

# Let's start fundraising

This pack provides everything you need to know about who we are, what we do, and how to get your fundraising started!

withyou



# Who we are

WithYou is a leading charity dedicated to supporting people facing challenges with drugs, alcohol, and mental health. Operating across England and Scotland, we offer expert support through more than 80 services, helping over 100,000 people each year on their journey toward recovery and wellbeing.

## Why we exist

There were almost **1 million alcohol-related hospital admissions** between 2022 and 2023.

There were **5,448 drug-related deaths** in England and Wales in 2023, equating to almost 15 deaths per day. This marks the highest number since records began in 1993.

**79% of young people** who entered drug and alcohol treatment services during 2022 and 2023 started **using substances before the age of 15.**

In Scotland, there were **1,277 alcohol-specific deaths** in 2023, with death rates 4.5 times higher in the most deprived areas.

## How we help

- ✓ **Adult drug and alcohol services:** We offer a range of support, from information and advice to treatment, recovery services, and community-based help.
- ✓ **Veteran support:** We provide tailored support to veterans and those in the Armed Forces community experiencing challenges with drugs and alcohol.
- ✓ **Young person's services:** We support young people to reduce risks around drugs and alcohol, while building confidence, resilience, and overall wellbeing to create a more positive future.
- ✓ **Digital services:** We offer confidential online support via webchat for anyone in the UK, along with resources and information on drugs, alcohol, and mental health through our website and digital channels.
- ✓ **Mental health services:** We integrate a trauma-informed approach across all of our services, as well as running NHS Talking Therapies in Surrey and Kent for adult anxiety disorders and depression.





# How your fundraising helps

You can help us make sure that everyone who needs it gets support with drugs, alcohol or mental health.

Every contribution has a direct impact on our services and on the lives of our clients.

**£16**

could pay for one support session with a trained advisor through our webchat service

**£18**

could save a life by providing a naloxone kit to reverse an overdose

**£40**

could fund two 90-minute group sessions in schools, creating a safe space for young people to talk

**£100**

could pay for a course of vaccination for Hepatitis B



Scan this QR code or [click here](#) to hear how your support impacts our clients.

# Fundraising **ideas**

From bake sales and marathons to leaving a lasting legacy, there are so many ways you can make a difference.



## At work:

Fundraising is a fantastic team building experience. Rally your colleagues and try one of these ideas:

- Dress in blue for a day
- Organise a raffle
- Take part in a challenge event
- Start an office competition, like a sports day or a bake-off
- Speak to us about tailored corporate partnerships



## In the community:

Why not get your school, sports club, religious or social group together to raise funds for your local WithYou service?

- Host a quiz night and charge an entry fee
- Organise a coffee morning with homemade treats
- Raise money with a live music or comedy night



## At home:

There are lots of ways you can support us by yourself too:

- Start a sponsored endurance challenge e.g. 100 squats for 100 days
- If you're into gaming, you can hold a live streaming marathon in support of WithYou
- Celebrate your birthday with a fundraiser

## Why not rise to the challenge?

Whatever the challenge, we'd love you to [sign up in support of WithYou](#). Set your own target and get a team together or go solo. Our community has hiked, swam, taken part in boxing matches... and even jumped out of planes to raise funds for our services!



# Kickstart your fundraising

## JustGiving

You can collect donations through online platforms, like JustGiving. This means people can donate to the page directly, and save you from handling cash or physical forms. Follow these simple steps to set up your page:

- 1 If you already have an account, enter your login details. If not, create a new account using your email address and a secure password.
- 2 Select the event type that best fits your fundraising activity, such as 'Celebrating an occasion' or 'Doing your own thing.'
- 3 Follow the step-by-step on-screen prompts to provide details about your event.
- 4 Choose an event name and a unique page link.
- 5 Share why you're fundraising, how WithYou makes a difference, and why it matters to you. Add photos, videos, or other content to inspire supporters.



Scan this QR code or [click here](#) to visit the JustGiving website and select 'Fundraise for us'

## Facebook fundraiser

- Scan this QR code or [click here](#) to create your Facebook fundraising page
- Next, type in 'We Are With You' as your chosen charity, Facebook will prompt you to write a message about why people should donate
- If you're unsure what to write, you could use this:  
**'WithYou is a leading charity helping people overcome drug, alcohol, and mental health challenges. With over 80 services across England and Scotland, they support 100,000+ people each year on their journey to recovery.'**



## Enthuse

- Enthuse is the official partner for the London Marathon and other major challenge events
- Scan the QR code or [click here](#) to set up a fundraising page
- This platform is great for team fundraisers, as you can compete with your teammates to see who can raise the most money!





# Top tips from our fundraising team

There are plenty of ways you can gather support and encourage people to donate. Remember, the sooner you start, the more you will raise.



## Plan and prepare:

Set yourself an ambitious target and start fundraising early. You can get in touch with our team at any time to chat through ideas. Also, if you're taking part in a challenge event, remember to get your training plan sorted.



## Bring our work to life:

Share a video of yourself with your sponsors and social media friends. Also [check out our YouTube channel](#) for up-to-date videos to share. Remember to subscribe so you don't miss the latest!



## Reach out to your community:

Ask friends and family, neighbours, colleagues (past and present), old school or university friends and fellow members of clubs, societies or religious groups to support you.



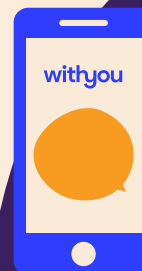
## Remember to keep asking:

Just because people don't donate the first time doesn't mean they don't want to sponsor you – it may not have been the right time, or they might have forgotten, so don't be afraid to give them a friendly nudge!



## Share your story on socials:

Share regular updates in the lead-up to, during, and after your challenge, and be sure to publicly thank your supporters. This will keep you at the top of their newsfeeds and encourage people who haven't already done so to sponsor you. Don't forget to tag us too!



Scan this QR code or [click here](#) to download ready-made resources for social media.



# The **practical** side

There are simple things you can do to enhance your fundraising. Also remember to make sure your fundraising complies with regulations. Don't hesitate to get in touch if you need any help at all.



## Gift Aid

When collecting donations, don't forget we are able to claim Gift Aid – this means we receive an extra 25p from every £1 donated, as long as the donor is a UK taxpayer.

## Merchandise

If you need any materials like t-shirts, running vests or collection pots – please get in touch with us at [fundraising@wearewithyou.org.uk](mailto:fundraising@wearewithyou.org.uk)

## Paying in your donations

If you have set up a fundraising page online, all your donations come directly through to us. But if you have collected cash or cheque donations, you can pay in via our website or alternatively by sending us a cheque to:

**The Fundraising Team, WithYou,  
79 Clerkenwell Road, London, EC1R 5AR.**

Proudly supporting  
**withyou**



Scan the QR code or [click here](#) to download our 'proudly supporting' logo for you to use.

## Health and safety

Remember, if you are holding a fundraising event, you are responsible for the health and safety of everyone involved. [The Institute of Fundraising website](#) has some helpful information and advice on this, but other sources might be needed as well.

## Publicity materials

Please ensure all materials promoting your event specify that it is being held 'in aid of' or 'proudly supporting' WithYou, and that any materials also carry our charity number (England: 1001957, Scotland: SCO40009).



Thank you for  
**believing** in our  
work and the  
people we support.

Whatever you choose to do, let us know  
so we can support you every step of the  
way! You can get in touch with us via  
[fundraising@wearewithyou.org.uk](mailto:fundraising@wearewithyou.org.uk)

**withyou**

**wearewithyou.org.uk**

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