



THE VETERANS'
MENTAL HEALTH
CHARITY

THE FUNDRAISING PACK





WHO WE ARE

Combat Stress is the UK's leading military charity specialising in the care of Veterans' mental health.

Founded in 1919, our aim is to ensure that Veterans receive the right mental health care, in the right place, at the right time.

Our treatment and support services are free of charge and save lives.

WHAT WE DO

Combat Stress treats conditions such as Post Traumatic Stress Disorder (PTSD), depression and anxiety disorders.

To help Veterans rebuild their lives, we provide a range of services:

Short-stay clinical treatment — at one of our treatment centres in Ayrshire, Shropshire and Surrey.

A specialist PTSD Intensive Treatment Programme — run at our three treatment centres.

Outpatients — assessment by psychiatrists and psychologists enables us to diagnose, define and deliver the treatment Veterans require.

Occupational Therapy — using meaningful and creative activity to encourage hope, well-being and recovery.

Community and Outreach — a UK-wide network of Community and Outreach Teams providing treatment and practical support to Veterans and their families in their own home.

Reserve Forces Liaison Team — working directly with Reservists and military staff to raise awareness of mental health issues in the Reserve Forces.

A 24-hour Helpline — for Veterans, serving personnel and families: 0800 138 1619.



THE VETERANS'
MENTAL HEALTH
CHARITY

THANK YOU for your interest in raising money for Combat Stress. Volunteer fundraising is essential to the unique service we provide for ex-Service men and women who have been psychologically wounded during their time in uniform.

Fundraising is also an excellent way to raise awareness and encourage support for the charity and the men and women that we work with.

We hope you find this pack helpful and informative, and that it inspires you to organise your own fundraising event — no matter how large or small.

So thank you very much for helping to make our work possible. Your continued support really makes a difference to the help we can offer Veterans to rebuild their lives.

GOOD LUCK!

CONTACT US

Please feel free to get in touch at any time if we can be of any assistance with your wonderful fundraising efforts. We are experienced fundraisers and here to help!

Email: fundraising@combatstress.org.uk



01372 587 140

A VETERAN'S STORY

“Combat Stress basically saved our lives. Their practical and medical help took the pressure off us so I could get myself together. I can’t thank them enough.”

Peter Doolan MC, Veteran of Kosovo, Sierra Leone, Iraq and Northern Ireland

There are 10 months of his life that Peter just doesn’t remember. Not the time when he took to sleeping under the dining table, nor when he rocked himself through the night on the living room floor.

And he can’t recollect throwing his medals in the bin, including the Military Cross he was awarded for saving a wounded colleague from a vehicle while under attack.

As a teenage soldier Peter experienced ferocious fighting in Kosovo. By 21 he had operated behind enemy lines in Iraq before engaging in battle.

After four tours in five years including Sierra Leone and Northern Ireland, Peter left the Army and threw himself into building a business and providing for his young family.

But all the time the turmoil was building inside him.

“I couldn’t keep a lid on it much longer. My first flashback left me shaking for days. I was convinced I was on patrol in Northern Ireland.”

The tipping point came when, as a Reservist, Peter was called to serve in Iraq again. The relentless

bloody combat reduced him to a shattered shell of a man.

Discharged from the Army, Peter tried to hide the symptoms of Post Traumatic Stress Disorder (PTSD) from his worried wife, Rachel.

Fortunately his doctor put him in contact with Combat Stress.

Having lost his business, his health temporarily and almost his family, Peter is now back on his feet after receiving medical treatment, counselling and practical support from us.

HOW YOUR MONEY CAN HELP

Your funding helps us to provide vital services to change Veterans' lives, and the lives of their families.

Any donation, however small, is a positive contribution towards improving the lives of ex-Service men and women with psychological injuries.

Here are a few examples of where the money you raise will be spent:



JUST £10 - £20

provides materials for our art therapy work.



£125

Consultation with a Psychiatrist.



£301

One day of visits from a member of the Community and Outreach Team.



£400

One day's treatment in one of our short-stay treatment centres.



£545

One day's outpatient assessment for a Veteran.



£1,532

One week of Psychologist appointments for a Veteran.



£4,946

Cost of running one Community and Outreach Team for a week.

YOUR FUNDRAISING JOURNEY BEGINS...

There are so many ways you can raise money for us — in fact the possibilities are pretty much endless!

Whether you are planning a one-off event or fundraising towards a specific target, the most successful ways often involve doing something that you enjoy and that can fit in with your current lifestyle, hobbies and interests.

Above all, it should be something that is achievable (and fun!).

Here are just a few ideas to get you thinking...



Check out the enclosed Events Calendar for existing Combat Stress challenges, runs and events that you can get involved in.



Why not put one of our collection tins in your local pub, shop, club, gym or eatery?

Whatever you end up choosing, make sure you have fun doing it.

The most successful fundraising is often achieved when doing something you enjoy.



FOR THE GROWN UPS

Quiz Night



Cheese
and Wine
Tasting



Track
Day



Murder Mystery Evening
Casino Night



SPORTING



Football
Match



Sponsored
Swim

Clay
Pigeon
Shoot

Sponsored
Run



Golf Tournament

Sponsored
Cycle

Sports
Day

Summer
Fête

★ ★ ★ ★ Concert

Talent Show
Non-Uniform Day



Treasure
Hunt

Themed
Day

Sponsored Silence

AT SCHOOL

Cake Sale



AT WORK

Sporting

Sweepstake



Dress
Down
Day

£ Sponsor
the Boss

Office
Olympics

Coffee
Morning



Street
Party

Garden Party

COMMUNITY

Barn Dance



Bring &
Buy Sale

Raffle



Street
Collection



Book
Sale

Fashion Show



Dog
Show

Eurovision Party

Karaoke

Night

Christmas Carols



Musical
Concert



SHOWTIME Open
Mic Night

QUIRKY



Baked Bean Bath



Head
Shave

Sponsored
Wax

Fancy Dress



Cocktail
Party

Birthday Party

SEASONAL
& PARTY TIME

40s Blitz Party

Christmas Ball

Bonfire Night

Remembrance
Day Collection



Burns
Night
Dinner

IN SUPPORT OF

COMBAT
STRESS



Abseil

Iron
man

Jump

Bungee

Firewalk

Tough Mudder

skydive

ACTION & ADVENTURE

Everest
Trek



YOUR FUNDRAISING JOURNEY CONTINUES...



If your event is weather dependent, make sure you choose the right time of year to hold it!

WHEN?

Choose a time that will be best for both you and your supporters

- Be sure to give yourself plenty of time to organise everything.
- Avoid competition and check that there is no clash with public holidays, local or national events, popular sporting or social fixtures.

WHERE?

Choose the right venue for your event

- Your venue should be large (or small) enough to suit your needs.
- It should have the right amenities with good transport links, parking and disabled access for your supporters.

PERMISSIONS

You may need certain permissions or licences from your local authority or landowners for:

- Collections
- The sale of alcohol and food
- The running of a raffle or lottery

Please refer to the “Keeping It Legal” section (on page 14) for more details.



Costs

- You will need to consider costs such as equipment, venue hire, promotion and so on, and set those costs against what you hope to raise.
- Unfortunately Combat Stress does not have a budget to cover or help with any of the costs of volunteer fundraising activities, so it's important you set a realistic budget and stick to it.

Charity discounts and offers

- Some venues will waive or reduce their hire fee for charity events.
- Local shops and businesses will often donate raffle prizes, food or drink.
- Don't forget to ask! We can provide a letter of authorisation if it helps.



? HOW?

Gather together a team

- You don't have to do it all by yourself!
- Put together a team of helpers from your friends and family. Allocate each of them a specific task, both before and during the event.
- Their input will be a big help and will no doubt add to the success of your event.

Publicise

- Make sure you publicise the event well and invite everyone you know — friends, family, work colleagues.
- Make posters and flyers to distribute in your local area.
- Sell tickets in advance if you can. This will not only commit people to coming along but will also give you a good idea of numbers in advance.

Equipment

- Make a list and be sure you have considered all the items you need to make the event run smoothly.
- We can provide fundraising materials including t-shirts, literature, Gift Aid collection envelopes, posters, collection tins and buckets — see the enclosed leaflet for more details.

ONLINE GIVING

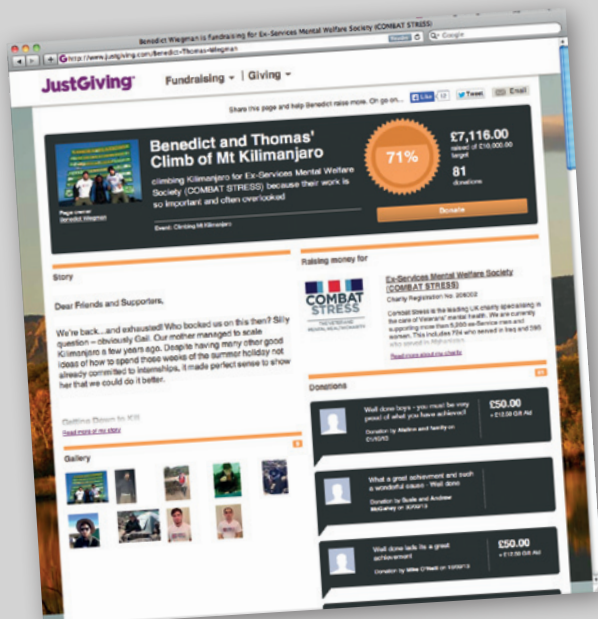
MAXIMISING YOUR FUNDRAISING

Online giving provides a fast, secure and easy way for you to publicise your fundraising event and get sponsorship at the same time.

You create a personal sponsorship page and email the link to friends, family and colleagues so they can visit and make their donation. This makes fundraising really quick for you – and really easy for your sponsors.



All fundraising pages have step-by-step instructions explaining how to set up your page, as well as clear guides for people who want to make a donation.



WWW.JUSTGIVING.COM

JustGiving is a charity website that automatically reclaims 25% tax on every donation from a UK taxpayer – making it quicker for you to reach your target amount and ensuring more money goes to help our cause.

Simply head to www.justgiving.com/combatstress, click on the 'Fundraise for us' tab, register your details on the system and then follow the step-by-step instructions to create your fundraising page.

If you are part of a team you can link your individual pages and combine your fundraising efforts by creating a team page here:

www.justgiving.com/en/fundraise-with-friends

JustTextGiving is the quickest and easiest way for your supporters to donate:

www.justgiving.com/en/justtextgiving

JustGiving Help Desk: 0845 078 2063
Email: help@justgiving.com

WWW.VIRGINMONEYGIVING.COM

Virgin Money Giving is a charitable not-for-profit company that allows you to categorise your event under four separate sections:

- Organised Event
- Personal Challenge
- Special Occasion
- Someone Special

Go to the website at www.virginmoneygiving.com, click on the 'Set up a fundraising page' button, choose the type of event you are planning to undertake, and then fill in your details (including 'Combat Stress' as your charity) and follow the simple instructions to set up your fundraising page.



Virgin Money Giving Helpline: 0845 610 1046
Email: theteam@virginmoneygiving.com

➔ TOP TIPS

YOUR ONLINE GIVING PAGE

- Add photos and videos of yourself, in the charity t-shirt if possible.
- Don't forget to ask your supporters to share their donation on social media if the site prompts them.
- Try to make sure the first pledge is a big one, to encourage those afterwards to match their generosity.
- Personalise the 'Story' section. Make your message informative and heartfelt — what you're doing and why you're raising money for Combat Stress.

SOCIAL MEDIA

- Use online media like Twitter and Facebook to get the message out there by posting a link to your online giving page. **Remember to use @CombatStress when tweeting.**
- Keep everyone up to date with how your training, fundraising and organisation is going with tweets, posts and messages.
- Use photos and videos and even a blog to tell the story of your fundraising journey.
- Before the event, thank those who have already donated, which will also remind those who haven't yet sponsored you.
- After the event, thank all your donors and let them know how it went. This will also encourage those yet to donate — around 20% of online donations are made after the event.

EMAIL

Send an email to everyone you know, telling them all about your fundraising plans.

Include a link to your online giving page and ask them to pass on the link to all their friends.

Make your approach personal and informative — people are much more likely to donate if you contact them personally than with just a blanket, generic message.

Also add a link to your online giving page in your email auto-signature so it will go out with every message you send.



Twitter.com/
combatstress



Facebook.com/
combatstress



YouTube.com/
combatstresscharity

www.combatstress.org

HELPING YOUR FUNDRAISING GO FURTHER

➔ TIP

**REMEMBER TO
START EARLY!**

**DON'T LEAVE
IT UNTIL THE
LAST MINUTE...**

ADVERTISE

**Design and create posters and
leaflets to advertise your event.**

Make sure you include all the information about your event and any contact details and links that supporters might need.

Let us know your plans and we can provide you with our 'In Support Of' logo.

Ask around and see if you can get them into your local shops, supermarkets, clubs, gyms, churches, community centres... anywhere that has a noticeboard really!



PRESS!

**Local journalists are always on
the lookout for human interest
stories in their communities.**

Promoting your event or fundraising on local radio and in the local newspapers is a great way to ensure maximum awareness and success.

Check out our 'How To Write a Press Release' guide at the back of this pack to help you get your story into the local media.

Remember, the more people who know about your event, the more money you will raise!



**Let us know here in the
Fundraising Department
what you're planning.**

We are experienced fundraisers and we're here to help make your event a success.

Make use of our resources: at the back of this pack you will find sponsorship forms and information sheets on the fundraising materials we can offer you.

➔ TIP

**MAKE SURE THE
FIRST DONATION
ON YOUR
SPONSORSHIP
FORM IS A BIG
ONE (AND IT'S
GIFT AIDED)
TO ENCOURAGE
OTHERS TO
FOLLOW SUIT.**



SPONSORSHIP FORM

A sponsorship form is enclosed with this pack.

Once you have your event organised, carry the form with you everywhere you go and ask everyone you know (and even those you don't!) — friends, family, colleagues, club members and local businesses.





CORPORATE SUPPORT

MATCHED GIVING

Under this scheme, employers donate a pound for every pound raised by an employee.

Depending on company policy this can be up to the full amount you raise.

Ask your employer about Matched Giving as a possible way of doubling your fundraising donations.

CORPORATE SPONSORSHIP

Getting a local company to sponsor your event is a great way to reduce costs.

Think about what you can offer a company:

- Publicity
- Mentions in the local press
- Their name and logo on tickets, the event programme or even on your running gear

➔ TIP

IF YOU HAVE A SPECIFIC FUNDRAISING TARGET, BREAK IT UP INTO MANAGEABLE AMOUNTS AND WORK OUT DIFFERENT WAYS TO RAISE EACH 'CHUNK'

giftaid it

USE GIFT AID AND
YOU CAN MAKE
YOUR DONATION
AND SPONSORSHIP
WORTH MORE.

Under this scheme, for every
£1 you give to us, Combat Stress
can claim an extra 25p from
HM Revenue & Customs.

HOW GIFT AID WORKS

To qualify for Gift Aid, an individual donor must currently pay Income Tax (including tax deducted at source, such as Building Society interest) or pay Capital Gains greater than the amount claimed on your donation.

Gift Aid can only be claimed on the donation of an individual. If you are taking part in a sponsored event or holding a collection, we will need the details of each of those donors eligible for Gift Aid in order to claim.

Therefore, when you send in the money you have raised, your individual Gift Aid declaration will not cover the total raised, as this is not money you have personally earned and paid tax on, so without everyone's details we will be unable to claim the extra

25%

Gift Aid only applies to 'gifts', which means it cannot be used where the donor is getting something back for their money. Gift Aid therefore cannot be applied to entry fees, the purchase of items or if the donor has entered a competition.

WHAT TO DO

If you are taking part in a **sponsored event** for Combat Stress and want to claim Gift Aid on the money that you've raised, you will need to ask each of your sponsors who are eligible for Gift Aid to tick the appropriate section on your sponsorship form and ensure they provide their **name, amount donated** and **home address** in full, in order for the extra tax to be claimed.

Alternatively, if you have an **online giving page**, donors can safely fill in a Gift Aid declaration when donating.

If you are holding a **collection** at an event, we are able to provide Gift Aid envelopes on which each individual can fill in their details and declaration.

TIP

You can download Gift Aid forms from our website here:
combatstress.org.uk/support-us/donate/



So, remember to send in your completed sponsorship forms or Gift Aid envelopes along with your money; we can then work out how much of your donation qualifies for Gift Aid.



AFTER THE EVENT

THANKING AND BANKING

CONGRATULATIONS!

You've done it!

Now all that's left is to thank everyone involved and get the money into us. Here are a few details that should help you to wrap everything up successfully...

PAYING IN YOUR MONEY

Cheques should be made payable to '**Combat Stress**' and sent to:

Fundraising Department
Combat Stress
Tyrwhitt House
Oaklawn Road
Leatherhead
Surrey
KT22 0BX

OR you can pay the money direct into our account:

Bank: NatWest Bank plc

Account name: Ex-Services
Mental Welfare Society

Sort code: 60-00-01

Account no: 00100013

Please give a reference, eg. your name or event, so that we know where the money has come from.

TELL US HOW IT WENT

We'd love to hear how your event went and how much you managed to raise.

Please contact us at:
fundraising@combatstress.org.uk;
or call us on **01372 587 140**
and let us know.

Don't forget to include any pictures as we love to see our fundraisers in action!

**REMEMBER TO THANK EVERYONE WHO TOOK PART
OR SPONSORED YOU, AND LET THEM KNOW HOW MUCH
THEY HELPED TO RAISE FOR COMBAT STRESS.**

KEEPING IT LEGAL

THERE ARE A NUMBER OF IMPORTANT LEGAL AND SAFETY REQUIREMENTS TO CONSIDER WHEN ORGANISING ANY CHARITY FUNDRAISER.

HERE ARE SOME OF THE POINTS YOU MIGHT NEED TO TAKE INTO ACCOUNT TO ENSURE THE SMOOTH RUNNING OF YOUR EVENT, BUT PLEASE FEEL FREE TO CONTACT US IF YOU NEED ANY FURTHER GUIDANCE.

Collections

Public, street and door-to-door collections require a licence — contact your local authority for further guidance.

Collections on a private property require the land or property owner's permission.

All under 16s must be accompanied by an adult when collecting.

Let us know if you are planning to leave a collection tin on a private property (shop, pub, club, etc). That way we can keep a record of where it is being held.

Alcohol

Selling alcohol at an event requires a licence.

If your venue is not licensed you will need to contact your local authority to obtain a temporary licence at least ten days before the event.

See: www.gov.uk/temporary-events-notice for more information.

Food

If you are offering or selling food, check with your local council for any food safety laws that may apply.

Guidelines on hygiene regulations can be found at: www.food.gov.uk

Insurance

You are responsible for whatever activity you undertake in support of Combat Stress.

We cannot accept any liability for loss, damage or injury as a result of fundraising activity.

If your event has general public involvement, you may require public liability insurance — you should check that your venue is covered.

Health & Safety

Be sure to carry out a risk assessment on your venue.

Don't forget to ensure there is wheelchair access.

Check first-aid provision, fire-fighting equipment and emergency evacuation procedures are in place for your chosen venue.

For larger events where you feel first-aiders are necessary, you can contact the British Red Cross (www.redcross.org.uk) or St John Ambulance (www.sja.org.uk) to arrange for their presence.

Always be careful with your own personal safety when carrying collection tins and money around.

Lotteries and Raffles

Legally, lotteries and raffles are defined as the same thing with different names, so the same laws and rules apply to both.

There are, however, three types of lottery and raffle, and each has its own rules...

You do *not* require a licence for:

1. Private lotteries or raffles

Definition: those held at a workplace or club and run by someone within the organisation.

Rules:

- The lottery or raffle can only be advertised and offered on the premises.
- Tickets must state price, name and address of the promoter, and who is eligible to participate.

2. Small lotteries or raffles (where they are not the main focus)

Definition: those held as part of a larger event that are not the main focus or draw.

Rules:

- Cash prizes cannot be offered.
- The ticket sales and announcement of the results must all take place during the event.
- No more than £250 can be spent on buying the prizes (but there is no limit to the value of any prizes donated).

BUT you do need to register with your local council to obtain a licence for:

3. Public lotteries or raffles

Definition: those open to members of the public...

- OR** with tickets sold outside of any event
- OR** with cash prizes
- OR** with over £250 spent on buying prizes.

The rules regarding lotteries and raffles can be found at

www.gamblingcommission.gov.uk (for England, Scotland & Wales) and www.nicva.org/publications/advice-note-9-lotteries (for Northern Ireland).



OUR POLICY

'In Support Of'

As a supporter you are raising funds in support of Combat Stress, but you do not officially represent the charity.

All documents (flyers, leaflets, posters, emails) should include the following statement:

"Raising funds in support of Combat Stress (registered charity England and Wales no. 206002; Scotland SC038828)."

IN SUPPORT OF



Funding of Volunteer Activity

We do not have a sufficient budget to fund volunteer activities (e.g. we cannot pay for you to climb Everest).

There are Trusts that may give grants for such endeavours depending on your circumstances — you need to apply for these directly from the grant provider.

The majority of volunteers would need to self-fund to cover their expenses.

Charity Representation

We welcome being asked about charity attendance at your event and will always try to find a representative to be there.

Please note that this may not always be achievable as our resources may be insufficient in that particular region or on the dates requested.

Because of this we look at each request on a case-by-case basis.

Music Policy

We are very happy for musicians to produce and sell their music for the charity.

Unfortunately, we do not have any connections within the music industry or related media outlets to help promote songs.

We are happy to supply our 'In Support Of' logo and some information about our work.

Use of Logo

Please do not use our logo on any marketing materials that you produce without our prior consent. You may not take our logo straight from the internet, neither may you use our name or logo on items that are to be sold without our approval.

Contact us at fundraising@combatstress.org.uk with your plans for our approval, and we can then provide you with our 'In Support Of' logo.

Have you written a book?

We know that a lot of time and hard work goes into writing a book and we are delighted that authors write and sell their books on our behalf.

We are happy to supply our 'In Support Of' logo and some information about Combat Stress; on occasion however, a disclaimer that the charity doesn't endorse the book or its contents may be required.

We do not have connections with book publishers and cannot assist in getting your manuscript printed, nor are we qualified to offer a literary critique of your work.

Also, we do not have the facilities to store, market or distribute books ourselves.

We may, however, be able to assist in some way with sales and/or publicity if your title is being published and marketed by a recognised publishing house.

Handling of Funds and Expenses

Legally, you are a trustee of any funds that you raise for Combat Stress and must ensure that all money is paid to the charity.

You may not take expenses or make deductions from monies received unless agreed with us in advance, and you must also inform all potential donors of any percentage of funds raised that will not be paid to the charity.





**“I WAS INCREASINGLY AGGRESSIVE
AND DRINK WAS A BIG ISSUE —
EVERYONE BUT ME REALISED
I HAD A PROBLEM.**

**IF I HADN'T HAD THE SUPPORT
OF COMBAT STRESS I DON'T THINK
I WOULD BE HERE TODAY.”**

Donald, Veteran of Kenya, Northern Ireland and The Falklands, treated by Combat Stress for PTSD and now getting his life back on track.



THE VETERANS'
MENTAL HEALTH
CHARITY

WWW.COMBATSTRESS.ORG.UK



THE VETERANS'
MENTAL HEALTH
CHARITY

If you need confidential help & advice on any
mental health issue - including confusion, anger
& depression - you can turn to us.

0800 138 1619

combatstress@rethink.org
www.combatstress.org.uk
Text: 07537 404 719

(Standard charges may apply for texts, please check with your provider.)

Delivered by



Charity Registration No 206002.
Charity Registration Scotland No SC038828.
Company Registered in England & Wales No 256353.

HEALING WOUNDED MINDS

 **FROM THE FUNDRAISING
TEAM AND EVERYONE AT
COMBAT STRESS...**

...THANK YOU!



Tyrwhitt House ■ Oaklawn Road
Leatherhead ■ Surrey ■ KT22 0BX

Tel: 01372 587 000
Helpline: 0800 138 1619

www.combatstress.org.uk

Ex-Services Mental Welfare Society.
Company Registered in England & Wales No. 256353.
Charity Registration No. 206002.
Charity Registration Scotland No. SC038828.