

The logo features the word "PAPYRUS" in a bold, teal, sans-serif font. The text is centered within a white, rounded rectangular shape that overlaps with a teal circle on its right side. The background consists of large, abstract shapes in dark blue, teal, and purple.

PAPYRUS

Several small, tilted squares in teal and purple are scattered around the central text area.

FUNDRAISING TOOLKIT



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No 1070896

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👤 I intend to continue to fundraise for and promote PAPYRUS. I am so proud and humbled to be involved with a wonderful charity, and to have received the support that I have. 👤
- **Florence Kosky, International Model.**



PAPYRUS

PREVENTION OF YOUNG SUICIDE

Suicide is the biggest killer of young people – male and female – under 35 in the UK.

Every year thousands of young people attempt or contemplate suicide, harm themselves or suffer alone, afraid to speak openly about how they are feeling.

We exist to reduce the number of young people who take their own lives by shattering the stigma around suicide and equipping young people and their communities with the skills to recognise and respond to suicidal behaviour.

SUPPORT EQUIP INFLUENCE



SUPPORT

We provide confidential support and advice to young people struggling with thoughts of suicide, and anyone worried about a young person, through our helpline, HOPELINEUK.



EQUIP

We engage communities and volunteers in suicide prevention projects and deliver training programmes to individuals and groups. This includes equipping local councils, healthcare professionals and school staff with suicide prevention skills.



INFLUENCE

We aim to shape national social policy and make a significant contribution to the local and regional implementation of national suicide prevention strategies wherever we can. Our campaigning comes from our passion as individuals, parents, families and communities who have been touched personally by young suicide. We press for change in many places using hard-hitting and dynamic campaigns as well as presenting evidence to those in power so that lessons can be learned and learning implemented to help save young lives.

FUNDRAISING TIPS

Do

1. Let our team know if you have any fundraising ideas you'd like to discuss
2. Use 'in aid of PAPYRUS' logo. We can send a high resolution version to you
3. Send the Fundraising Team any photos related to your fundraising
4. Talk about suicide safely. Talking openly and safely about suicide will help to #SmashTheStigma
5. Ask us about collection tins and buckets
6. Feel free to give us a call on 01925 572 444 from Monday to Friday (9-5) and just ask for the Fundraising Team
7. Tell us if you plan on giving a talk about your fundraising
8. Make sure you have fun!

Don't

1. Forget that we can support your fundraising in many ways
2. Put yourself at risk. You may get people sharing stories about their connections to suicide. Remember you can signpost people to HOPELINEUK for advice and support. For more information: <https://papyrusuk.org/hopelineuk/>
3. Forget to Gift Aid donations
4. Discuss method when talking about suicide. Avoid mentioning explicit details around method and locations in order to keep your conversations safe and sensitive
5. Collect door to door or use collection tins in a public location. There are strict regulations around using collection tins and buckets. Please contact us if you require more information
6. Use unauthorised collection tins or buckets. We have PAPYRUS branded collection tins and buckets

WELCOME TO #TEAMPAPYRUS

There are so many ways that you can get involved and raise funds for PAPYRUS so we can keep saving young lives.



HOW YOUR SUPPORT HELPS

HOPELINEUK is a confidential support and advice service for young people under the age of 35 who may be having thoughts of suicide, as well as anyone concerned that a young person may be suicidal. We often receive feedback from our callers who tell us that by talking through their feelings and developing a safety plan with our advisers, they are able to work through their thoughts of suicide and stay safe.

"Thank you for helping me – no one has ever helped me this much before."

HOPELINEUK
feedback

We also offer a series of suicide awareness raising and training packages to suit different needs and audiences.

PAPYRUS believes that suicide is everybody's business and only by engaging everyone can a community become suicide-safer. Your support helps us to keep our services running, offering a lifeline to young people at risk of suicide and creating suicide-safer communities across the UK.

HOW YOUR MONEY HELPS

**25%
INCREASE**
IN CALLS TO
HOPELINEUK IN
2019-20



This huge rise in contacts indicates that more young people, and those supporting them, are finding the courage to pick up the phone and talk to someone about suicide.

£5

can help pay for one call, text or email to HOPELINEUK

£20

can pay for a resource pack aimed at supporting teachers

£65

can keep our helpline, text and email services running for over one hour

£200

can cover the cost of one person attending Applied Suicide Intervention Skills Training (ASIST)

A-Z OF FUNDRAISING IDEAS

Our fundraisers do wonderful things to support our life-saving work. From fancy-dress walks to tea parties; sky dives to cycle challenges; climbing huge mountains (like Mount Kilimanjaro) to running marathons in the Sahara Desert. The sky really is the limit.

A

AFTERNOON TEA
ABSEIL
AUCTION
ASSAULT COURSE
AMAZON SMILE

B

BAKE SALE
BARBEQUE
BEARD SHAVE
BALL

C

CYCLING
CAR BOOT SALE
COMEDY NIGHT
CAR WASH

D

DRESS-DOWN DAY
DINNER PARTY
DRY JANUARY

E

EBAY DONATIONS
EGG & SPOON -
RACE
EASTER EGG HUNT

F

FACEBOOK -
FUNDRAISING
FACE PAINTING
FASHION SHOW
FOOTBALL -
TOURNAMENT

G

GOLF DAY
GARDEN PARTY
GUESS THE NAME
GAME NIGHT

H

HEAD SHAVE
HALF-MARATHON
HOUR OF PAY (DONATE)
HIKE

I

ICE-CREAM PARTY
INTERNET -
AUCTION
INTER-SCHOOL
GAMES

J

JUSTGIVING PAGE
JUGGLING
JEWELLERY -
MAKING
JOGGING

K

KNIT-A-THON
KETTLEBELL -
COMPETITION
KEEP FIT -
CHALLENGE
KARAOKE NIGHT

L

LUNCH PARTY
LINE DANCING
LEGACY
LIVE MUSIC
LONG WALKS

M

MARATHON
MOUNTAIN BIKING
MUSIC CONCERT
MATCH FUNDING

N

NETBALL -
TOURNAMENT
NO UNIFORM DAY
NO-SWEAR DAY

O

OFFICE -
COLLECTION
OFFICE PARTY
ODD SOCKS DAY

P

PYJAMA DAY
PAMPER EVENING
PANCAKE DAY

Q

QUIZ NIGHT
QUIT CHOCOLATE
QUIET SPONSOR

R

READ-A-THON
ROWING
RAFFLE
RACE

S

SPONSORSHIP
SOBER OCTOBER
STOP-TOBER
SKYDIVE
SWEAR JAR

T

TOMBOLA
TEA PARTY
TUCK SHOP
THREE PEAKS
TEXT DONATE

U

UNIVERSITY
CHALLENGE

V

VALENTINE'S DAY
VEGGIE FOR A
MONTH
VOLLEYBALL -
TOURNAMENT

W

WALKING
WAXING
WINE TASTING
WORLD RECORD
WEAR PURPLE DAY

X

X FACTOR
XMAS FAIR
XMAS CARDS

Y

YACHT RACE
YES FOR A DAY
YOGA
YEARLY DONATION

Z

ZUMBA-THON
ZIPLINE

FUNDRAISING FOR PAPYRUS

PAPYRUS is always aware that our success, indeed our very existence, is due to the generosity of supporters who fundraise for, or donate to, PAPYRUS. Often this will be in memory of loved ones lost to suicide. There are many ways you can fundraise for PAPYRUS and we can support you however you choose to support us!

PAPYRUS FUNDRAISING SUPPORT

We have a great selection of fundraising goodies we can send out to help support your events such as t-shirts, wristbands, flags and Gift Aid envelopes. We will also send you a selection of literature and information about PAPYRUS. Please have a chat with our Fundraising Team to find out what would work best for your fundraising.

DONATING IN MEMORY

Every donation we receive makes a valuable difference to the work we do in supporting young people at risk of suicide to stay safe and find hope in difficult times. Some people choose to raise money through funeral collections or gifts in lieu of funeral flowers. If this is something you would like to consider you can speak with your funeral director who can help to arrange this. MuchLoved is an online platform that allows bereaved family and friends to remember their loved one and to help those affected by their passing. It is quick and easy to set up a page, and you can keep it open for as long as you wish.

RAISING MONEY FOR A SPECIAL OCCASION

Some people donate as a way of marking special occasions like a significant birthday, wedding or anniversary. You can create a JustGiving or Virgin Money Giving page with a personal message which lets people know what you are celebrating and why you are supporting PAPYRUS.

EXTRA FUNDRAISING MERCHANDISE

We also have wristbands and pin badges which can be used to boost your donations. If you would like a bulk order of wristbands, pins or pens we just ask that you cover costs. There is a breakdown of costs below:

50 wristbands or pens £15

100 wristbands or pens £25

30 pin badges £25

50 pin badges £45

"THANK YOU"

WAYS TO DONATE

“Just £5 can help pay for one call, text or email to HOPELINEUK”

Thank you so much for choosing to donate to POPYRUS Prevention of Young Suicide. Your contribution is more than a donation; it is how we will work together to prevent young suicide and give the gift of hope to a young person.

ONE OFF DONATION

Here are all the different ways you can donate:

- Cheque made payable to POPYRUS
- Bank Transfer
- Paying-in Slip
- PayPal
- Through the POPYRUS website
- Through JustGiving

REGULAR DONATION

Give the gift of hope to a young person each month by becoming a regular donor. To set up your regular gift to POPYRUS, you can register with our Direct Debit scheme. Click [here](#), or go to www.papyrus-uk.org/directdebit, to find more details and to sign up today! Regular gifts by direct debit give us a predictable income which allows us to expand our services and save more young lives. In 2020 we saw a significant rise in contacts to our helpline HOPELINEUK, with nearly a 25% increase in calls, texts and emails made in 2019. This means that more young people than ever before are reaching out for support to keep themselves safe.

TEXT DONATION

Did you know you can now donate to POPYRUS via text?

Just text the word **POPYRUS** to **70085** to donate £5. You can also donate a chosen amount by texting POPYRUS followed by the number you wish to donate.

For example text **POPYRUS 1 to donate £1** or **POPYRUS 10 to donate £10**.

We use a platform called DONR for our text giving who take 5% of every donation made. Donations will be added to your monthly phone bill and you can even add Gift Aid.

FUNDRAISING AT WORK

Workplace fundraising is a popular way to help raise funds for PAPYRUS. There are lots of ways in which you could do this including:

- **Office Bake-Off**
- **Wear Purple For PAPYRUS**
- **Tuck Shop**
- **Swear Jar**
- **Coffee Morning**
- **Dress-Down Day**
- **Sponsored Silence**
- **Payroll Giving**
- **Office Olympics**
- **Matched Funding**
- **Donate An Hour Of Pay**

Supporting PAPYRUS at your workplace can be a great way to bring your team together, get to know your colleagues better and have a bit of fun, all while raising vital funds for suicide prevention.

If holding a separate event isn't for you, how about hosting one of our collection tins for 3, 6, or 12 months?

Could you nominate PAPYRUS to be your company's Charity of the Year?

We have a dedicated Corporate Fundraiser who is available to support you.

Email:
corporate@papyrus-uk.org
to enquire about corporate support and how we can assist you in your workplace fundraising.

STUDENT AND RAG FUNDRAISING

Fundraising can be a fantastic way of getting your friends together, doing something completely different and meeting new people.

By fundraising at university, either with friends, or through your Students' Union/RAG, you'll also be raising awareness of services which exist for those who may be struggling to cope with life right now. We are always keen to build up our connections with universities – this gives us a real opportunity to raise awareness directly with young people and support those who may be at risk.

Don't be afraid to think outside the box when it comes to planning an event for PAPYRUS. We endeavour to support our incredible fundraisers as much as possible, so whether you need some advice or want to have a chat about your ideas we are here to help. Raising awareness is also really important – put us in touch with your Welfare Officer or list us on your website.

Are you part of a society at uni? Why not nominate PAPYRYS to be your Charity of the Year? Even if you aren't in a society, you can still chat to your student union and nominate us for their Charity of the Year. If you have any questions, or need any information about PAPYRUS, please just let us know on fundraising@papyrus-uk.org

Don't forget, fundraising also gives you those all important transferable skills that will make you stand out from the crowd after graduation and look great on your CV.

CHALLENGE EVENTS

A challenge event can be anything that challenges you from the Three Peaks Challenge to a skydive. There are a huge range of sporting, outdoor and overseas challenges that you can get involved with.

We work alongside many different companies who offer some very exciting fundraising challenges. You could choose to take part in a skydive with www.skylineevents.co.uk, climb Mount Kilimanjaro with www.classicchallenge.co.uk or walk 100km from London to Brighton with www.ultrachallenge.com. There are so many options for you to choose from, and you don't have to stick to using just these companies.

"I have spent a lot of this year focusing on fundraising for you guys, including my 18th birthday and I would not have had it any other way. I'd like to thank everyone at PAPYRUS for your support in sending everything that we have needed. You have all been amazing!"

Quote from a fundraiser.

NEW FOR 2021

Parachute for PAPYRUS. Our brand new annual event, taking place right across the UK. Take on the challenge of a lifetime with a skydive, and help us save more young lives than ever.

NEW FOR 2022

Abseil to save young lives

Whether you're a thrill-seeker looking for your next challenge, or just want to do something different then this could be for you! Descend 150ft over the side of the great West Door of Liverpool Anglican Cathedral.

THINGS TO THINK ABOUT

What is the cost of the event? Are you self-funding it or can you guarantee raising enough to cover both the cost of your challenge and make more on top? **Is there anyone else who you could get on board?** Fundraising in a team can sometimes give you a greater sense of support and motivation than going it alone.

ONLINE FUNDRAISING

Online fundraising is one of the most effective ways to raise money for POPYRUS. By using an online fundraising site you are making it easier for your friends and family to donate and share.

Two of the most popular online fundraising sites are JustGiving (www.justgiving.com) JustGiving take 0% of money donated for fees but will add an optional 10% extra onto your donation as a fee. You are able to remove this if you wish when donating by using the drop down menu and selecting the 'other' option.

There are other online fundraising sites available, and you are welcome to use whichever you choose.



THINGS TO CONSIDER

- If you are part of a fundraising team but you would like to track your own fundraising, we would recommend that you set up a team page on JustGiving where you can link your individual pages together.
- If you set up an online fundraising page, your donations will be sent directly to us on a monthly basis. You do not need to transfer anything to us, but please be aware that you cannot access these funds once they have reached POPYRUS.
- Your supporters can Gift Aid their donations on your page, as long as they are tax payers and reside in the UK. This can add up to 25% extra to their donation so it's worth reminding your friends and family. JustGiving collect everything, so it's an easy way to boost your total.

ONLINE HINTS & TIPS

Making the Most of your Fundraising

PAPYRUS Press Office

We have a Press Office which can promote your activities and we would be happy to discuss ways in which we can help you. Contact pressoffice@papyrus-uk.org

Take Photos

By using images on your fundraising page you could raise around 14% more in donations. We also love to see what you have been doing.



Share Your Story

People will give more if they know why you care. Please remember that anything you post on your fundraising page is public, so we'd advise you to only share information you are happy to be publicly available.

Share Your Page With Your Networks

Use social media to tell people about your fundraising activities and if you tag PYPYRUS we can share your messages too.



EASY WAYS TO RAISE A LITTLE EXTRA

If you're holding a charity event, why not ask us for some wristbands or pin badges? We can send some for you at a suggested donation of £1.50 each. We do ask you to cover costs for bulk orders of wristbands and pins, please get in touch for more information

giftaid it

UK taxpayers can claim Gift Aid when they donate to a charitable cause - this can add up to 25% to their donation at no extra cost.



Post Updates

Post updates of your training or planning to keep people interested and involved.



Set a Target

Pages with a target raise 46% more than pages without!

Tell Everyone

You could put a link to your page in your email signature. Remember, the more people see it, the more likely they are to donate.

FUNDRAISING WITH FACEBOOK AND INSTAGRAM

You can now
fundraise for
PAPYRUS
on Facebook.

In 2017, Facebook launched their fundraising platform which has proven hugely successful and is a great way to raise money for PAPYRUS through your own Facebook account.



BIRTHDAY FUNDRAISING

Two weeks before your birthday, Facebook will send you a notification asking if you'd like to raise money for a charitable cause to celebrate your birthday. From here, all you need to do is click yes and search for PAPYRUS. You can also choose to set up a fundraising page or add a 'donate now' button to your latest post. Find out more in the 'Help' section on Facebook.

DONATE THROUGH INSTAGRAM

In July 2019, Instagram introduced a new feature which allows you to add a 'donation sticker' to your Instagram Story. This then allows your followers to easily donate to PAPYRUS.

To create a fundraiser for a PAPYRUS follow these steps:

- Select 'Fundraisers' on the left menu of you News Feed
- Select 'Raise Money'
- Select 'Nonprofit/Charity'
- Search 'PAPYRUS Prevention of Young Suicide', then Select 'PAPYRUS'
- Click 'Create'



HEALTH AND SAFETY

Please take your time reading over this page to ensure that your fundraising goes smoothly and that you are compliant with all regulations.

COLLECTING FOR PAPYRUS

We have official PAPYRUS branded collection tins, buckets and boxes that you can use at your event. As we are registered with the Fundraising Regulator, there are guidelines that must be followed before we can send your collection tins out.

If your event is in a public area, you will need permission from the local council to collect donations. In some cases you may need a licence.

However, if the land is privately owned then this does not apply. You will need to obtain written permission from the property or venue owner, that they are happy for you to collect using a collection tin in their venue. Once you have received permission, we have a short form for you to fill out and then we can send out your collection tins. **Please contact your local council to find out what the rules are as it differs between regions. It is illegal for anyone under the age of 16 to take part in street collections.**

PARENTAL CONSENT

If you are under 16 and would like to fundraise for us, you will need to make your parent or guardian aware of your fundraising plans, and get their consent. This is a legal requirement. Please ask your parent or guardian to send an email to fundraising@papyrus-org.uk, or call 01925 572 444, to confirm their consent for your fundraising activities.

PAPYRUS LOGO

We have high-resolution PNG, JPEG and vector logos that we can send for you to use when creating marketing materials for your fundraising. We do just ask that you state that you are fundraising in aid of PAPYRUS and send us a proof of your design before posting it online or sending it to be printed. We will pass your design to our Communications Team, who can approve your design or give feedback.

FOOD HYGIENE

If you are selling food during your event, you will need to make sure that the vendor/caterer is licensed. If you are making food yourself, make sure the public know the ingredients. Writing a card with a list of ingredients for each item is a good way of doing this. For information about food hygiene regulations, visit: www.food.gov.uk

RAFFLES AND LOTTERIES

Holding a raffle is a great way to raise funds, but there are some legal limitations that you need to be aware of. If you pay for a ticket and receive the prize on the same day, this is considered a raffle and does not require a licence. If you purchase a ticket in advance, and the winning ticket is drawn on a different day, then this is considered a lottery. Some lotteries require licences, to find out more please see this information from the Gambling Commission: <http://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx>

THANK
YOU

GUIDELINES FOR FUNDRAISING

FACTS AND FIGURES

Suicide is the biggest killer of young people – male and female – under 35 in the UK. In 2018, 1,866 young people died by suicide.

PAPYRUS IS THE NATIONAL CHARITY FOR THE PREVENTION OF YOUNG SUICIDE.

Every year many thousands more attempt or contemplate suicide, harm themselves or suffer alone, afraid to speak openly about how they are feeling.

We draw from the experience of those who have been touched personally by young suicide across the UK and speak on their behalf through our campaigns and in our endeavours to save young lives.

We believe that with appropriate support and education, many young suicides can be prevented.

TALKING ABOUT SUICIDE

Suicide is not a criminal act. When talking about suicide and suicide prevention, we urge you not to use the term 'committed suicide'.

Changes made in the Suicide Act of 1961 decriminalised the act of suicide in the UK. It is not a criminal offence in the UK to take your own life. The word 'commit' treats it as it were still a crime, which perpetuates the stigma around suicide and can be offensive to bereaved families and friends. PAPYRUS encourage people to use terms such as 'took their own life' or 'died by suicide' when referring to a suicide.

When talking about suicide please consider, not only the grief of family and friends of the deceased, but other vulnerable young people who may be having thoughts of suicide and not coping with life at that time.

Explicit descriptions of suicide method (including describing where and how they died) can prompt copycat cases. This includes posting explicit content, such as images of self-harm and suicide method, as well as locations where a suicide took places which can be easily identified. Evidence about the potential for copycat suicides is strong.

SOCIAL MEDIA

Posting on social media is a fantastic way to boost your fundraising total, but please do be aware of what you are posting.

Don't forget to use hashtags.
Here are some examples you can use:

#FUNDRAISINGHEROES

#SMASHTHESTIGMA

#CHARITYTUESDAYHERO

#MONDAYMOTIVATION

#CHARITYTUESDAY

#TEAMPAPYRUS

#PAPYRUSRUNS

#FUNDRAISINGHERO

Please be aware that when you post any information or photographs online it becomes public information and the press may use it. If you are fundraising in memory of a friend, please do also check you have permission to fundraise in their loved one's name. Don't put up images that you or the deceased's family do not want shared. Once it is in the public domain it can be accessed and used by anyone anywhere in the world. This includes on your online fundraising page and on social media.

Don't forget that you can tag and follow PAPYRUS on social media, we'd love to see what you're up to with



SOCIAL MEDIA

If you are setting up a Facebook page/event, or a website for your fundraising, we ask all our fundraisers to include the text below somewhere on their page, just to ensure that there isn't any confusion around which social media platforms are the official PAPYRUS channel and which are third-party.

"I am fundraising in aid of PAPYRUS Prevention of Young Suicide. All monies raised will go to PAPYRUS, but I am acting in my own capacity. PAPYRUS is not responsible for the content on this page and accepts no liability. The views and articles shared on this page are not in any way endorsed by or advocated by PAPYRUS."

If you would like to feature on social media as a case study (such as on Facebook and Instagram), please let the Fundraising Team know and they will send you a form to complete.

Featuring in your local newspaper is a great way to raise awareness about your event and the work PAPYRUS does.

GETTING INTO THE PRESS

PAPYRUS has a dedicated Press Office to help you make the most of your fundraising in the local press. If you would like to raise awareness through the media, please let the Fundraising Team know and they will send you a template and advice about contacting journalists.

Contact: pressoffice@papyrus-uk.org