

Welcome

If you're reading this, hopefully you've already decided to fundraise for We Hear You - so a huge thank you in advance.

When you fundraise for WHY, you help more than 700 people a year access vital, free, specialist support to help them cope with the emotional impact of a life-threatening diagnosis. Fundraising in the community and in the workplace is a huge part of the reason we can do it.



We're a small charity making a big difference across Somerset, Bath and North East Somerset, Swindon and Wiltshire and your contribution, large or small, makes a big difference too.

We've produced this guide to make your fundraising as easy as possible...we can't scale Kilimanjaro for you, but we can make sure you feel well supported, well informed and hugely appreciated! You'll find tips and inspiration, useful links and fundraising ideas and the contact details for our fundraising team - a one-stop-shop for all our fundraisers.

Gemma

Gemma Wilkes, Fundraising and Communications Manager

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Why support WHY?



Because...

- ♥ We support more than 115 children and adults affected or bereaved by cancer or a life-threatening condition every single week, at a cost of more than £6,000.
- ♥ Our specialist counsellors work with children as young as four.
- ♥ We're innovative: as well as counselling, we offer mindfulness, nature connection courses, art and drama therapy and more, reaching people in the way that suits them best
- ♥ We support the person diagnosed and their family, friends and carers, with no time limit. When it's time to talk, we're here for you.
- ♥ We're a small charity having a big impact across Somerset, B@NES, Swindon and Wiltshire.
- ♥ Our services are free to those who need them. A life-threatening diagnosis often brings financial difficulty and spending on 'extras' goes down. We believe that emotional support at times like these isn't an optional extra, but absolutely vital.
- ♥ We receive no central government funding - your fundraising is a huge part of how we keep our services running, and how we keep them free.



'Supporting WHY is so rewarding, and it's great to see the money and awareness we raise having a huge and truly local impact. When I started out ten years ago, I had no idea fundraising for WHY would become such a big part of my life. Whatever you do for WHY, large or small, it really does make a difference.'

Rachel Clark

Fundraising made simple



"Whatever form your fundraising takes, we're on hand to help. Whether you need support with setting up a fundraising page, writing a press release or running an event, we can assist you. We know our fundraisers are the very best around, so we've taken inspiration from them to help our new supporters be the very best they can be!"

Helen White, Fundraising Officer

Get sponsored and get noticed



Set up an online fundraising page

There are lots of fundraising platforms offering online donation pages, such as JustGiving or Enthuse. WHY are registered on most platforms; find more guidance about setting one up on p5.



It doesn't have to be for a challenge event

Fundraising pages aren't just for challenge events - we recommend you set one up even if you're hosting a community event, such as a tea party or race night. In an increasingly cashless world, making online donations easy is likely to increase your total (although we do love cash too).



Tell your story (and the world)

Your fundraising page is your chance to tell the world about WHY and why you're raising money for us. Make it specific: use the facts and figures on p3 or the quotes on p11 to help you demonstrate WHY's impact.

Make it personal: tell the world why you've chosen us and what we mean to you, especially if our service has helped you or someone you love.



Gift Aid

Opting in to Gift Aid means we can claim an extra 25p for every £1 donated. The sponsor just needs to be a UK taxpayer and happy to share their details. They can add Gift Aid when donating via a fundraising page, or we can give you a paper Gift Aid envelope for donations by cash or cheque.



The power of social media

Do you use Facebook? Add a donate button to a social media post about your challenge or event - it's a great way to generate donations from friends and family. Find our social media info on p6.

Setting up a fundraising page



We use a platform called Enthuse for our in-house events and we'll automatically create you a page when you sign up. For events run through a third party, or for your own personal challenge or fundraising event, you can set up a fundraising page for your challenge or fundraising event on Enthuse by visiting the link below:

bit.ly/set-up-enthuse-fundraising-page



You'll see our main Enthuse page. Click 'Fundraise for us' on the top right to create an account and follow the steps to set up your page. See p6 for further information about sharing your page once you've set it up.

Other platforms

You're welcome to use any platform to create your fundraising page - we are registered on most major providers. Whichever platform you use, you may find it easier to look us up using our charity number, which is:

1156001

JustGiving™

JustGiving is one of many platforms you can use and will give you step-by-step instructions to guide you through the process of creating your fundraising page.

justgiving.com/start-fundraising



If you have any problems or would like help setting up your page, please get in touch - we'll be happy to help.

01373 455255

fundraising@wehearyou.org.uk

Inspire your supporters



Your page is your opportunity to tell the world why you're raising money for us, whether you're trekking the Sahara or giving up chocolate. Add your photo, tell your story and share far and wide! Make sure you tag us so we can share; our social media details are on p6.

Spreading the word

One of the best ways to get the word out about your fundraising is social media - it instantly connects you with a bigger audience and it doesn't cost you a penny! If you don't use social media yourself, you can still ask us to post on your behalf.

To tag WHY, follow/like our page first, and then type '@WHYwehearyou' (or the relevant tag listed below). When you start typing, you should see the WHY page appear as an option to select - check that you are selecting the correct page. When you successfully tag WHY, you should see the text turn to blue.



Our social media channels

Facebook @WHYwehearyou

Use Facebook for:

- Longer posts detailing your challenge/event and why you're doing it. Add a clickable link to your fundraising page.
- Short video clips, if you feel brave...as a post or in a Facebook Story.
- As an alternative way to gather sponsorship, with a 'donate' button on a post.
- Setting up a Facebook event to spread the word about your community event.
- Setting up a private group for your fellow challenge participants to share inspiration.
- Sharing to relevant Facebook groups for free targeted advertising.

Instagram @why_wehearyou

Use Instagram for:

- Also good for longer posts detailing your challenge/event.
- Links aren't live on Instagram posts, but you can add a clickable link to your profile, or add links to an Instagram Story or Reel (click the square icon with the smiley face and choose 'Link').
- Make short video clips, if you feel brave. Use them for posts, Stories and Reels. Document your training or feature your event on the day.
- You can usually post to your Facebook page within the Instagram app, to save time and maximise who will see your post.

LinkedIn @We Hear You (WHY)

Use LinkedIn for:

- Tag your employer or professional connections for sponsorship or participation.

TikTok @wehearyoucharity

Use TikTok for:

- Short video - send messages to your supporters from the start line or during the challenge.
- Organise a dance flash mob at the top of Kilimanjaro and you might even go viral!

Twitter @whywehearyou



YouTube whycancercounselling8408

As always, any problems - let us know!

Keep us in the loop

Email us at fundraising@wehearyou.org.uk to let us know what you're planning. We can share your fundraising page or event booking information on our social media, or send an email to our mailing list. If you need help writing a press release, or making a poster or social media graphic, we can help with that, too.

Running a community event? Contact us for banners, collection buckets, stickers and leaflets etc. We can give you a letter to take to local businesses to ask for raffle prizes, or advise you what to include in a risk assessment.

We can't guarantee to attend on the day, but if you need help, we'll do our best to be there or enlist the help of our volunteer team.

Keep it nice...and legal!

We're delighted you're fundraising for us and flying the flag for Team WHY. Your support is great for our reputation...but please remember you're representing us whenever you're in a WHY t-shirt or running vest.

There may also be legal considerations, especially for a community event. Some types of events, such as raffles or public collections, may need special permissions or licences. Do you plan to play music at a public venue, or use a public space? If in doubt, just ask - we're happy to help. You're covered by our public liability insurance while fundraising for WHY - we can provide a copy for you.

Keep cash safe and secure. We recommend that it is counted and checked by two people. If you're using collection buckets, they should be closed with cable ties until after your event.



Community events

Running a community event is a great way to support us. Why not host a coffee morning with friends and family, or run a jumble sale, pub quiz, party or clothes swap, and ask for donations to WHY?

You can host a community event as a stand-alone fundraiser, or as part of your fundraising for a challenge event. Our Northern Lights trekkers in 2023 hosted three successful jumble sales, a 'curry and ceilidh' night and a silent disco, raising the bulk of their minimum sponsorship while giving something back to everyone who donated.



 **If you're raising funds for a challenge, it's often possible to take part in one of our supermarket bucket collections, or help us at one of our in-house community events. We can include the money you raise while helping us to your total.**

Choose wisely

It's worth spending time thinking through which event type is the best fit for you. Jumble sales are very popular with the public, but involve a lot of preparation ahead of the event and you'll need LOTS of space to store the donated jumble, plus a plan for what to do with what's left over.

Play to your strengths - host an event you'd choose to attend! If you're an amazing cook, base your event around food. If you're in a band, host a gig. Host with the most? Throw a party. All three - make it a big party with food and music! The more 'you' the event is, the more you'll enjoy it - and that's really important.

Practical support

If you have an idea for a community event, but you aren't sure where to start, we can advise you. From practical considerations like finding a venue, sorting out any licences or risk assessments, or promoting your event, our team can help.

Email fundraising@wehearyou.org.uk - ask us anything!

'I've always wanted to try and break a world record. I looked into whether there was one for running in a beekeeper's suit and there wasn't so I jumped on it! There is a link as I do keep bees as well.'

'We have fairly close links to WHY and I couldn't think of a better charity to run for. Friends and family have been incredibly generous and I've raised £1360, which will be matched by the company I work for, [Galliford Try](#). I'm so glad that I've raised just over £2700 for such a great charity.'



Sam, who ran the 2022 Bath Half Marathon in a beekeeper's suit...and wellies

Challenge events



Ever wanted to climb a mountain, jump out of a plane or run a marathon?

Taking on a challenge is a fantastic way to tick off a life ambition, with the added incentive of raising money for a cause you care about. We offer various challenges each year, including a **London to Paris cycle**, the famous **Three Peaks Challenge**, a **four-day trek across Iceland** and much more. Many of our challenges are run through **Global Adventure Challenges**, a specialist third-party company.

<https://www.globaladventurechallenges.com>

We also have a team of runners each year for the **Bath Half Marathon** and regularly have people taking on the **London Marathon** or **Bristol 10k** for us. We host several dates for skydives each year, with an opportunity to tackle a tandem skydive at 10,000 or 15,000 feet. Every September you can join us for our **WHYwalk sponsored walking challenge**, covering a distance of your choice during the month.

If physical endurance isn't your thing, why not challenge yourself to give up chocolate, wine (or swearing) instead? Let us know what you're doing and we'll help you spread the word.



'It's the most emotional challenge I've ever done and the weather was not kind to us - pouring with rain, hailstones and just awful weather, some of it in the pitch black with only a head torch. But as my teammate Kerry said, it's nothing compared to going through months of chemo and we're all so proud to have raised a fantastic amount of money for WHY.'

Alice Starr, Three Peaks Challenge 2019



Getting your money to us

If you're using an online fundraising page, the money will reach us automatically - no need to do a thing! You can also drop into our Frome office with cheques or cash (please contact us first to make sure we're in).



Other ways to send your money



By bank transfer

Email info@wehearyou.org.uk for our bank account details.



Text to donate

Text WHYONCE 5 to 70085 to donate £5. If you wish to donate a different amount, change the number to an amount of your choice. Texts cost your donation amount plus one standard rate message.



By cheque

Donations via cheque can be made payable to We Hear You and sent to our office at 14-15 North Parade, Frome, BA11 1AU.



By cash

If you'd like to give us a donation in cash, call 01373 455255 or email info@wehearyou.org.uk to arrange a time to drop it off at our office in Frome.





What people say about us

Use these quotes to tell people why you're supporting us on your fundraising page. Best of all, use your own story and personal motivation for supporting WHY to inspire your friends and family to make a donation.



I felt so guilty all the time, I got mad, I felt sad, the whole range of emotions and so I think a service that supports everyone, that can support the 'carer' as well is so valuable because then you can be with the person that's got the illness in a more authentic way. I think when you shut down your emotions other unwanted emotions surface and I think that's what happened with me. To kind of hold it all together, I put a lid on things and I don't think that's very healthy.



Without WHY I don't think I could have got through the darkest time in my life. I lost two siblings within six weeks of each other. WHY gave me the most incredible support and guided me through my despair in the most compassionate way. My counsellor was extraordinary and I will always be eternally grateful for her care. She was like a lighthouse in the roughest sea helping me to find my way back into the light.



It is incredible that WHY are available in my area. I feel so privileged ... which is a bit strange to say as they were the hardest times of my life so far. After a whirlwind diagnosis and treatment, I was psychologically lost and the depths of that were edging deeper, but thankfully WHY were able to 'walk' beside me and navigate my new world with new fears and challenges. I am in a much better place now and have such gratitude towards WHY. Thank you so much.



When my uncle was ill I felt sad and scared that he would die. I talked to Ruth about what was happening and how I felt. I used to get the play dough and make emotions out of it, so we had red bits for anger, white bits for happiness and blue bits for sadness. I would put the bits into a bowl, choosing how I felt, over time the red bits got less.



Thank you for making a difference

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