



FUNDRAISING TOOLKIT

Fundraise for Centred.

Fundraise for Change.



Support **the leading mental health charity** in the **Highlands**.

Welcome to fundraising with Centred

We are facing a mental health crisis, and it touches more lives than we realise. **More than one in four of us will experience a mental health challenge in our lifetime**, and for some, that journey can feel overwhelming and isolating.

That's why we need incredible people like you to help us raise funds to ensure mental health and addiction support that people can trust continues.



We aim to address the cause of each individuals' issues and work with them to create lasting lifestyle changes. We offer free wellness walks, known as Clarity Walk, across the Highlands, to encourage people to walk with others who may be going through something similar. Also we run free drop-in services where people can drop in and talk with trained support workers with lived experience, who understand and have been there. These drop in spaces are known as our Discovery College, and are available in Inverness and Caithness currently.



Your journey to making a difference starts here

Every pound raised, every step taken, and every voice shared brings us closer to the impact we're fighting for. All funds raised go to allowing people with mental health or addiction issues to experience life more fully, learn new things, engage in new experiences, social connection and trips. This campaign isn't about one person, it's about what we can achieve for everyone when we choose to act.

By getting involved, you're not just supporting a cause. **You are becoming part of a movement that believes change is possible and refuses to stand still. Your effort matters. Your contribution counts. And right now, it can make all the difference.**



Join us. Let's show what's possible when we come together for mental health.

Stories shared by the people we support...



I'd recently moved to the Highlands and was feeling isolated and really, really down. My life's been so up and down, I've been through a lot, you wouldn't think it, homelessness, substance abuse issues. I've always wanted to find a way to give back to the community, and my goal is to use my experiences to support others. The Discovery College gives me hope that my skills are valuable and that I can give something back. I've only been coming here for 6 weeks and I feel so different, I look forward to coming here and being a part of the community.



I went in because of suicidal thoughts but I stayed because they helped with everything else too. My depression, my confidence, even learning new skills from the other people there for support. Living in the Highlands can be beautiful, but it can also be lonely. The Discovery College gave me a sense of community. I met other men going through similar things, which made me realise I wasn't weak, I was dealing with something tough. I'm not 'fixed,' but I'm stable, hopeful, and moving forward. That's more than I thought I'd ever say a few months ago.



...showing the impact of support you can trust



I recently went for a night away with my support workers. I had such a great time, mainly because we actually had a plan in place on what we were going to do and I got to help plan as well. Although the weekend was planned around my needs and preferences, it felt very relaxed and comfortable. I felt comfortable around my support workers and this made me enjoy myself even more. I enjoyed the activities that were planned and pushed me out of my comfort zone in a good way! I also enjoyed a break from my day to day life. I would definitely do a trip with self directed support again and I have not stopped talking about it since! Thank you!



I started coming to Clarity Walk in 2021, just doing the inclusive walk as I couldn't walk far due to arthritis and hypermobility. I got fitter by doing more walks and became a walk leader about 18 months ago. I then had a mental health crisis and had a few months off. I had a warm welcome back with no judgement whatsoever and have recently started to lead walks again. Clarity Walk has really helped me both physically and mentally, and I am proud to be part of a fabulous group.



Fundraising ideas



Got your idea already?

Let us know: fundraising@centred.scot

There are so many simple and easy ways you can fundraise for Centred.

- Bake sale
- Sponsored walk or cycle
- Coffee morning
- Craft stall
- Fashion show
- Talent show
- Ceilidh/Dance event
- Swim challenge
- 'Give it Up' challenge
- Sponsored silence/digital detox
- Comedy night
- Quiz night
- Book or clothes swap
- Litter picks
- Beach clean up

Whether you're keen to take on a challenge or host an event of your own, find what you are comfortable with and set your target.



On average every fundraiser makes about £380 each.
We believe in you, let's see you smash it!

Online fundraising pages

It's really easy to create an online fundraising page. It takes just a few minutes to set up and allows you to easily collect sponsorship for your fundraising event or challenge. The money is sent directly to us, making things much easier for you.

[SET UP A
JUST GIVING
PAGE HERE](#)



Top Tip: Send your page to your biggest supporter first! Whether it's a family member, work colleague or friend. Having a donation before you share your page increases your chances of getting more donations.

Share your fundraiser
with the tag
#CentredForChange
and tag us!

[FIND OUR
DONATION
PAGE HERE](#)



[@Centred Scot](#)



[@centred.scot](#)

Social media & fundraising



Share your fundraiser with the tag
#CentredForChange

PERSONALISE.

If you feel comfortable, share why raising money for mental health is important to you. The personal details will help people connect and relate to your cause.

WRITE.

Thank you messages. This will be sent to everyone who donates. People will really appreciate a thank you directly from you.

RELATE.

Put your face out there. Upload a photo of yourself, if you are comfortable to do so. Seeing a face helps people relate and empathise with your story

SET A TARGET.

Displaying your goal lets your supporters track your progress. This will encourage donations. Fundraisers who set a target raise on average 45% more than those who don't.



SOCIAL MEDIA.

Get social. Instagram. Facebook, Tik Tok. Whatever your platform of choice, make sure to add a link to your fundraising page. You can keep your followers and friends updated on your progress too.

ORGANISE.

Keep track of online donations. If people donate with cash or cheques, log these in the offline section of your online page or somewhere you can track donations. And keep that total climbing.

SHARE.

Share your page! Send your page to everyone you can think of. You never know who might be inspired to donate. You can ask people to share it for you too! The more the merrier.



CELEBRATE.

Fundraising is something to celebrate. Don't forget to update your supporters and shout about your achievements when your event or activity is over. It may remind anyone who was meant to donate but hasn't yet!

How the money you raise will make a difference...

£10

will allow one person to attend a face-to-face mental health workshop and get the help they need.



£25

will allow isolated people to be taken on a day trip to get outdoors and meet with other people, creating a sense of community.



£100

will help over 30 people attend therapy sessions at our drop in service with our qualified team.



Keep your fundraising safe and legal



When you're fundraising for Centred, it's important that you and anyone else involved stays safe and ensures what you're doing is legal.

Health and Safety

Your personal safety comes first. When you fundraise for us, you agree to do so in a way that doesn't put your or anyone or anyone else in danger.

We can't accept liability for any loss, damage or injury caused by your fundraising.

Whether you're doing a personal challenge or organising an event, it's best to do a risk assessment to identify possible risks and how to manage them. [Email us](#) for help with this.

When you're organising a public event, you're responsible for making sure the event is safe. You should check that any venue or equipment that you hire and suppliers that you use have insurance. For public or hazardous events, you might need public liability cover.

For private events this may not be necessary. Please seek advice from the Fundraising Team if you're not sure.

fundraising@centred.scot

And if you're selling food at your event, you'll need to contact your local council for advice.

Children and Young People

If you're a fundraiser under 16, we'll need a parent or carer's written consent for you to fundraise in aid of Centred.

If there will be children under 16 at your event, you'll need their parent or carer's written consent. And they'll need to be present at the event to supervise them.

All other adults, who are overseeing the fundraising and management of the event and come into direct contact with children and young people will require a fact check.

Competitions, Lotteries and Raffles

You may need a special licence to host these events. Check the Gambling Commission to find out what rules apply to your activity: gamblingcommission.gov.uk

You won't be allowed to sell tickets to any of the above to under 16s.

Online competitions, lotteries and rates are subject to the same rules.

Your local council can also help advise what you can and can't do.

Paying in your funds



Congratulations on raising funds for Centred!
Your support means so much to us, genuinely.

The money you have raised will help to fund vital services, promote positive mental health and deliver positive change for mental health in the Scottish Highlands.

Here are some options to pay in your funds below. If you have any questions, please get in touch at: fundraising@centred.scot

Donate Online

You can donate via our website [here](#). Remember to include a description of your fundraising so we know it's you!

Top Tip

If you are a UK tax payer, you can tick the gift aid box and Centred can reclaim 25p on every £1 you donate. Make sure you only do this if it is a personal donation, and not monies collected from others as part of your fundraising.

Pay by Bank Transfer

You can pay your money directly into our bank account. Get in touch with fundraising@centred.scot for all the details.

Matched Giving

Does your employer offer any fundraising incentive to employees? Some organisations offer to boost your fundraising through a match giving scheme that will double or match the amount raised.



From all the team at Centred...



Remember, we are here for you every step of the way:
fundraising@centred.scot