



Kelly's
heroes



FUNDRAISING PACK

ABOUT US

Kelly's Heroes was formed in 2019 by founders John and Rachael Hewitt following the suicide of their daughter Kelly. Born through the grief and realisation that critical support and understanding had not been available, friends and family were determined to change this for others.

The charity was founded to educate, support and raise awareness of mental health throughout Northamptonshire.

Educate through training: Through a range of practical courses at every level to enable people to spot signs and signpost the appropriate help and support for the situation.

Easy access to support and guidance: from advice and guidance documents for self support to helping others this information is available as and when people need it.

Raising awareness: Through the generous fundraising events and activities and programmes undertaken in the community, people are aware of the charity and how it can help.

Timely counselling and help: Live chat is manned 7 days a week, 6-9pm. In addition one to one counselling is available through a self referral.

Access further information from our website

www.kellysheroes.org.uk



FUNDRAISING

Step 1

Begin by setting yourself realistic goals and targets and remember all donations are valuable to us no matter the size of your goal.

Step 2

Make it personal – Find something that will inspire you and maybe push you a little out of your normal daily routine.

Step 3

Decide on your challenge or event. Challenges could be as simple as having someone sponsor you to make your bed each day for a month or as challenging as a marathon, the choice is entirely yours.

Set your goal early on

A good way to encourage people to help you is to set a goal that people can help you achieve. Make the goal known to your audience, set up your own personal just giving page so people can easily donate and see how close you are to your target.

Gift Aid

Don't forget to encourage your fundraisers to gift aid their donations. Gift Aid allows UK charities to claim back the basic rate tax already paid on donations by the donors. This means the Foundation can claim back 25p from the government from every pound donated!

Make use of social media

In order to boost your donations its useful to promote it. Through the use of social media you can get your friends and relatives sharing your event. Keep your fundraisers updated on what you are doing and your progress on your target. Don't forget to let us know what you are doing as well, we love to hear what people are up to so we can say thank you.

Be Legal & Safe

Raffles and lotteries

If you decide to organise a raffle or sweepstake be aware that it is subject to strict legislation. If you are unsure about whether your event is suitable get in touch with us or look at the advice and guidance on the Gambling Commission website at

[http://www.gamblingcommission.gov.uk/for-the-public/
Fundraising-and-promotions/Fundraising/Fundraising.aspx](http://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Fundraising.aspx)

Data Protection

You must ensure that any personal details you acquire as part of your fundraising complies with the Data Protection Act. You must not share people's information without their permission, or keep hold of it for longer than you need to.

Publicity Materials

. You must never give the impression to anyone that you represent the charity. We request that if you are producing any materials or putting notices on the web page then you use the words "Raising Funds in aid of

Insurance

Any event that you might want to host will not be covered by the charities own insurance policy. It is therefore important that you understand it is your responsibility to obtain your own insurance to cover the event.



SPONSORSHIP FORM

NAME: _____

ADDRESS:

For Foundation use only. Subtotal of donations on this page:

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