Thank you for choosing to fundraise for The OLLIE Foundation. We’re delighted to have you on board. Without you, we simply couldn’t do what we do.

We all remember growing up. It’s an exciting and defining time. But for lots of young people, it can also be confusing and incredibly difficult. The pressures and demands they face can be overwhelming leaving them feeling stressed, anxious, depressed and unable to cope.

Though suicide is something we’d rather not talk about, it’s the biggest killer of under 35s in the UK. Every year, thousands of young people choose to take their own lives as an alternative to carrying on feeling the way they do. Scared to speak up or unsure where to turn, they can’t see another way out. And those left behind are completely and utterly devastated.

I’ve come face-to-face with young suicide myself. My son ended his life when he was just 15 years old. That’s why in 2016, with two other parents who’ve suffered the same loss, I set up The OLLIE Foundation. Standing for “One Life Lost is Enough”, our mission is to stop young people from taking their own lives.

We train people – such as parents, teachers, health professionals and young people themselves – in suicide awareness, prevention and intervention. By developing support for young people at a community level, we make sure they feel they have someone they can turn to if they’re struggling. Someone who’s open, understanding and can guide them to the professional help they need.

I know organising fundraising activities isn’t easy. It takes time, effort, commitment and drive. But it’s also fun and immensely satisfying, which makes it all worthwhile. Whether you’re a fundraising novice or seasoned pro, we want to make your experience as exciting and rewarding as possible. We hope this information pack will help you on your way.

Finally, a huge thank you for supporting us to prevent more young suicides. We rely entirely on voluntary donations, so without your support our vital work wouldn’t be possible. I really hope you enjoy fundraising for OLLIE and we can’t wait to hear all about it.

Stuart Falconer
Founder, The OLLIE Foundation
WHY CHOOSE OLLIE?
ABOUT OLLIE

Suicide is a taboo word. It’s something we choose not to talk about. Yet frighteningly it’s the biggest killer of under 35s in the UK.

Every year over 1,600 young people take their own lives. Thousands more attempt or think about suicide, harm themselves or suffer in silence, afraid to speak up or unsure where to turn for help. And worse still, the rate of suicide among teenagers is rising.

But it doesn’t have to be this way. With the right support and community education, suicide can be prevented. So in 2016 The OLLIE Foundation was born. Founded by three parents who had all lost their teenage sons to suicide, OLLIE stands for “One Life Lost is Enough”.

Our mission is simple: TO STOP YOUNG PEOPLE FROM TAKING THEIR OWN LIVES

OUR WORK

Based in St Albans, OLLIE delivers training in suicide awareness, prevention and intervention to communities in Hertfordshire. We train all sorts of people, including parents, teachers, health professionals, sports coaches, youth club leaders and young people themselves.

Our four workshops are:

ASIST
An in-depth two-day workshop in suicide first aid. Participants learn how to spot someone who might be having suicidal thoughts, reduce their immediate risk and signpost them to the help they need.

suicideTALK
A 90-minute exploration of suicide awareness, as well as how to get involved in creating a suicide-safer community, through open and direct talk about suicide. This session can be provided for large groups of up to 50 people.

safeTALK
A half-day workshop that trains anyone aged 15+ to become a suicide-alert helper. Participants learn how to identify someone at risk and connect them to lifesaving support.

suicide to Hope
A one-day workshop that trains professionals how to support the recovery and growth of someone who’s attempted suicide.
**WHY WE NEED YOUR HELP**

For a small charity, we’ve already achieved so much. We’re well-established in St Albans and Harpenden, having trained over 600 local people by September 2018. Now we want to build on this success by growing our team and expanding our reach across Hertfordshire and beyond. We also want to make our training more accessible by providing more fully-funded courses.

But we can’t do any of this without your support. OLLIE is funded entirely through voluntary donations and we rely on the fundraising efforts of the local community. Every contribution, no matter how small, makes a real difference to us.

£5

- Could pay for a 30-minute phone call with a school to talk about suicide intervention training.

£10

- Could pay for organising and booking a venue for a suicide prevention workshop.

£20

- Could pay for a pop-up stall at community events to raise suicide awareness.

£50

- Could pay to train youth ambassadors who can raise awareness among their peers.

“Fundraising is a great way to get involved with a charity that’s close to your heart. Helping OLLIE has given me a purpose and something meaningful in my life after losing my brother. I’ve met some lovely people, discovered new things and had great fun.”

Sarah Brackley, Harpenden
A Fundraiser’s Story

“I did a tandem skydive for The OLLIE Foundation in April 2018. I chose to do a skydive as I was inspired by one of my friends who did one for charity last year! Mental health has always been a cause that’s close to my heart. I’ve suffered from anxiety and depression since I was in my early teens. From feeling like there was no way out to now feeling happy, confident and content with my life, I want to help others who feel like suicide is their only option.

I also chose OLLIE because it was set up by Stuart in aid of his son, Morgan, who took his life in May 2015. Morgan is the brother of one of my good friends from school. I have known them both since we were at primary school.

On the day of the skydive, I was more excited than anything. I had raised over £1,000 so I was feeling very motivated. The most daunting part was probably when the plane door opened 13,500 feet in the air and I was sitting on the edge practically hanging out of the plane! The best part was when the parachute went up after 40 seconds of freefalling! It was one of my proudest achievements and I would do it again in a heartbeat.”

Georgiana Sophia McCarthy, St Albans

A Big Thank You

We’re so grateful to everyone who fundraises for OLLIE. Whether you’re an individual, business, school or group, we simply couldn’t do what we do without your support. We hope you find the experience fun and rewarding and we can’t wait to hear all about your plans. Together we can help stop youth suicide and save lives.

For help with fundraising please email: fundraising@theolliefoundation.org

www.theolliefoundation.org

The OLLIE Foundation, Faulkner House, Victoria Street, St Albans, AL1 3SE. Charity number 1167116
FUNDRAISING FOR OLLIE

FUNDRAISING IDEAS
Fundraising for OLLIE is not only fun and rewarding. It also raises much-needed awareness about what we do and the issues facing young people today. Whether you want to fundraise in the community, at work or at school, here are some great ideas that’ll get the pounds rolling in.

**FUNDRAISING IN THE COMMUNITY**

**Car washing**
Find some clean buckets and sponges, recruit your friends and family, and head out into the community to make cars sparkle. Charge £5 for a wash and you’ll clean up in no time.

**Supermarket bag packing**
Why not ask the manager of your local supermarket if you can help shoppers pack their bags in return for a donation? It’s a great way to talk to people about OLLIE too.

**Quiz night**
Dust off your thinking caps and hold a quiz night at a local pub or other community venue. Charge an entry fee and sell refreshments. Fish ‘n’ chips or a curry always go down well.

**Treasure hunt**
Use an augmented reality app, or create your own treasure map and ask everyone to pay a small fee to take part. Make the most of local landmarks and history to engage the local community. Get businesses involved by asking them to provide small perks for the treasure hunters in return for making their business a stop-off point for a clue!

**Ball**
How about putting on a glitzy ball or dinner dance? You could even have a theme, like James Bond or Moulin Rouge. People will love the chance to don their glad rags and dance the night away. And it’s the perfect opportunity to hold an auction or raffle.

**Car boot sale**
Have a spring clean and sell your unwanted clutter with a car boot or jumble sale. You could set up shop in your front garden or book a stand at an organised event. Who knows what that old teapot might fetch?

**Gym challenge**
Challenge your gym buddies to run, cycle or row 100km over the course of a month and get sponsored to do it. They might even still be your friends at the end of it!

“Putting our heads together and working as a team made fundraising a lot more fun. Not only did we manage to get more people involved but the treasure hunt was a much better success.”
Claire Reynolds, St Albans
**FUNDRAISING AT WORK**

**Office Olympics**
Make the most of interdepartmental rivalry with an Office Olympics. Battle it out to be crowned champions of pencil javelin, desk chair rowing or waste paper bin basketball!

**The Great Office Bake Off**
Ask all the keen bakers to channel their inner Mary Berry and bring in their tastiest homemade sweet treats. Lay them out on a table (anonymously), charge staff £1 for each slice they try and get everyone to vote for their favourite.

**Baby photo competition**
Get staff to bring in embarrassing photos of themselves in their nappies. Number them, pin them up and charge everyone £2 to guess who’s who. Put the entry forms with the most correct guesses into a draw to win a prize.

**Don’t forget...**
... to ask your employer if they have a “matched giving” scheme. This could double your fundraising total! And why not see if they will make OLLIE their Charity of the Year too?

**FUNDRAISING AT SCHOOL**

**My School’s Got Talent**
Whether they’re the next Beyoncé or brilliant at breakdancing, give your pupils the chance to show off their skills with a school talent contest. Sell tickets and make it an annual event.

**Guess the number**
Fill a jar with jellybeans and charge £1 to guess the amount. Pupils, teachers and parents can all take part. And the winner gets the sweets.

**School disco**
Get pupils to put on their dancing shoes and have a boogie to their favourite tunes. Sell tickets, refreshments and glowsticks.

**OLLIE DAY**
Our twist on Mufti Day. Everyone pays £1 to come to school wearing as much orange as possible. It would be great if your school could really get on board and make OLLIE Day an annual event. And why not make special orange OLLIE cupcakes to sell on the day too? Yummy!
FUNDRAISING IDEAS

Still stuck for inspiration? Here’s our bumper list of ideas that’s guaranteed to spark your imagination.

Auction  
Abseil  
Afternoon tea  
Aerobics class  
Assault course  
Arts fair  

Bake-off  
Baby picture quiz  
Ball  
Barn dance  
BBQ  
Bingo  
Book sale  
Bike ride  
Badminton competition  
Bridge evening  
Bring & buy sale  

Cake sale  
Car boot sale  
Car washing  
Coffee morning  
Conker competition  
Clothes swap  
Cookery class / competition  
Carol singing  
Cricket match  
Craft making / selling  
Chocolate ban  

Duck race  
Danceathon  
Darts match  
Dress-down day  
Dog show  
Dog walk  

Easter egg hunt  
Egg & spoon race  
Exercise bike marathon  
Eighties disco  

Fancy dress party  
Fashion show  
Film screening  
Fete  
Five-a-side football  
Fireworks night  
Face painting  

Garden party  
Geocaching competition  
Games night  
Golf day  
Gym challenge  
Go-karting  

Head shave  
Halloween party  
Hoedown  
Hook-a-duck event  

“It’s a Knockout”  
Ice-skating  
Indoor rowing challenge  

Jazz night  
Jumble sale  
Jewellery making  
Juggling competition  

Karaoke contest  
Knitting challenge  

Limbo competition  
Line dancing  
Ladies’ day / night  
Luncheon  
Litter picking  

Mufti day  
Music festival  
Marathon  
Mad hair day  
Magic show  
Murder mystery  

Nearly-new sale  
Netball tournament  
“Name the Teddy”  
New Year’s Eve party  

OLLIE Day  
Obstacle course  
Office Olympics  
Open garden  
Office party  

Pet show  
Pancake party  
Painting competition  
Ping pong tournament  
Pamper party  
Pizza making  

Quiz night  
Quit challenge  

Raffle  
Racing night  
Running challenge  
Rounders match  
Rugby Sevens tournament  

Skydive  
Supermarket bag packing  
Swear box  
Swimathon  
Sponsored silence  
Street party  
Sports day  

Tombola  
Treasure hunt  
Tug-of-war  
Tennis tournament  
Talent show  
Tough Mudder  
Three-legged race  

University Challenge  
Variety show  
Vintage sale  

“Guess the Weight”  
Wine tasting  
Walking challenge  
Waxing  

Xmas jumper day  
Xbox competition  
X-Factor contest  

Yoga challenge  
Yo-Yo competition  

Zumbathon  
Ziplining  

Need help or advice? Email us at fundraising@theolliefoundation.org
FUNDRAISING FOR OLLIE

PLANNING YOUR EVENT
10 Simple Steps to Organising a Fantastic Fundraiser

Want to hold a fundraising event for OLLIE but don’t know where to start? Never fear. Here’s our step-by-step guide to planning an event that’s a spectacular success.

1. **Pick an idea**
   First things first: what do you want to do? A fancy dress party? Five-a-side football tournament? Or maybe a hoedown complete with cowboy hats? If you need some inspiration, have a look at our bumper A-Z of fundraising ideas over the page.

2. **Set a date**
   When will most people be available? Would a weekday or weekend be better? Make sure your chosen date doesn’t clash with any other major events and give yourself plenty of time to organise it all. It can take longer than you think.

3. **Choose a venue**
   Cost, size, facilities, parking, accessibility, wet weather, cancellation policy… These are just some of the things you may have to consider. Think everything through very carefully before booking, and check the terms and conditions.

4. **Decide how you’ll raise money**
   Will you charge an entry fee? Sell refreshments? Hold a raffle or tombola? Set yourself an ambitious but realistic fundraising target so you have something to aim for.

5. **Shout about it**
   Now it’s time to start spreading the word! Firstly, fill in and send us your event registration form. Then see the next page for our top tips on how to promote your event and get everyone excited to come along.

6. **Ask for help**
   Ask local restaurants, shops and businesses to get involved. Perhaps they can provide sponsorship, raffle prizes or a discounted venue? You could rope your friends and family into helping too. For example, if you need to sell 100 tickets, ask 10 people to sell 10 tickets each. Many hands make light work!
Stay safe and legal
It’s important to consider health and safety issues like food hygiene, first aid and risk assessments. You also need to make sure you stay above the law. But don’t worry: see “Staying safe and legal” (overleaf) for guidance.

Have fun
The big day is finally here! Enjoy it, and don’t forget to take lots of photos and videos.

Tie things up
After your event, you’ll need to send us the proceeds as soon as possible. See the “Money matters” insert to find out how to do this. We’d also love to receive your snaps so we can share them online and inspire others to fundraise for OLLIE. Lastly, remember to thank everyone who supported and came along to your event.

Put your feet up
After all your hard work, it’s time to sit back, relax and congratulate yourself on a job well done. You deserve it!

Social media
Social media is a fantastic promotional tool. Perhaps you could hop onto Facebook to create an event page and post in local groups? Or take to Twitter to tweet all your followers – and maybe even local celebrities?

Local media
Get in touch with your local newspaper, radio and TV station. They can help you get the word out and create a buzz around your event. Why not use our handy press release guide to catch the attention of journalists? There’s one included in this pack and as a download on the OLLIE website.

Posters and flyers
Put up posters and flyers in local shops, restaurants, libraries, community centres and other venues. But always ask for permission first. We’ve included a couple in this pack, but you can download more from the OLLIE website.

Online event directories
Submit your event to local “What’s On” event listings websites. It usually doesn’t cost a penny.

Word of mouth
Sometimes the good old-fashioned way is best. Tell all your friends, family and colleagues about your event, and ask them to pass the message on. It’s amazing how quickly word can spread when everyone gets behind something.
STAY SAFE, BE LEGAL

It’s important to make sure your fundraising event is safe and legal as well as fun and successful. Here are some things you’ll need to think about.

Food hygiene
The Food Standards Agency provides simple guidelines for preparing, handling and cooking food. Visit www.food.gov.uk for more info. If you’ve booked a caterer, get copies of their food hygiene certificate and public liability insurance.

Raffles & lotteries
These are governed by legislation. For example, if you’re running a raffle you may need a licence and printed tickets in certain circumstances. For advice visit www.gamblingcommission.gov.uk or contact your local authority.

Risk assessments
Carry out a risk assessment to identify any hazards with your event and plan what you’ll do to minimise them. This needn’t be difficult or time-consuming. Our risk assessment guide can help you. You’ll find one in this pack and on the OLLIE website.

First aid
Make sure you have appropriate first aid cover for your event. This will depend on things like its location, type, size and duration. You can get advice from St John Ambulance or the British Red Cross.

Insurance
If your event involves the public, we strongly recommend you take out public liability insurance. Check with your venue first as they may already have the cover you need. OLLIE cannot accept any liability for your event.

Licences
You may need licences for some activities, like providing alcohol or putting on entertainment. Check with your venue and local authority.

Photos and video
If you plan to take photographs or videos at your event, make sure you ask permission from the people who’ve been snapped/filmed (or their parents) before posting them on social media.

If you are feeling daunted or confused, we can help. Email us at fundraising@theolliefoundation.org
FUNDRAISING FOR OLLIE

MONEY MATTERS
Sponsorship

Doing a sponsored challenge is a fantastic way to raise funds. You’ll be surprised at how many people are willing to support you, particularly if you tell them why OLLIE is close to your heart. But how do you collect all that money from your generous family, friends and colleagues?

Online giving platforms

Online giving platforms like JustGiving, Virgin Money Giving and Givey are a great way to raise money easily, quickly and securely. They save you the time and hassle of collecting, chasing and paying in donations. And you won’t have to worry about handling cash either. You can also create a fundraiser on Facebook.

Within minutes you can set up your own fundraising page to share via e-mail and social media. Your friends and family can donate 24/7 with their credit or debit card. If you’re lucky, they might even leave a message of encouragement to boost your motivation!

When creating your page, make sure you tell people why you’re fundraising for OLLIE and how the money will help. This will increase the donations you get. Setting a target and including a few photos are two other simple tricks that’ll help get the pounds rolling in.

If you’re training or preparing for your challenge, don’t forget to regularly update your page to let your supporters know how it’s going. And re-share your fundraising page every so often to remind everyone of what you’re doing and to encourage them to support you. Be aware some platforms charge a small fee for each donation made, so check before signing up.
PAPER SPONSORSHIP FORM

If you’ve got friends or family who aren’t online, or you’re going somewhere where you can ask people to sponsor you, then you can collect donations with our paper sponsorship form. Check out “Payment Options” (overleaf) to find out how to send the money to us.

GIFT AID IT!

Don’t forget to encourage your sponsors to Gift Aid their donations if they’re UK taxpayers. This will mean we can claim an extra 25p for every £1 they donate, at no extra cost to them. Gift Aid takes no time at all to activate and is well worth it. You can download a Gift Aid Declaration Form on the OLLIE website for anyone who donates and is a UK taxpayer.

The donation process with Gift Aid
So your fundraising event or sponsored challenge is over. Congratulations! Now you’ll need to pay in your hard-earned cash to OLLIE. If you’ve collected funds through an online giving platform, you won’t have to do anything as the money will come directly to us. But if you’ve raised funds offline, here are your three options:

1. **SEND A CHEQUE**

Please make it payable to “The OLLIE Foundation” and write the name of your event on the back. Then send it to:

The OLLIE Foundation  
Faulkner House  
Victoria Street  
St Albans  
Hertfordshire  
AL1 3SE

2. **DO A BANK TRANSFER**

You can pay directly into our bank account via BACS transfer.

Account name: The OLLIE Foundation  
Account number: 19411664  
Sort code: 23-05-80

Please put your name as a reference and email fundraising@theolliefoundation.org to tell us you’ve made a payment. We’ll email you a receipt.

3. **PAY BY CREDIT OR DEBIT CARD**

Visit www.givey.com/theolliefound to do this.

*Please do NOT send cash in the post.*

**CONFUSED OR HAVE A QUESTION?**

If you have any questions about making payments, Gift Aid or sponsorship, or need help with setting up an online fundraising page please don’t hesitate to contact us.

Email fundraising@theolliefoundation.org and we’ll be very happy to help.

We look forward to telling all our supporters how much you’ve raised! Any amount – big or small – helps us continue our work. Every penny counts, so thank you.