

SAMARITANS



Your little guide
to saving lives

Welcome to Team Samaritans

Whether you're a seasoned fundraiser or this is all a bit new to you, there should be lots in this little guide to help you raise money and awareness for Samaritans and have a good time doing it. In this guide you'll find:

- Some tried and tested fundraising ideas.
- A bit about who we are and what we do.
- Tips to help you raise more money with less effort.
- Advice on raising awareness about your fundraising and our work.
- Examples of how the money you raise will help.
- Easy ways to pay in the money you raise.
- Some tips to make you an even better listener.

i Get a head start on your fundraising with handy resources and templates at samaritansbrand.org

We hope you find this guide useful. All the money and awareness you raise will help us answer the next call.



15 fool-proof fundraising ideas



Here are a few familiar fundraising classics, just to get your cogs turning – what you decide to do is limited only by your imagination.

Even if you already have something planned, some of these are great as an added extra to bolster your total and make even more of a difference.

Samaritans shindig

There's nothing like putting on an event and seeing it really take off, and they're a great way to fundraise in memory of someone special. Find a venue, get the word out, sell tickets and have a celebration that'll help Samaritans save lives.

1. Karaoke evening

From the friend you never knew could sing to the colleague who doesn't care they can't, a night of belting out karaoke classics always goes down a song.

2. Celebration giving

Whether it's for an upcoming wedding, birthday or anniversary, asking for donations is a great alternative to gifts, no matter the occasion.

“ I chose Samaritans because my life has been very affected by the suicides of friends and family. I set up a public Facebook page and a fundraising page with a target of £500, so I was amazed to reach £2,530! To someone thinking of taking on a fundraising challenge, I'd say to pick something you love doing and build it around that. ”

Fran
#TeamSamaritans fundraiser

3. Quiz night

Q: Who loves a good quiz night?

A: Everyone!

For added appeal, blag some prizes from a local business that's happy to 'do their bit'. You'll find plenty of free quiz questions online to help you.

4. Talent contest

How many of your friends or workmates are keeping quiet about their tap-dancing lessons or the fact they're a club juggler? There's only one way to find out...

5. Comedy show

Know any stand-ups? Or perhaps you've always wanted to take to the stage? Well, why not organise your own Samaritans comedy night and bring people together with the power of laughter?

A gathering against loneliness

Gather your friends or workmates together for a bit of whatever takes your fancy. Whether you're selling tickets to your bash, flogging food and refreshments or both, it's sure to go down a treat.



6. Bake sale

From a bake-off with friends and colleagues to the classic cake sale, baking always raises the dough. Or, turn Monday blues into Monday brews by joining the Brew Crew at samaritans.org/brewmonday

7. Curry night

Do you make a mean madras or an unbeatable biryani? Treat all your curry-loving chums to a fiery feast for Samaritans. Not so hot in the kitchen? We're sure your local Indian restaurant would love to see you!

8. Get gaming

Whether it's a Cluedo and Connect Four competition or a multiplayer Mario Kart match-up, bring on the board games and crack out the consoles for the ultimate games night.

9. Film night

Potty about Harry Potter? Does Star Wars rock your universe? Settle in with your film-loving friends for a popcorn and marshmallow-fuelled movie marathon.

10. Summer sizzler

Get everyone together for a classic, Great British garden-gathering around the grill. With an umbrella on stand-by. Just in case.

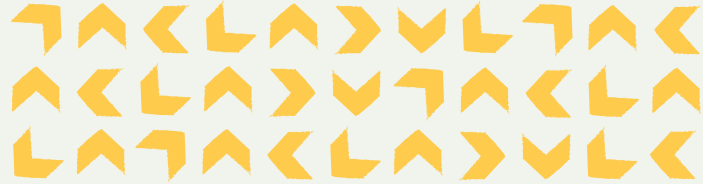
“ Our Brew Monday bake sale raised **£292** and was jam packed with home-made cakes and treats! Events like this not only give us the opportunity to raise vital funds for Samaritans, but also to remind our staff that we're here if they need to talk. We can't wait for next January! ”

Nicole
Huntingdonshire District Council



£292 is enough to train and support 6 existing listening volunteers for an entire year.





Chris O'Donovan Photography/Samaritans

Sponsored Samaritans challenge

Get sponsored to take on one of these to secure your place in fundraising folklore as an absolute Samaritans superstar.

11. Take on an 'athon'

From marathons and swimathons to long-distance cycles and 24-hour tag-team football matches. Pick something you like, get sponsored to do it for ages, win everyone's eternal respect, then have a cup of tea. Get your marathon and cycling extras at samaritansbrand.org

12. Hair raising

Dying your hair, shaving your head or waxing your hairy bits are timeless, hairless classics. As an added incentive, you could even let your highest sponsor perform the hair-removal duties.

13. Skydive

Whether you're terrified of heights or it's always secretly been on your bucket list, this one's not for the faint-hearted, but will certainly see your fundraising go stratospheric.

14. Never gonna give you up

Whether it's quitting cakes or coffee, shunning booze or doing a sponsored silence, giving something up for a day, week or month is the fundraising idea that just won't quit.

15. Walk the walk

From the three peaks challenge to countryside and coastal treks, walking challenges are a great way to fundraise solo or as a group. Plus, walking is great for your mental health too!





Chris O'Donovan Photography/Samaritans

Tip top tips

“ It’s a pleasure being part of Team Samaritans. I’m so grateful that you have all allowed me to turn something negative into such a massive positive. ”

Emily
Caller and #TeamSamaritans fundraiser

Here are some tried and tested tips and tactics to help you absolutely smash your fundraising total.

Getting sponsored?

If you’re getting sponsored, go to **justgiving.com/samaritans** and set up an online fundraising page. It’s quick and easy to do and will make your fundraising so much easier. They also have great tips on how to use your page effectively.

Words and pictures

Explain why you’re doing what you’re doing and why it means so much to you. And, if you’re fundraising online, put up a picture or get creative with a short film. Both help people to connect with you and your fundraising.

Aim high

Be ambitious with your fundraising target. It encourages people to give more to help you get there. Also, incentivising donations, like promising to do your fundraising in fancy dress if your target is met, is a great way to engage your supporters.

First sponsor

Try to get a particularly generous friend, colleague or relative to be your first sponsor. Others are then more likely to match their amount.

Double what you raise... instantly

Ask your workplace if they’ll match what you raise. It’s called matched giving, a lot of companies do it, and it could double your total in an instant.

Timing is everything

If you can, time your big push for sponsorship (or your event) around people’s pay day. We’re all a little more generous when we’re feeling flush.

Returning the favour

Make sure you ask for sponsorship from people you’ve sponsored in the past. After all, how can they refuse?

Blow your own trumpet

Use posters, emails, social media, the local press... everything you can to get the word out about your fantastic fundraising.

Social media shout-out

Keep people updated on social media, with a link to your online fundraising page on each post. And don’t be afraid to remind friends to support you – people just need a nudge, sometimes. Remember to use **#TeamSamaritans**

 Get a head start on your fundraising with handy resources and templates at **samaritansbrand.org**

About Samaritans

Founded in 1953, we are the only charity that is there for anyone struggling to cope, day or night, 365 days a year. We do this over the phone, via emails and letters, and face-to-face in our 200+ branches across the UK.

This is all thanks to our **20,000** amazing volunteers, of all ages, from all walks of life, who give their time for free – just to be there for someone when they need it most.

We're at the heart of local communities too, working with schools, workplaces, railways, prisons and hospitals to offer training and support, prevent suicide and help people turn their lives around.

And we also undertake research into suicide, alongside leading academics, and campaign to get suicide prevention the attention and resource it deserves.



And then there's you. From biscuit baking and head shaving to marathon running and party planning – your fundraising helps to save lives by making all this possible. And we can't thank you enough.

Listening tips

When it comes to listening, there are a few simple things you can do to help someone really open up about how they're feeling.

Following these general rules of thumb means that the person you're talking to will leave the conversation really feeling they've been heard. This, in itself, can make a huge difference. Talking and listening really can, and do, save lives.

S how you care

Focus on the other person, make eye contact, put away your phone.

H ave patience

It may take time and several attempts before a person is ready to open up.

U se open questions

Use open questions that need more than a yes/no answer and follow up with questions like 'Tell me more'.

S ay it back

Check you've understood, but don't interrupt or offer a solution.

H ave courage

Don't be put off by a negative response and, most importantly, don't feel you have to fill a silence.



Fundraisers: Holly and friends


Activity: Climbed Mount Snowdon

Raised: £1,355

“ We climbed Mount Snowdon in memory of our friend, Hannah, who sadly took her own life in October last year. It meant we could channel our hurt and turn it into doing something positive, in memory of Hannah.

If we can help to raise money and awareness so more people use Samaritans, it may prevent people going through what we've gone through and help more people in need.

The sense of pride and achievement you feel watching your funds increase, and when you complete your challenge, is just amazing. It's great for keeping you focused if you've gone through a traumatic time and, even if you haven't, knowing you've contributed to potentially saving lives is incredible. ”

 The amount Holly and her friends raised, in memory of Hannah, is enough to fund our entire helpline, across the UK, for 7 hours.



Paying in the money you've raised

Once you've finished your fabulous fundraising, the sooner you pay in the money you've raised, the sooner we can put it to work.



The quickest and easiest way is online at samaritans.org/donate/pay-in



You can also pay in by cheque, phone or bank transfer:

By cheque

Make the cheque payable to 'Samaritans' and post to:

Community and Events Team
Samaritans Registered Office
The Upper Mill, Kingston Road
Ewell KT17 2AF

Remember to include a note with your details so we can say thank you.

By phone

To make a donation over the phone, you can call our Supporter Care team on **03709 00 00 32**.

By bank transfer

Get in touch with us on **03709 00 00 32** or at supportercare@samaritans.org and we'll provide you with our bank details and a unique reference.

Thank you.



“ It gives me a great deal of happiness to know that my fundraising and friends' and family's donations to Samaritans could've saved lives, like they did mine. ”

Becca

#TeamSamaritans fundraiser



SAMARITANS

Thank you and good luck from
all of us here at Samaritans!

Don't be a stranger – our #TeamSamaritans
Support Squad are always on hand. Get in touch
at community&events@samaritans.org

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