



FUNDRAISING WEEK

27TH SEPTEMBER - 3RD OCTOBER 2021



**Lincoln City
Foundation**

Registered Charity Number: 1128464



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WHY SUPPORT MALE MENTAL HEALTH?

Across the county, more than 75% of all suicides are men. Lincolnshire has a male mental health crisis and in 2018 recorded a record number of suicides across the county with a similar majority as the national average. Through the Lincolnshire Real Time Surveillance project, analysis revealed 127 suspected male suicides were attended by Lincolnshire Police in the two years between November 2018 and November 2020.

**3 in 4
suicides
are male**



**Sadly, suicide is on
the rise...
We need to reverse
this devastating
pattern.**

**Men are at
most risk
between
the ages of**



40-44

Between 2016-2018, 63% of male suicides investigated by Lincolnshire Coroners Service had reported mental health issues, with 44% having previous suicidal thoughts and 40% having previously attempted suicide at least once before.

TEAM TALK

Team Talk is the Foundation's mental health programme for men aged over 18. Utilising the Lincoln City brand and working with fellow Lincolnshire sports partners, the project aims to tackle this important issue by providing a safe space for men to talk, breaking down barriers that prevent men asking for help, and offering a network of social support.

Team Talk uses the power of conversation alongside participation in sport and physical activity to reach males who may be struggling with their mental health or who are recovering from mental health challenges.



HOW CAN FUNDRAISING FOR US HELP?

Your fundraising will help us to reach individuals across Lincolnshire who might include:

- Students and young professionals in high pressured environments
- Construction staff and those working in agriculture
- Divorced or separated men
- Males that are looking for peer-to-peer support after retiring from their career

We also look to work with those recovering from substance or alcohol misuse, or gambling addictions.

With your help we can link men to the help they need, when they need it, and when they are ready to accept it.

£450

Can help support 1 person for year approx.
Which is almost the same price as a season ticket.

£900

Can help support 2 people for year approx.



Luke Lovelidge, Gainsborough Headteacher raised £1000 with his team doing the 'Walk In The Park' challenge.

When asked about what inspired him to take up the challenge, Luke had this to say,

“We come from a generation of men that has been encouraged to talk and know the importance of promoting good mental health.”

“Sadly I know people who have suffered with their mental health in the past and as a result, I think it's important to do what we can to ensure that there are services to support those that aren't lucky enough to have that support network around them”



WHAT IS FUNDRAISING WEEK?

From Monday 27th September to Sunday 3rd October, we ask you to spend this week fundraising for us. You can fundraise in any way you want and however it fits in your schedule, for example, walking to school/work for a week or doing a virtual movie night.

Taking part in this week is fantastic as every single penny you raise will go towards continuing our male mental health programme. So we would like to thank and celebrate everyone who takes part in helping us support Lincolnshire.

4 STEPS TO CREATE A FUNDRAISER

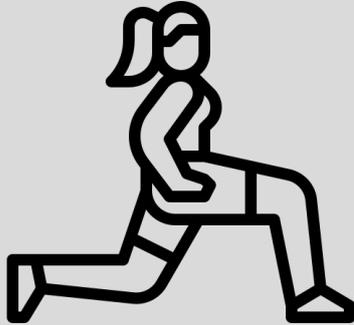
1) Choose your fundraising activity
Will it be physical, creative or virtual? See below for some ideas.

2) Choose when and where you will do your activity
Date, Time and Place.

3) Create your JustGiving page
Go to www.justgiving.com/campaign/foundationfundraising

4) Share your Fundraiser
On social media and with you family and friends.

FUNDRAISING IDEAS



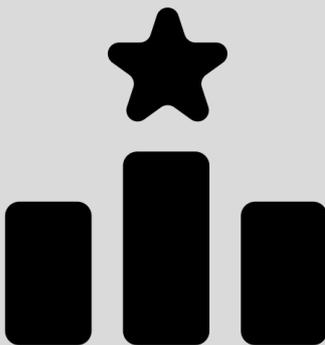
Cycle to work
Walking challenge
Running Challenge
Sponsored Swim
Cycling Treasure Hunt
Walking to School/work
for the Week

Physical Activities



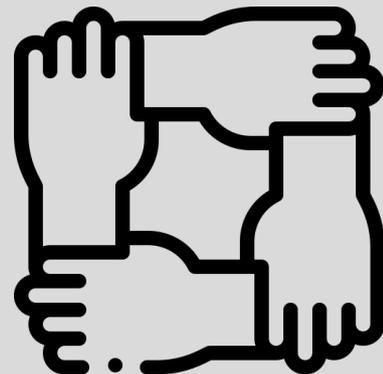
Bake sale
T-Shirt Fundraiser
Sell homemade crafts
Bands' Battle for Charity
Bake-athon
Bake-off
Make a book

Creative Activities



Swear Box
Shave Your Head
Shave Your Beard
Sponsored Silence
Sponsored Outfit

Challenges



Sponsored Cleaning
Sponsored Litter Cleaning
Dog Walking
Lawn Mowing
Food donation

Helping the Community

DIGITAL FUNDRAISING IDEAS



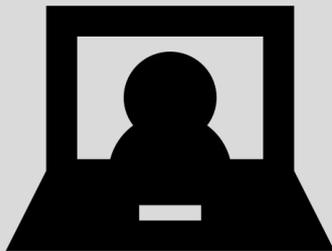
Social Media Challenge
Social Media Birthday Fundraiser
Social Media Photograph Competition
Animal Dress-up

Social Media



Sell homemade crafts online
T-Shirt Fundraiser
Online Auction
Online Carboot Sale

Virtual Sales



Livestream Events
Readathon
Virtual Dinner Party
Online Danceathon
Virtual Tea Party
Online Quizzes
Virtual movie night
Virtual book club
Virtual class or workshop

Virtual Events

USEFUL TOOLS

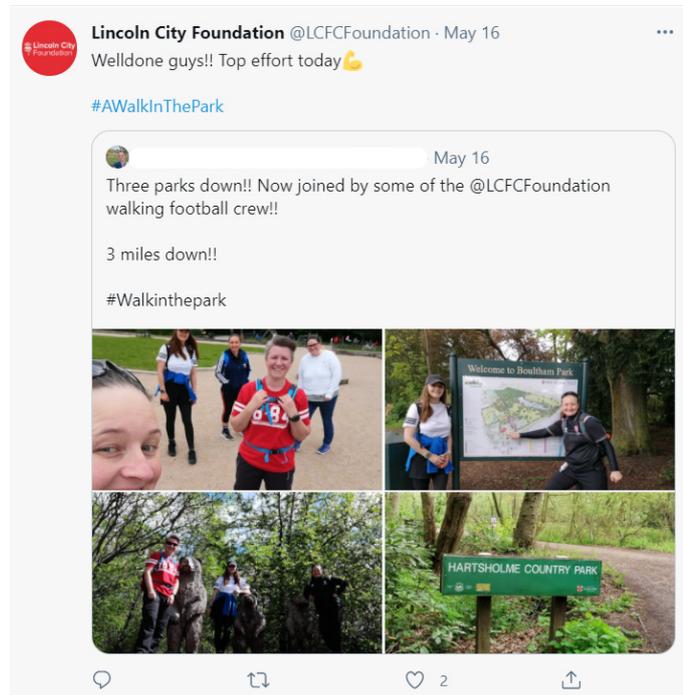
- Zoom, Microsoft Teams & Facebook rooms can be used to set up virtual events like a dinner party or book club.
- Twitch is a Livestreaming platform handy for Livestream events.
- Etsy and eBay are good for selling items online.

SHARING YOUR FUNDRAISER

The easiest way to share your fundraiser is to use social media:

Facebook
Instagram
Twitter
Snapchat
TikTok
YouTube
LinkedIn

Whatever platforms you are on, use them to your advantage. Share a post with your Just Giving link and say why you are fundraising for us. Don't forget to tag us in your fundraising posts so we can share them.



Fun Content Ideas:

A video for Youtube or TikTok
Showcasing your event

Instagram/facebook Stories
documenting your event

Live stream your event

Other ways to share your fundraiser:

Tell your friends, family and colleagues in person or call them.

Advertise! Making some posters to display in local schools and business.

Tell the press! Create a press release discussing your event with your best photos attached. Contact your local newspaper and radio station and ask if they will place an article or give you a free mention.

TOP TIPS & TOOLS

First Aid, Food Hygiene & Licensing

Depending on the event, you may need first aid cover and licences. If your event is selling food, vendors and/or caterers also need to be licenced and have a certified food safety certificate. For food you're making yourself, it's a good idea to make a list of ingredients for each item to make sure people know what's in them, especially for allergy reasons.

This all may sound scary but don't worry, get in touch with us, and we will help you with all the boring legal stuff.

Parental Consent

If you're under 16, you need to let your parents/guardians know your fundraising plans and get their consent.

JustGiving™

Just Giving is an online fundraising site that is the easiest way to collect money. Setting up a page only takes a few minutes. You can personalise the page to explain why you want to support Lincoln City Foundation. They send the money raised directly to us; all you have to do is spread the word about the fantastic fundraising you are doing. Just Giving will sort out the rest, like reclaiming Gift Aid on eligible donations for us.

Decorate your events with our foldable collection boxes provided in our pack—print as many collection boxes as you want. Also, use our sponsor form for those impulse donations.

www.lincolncityfoundation.com



giftaid it

Gift Aid allows charities to claim the basic rate of tax on every donated pound. Suppose your supporters are UK taxpayers by making a declaration on Just Giving or sponsor form. In that case, they can make their donation worth 25% more at no extra cost.

Promotional Material

When making any promotional material. Make sure you include our logo and our registered charity number: 1128364



COLLECTION BOX TEMPLATE



OUR VALUES

TRUST

We will always be open, honest, transparent, and reliable

COMMITMENT

We are steadfast in our dedication to our community, partners, and participants

INCLUSIVITY

We will always strive to provide a platform of opportunity for all

TEAMWORK

We will always support each other and foster lasting two-way relationships

INSPIRATION

We will provide leadership, hope, and opportunity through innovation

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