Fundraising pack

Fundraise for us to make a lasting difference to the lives of children and young people across the UK.

Get started with this pack.



Anna Freud
building the mental wellbeing of the next generation



About Anna Freud

Anna Freud is a mental health charity and we've been supporting children and young people for over 70 years.

We listen to and learn from their diverse voices, and integrate this with learnings from our science and practice to develop and deliver mental health care. This holistic approach has world-changing potential – our training, schools support, networks, partnerships and resources equip those who impact children and young people's lives with the knowledge and skills to support their mental health.

We believe mental wellbeing is the foundation from which children and young people achieve their potential. By continually expanding our understanding and translating it into practice – grounded in science and guided by children and young people – we can ensure they get the right support at the right time.

Fundraising for us

Thank you

Thank you for fundraising for us - we're delighted to welcome you to #TeamAnnaFreud.

Whatever activity you pursue, we can help you get the most out of your experience. In this fundraising pack you will find everything you need to raise funds successfully.

The difference you make

One in five children and young people has a probable mental health disorder,[1] and there is a disparity between their mental health needs and the help available to them.

Your support helps us close that gap. The money you raise enables us to:

- research what causes mental ill health and how best to address it
- train professionals, school staff, parents and carers to proactively support children and young people's mental health
- give children and young people direct mental health support when they need it most.

"The help I got from the Centre was pivotal. It gave me the opportunity to talk about my feelings in a place I felt safe. I now feel better than I have ever felt and my family is going very well. My relationships with my husband, son and daughter are healthier. I have more calm confidence at home and it's wonderful – it's something I've never had before."

Parent supported by Anna Freud

[1] Newlove-Delgado T, Marcheselli F, Williams T, Mandalia D, Dennes M, McManus S, Savic M, Treloar W, Croft K, Ford T. (2023). *Mental Health of Children and Young People in England, 2023*. NHS England, Leeds

Fundraising ideas

Start planning

Planning is key to any fundraising activity, and the first step is to choose the activity that's right for you. There are hundreds of fantastic fundraising activities you could try. Our supporters tell us that the most enjoyable and successful ones are based around the things they are most passionate about.

If you're a fan of fitness, you could take on a sporting challenge, or if cooking is your passion, you could organise a bake sale.

Choose your challenge

Some of the most popular fundraising events include:

- sponsored swims
- half-marathon, marathon or 10k races
- cycling challenges

Or take on something personal

Personal challenges can involve anything that's important to you and will motivate friends and family to support you.

Visit our website for details of the latest challenge events.

Host your own event

Challenges are only one way to raise money. You could organise a community-focused fundraising event too, such as:

- sports days
- games nights
- clothes swaps
- raffles
- bake sales
- fancy dress days









"The 28th April 2019 will forever be one of the most amazing days of my life. The overwhelming support from my friends, family and the crowds along the course got me round the gruelling 26.2 miles and encouraged me to raise over £3,000 for an important cause. I feel privileged to have run on behalf of the Anna Freud Centre and I am hopeful this donation will help to transform mental health amongst children and families."

Ruby, London Marathon 2019

Hosting an event: tips and considerations

Numbers

How many people will you invite? Will the event still be a success if fewer people than expected turn up?

Budget

Will you charge an entrance or joining fee, and what will the fee be? How much will refreshments cost? Could you ask friends, family or local businesses to donate towards the event?

Timing

Is your chosen day for the event convenient for your guests? Have you checked for clashes with other popular events or holidays?

Teamwork

Call on friends and family to support you. Working in a team where people can use their different skills will result in a much smoother event.



Publicising your event

To raise money through your event or challenge, you first need to raise awareness of it.

Getting sponsored

Set up a JustGiving page to invite your friends, family and colleagues to donate. You can set a target, tell your supporters why you're raising money for us and keep them up to date with your progress.

Take advantage of social media

Let your friends, family, colleagues and everyone else know about your fundraising through social media. You could create a video diary with updates about your training progress or share photos from your fundraising event. Tag us on Facebook, X and Instagram so we can see what you're up to.

Promote it in your local area

Getting your community on board could help you reach your fundraising target. If you belong to any community groups you could ask them to sponsor you and share your fundraising plans.







Fundraising safely and legally



Before you begin fundraising, you need to be aware of how to do it safely and legally.

Health and safety

Anna Freud cannot accept responsibility or liability for any damages or injuries arising from an event or fundraising activity. Please contact us if you have any concerns about this, or if you would like advice on how to get your event or activity appropriately insured.

Promotional materials

Any fundraising materials you create for your activities should clearly state you are fundraising 'in aid of the Anna Freud Centre, registered charity number 1077106.' If you would like to include our logo or images, please get in touch so we can provide you with high quality versions.

Collecting money from the public

If you wish to collect donations or sell goods in public, you'll need to request permission from your local authority. Likewise, if you're fundraising on private property you'll need the owner's permission. Contact us if you would like help with this.

Paying in

Send us the donations you've collected after completing your challenge or event. If you're fundraising over more than one day, please send us your donations as and when you raise them.

By credit or debit card

Deposit funds into your bank account and pay with your credit or debit card online through the Anna Freud website.

Via your fundraising page

If you haven't got one, you can set one up at on JustGiving's website.

Please do not send cash through the post.

Gift Aid

Donations from UK taxpayers are worth 25% more when you sign up for Gift Aid. Let us know at the time of your payment if we can claim Gift Aid on your donation.

"It was a tough challenge but so rewarding. I was really motivated to keep pushing, knowing that I was raising money for Anna Freud. I just wanted to do something to make a real difference. I know that Anna Freud is carrying out important work to support young people and their families across the UK. I really believe that their work is changing lives for the better."

Jack, Land's End to London cycling challenge

Fundraising checklist



Ready to start? Use this checklist to make sure you're all set.

- [ ] Decide on your fundraising activity and set a date.
- [ ] Set up your online giving page on JustGiving or Facebook.
- [ ] Spread the word on social media.
- [ ] Use the fundraising resources available on our website and on request to boost your campaign, including press release templates, sponsorship forms and branded materials.
- [ ] Keep your sponsors updated by sharing pictures and videos online.
- [ ] Collect your money and pay in.

Thank you

You are making a real difference to the lives of thousands of children and young people across the UK.

Contact us

For more information and questions, email our Fundraising team at fundraising@annafreud.org.

Planning notes

Our Patron: Her Royal Highness The Princess of Wales

The Anna Freud Centre, operating as Anna Freud, is a registered charity, number 1077106, and company limited by guarantee, company number 03819888.

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