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, MODEL AND PAPYRUS FUNDRAISER
Suicide is the biggest killer of people aged 35 and under in the UK. We believe that suicide is preventable.

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.

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

**SUPPORT**
We offer professional advice and information to young people and those who are worried about them when suicide becomes part of their lived experience. We intervene to protect life where this is endangered. We do this every day of the year.

**EQUIP**
Our people reach and engage with communities across the UK. We have strengthened our volunteering offer. Staff and volunteers reflect the diverse communities they engage with. They are geographically dispersed across the UK. They work with partners and local suicide prevention planning groups to aid joined-up thinking and action.

**INFLUENCE**
We work with partners to shape and deliver effective suicide intervention initiatives in communities to meet the needs of young people who experience suicidal thoughts or behaviours, and those who are concerned about them. We lobby for policy change where these needs are not being met.

**ENABLE**
Our management structure enables good and timely decision-making and promotes subsidiarity. We invest in staff and volunteers so that they can be effective and productive. They are properly supported in delivering our mission to enable life for young people.

**SUSTAIN**
We work hard to ensure we have a diverse income portfolio and have robust risk management and financial plans in place to ensure continuity and future growth within the charity.
DO...

1. Let us know if you have any fundraising ideas you’d like to discuss.

2. Use the ‘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. Email us at fundraising@papyrus-uk.org or give us a call on 01925 572 444 from Monday to Friday (09:00 – 17:00) and 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: papyrus-uk.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.
Welcome to Team PAPYRUS

There are loads of 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.

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.

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

HOPELINEUK CALLER

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

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<tr>
<th>Amount</th>
<th>Description</th>
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<tr>
<td>£5</td>
<td>can contribute to a lifesaving call, text or email.</td>
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<tr>
<td>£20</td>
<td>can pay for a resource pack aimed at supporting teachers.</td>
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<td>£65</td>
<td>can keep our helpline, text, webchat, and email services running for over one hour.</td>
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<td>can cover the cost of one person attending Applied Suicide Intervention Skills Training (ASIST).</td>
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<td><strong>DRESS-DOWN DAY</strong></td>
<td><strong>EBAY DONATIONS</strong></td>
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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.
KNIT-A-THON
KETTLEBELL COMPETITION
KEEP FIT CHALLENGE
KARAOKE NIGHT

LUNCH PARTY
LINE DANCING
LEGACY
LIVE MUSIC
LONG WALKS

MARATHON
MOUNTAIN BIKING
MUSIC CONCERT
MATCH FUNDING

NETBALL TOURNAMENT
NON-UNIFORM DAY
NO-SWEAR DAY

OFFICE COLLECTION
OFFICE PARTY
ODD SOCKS DAY

PYJAMA DAY
PAMPER EVENING
PANCAKE DAY
PARASAILING
PAPYRUS ONLINE SHOP

QUIZ NIGHT
QUIT CHOCOLATE
QUIET SPONSOR

READ-A-THON
ROWING
RAFFLE RACE

SPONSORSHIP
SOBER OCTOBER
STOP-TOBER
SKYDIVE
SWEAR JAR
SOCIAL MEDIA

TOMBOLA
TEA PARTY
TUCK SHOP
THREE PEAKS
TEXT DONATE

UNIVERSITY CHALLENGE

VALENTINE’S DAY
VEGGIE FOR A MONTH
VOLLEYBALL TOURNAMENT

WALKING
WAXING
WINE TASTING
WORLD RECORD
WEAR PURPLE DAY
WING WALK

X FACTOR

YACHT RACE
YES FOR A DAY
YOGA
YEARLY DONATION

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 whichever way 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.

Much Loved 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 page with a personal message which lets people know what you are celebrating and why you are supporting PAPYRUS.

EXTRA FUNDRAISING MERCHANDISE

We 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

Thank you so much for choosing to donate to PAPYRUS. 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 PAPYRUS
- Paying-in slip
- Through the PAPYRUS website
- Bank Transfer
- PayPal
- 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 PAPYRUS, 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 2022, we saw a significant rise in contacts to our helpline, HOPELINEUK, with a 23% increase compared to 2021. 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 PAPYRUS via text?

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

For example, text PAPYRUS 1 to donate £1 or PAPYRUS 10 to donate £10. We use a platform called DONR for our text giving which takes 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 three, six, 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.
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 (raise and give), 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 PAPYRUS 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 as its charity of the year.

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.

If you have any questions, or need any information about PAPYRUS, please just let us know on: fundraising@papyrus-uk.org
A challenge event can be anything that challenges you from the Three Peaks Challenge to a skydive. There is 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!
Online fundraising is one of the most effective ways to raise money for PAPYRUS. By using an online fundraising site you are making it easier for your friends and family to donate and share.

The most popular online fundraising site is JustGiving (www.justgiving.com).

JustGiving takes 0% of money donated for fees but will add an optional 10% extra onto your donation as a fee. You are able 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 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 PAPYRUS.

- 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 collects everything, so it’s an easy way to boost your total.
ONLINE HINTS AND 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 PAPYRUS we can share your messages too.

POST UPDATES
Post updates of your training and planning, to keep people interested and involved.

SET A TARGET
Pages with a target raise 46% more than pages without.

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.

CREATE QR CODES
QR codes are a great way of quickly sharing a link to your fundraising page. You can download a QR code directly from JustGiving, or create your own free code online.

TELL EVERYONE
Use social media to tell people about your fundraising activities and if you tag PAPYRUS, it keeps us informed too.

@PAPYRUSCHARITY
@PAPYRUS_UK
@PAPYRUS_CHARITY
@PAPYRUS_CHARITY
PAPYRUSCHARITY
@PAPYRUSCHARITY
You can fundraise for PAPYRUS on Facebook.

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

Now Facebook has introduced ‘Facebook Challenges’ – PAPYRUS will be running these challenges throughout the year so keep your eyes peeled on our social media so you can join in.

Do you have an idea for a challenge that you and a group of friends and family want to do? Let our fundraising team know your idea and we can add it to our list to promote.

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 your News Feed.
- Select ‘Raise Money’.
- Select ‘Nonprofit/Charity’.
- Search ‘PAPYRUS Prevention of Young Suicide’, and select.
- Click ‘Create’.

Please visit and join our PAPYRUS Facebook Supporter Group by scanning the QR code below:

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.
HEALTH AND SAFETY

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.

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 and allergens. 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

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 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, which can approve your design or give feedback.

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.

THANK YOU
GUIDELINES FOR FUNDRAISING

FACTS AND FIGURES

Suicide is the biggest killer of young people under 35 in the UK.

Over 1,800 young people die by suicide every year.

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’.

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 imitative behaviour. This includes posting explicit content, such as images of self-harm and suicide method, as well as locations where a suicide took place which can be easily identified. Evidence about the potential for imitative behaviour is strong.

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 encourages people to use terms such as ‘took their own life’ or ‘died by suicide’ when referring to a suicide.
SOCIAL MEDIA GUIDELINES

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

Don’t forget to use **hashtags**. Here are some examples you can use...

#WeArePAPYRUS
#CharityTuesday
#CharityTuesdayHero
#FundraisingHero
#FundraisingHeroes
#MondayMotivation
#PAPYRUSRuns
#SmashTheStigma
#TeamPAPYRUS

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

- @PAPYRUSCHARITY
- @PAPYRUS_UK
- @PAPYRUS_CHARITY
- @PAPYRUS_CHARITY
- PAPYRUSCHARITY
- @PAPYRUSCHARITY

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 a friend/family 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. This includes on your online fundraising page and on social media. Once it is in the public domain it can be accessed and used by anyone, anywhere in the world.
SOCIAL MEDIA GUIDELINES

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’d feel comfortable to share your experience with others and help us raise awareness of suicide prevention, we would be honoured to help share it on our website and social media channels. Please don’t hesitate to reach out to us at: fundraising@papyrus-uk.org

Every story is unique and has the power to inspire and make a difference.

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
Press office mobile: 07799 863321
The media is very supportive of PAPYRUS and the important work we do. They will want to know all about you and share news of your fundraising event.

So, keep it simple and give them what they need... the WHO? WHAT? WHY? WHERE? and WHEN?

A local mother/student/business owner/teacher from [town name] is raising vital funds for the national charity PAPYRUS Prevention of Young Suicide to help save young lives.

On [day, date, month], they will be taking part in [your event]. Write a couple of sentences about your fundraising challenge or event and perhaps how much money you hope to raise.

Suicide is the biggest killer of young people under the age of 35 in the UK. Every year up to 200 schoolchildren are lost to suicide.

[Your name] says: “Supporting PAPYRUS is very important to me because... [If you have a personal reason for supporting the charity and you are happy to share this, please include it in your direct quote here] ... and I’m really looking forward to raising money, increasing awareness of suicide prevention and helping to save young lives.

You can support [your name] fundraising directly at [link to your online fundraising page].

Generous fundraising helps PAPYRUS to run a confidential helpline service, HOPELINEUK, which offers practical advice and support to young people who are struggling with life and anyone who is concerned about a young person who may be having thoughts of suicide. HOPELINEUK is staffed by trained professionals and offers a telephone, text and email service.

Fundraising also helps PAPYRUS to offer suicide prevention initiatives in local communities, supports a network of volunteers and enables the charity to offer training to individuals and organisations across the UK.

For practical, confidential suicide prevention help and advice contact PAPYRUS HOPELINEUK on 0800 068 41 41 text 07860 039 967 or email: pat@papyrus-uk.org

Should you need help with any subsequent media interview requests please contact:

Peter Holland
PAPYRUS Media Manager
pressoffice@papyrus-uk.org
07799 863321
HOW TO DONATE TO PAPYRUS

ONLINE DONATIONS FORM
You can donate securely on our website using your card details here: papyrus-uk.org/ways-to-donate/
Please note in the comments how your funds were raised, or any information about your donation that might be important for us to know.

SEND A CHEQUE
This should be made payable to ‘PAPYRUS’ and sent to:
The Fundraising Team, PAPYRUS,
Unit 2 Bankside, Crosfield Street,
Warrington, WA1 1UP.
Please include a covering letter about the donation.

DEPOSIT CASH OR CHEQUES DIRECTLY
If you would like to deposit cash or cheques straight into our bank account you will need an official paying in slip from our team, which should be used at a branch of HSBC. Please let the team know your address and how much you are donating, and they can send one out to you. Cheques should be made payable to ‘PAPYRUS’.

BANK TRANSFER
If you are making an online transfer, please include a reference that you can get from the fundraising team. By letting us know your name and what the donation is in aid of (e.g. Your Name + Event) or part of (e.g. Your Name + Sponsorship/Event), we will be able send appropriate acknowledgement to you in return. Please let our fundraising team know.

Bank details:
PAPYRUS – Prevention of Young Suicide Charities Aid Foundation
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4TA

Sort Code: 40 52 40
Account Number: 00 00 99 52

If you have any issues, please contact the Fundraising Team:
Call: 01925 572 444
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