



# Fundraising Pack!

Everything You Need to Make Your

Fundraising a Huge Success





# Welcome to Catalyst Support

Thank you so much for fundraising for us!

Inside this pack you will find hints, tips and inspiration to kickstart your fundraising.

No matter your target, however big or small, every contribution helps support the work we do. So let's begin your fundraising journey with us and together we will improve the mental health and wellbeing of our community.



*Our projects support some of the most vulnerable people within our community who often find it hard to engage. Thank you for your wonderful support - and good luck!"*

**Sue Murphy, CEO. Catalyst Support.**



## Our Values



**Kindness**  
Friendly, caring and considerate



**Integrity**  
Honest and having strong moral principles



**Commitment**  
Dedicated to the cause



# About Catalyst Support

Catalyst Support is a not for profit organisation, supporting adults across Surrey for over 35 years. We work with adults experiencing multiple disadvantages, mental health concerns, domestic abuse, drug and alcohol concerns, and support them on their recovery journey.

With your fundraising support, we can continue to deliver the wide range of community support services including

## Community Support Groups

Ease loneliness and social anxiety

## Specialist Outreach

Reduce inequalities around health and social care

## Counselling

Provide support for depression, anxiety, drugs and alcohol



All services we offer are free for clients



# You Are Helping to Make a Difference

By fundraising for Catalyst Support, you will help fund the future of some of the most important projects among the 20+ services the charity provides. Your contribution can pay for counselling sessions, support a victim of cuckooing, help a woman get the right help at the support centre or answer a call of a person in distress.



**1 In 4  
Will suffer a  
mental health  
crisis**





# Fundraise For



For over 10 years, the Women's Support Centre has welcomed women from all backgrounds, supporting them on their journey of identification, recovery, healing and expression. The centre offers counselling, group support classes and recovery services via a trauma-informed, client-led approach.

With your help, we can continue our work supporting women in Surrey dealing with abuse, discrimination, trauma, homelessness, and financial difficulties.

**100+**  
women were  
supported here  
last year

**217**  
group sessions  
took place in  
the centre

**72**  
women received  
counselling  
support



*"I wish I could give what I have got from the centre to everyone who comes here, because it changed my life, saved my life. It changed me as a person and it made me who I actually want to be!"*

**Former client, now a peer-support volunteer**







*Over 400 people contacted Outline last year and were provided advice & support from our volunteers.*

(April 2022 – April 2023)

## Fundraise For



Outline is our LGBTQ+ listening service for anyone who has questions about sexuality and gender identity and for their family members and friends. We are a confidential, safe and non-judgmental space where you can find advice and emotional support.

Through your fundraising efforts, we can keep our helplines open and provide a safe space and a sense of community to people online, over the phone or in person.





# Fundraise For

## Cuckooing Outreach Team

Cuckooing is a type of exploitation by criminal gangs. It involves befriending a person, then taking over their home and using it to deal drugs. These criminal gangs typically target the vulnerable in our society and place the person and their whole community in danger.

Our specialist outreach team provides rapid response and intervention, support victims and prevent future exploitation. Raising funds for Cuckooing will allow us to offer timely and appropriate support to victims and keep them safe.



*They have helped me in every way they can, from helping me sort the house to referring me to services when needed. I think they have done a really good job and I couldn't have done half the things without their support. I would definitely recommend them to anyone that found themselves in the same situation.*

**Surrey Cuckooing client**





# Fundraise For

## Catalyst Counselling

Catalyst Counselling is free to access and is open to all adults who have concerns about their mental health, drug and alcohol use, or are affected by someone else's use. We can provide up to 24 hours of counselling support.

Catalyst Counselling receive referrals from multiple local agencies and healthcare settings, and half of our clients refer themselves through our website. We have helped many people, and our clients recommend us to others, which can create a long waiting list for the service.

With your fundraising, we can increase our capacity by recruiting and training more counsellors enabling Catalyst Support to help more people in our community.

**Catalyst Counselling delivered over 700 hours of counselling to people between September 2022 – April 2023**



*My counselling experience has helped me too understand myself. Given me confidence. Helped provide a toolkit to anticipate or cope.*

**Catalyst Counselling client**



# How Your Fundraising Helps

**£5**



Provides a warm drink and a snack for a person in distress

**£17**



Can provide a vulnerable client with a personal alarm for a month

**£30**



Purchases essential personal items for someone who is rough sleeping

**£50**



Keeps our LGBTQ+ Helpline 'Outline' open and answering calls, providing someone with support and information.

**£100**



Helps us move someone at risk to a place of safety





# Getting Started



## Contact our dedicated Community Fundraiser!

We can provide you with support and merchandise you need. Alternatively We have plenty of exciting events and challenges you can participate in and raise funds for Catalyst Support.

**Email:**  
communications@catalyst  
support.org.uk



## Make a plan and make it FUN!

The first step to fundraising is choosing your idea. Check page 11 and pick a fundraising activity that's perfect for you. Remember to give yourself plenty of time to plan your fundraising and invite other people to take part.



## Set your Fundraising Target and Get Online

Next set a fundraising target and begin creating your JustGiving fundraising page to share with friends and family and collect donations. Visit page 13 & 14 for advice and tips about using JustGiving.



## Staying Safe

On page 16, we have listed a few important things to ensure everyone has a safe and fun event.



## Celebrate Your Success

Whatever you choose to do, be positive and go for it! We're sure you'll make amazing memories too.



# Fundraising Inspiration

Want to fundraise but don't know where to start? Here are some ideas to get you started:



## SPORTY FUNDRAISING

- Bike Ride
- Marathon Running
- Sponsored Walk
- Kayaking Race
- Football Tournament
- Swimathon
- Bungee Jump
- Parachute Jump
- Paint-Balling
- Sky Dive
- Go Karting
- Inflatable Sumo Match
- Pancake Race

## FUNDRAISING IN THE COMMUNITY

- Talent Show
- Book Sale
- Barn Dance
- Car Boot Sale
- Car Wash
- Carol Singing
- Auction
- Garage Sale
- Furniture Sale
- Handmade Gifts Sale
- Charity Ball
- Dog Show
- Summer Fete
- Zumba Class
- Wine Tasting
- Vehicle Rally
- Fashion Show
- Fireworks Night
- Open Garden
- Scavenger Hunt

## FUNDRAISING WITH FRIENDS

- Birthday donations
- Come Dine With Me
- Give It Up
- Murder Mystery Evening
- Quiz night
- Pose For A Charity Calender
- Sponge Throwing
- Fancy Dress Party
- Host Afternoon Tea
- Film Night
- Head Shave
- Line Dancing Night
- New Year's Resolutions
- Karaoke Night
- Gaming Night



## FUNDRAISING AT WORK

- Cake Bake Sale
- Abseil a Building
- Easter Egg Hunt
- Dinner & Dance
- Donate A Day's Wage
- Dress Down Day
- Office Olympics
- Penny Collection
- Plant Sale
- Eating Contest
- Halloween Party
- Walk to Work Week
- Guess the Sweets in a Jar
- Sponsored Silence
- Wear Blue for Catalyst
- Treasure Hunt
- Tombola
- Raffle



# Fundraising Inspiration

## Fundraising Story:

### Lands' End to John O'Groats Cycling Challenge

Arleen, John, Julie and Richard cycled from Lands' End to John O'Groats whilst raising funds for our charity. They had heard great things about the Catalyst Counselling service and wanted to support us. They did a great job of planning and funding the challenge themselves, booking accommodation in advance. They cycled 1,689kms with 15,830 meters of ascent over 14 days and raised an amazing £1400. A great achievement and we are very grateful to them for choosing Catalyst.

## TopTip! Gift Aid!

If your sponsors are **UK Tax Payers**, make sure they tick the **Gift Aid** box. The taxman will then add **25%** to their donations, with **no extra cost** to them.





# Fundraising Online with **JustGiving**<sup>®</sup>

Raising money online is great – it's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media and you'll hit your target in no time. Visit [www.justgiving.com/catalyst-support](http://www.justgiving.com/catalyst-support) to set up your page.

Here are our Top Tips when setting up a fundraising page

**1**

Let people know why you've chosen Catalyst and what your challenge means to you.

**2**

Give thanks and personalise the thank you message to donors.

**3**

Remember to upload a photo of yourself to make the page personal.

**4**

Set a target. It shows your progress and encourages people to donate

## TopTip! QR Codes

JustGiving can auto generate a fundraising QR code for your page. Add the QR code to your promotional materials so people can then scan the code and donate directly to your page.



# Spread the Word

The more you talk about your fundraising, the more people will donate. Check out our ideas below to help you spread the word:

Make the most of your local networks – why not give a talk about your event in your church, school or workplace?

Local media love to hear about local people getting involved with good causes. Get in touch with newspapers, radio stations and community websites in your area to share your story.

Add your fundraising link to your LinkedIn, Facebook, Instagram or X and share it with your followers

Don't forget to tag Catalyst Support. We love seeing what you're doing to raise money.

Get your work mates onboard by including the link to your JustGiving page on your email signature. Why not ask your internal comms team if you can share in newsletters or on the intranet?

Don't forget to update your fundraising progress. Whether it's via a running total or a changing percentage, supporters love to see that their donations are making a difference



# Keep It Legal and Safe



## Health & Safety

Keep your personal safety in mind. We can't take any responsibility for your activity. If you are holding a large or public event, make sure you complete a health and safety risk assessment and that you have sufficient first aid cover for the size of your event. Please check with your local authority for more information.



## Licenses & Insurance

You will need a licence from your local council to do a street collection, so please contact them for further information. Also if you plan to sell alcohol or have live entertainment at your event, please ensure you have the correct licences to do so. Finally, if you are holding an in-person event involving the public, you'll need Public Liability Insurance.



## Children and young people

Always ensure that a parent or guardian consent is given for any children under 16 participating in any fundraising activity. Background checks must be carried out if adults are looking after children unsupervised.



## Food Hygiene Regulations

If you're selling food, be sure to check out the latest food hygiene regulations at [food.gov.uk](http://food.gov.uk).



## Competitions, Raffles, Prize Draws and Lotteries

While they're brilliant for raising money, there are lots of important rules about how they can be run. Please make sure you check out the latest regulations with the Gambling Commission. Your event will be in support of Catalyst Support, which means it is your responsibility to make it safe and legal. Catalyst Support cannot accept any liability.



## Promotional Material

Contact our community fundraiser if you would like to use our logos on any promotional materials you are creating. We can send you all you need along with our handy Branding Guidelines! Make sure to also use our registered charity number 1075892 and state on the materials that you are fundraising 'in aid of Catalyst'.





# You Are Amazing!

Keep reminding yourself of the incredible difference you are making for people across Surrey. Your fundraising makes sure that we can continue to support mental wellbeing in our community with kindness and respect. You are changing lives and bringing hope!

After your fantastic fundraising, we'd love you to stay in touch as we continue our work on mental health in Surrey.





## Contact Us

Need more information? We're here to help you every step of the way.

**Visit our website:** [www.catalystsupport.org.uk](http://www.catalystsupport.org.uk)

**Write to Us:** Catalyst Support, Unit 1, Nankeville Court, Guildford Road, Woking,  
Surrey, GU22 7NJ

**Call Us:** 01483 590150

**Email us:** [info@catalystsupport.org.uk](mailto:info@catalystsupport.org.uk)



Registered Charity No: 1075892