

Fundraising Pack

You're about to do something amazing

Every day Open Door provides vital life saving mental health support to young adults across Merseyside and the North West.

Through our services we support over 100 young people per week with powerful, lifesaving and life changing outcomes.

Our services are free of charge and at Open Door anyone who needs our support can self-refer into our services. This means that anyone can immediately access the support they need.

Open Door offers the support many people need at the time they need it. Your fundraising can help us to support many more.

open door 

Your donations will save lives

Your contributions have the power to make a life-saving difference. Every donation helps us provide vital support to young people struggling with mental health challenges, offering them the resources, care, and guidance they need to overcome their darkest moments. Your generosity could be the key to saving lives.

1,900+

hours of support
provided last year across
all programmes

41%

is the average reduction
in symptoms of anxiety
& depression

99%

of Bazaar members
would recommend
Open Door to a friend

Member story

"I came into this place with the mindset of I wanted to die and I was constantly just thinking negatively all of the time. However, since I've been going to Bazaar I have been overall a lot happier in myself. Everybody in the place was so happy and very welcoming all of the time. I have already recommended the service to one of my friends because it was that good. I think that the service is brilliant and I don't think that you need to improve on anything.

It's been very helpful for me and I have loved coming here."

Alex

Age 17

8 steps to get you started

1. The idea, let's get creative

We love creative ideas here at Open Door, so why not get creative with your fundraising. Play to your strengths, and think about your existing connections. Are you part of a football, netball or hockey team? You could organise a special charity tournament. Are you a star baker? Ask your workplace if you can host a bake sale in support of Open Door - you could even use our bright charity colours to decorate your cakes. Whatever you want to do, we can help you make your fundraising a big success. If you haven't decided what you want to do yet, don't worry - give us a call and we can chat through some ideas with you!

2. Get others on board

Fundraising is always more fun with family and friends involved, so ask around for help and support with your challenge or event. It can make all the difference to have a buddy to train with, someone to bounce ideas off, or simply widening the potential network of donors for your fundraising page.

3. Set up a JustGiving page

JustGiving is the quickest way to kickstart your fundraising. The online platform makes it super easy to share with your friends and family. Head to www.justgiving.com/opendoorcharity to get started.

If you'd prefer to use a sponsorship form, download it from our fundraising page on our website or pop into Bloom Building to grab a paper copy.

4. Spread the word

To have the most impactful fundraising campaign, don't be shy to use the power of human connection and social media to get your campaign off to a flying start. Use any existing groups you're part of to spread the word. Don't forget to tag us into an social media posts you use to advertise your event - we love hearing about your fundraising and we might even be able to share your posts!

Top Tips

Setting a fundraising target on your page can lead to a 17% increase in the amount you raise, so don't be afraid to set your sights high!

You could raise 65% more when you write a page summary, so be sure to tell everyone why you want to support Open Door.

5. Get kitted out

Whether you're hosting a community footy tournament, bake sale or an ultra marathon, we've got you covered with t-shirts, collection boxes, sponsorship forms and stickers. Get in touch with fundraising@opendoorcharity.com to get what you need

We have places available in a range of events, take a look at our website for all the options and details for how to sign up: opendoorcharity.com/fundraising

6. Boost your donations

Make every donation go further with Gift Aid. Any UK taxpayer can include Gift Aid when they donate. It means you will get another 25p for every pound donated, at no cost to you. Another great way to boost your donations is through match funding from your workplace. The amounts can vary, however some companies will match any amount that you raise. Be sure to check whether your workplace offers this scheme to their employees, as this could double your total!

7. Thank your supporters

It's really important to let your supporters know how you've got on, how much money you've raised and how this will make a difference to 100's of vulnerable young people. You could post updates at certain milestones on social media to show how far you have left before you reach your target, or you could even do a weekly social media shout out to those who have supported you, and tag your friends and family.

8. Banking your money

If you have used JustGiving, there's nothing more you need to do! All funds are sent to Open Door automatically. If you have collected other donations such as cheques or cash, you can find out on page 6 how you can get these to us safely.

Get in touch with the team if you need any support with your fundraising plans fundraising@opendoorcharity.com

0151 639 4545

Fundraising at work

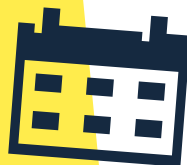
Fundraising or volunteering with your organisation is a great way to build connections with colleagues, and demonstrate your commitment to Open Door's innovative support programmes.

There are lots of ways you can show your support in your workplace.

Organise an event

This could be in your workplace or in a local community space, and be anything from a dress up day in the office, to a fundraising bingo night.

Use the event as an opportunity to meet with colleagues and most importantly make it fun!



Collection boxes

We can provide branded cardboard collection boxes to collect donations around your offices. You could ask staff to donate the cost of their usual takeaway coffee, or pop in any change leftover from their lunch order.

Payroll giving

Encourage staff to sign up to make a regular gift from their salary each month. This makes the donating process easy and tax-efficient for those wanting to contribute, and is especially efficient for medium and higher rate taxpayers, allowing for larger donations at a lower cost.

Find out more about getting started on the [Gov.uk](https://www.gov.uk) website.



Matched funding

As an employer, you could consider offering a match funding incentive for staff members who take part in a challenge or running event for the charity. An incentive might already exist for your company, so make sure this is advertised to those taking on their own personal fundraiser.



Charity of the Year

Does your workplace select a Charity of the Year? You could nominate Open Door to be the chosen charity! Get in touch with your HR department to find out about the nomination process, and contact us if you need any information or support.

Volunteering

As well as fundraising or donating, your organisation can make a real difference at Open Door by volunteering. Staff members can give their time to be a mentor and support our members through the Bazaar programme. Full training is provided, and no prior experience is needed – just a desire to help and at least two free hours per week.



How we can help

To help with your fundraising efforts, we can provide branded Open Door materials such as t-shirts, balloons and sponsorship forms, and provide any support or advice you might need from our fundraising team at fundraising@opendoorcharity.com.



Banking your money



Pay it online

You can visit www.opendoorcharity.com and pay your funds in online. Please make sure you leave your details and also the details of your fundraising.



Pop in

You can bring your money to us in person - just pop in and see one of our fundraising team at Bloom Building, 3 Abbey Close, Birkenhead, CH41 5FQ. Bloom Building is open from 9am to 5pm, Monday to Friday.



Post us a cheque

You can send us a cheque made payable to 'Open Door Charity' and post it to: Fundraising Team, Open Door Charity, Bloom Building, Birkenhead, CH41 5FQ

Please make sure you include your sponsorship form so that we can claim Gift Aid and please put your name and event on the reverse of the cheque.



Pay into the bank

You can download our paying in form from our website, or contact us and we can send this to you via email or in the post.



JustGiving

If you fundraise using JustGiving, you won't need to worry about banking your money as it will come to us automatically. Visit justgiving.com/opendoorcharity to set up your page!

Please do not send any cash to us in the post, we kindly ask that you put all cash collected into the bank, and write us a cheque, make a direct bank transfer or use our online donation page linked to above.



"I chose Open Door because I have teenage children and know the challenges young people face.

I love that they are local but with a big reach!"

Ruth
ODC Fundraiser

Thank you for saving lives

Together, we're going to create meaningful, lasting change in mental health. Since 2011, we have saved and changed the lives of 1000's of vulnerable young people and young adults.

Our fast, free and effective support can only happen because of people like you. It is your fundraising that pays for vital staff, including the training of our essential peer mentors.

Thank you so much for becoming a lifelong friend of Open Door by fundraising for us. Not only will you have a great time doing it, every penny you raise will help young people and young adults gain the tools they need to live well and have good mental wellbeing.

Follow us on our social channels to keep up to date with the happenings at Open Door

Any questions, get in touch

Visit our website:

www.opendoorcharity.com

Email us:

fundraising@opendoorcharity.com

Write to us:

Open Door Charity
Bloom Building
3 Abbey Close
Birkenhead
CH41 5FQ

Call us:

0151 6394545

Socials

 [theopendoorcharity](https://www.instagram.com/theopendoorcharity)
 [Open Door Charity](https://www.facebook.com/OpenDoorCharity)



Registered with
**FUNDRAISING
REGULATOR**

The legal stuff & things to remember

Raffles, lotteries and prize draws

There are three types of raffle: small, private and public. For small raffles at a one-off event where the raffle is not the main focus of the event, you do not need a licence. For a private raffle, such as one you may hold through your workplace or club, you do not need a licence. A public raffle, which is a raffle open to a wide audience over a long period of time, will need to be registered with your local authority (council). For more information and to ensure you stick to the law telephone 0121 230 6720 or visit www.gamblingcommission.gov.uk.

Collections

Collections are a great way to raise money. If you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your local authority. Please contact them for more information.

Health and safety

If you hold a fundraising event you will be responsible for the health and safety of all involved. The Institute of Fundraising website has useful information on this. Depending on your event you may need information from other sources as well.

Open Door Charity branding

By law, Open Door's charity registration number must appear on all posters, advertisements and other fundraising materials. If you're creating your own, please display this as: Registered charity number 1889664. Please contact us for permission for you or a third party to use the Open Door name or logo.



www.opendoorcharity.com

Registered charity no. 1189664