



the
listening
place

Community Fundraising Pack

Join our fundraising community and help us change the face of suicide support.

Thank you for choosing The Listening Place

As part of our fundraising community you will be raising money towards our ongoing, face-to-face support of suicidal people.

Every day, an average of 18 people in the UK take their own life. And suicide in the UK is increasing, with deaths by suicide rising by almost 12% in 2018, representing a sixteen year high.

Despite this, effective and ongoing support is hard to find.

We meet this need by providing free, face-to-face, non-judgemental and confidential suicide support. Support is delivered by highly-trained volunteers and continues for as long as a person needs.

We have strong evidence to show that our support works. Our evaluations show that after four months of support, visitors experience:

- highly significant decreases in self-reported distress and suicidal feelings.
- highly significant increases in experiences of support.

Every £250 you raise will support one person for as long as it takes to reduce their suicidal feelings. That means that every penny raised will help make a difference for the people we support.

So, thank you for choosing to support us by joining our fundraising community and working together to change the face of suicide support.

We can't wait to hear about your fundraising plans!



A Clear Impact

Every £250 you raise will support one person for as long as it takes to reduce their suicidal feelings.



Si's Story

Your fundraising will pay for someone who is feeling suicidal to access our warm and compassionate support, someone like Si, who describes his experience of how The Listening Place helped him:

“By the time I made the call to my GP to discuss my mental health, I just wanted someone to tell me what I needed to do to get better; the realisation that there would be a long wait for support felt devastating after finally admitting I needed help. Thankfully, The Listening Place provided a lifeline during a seriously dark time. Just knowing that the process had started and people were there to support me was a huge comfort.

Seeing the same volunteer on an ongoing basis meant they knew my story, and I left every session feeling lighter and more hopeful than when I walked through the door. Getting my feelings out of my head, and knowing I was accepted and understood by another human being stopped my mood from spiralling downwards. There were days when I'd forgotten that was even a possibility, and it felt like coming up for air.

I struggle to put into words how much I value my experience with TLP and the volunteers who helped me. I will be forever grateful for the kindness, compassion, and support they provided when I needed it most.”



Fundraising ideas

There is no best way to fundraise and we're always open to hearing your creative ways to raise money! But if you are looking for some inspiration, here are some suggestions of ways you could reach your target, some of which are inspired by previous The Listening Place fundraisers...



Bake Sale

Why not organise a bake sale at your place of work? This type of event can be run by either one person or a whole team of fundraisers. Make sure to inform everyone of the date beforehand, especially if you are collecting cash donations, and get baking!



Flower-growing competition

This is a really lovely idea inspired by one of our previous community fundraising events, and works really well for a team of fundraisers. Set yourselves the challenge of growing a plant or some flowers, and see whose is the tallest at the end of the fundraising period.



Quiz night

A quiz night is a really versatile way to fundraise as it can be run in-person or online, and you can easily tailor the questions to suit your crowd.



Sponsored run or sport event

This is a great way to fundraise at your own pace whilst setting yourself a personal challenge too. Whether it's a run, swim or danceathon, you can design your event to your interests and hopefully have fun in the process!

We can't wait to hear about any ideas you might have, just email community@listeningplace.org.uk if you have any questions or if need some inspiration.

Scarlett's fundraising story



In 2019 Scarlett hiked the Continental Divide Trail, from Mexico to Canada, to raise money for The Listening Place. She set up a JustGiving page to collect her donations on and set off on her challenge.

This involved walking almost 3,000 miles for 5 and a half months, crossing some of America's most rugged terrain. Scarlett had previously completed another hike which she describes as having had a big impact on her, and decided to use this second hike as a chance to fundraise.

“After everything I had gained from my first hike, using my second to fundraise felt like the perfect next step.

It gave me a tangible way to reaffirm my newfound belief in myself - in the past my self-worth had been close to zero; now, my confidence was such that I believed I was capable of making a real difference in the world.

It was empowering - whether I raised £1 or £1000, I was still contributing. Just me, and my feet, could help The Listening Place save lives.”

Scarlett ended up raising an amazing total of almost £3000. You can read her full fundraising story on our [website](#).

Running an event in 5 easy steps

1. Plan your activity

Firstly you need to decide what you want to do, on the date, location and fundraising target. There are a range of events you could run, from home (e.g. virtual quiz) or out and about (e.g. sponsored sport event).

2. Get in touch!

Once you have an idea, fill in [the fundraising form on our website](#) to tell us what you're planning. Someone from our team will get in touch to support you and your event.

3. Set up your fundraising page

We then recommend setting up a fundraising page on JustGiving or Virgin Money Giving. It's a great way to promote your event and collect donations, and means that all of your donations will be sent to us directly. It also allows us to claim Gift Aid easily, increasing all eligible donations by 25%.

4. Promote it!

Now that you're all set up, it's a great idea to spread the word of your activity which can help you to secure more donations. Social media is a great way to do this, or you could put up posters around your community (but please make sure you have permission to do so).

5. Run your event and have fun!

We hope that you enjoy your fundraising and look forward to hearing all about it! And once you've completed it, don't forget to send in all of your donations. See the next page for more details.



How to pay in your donations

After all your hard work and dedication you will hopefully have a good amount of money raised! There are three ways to make sure your money gets to The Listening Place and the suicidal people we support...

JustGiving or Virgin Money Giving

When you are planning your activity we recommend setting up a fundraising page on either JustGiving or Virgin Money Giving. Not only will this be a fun way to promote your fundraising, it will give your supporters an easy way to donate and will mean that at the end of the process you won't have to deal with the money. It also means that your donors will have the option to declare Gift Aid, increasing their donation by 25% and raising even more money for The Listening Place.

Bank transfer

If you would rather fundraise offline you can send the donations to us after your event or activity is over via bank transfer.

Please send your donations to the following account:

Sort code: 60-07-29

Account number: 46756825

Account name: The Listening Place

Cheque


The third way to send us your donations is via cheque. Once you have collated all of your donations, please send your cheque to us at the following address:

The Listening Place

3 Meade Mews

London

SW1P 4EG



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Fundraising safely and legally

- It is important to make sure that your fundraising activity is safe and compliant.
- If you are collecting money in public, using a public space for an event or planning on promoting your event with posters or leaflets, you need to make sure you have the appropriate permissions to do so.
- You should also take into account any health and safety measures that should be put in place.
- If you have any questions or concerns about keeping your event or activity safe and legal, please get in touch with us at community@listeningplace.org.uk

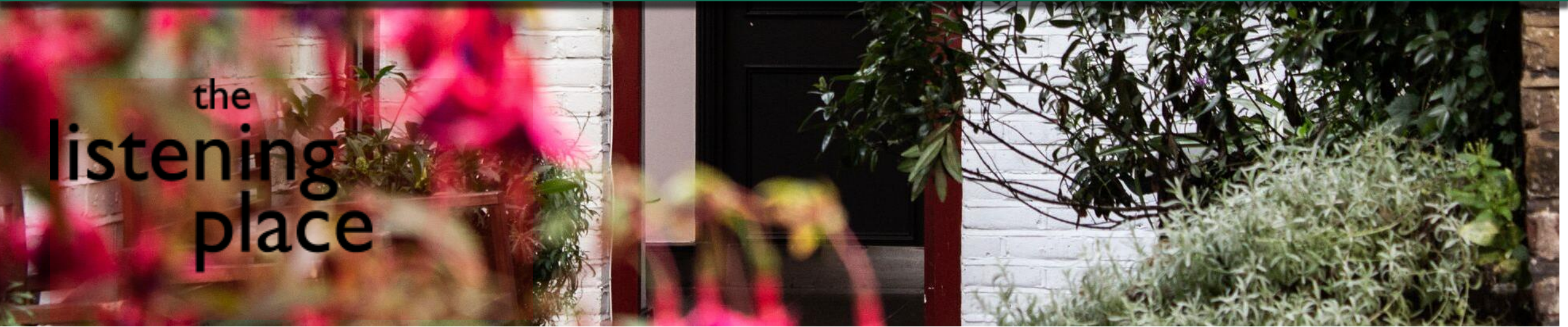




Your support will give hope to people
who feel that life is no longer worth living.

Thank you – we can't wait to hear about your fundraising plans!

community@listeningplace.org.uk
020 3906 7676



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