

Fundraising pack

Every penny you raise will go towards supporting the vital work of Depression Alliance.
Depression Alliance is a registered charity, Charity number 1096741.



DepressionAlliance

Dear Friend

Thank you for requesting this fundraising pack.

We are delighted that you have chosen to raise funds for Depression Alliance. Like many mental health charities, we receive very little government funding and rely heavily on membership, donations and fundraising events to cover our costs. Every penny you raise will help to ensure that Depression Alliance can continue to raise awareness, reduce the stigma attached to depression, and provide information for anyone affected by the condition.

In this pack you will find useful information about fundraising, posters, a press release and a sponsorship form. Please feel free to make copies of the sponsorship form and posters. One poster has been left blank for you to fill in information about your event to help promote it. The other poster is a general information poster which we would like you to display in your local doctor's surgery, library, community centre or gym (don't forget to ask permission first!). These posters will raise awareness of depression and inform people of our services.

We hope you enjoy fundraising with us, please don't forget to let us know what you are up to so that we can send you a t-shirt! It is also important to send us photos of your event (using a digital camera if possible) so that we can feature your event on our website or in our newsletter.

Good luck and let us know how you get on!

Thank you for your support.

Why should I fundraise for Depression Alliance?

- One in five people will have depression at some point in their lives.
- More than 2.9 million people in the UK are diagnosed as having depression at any one time. As many as three in four cases of depression are neither recognised nor treated.
- Depression is a killer with more than 70% of recorded suicides being committed by people with depression. Sadly more than 2 young people commit suicide every day in the UK and Ireland.
- The World Health Organisation estimates that by the year 2020, major depression will be second only to chronic heart disease as an international health burden.
- More than 80% of people with depression can be helped with the appropriate treatment. Depression Alliance is the leading UK charity for people affected by depression. We provide information and support services to anyone affected by this debilitating illness.
- With your help we can stop lives being torn apart.

I have been on your website recently and have found the information more than helpful. I contacted various links and found out more information that has probably helped to save my life and so I felt compelled to contact you.

I have suffered from depression since a very early age and this of course wasn't diagnosed until I was seventeen after being prescribed vitamins since puberty. This depression has recurred many times and I am now thirty. I have had to spend time in a mental health unit and was diagnosed as suffering from reactive depression. However, these issues are relating back to my childhood and have had a knock on effect on my adult life, therefore suffering from other traumatic events and difficulties in adult relationships.

After looking at some of the information available to me I am now waiting for my doctor to contact me to discuss whether or not I can be referred to somewhere to undertake either psychodynamic therapy or cognitive therapy. At last I feel I am ready to address these issues and can finally see a light at the end of a long tunnel.

I just wish this information had been available to me a long time ago.

Thank you

Suzanne Thomas

It's only thanks to DA that I now have my own depression under some form of control and for that I'll be forever grateful.

Paul Pennington, Managing Editor and Director, UK Health Matters

DA was there for me when I needed it and was the first contact with an organisation that made me realise I wasn't a one-off but one of 1000s.

I can still remember reading my first newsletter and weeping to read people saying all the things I thought and feared.

If you like, DA showed me I wasn't going mad.

Linda Gillard, Author, Emotional Geology

How have others raised funds for Depression Alliance?

Sponsored walk

Duncan Little set off to walk 20.5 miles from Fowey to St Clement (Cornwall) to raise money for Depression Alliance. Duncan extended himself however and pushed through to complete 21.1 miles and reach his target of £250!

“I am delighted to have successfully completed quite a tough walk on Sunday - despite the blisters and muscle strains! The actual day was terrific fun and very enjoyable.” **Duncan Little**

Masai trek

Alison Cooper decided to do a Masai trek with Charity Challenge in memory of her friend Keiron, who died in January 2005. Alison raised £1,500 for Depression Alliance.

“The trek was very difficult, and at times I wondered what I had got myself in to, but I'm honoured and grateful to have experienced what I did. I met some really great people who participated in the trek, and saw a beautiful part of the world, a part which Kieron loved as well, and I can clearly see why.”

“Please remember Depression Alliance and the work they do to help those suffering from depression, and support and resources for their friends and family members. They need all the support they can get to enable them to continue their services.” **Alison Cooper**

Selling items on eBay

Stephanie McIntyre created handmade teddy bears for Depression Alliance and sold them on eBay. This kind and creative initiative not only raised £18 but also helped raise awareness. Please visit our website for details about our eBay site.

Vespa ride

Marcia Shirley rode around the M25 three times (392 miles) on her Vespa scooter during National Depression Week raising over £600 for Depression Alliance.

An organised event

Sara Harbord took part in the BUPA Great North Run raising over £500 for Depression Alliance in memory of a friend.

“My GNR experience has to have been one of my toughest ever races, and yet it is nothing in comparison with the fight against Depression. The most moving part of my day was the 3 minutes before the race set aside to remember the reason why we were all taking part. I am proud to have known a lovely person and hope that in raising money to support Depression Alliance, I can, in some way help others to bring hope in the darkness that is depression.”

Sara Harbord

Iceland adventure

Linda and Jeff Yates went on an Iceland Adventure to raise £1100 for Depression Alliance.

“In July 2005 my husband & I completed a trek in Iceland to raise money for two charities, one of them being Depression Alliance. Having raised our target - through donations from our wedding, car boots, cake & tombola stall, raffle, sponsors etc – we set out on an adventure of a lifetime. This was an amazing trek, all our hard work of fundraising & training had finally paid off and we were rewarded with the knowledge we had made it. What a fantastic way to push yourself to new limits and raise money for charity along the way. If this story has inspired you, then why not sign up to do something similar for Depression Alliance? You’ve nothing to lose & so much to gain for yourself & others too.” **Linda Yates**

Sponsored juggle

Mark Smith did a sponsored juggle for Depression Alliance throughout National Depression Week and raised almost £70.

“I did a sponsored juggle to raise money for Depression Alliance and to raise awareness about the different types of depressive disorders, the various symptoms of clinical depression and the effects depression can have on people’s lives. I look forward to doing another sponsored activity next year!” **Mark Smith**

Fundraising Ideas

Raising money for a good cause can be lots of fun. It's much easier than you think too!

There are thousands of different ways to raise money for Depression Alliance – you're limited only by your imagination! We've thought up a few ideas to get you started and we'll help you all the way.

- A** Art Exhibition
- B** Bridge Night
- C** Coffee Morning
- D** Dress-Down for Work Day
- E** Egg and Spoon Race
- F** Fancy Dress party (think of an original theme!)
- G** Guess how many competition, Guess the person from the baby picture
- H** Human Chess
- I** Inter-school Quiz
- J** Jumble Sale, Juggle
- K** Karaoke Night
- L** Limbo-dancing Competition

- M** Marathon Running
- N** Name the....Competition
- O** Outing
- P** Painting Faces
- Q** Quizzes
- R** Rounders Match
- S** Sponsored Swim, School Uniform Day, Silence, Swear Box
- T** Talk-a-thon
- U** Underwear Party
- V** Variety Show
- W** Walk (Sponsored of course!)
- X** X Marks the spot (Treasure Hunt)
- Y** You think of it!
- Z** Zany— any idea that's lots of fun is bound to raise money

I have an idea, what next?

Contact us

Please let us know if you are organising a fundraising event by using the details on the Contacts Page. We can offer you valuable support and publicity (and give you a free t-shirt!).

Set up your own fundraising page

Depression Alliance has teamed up with justgiving.com so all our event organisers and participants can raise money quickly and easily online with their own personalised webpages. Friends and family are able to donate online with a credit or debit card - so no more running around with paper sponsorship forms, or chasing cheques and cash after your event. To set up your page today visit www.justgiving.com/depression/raisemoney or call 0800 028 6183 for more details. Organised events should be listed on the homepage, but please let us know if this is not the case.

Please e-mail us with the link to your page when you have completed this process. If anyone is unable to sponsor you online, they can sponsor you using the form in this pack. Start approaching people early on to ensure you get as many sponsors as possible.

Spread the word

We will put a link on our website to your fundraising page so that members, supporters and the general public can see what you are doing and have the chance to sponsor you. However, it will be up to you to pull in the pounds from your friends and family. Remember, you are raising money for a very worthwhile cause.

The more interesting and unusual your event, the more likely it is to be featured in the local news. The media like photo opportunities, so if you think something or someone at your event would make a good photo, make this very clear to your local paper. Please print out the press release

template in this pack, complete it and post or fax it to the news desk of your local paper, radio or TV station. It is best to send the release about two weeks before your event and this should be the date of embargo (at the top of the page).

There is a poster included in this pack that we have left blank for you to fill in details of your event. Make copies of the poster and put them up everywhere! Make sure to include any important information about your event, and make it sound fun and exciting!

Record your event

Fundraising events can be hard work but are extremely rewarding. You will need to be dedicated and enthusiastic, so make sure that you have chosen something that you will enjoy and look back on with fond memories.

Ask someone to take pictures of you during your event (with a digital camera if possible) and send them to us so we can include them in our newsletter so that all our supporters can see what you have done for people affected by depression.

Collect your sponsorship money

This is by far the most boring and time-consuming part of organising a fundraising event, but also the most important, for Depression Alliance cannot survive without these events. If you have set up an online fundraising page, most people will donate through this, which will make things easier.

However, some people may prefer to sponsor you using the form included in the pack. Set yourself a time limit for collecting this sponsorship money and stick to it! Some fundraisers prefer to collect this money before their event to avoid problems afterwards. If you choose to do this, keep the donations in a safe place so that they can be refunded in the unlikely event that you do not complete your challenge.

Make sure you complete all the information on the sponsorship form and that as many people as possible have ticked the GiftAid box so that their money goes further.

Local person joins the national battle to address depression in the UK

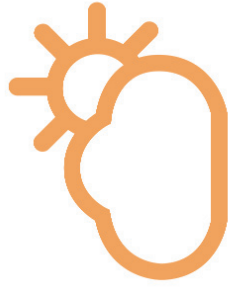
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Depression Alliance is the leading UK charity for people with depression. They work to relieve and to prevent this treatable condition by providing information, support and understanding to those who are affected by it. We also campaign to raise awareness amongst the general public about the realities of depression.





DepressionAlliance

What is Depression?

The word 'depression' is used to describe everyday feelings of low mood which can affect us all from time to time. Feeling sad or fed up is a normal reaction to experiences that are upsetting, stressful or difficult; those feelings will usually pass.

If you are affected by depression, you are not 'just' sad or upset. You have an illness which means that intense feeling of persistent sadness, helplessness and hopelessness are accompanied by physical effects such as sleeplessness, a loss of energy, or physical aches and pains.

Sometimes people may not realise how depressed they are, especially if they have been feeling the same for a long time, if they have been trying to cope with their depression by keeping themselves busy, or if their depressive symptoms are more physical than emotional.

Here is a list of the most common symptoms of depression. As a general rule, if you have experienced four or more of these symptoms, for most of the day nearly every day, for over two weeks, then you should seek help.

- Tiredness and loss of energy
- Persistent sadness
- Loss of self-confidence and self-esteem
- Difficulty concentrating
- Not being able to enjoy things that are usually pleasurable or interesting
- Undue feelings of guilt or worthlessness
- Feelings of helplessness and hopelessness
- Sleeping problems - difficulties in getting off to sleep or waking up much earlier than usual
- Avoiding other people, sometimes even your close friends
- Finding it hard to function at work/college/school
- Loss of appetite
- Loss of sex drive and/ or sexual problems
- Physical aches and pains
- Thinking about suicide and death
- Self-harm

For further information please visit our website: www.depressionalliance.org or leave your contact details on our information line: 0845 123 2320

Depression Alliance is the leading UK charity providing information and support services to anyone affected by depression. We are a member-led organisation that co-ordinates a national network of self-help groups and offers a series of free publications providing information on depression and related topics. We also offer mutual support services for our members, including a quarterly newsletter, pen friend scheme, and email group.

General Information

Gift Aid

If your sponsors pay tax, then it is possible the Inland Revenue will give the charity an extra 28p for every pound raised. All you or your sponsors have to do is tell us if they have paid tax this year that adds up to more than the extra money being claimed.

So, if £10 is given this means an extra £2.80 can be claimed if the person giving the money has paid tax of £2.80 or more. If £100 is given this means an extra £28 can be claimed if the tax paid is £28 or more. But your sponsors need to tick the Gift Aid box on your sponsorship form or on your Justgiving page.

Large events

Make sure you have plenty of community support and volunteers and inform your local police station as far in advance as possible.

Raffles

A permit from your local police station is required for all raffles.

You might want to contact local businesses to donate prizes. Hairdressers, travel agents, restaurants, theatres, beauticians and boutiques are all worth approaching.

Ask friends and family to donate items which you can use to make up a hamper or picnic basket.

Collecting money

A permit from your local police station is required for all money collections. You must also inform us of any collections.

Take care when collecting money, children under 14 years are not allowed to collect money in collection boxes.

Appoint one person to be in charge of all funds collected and their subsequent lodgement to Depression Alliance.

General

We want fundraising to be easy and fun for everyone involved. We would be grateful for any feedback on organising an event.

If you have enjoyed organising a fundraising event, why not encourage others to do the same?



DepressionAlliance

Press Release

Embargoed until / /

Local person joins the national battle to address depression in the UK

_____ will be _____ in support of Depression Alliance, the leading UK charity for people affected by depression.

Depression is one of the most common conditions in the UK, affecting one in five people at some stage in their life. It is also one of the most misunderstood. The World Health Organisation estimates that by 2020 depression will be the biggest global health concern after chronic heart disease.

The UK now has one of the highest attempted suicide rates in Europe, with a massive 50% increase since 1990. At least three-quarters of suicides are the result of depression, with more than 7,000 people taking their own lives each year in the UK and Ireland.

Notes to Editors

Depression Alliance is the leading UK charity for people with depression. They work to relieve and to prevent this treatable condition by providing information and support services to those who are affected by it. We also campaign to raise awareness amongst the general public about the realities of depression.

For further information, please call _____

Contacts

Organised Challenge Events

Charity Challenge www.charitychallenge.com

Skyline Overseas www.skylineoverseas.co.uk

Organised Sporting Events

Running Diary www.runningdiary.co.uk

BUPA Runs www.bupa.co.uk/about/asp/events/index.asp

Windsor Half Marathon www.runwindsor.com

Running4Women Windsor 8k www.running4women.com/windsor.php

The British 10k London Run www.thebritish10klondon.co.uk

The Flora London Marathon www.london-marathon.co.uk

Bike Events www.bike-events.com



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