

YOUTH TALK

We're listening

Fundraising Guide

**Your support enables
us to be there for our
local young people**

#StrongerTogether



Thank you

for choosing to support us

A message from our Youth Panel...

In our role as Youth Talk's Youth Panel, we're involved in helping the charity make important decisions by offering advice and support. Everyone on the panel is a volunteer and everyone's voice is heard. Of course, it shouldn't be a surprise that Youth Talk is interested in what we have to say. Listening to young people is exactly what the charity is all about.

Youth Talk is an amazing organisation that provides free, confidential counselling and emotional support to 13-25 year olds in St Albans and the surrounding areas whenever they need it. Demand for the service is growing all the time and Youth Talk are determined to make sure that every young person has someone to talk to when times are tough.

And that's where you come in. By raising money for Youth Talk, you can help make sure the charity has the resources it needs to be there for young people who are struggling with their mental health. With your support, Youth Talk can carry on being a safe place for young people like us to talk in confidence about whatever's on our minds.

There are so many ways you can raise much-needed funds for Youth Talk, from having a bake-off to doing a sponsored run – and everything in between. We hope this fundraising toolkit is full of useful information that can give you some ideas and help you get started. And remember – it's all about having fun too!

If you have any questions at any point about fundraising, volunteering or Youth Talk's work, please get in touch. Simply send an email to getinvolved@youthtalk.org.uk or call the office on 01727 868 684.

With your help, we can change so many lives. Thank you so much.



Did you know...

1 in 6 young people aged 16-24 has symptoms of depression or anxiety.

Why our work matters

It can be hard enough for young people growing up in today's world, even without the additional challenges that life can bring.

From family problems to exam stress and peer pressure, body image anxiety to social media bullying, trying to get through life can be completely overwhelming. Coping with it all can feel impossible. In fact, some young people simply can't.

Youth Talk provides free, confidential counselling to 13-25 year olds in the St Albans area, delivered by experienced professionals and without judgement.

We're determined that every young person has a safe, confidential place where they can talk about the things that matter to them.

We've offered young people a dedicated service since 1997. Whatever a young person is going through, we take time to understand and respond. They don't need anyone's permission to talk to us, and every conversation is kept private. Because there are no referrals or layers of assessments to get through, we can start supporting young people quickly to stop things getting worse.

In the words of one young person "You are all fantastic and I will always be grateful for the help. Services like this are so important and I feel very lucky to have been able to benefit from it."

Giving young people a safe place to talk in confidence about whatever is on their mind.

With your support we can raise valuable awareness of our local charity, and help fund more confidential counselling sessions for young people who need support.

Did you know...

Half of all mental health problems manifest by the age of 14, with 75% by age 24.



Talking saves lives!

"Youth Talk has given me the chance to heal and go on to create a new life, to confront the causes of my mental health problems – and given me the vital support and empathy necessary for me to come to terms with my history of my life. Given me the freedom to move on with my life without pain. I am 22. There is no way I could have afforded to pay for such superb treatment. It is saving my life."

What your money can help us do

Help provide free, confidential counselling to a young person during a real time of need.

£5

Could help pay for us to send 40 Youth Talk contact cards to a local school – and give young people a vital prompt to help them get in touch.

£10

Could mean there's someone at the end of the phone when a young person is brave enough to take that first step towards getting help.

£45

Could help pay for a counsellor to have supervision with our clinical supervisor – a valuable opportunity for the counsellor to share any concerns they have about a young person.

"My counsellor was great. She really helped me. I feel like a different person to when I came in."

Adam, 16

£50

Could help provide a young person with 50 minutes of one-to-one counselling.

£86

Could help pay for schools resources to help raise awareness about Youth Talk.

£260

Could help towards keeping our counselling suites open for a week.

£600

Could help provide a young person with 12 essential counselling sessions.

£1,080

Could help pay for a year of supervision for a counsellor.

Who and what



Friends, family or colleagues?

The best ideas and fundraisers are fun and original!

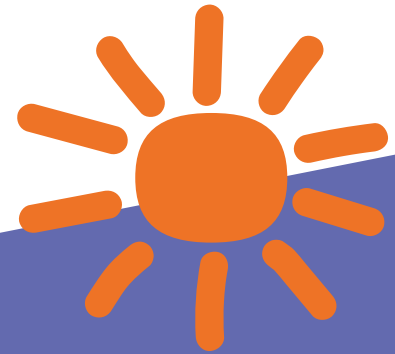
Get the pen and paper out and brainstorm what you enjoy doing or have always wanted to do. Failing that, get a group of friends together and bounce ideas off each other – you'll be sure to come up with a great idea.

Organise something that you and others can enjoy and look forward to.

Think smart



What is easy to organise?
Where will you get your best returns?



Do your own thing and have fun

When



Evenings, weekends? Indoors, outdoors? Whatever you decide, check what other events may be happening at the same time. You may choose to tie it in with a special occasion, for example Burns night, Halloween or a special celebration like a birthday or anniversary.

Where



Got a venue in mind? Your house, office, garden, school? Or could you hire a venue?

Every pound you raise will help Youth Talk provide a safe space for a young person to talk about whatever's on their mind.

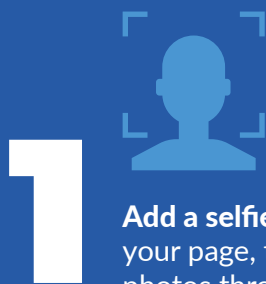


We are here to help:

Whether you're planning an activity of your own or joining an organised event, we're ready to give you ideas, motivation and support. We also have balloons and posters to help you with your efforts.

How to perfect your online fundraising page

We recommend you set up an online fundraising page with **JustGiving**.



1

Add a selfie photo – the more personalised your page, the better. You can add extra photos throughout your journey.

2



Aim high – set a target.



3

Share your story – tell people what you're doing and why you're supporting Youth Talk. The better people understand your motivation and reasons for fundraising, the more likely they are to sponsor you and donate.

Edit your story throughout your journey – those who update their story often exceed their target!

4



5



Say Thank you – a personal thank you makes all the difference.

Suzie and Lizzie found sending WhatsApp updates throughout their training very useful.

After marathon day, they called each of their sponsors who had donated over £100 to let them know their gifts helped keep them motivated and got them to the finish line. This even prompted a few extra donations!



Spread the Word

Social media is a fun, fast and free way to get the word out there.

We will share your posts where possible and need you to help us inspire others to join in too. Don't forget you can also send a WhatsApp message or email to your friends, family or colleagues – whatever works best for you. We encourage you to promote your event, share your story, news, successes and even the challenges.



Instagram – say cheese

- Selfies, action shots, pictures of your dog running with you or that epic bake sale brownie – they go down a treat on Insta!
- Add your fundraising page link to your bio so people can click straight through and donate to your page.
- Keep posting pictures alongside your target and running total – your followers will want to hear about your event or see how you're getting on with planning, training and fundraising. You need to encourage them to donate now rather than put it off!
- In Stories you could ask people questions or do a poll. They are fun, interactive and a great way to get people interested and involved.
- Instagram live – do a video to tell people how you are getting on – it helps bring your followers closer to you.
- Sharing is very powerful and #hashtags help you reach more people and spread the word further.
- Tag us on your posts and stories so we can share to our followers and also keep up to date with how you're getting on @Youth_Talk_Sa #TeamYouthTalk



Twitter – a little birdy told me

- Tweet to tell people what you are doing. Use an image (photo or GIF) to help catch the eye.
- Add your fundraising page link to your profile.
- Post about your online fundraising page link and event details.
- Ask your friends to re-tweet. Twitter fundraising successes often come down to getting others to help distribute your message.
- Follow local businesses and people who may be able to help – they may follow you back, helping you to reach a wider audience.
- Use #YouthTalk with #StAlbans or your local area so that others in your community can hear about what you are doing and find out about Youth Talk.
- Tag @Youth_Talk_SA #TeamYouthTalk – we love seeing what our fundraisers are up to.



Facebook – like, share or live stream it!

- Tell all your friends what you are doing and why. It really helps if you can share your reasons for fundraising in aid of Youth Talk and then link to your fundraising page.
- Hosting an event? Set up a Facebook event and invite your friends and followers.
- If you are training for a challenge event, party planning or baking – keep people updated along the way. Encourage them to ask questions or share any top tips, the more people who comment and share, the more interest you will get.
- On your Story – you could do a poll to ask your guests about the event? For example, brownies or cookies? What cuisine should I choose for my dinner party – Mexican or Indian?
- Facebook Livestream – tell people you are going live, a chance for them to ask you any questions or for you to talk about your fundraising and Youth Talk.
- Top tip – If you got caught in a hail storm when out for a run or burnt your cookies – tell people!
- These little extra details bring to life your fundraising and encourage people to dig a little deeper and engage with your post which means more people will see it!
- Tag [@YouthTalkStAlbans](#)

Did you know...

Less than 1% of the NHS budget is spent on children and young people's mental health



LinkedIn – Great for local companies and businesses

- Share what you are doing and why on your LinkedIn page and tag [@Youth Talk](#).
- Showing your contacts that you are fundraising for charity can spark conversation, offers of support and donations whilst helping spread the word.
- You never know who else may be interested in joining you or following in your footsteps.
- If the company you work for sponsors you or joins your event – its great CSR and a nice way to involve your colleagues or any suppliers.



Email, text and WhatsApp

Not everyone has an online profile and a personal message often works best, as does a reminder! Don't be shy.



Get in touch with your local press!

Local papers and radio are always on the lookout for stories, especially something local and positive that readers can relate to. Your personal experiences or stories about a challenge may inspire others to join you in support of Youth Talk.

Did you know...

1 in 8 children has a diagnosable mental health disorder – that's roughly 3 children in every classroom

Top tips on working with the press:

- Tell them about your event at the start, they can then write or talk about your event before and after it's happened and share the amount you raised.
- They will want to hear: what, when, who, where and why! It helps to include an inspiring quote too.
- Attach some good quality digital photos with your press release to improve the chance of them covering your story.
- You can find contact details in the newspaper or on radio stations' websites.
- When you contact your local press, make sure you get the details of the person who looks after stories like yours.
- Contact Rachel at getinvolved@youthtalk.org.uk for advice or download our press release template.

Fundraising hero shows us how it's done.

Local teacher David Russell tells us how he's going the extra mile for Youth Talk.



Did you know...

St Albans is a high achieving environment, and evidence shows that parents with demanding jobs experience high levels of stress, depression and anxiety. These problems can then lead to an increase in anxiety in children.

"For me, running is really about mental health – much more so than physical. I'm a running coach and a teacher, and I regularly see young people struggling for a number of reasons including isolation, anxiety, depression and family issues. I often have my own moments of stress, anxiety and self-doubt – but I have had the benefit of loving and supportive friends and family as well as the ability to run to and from school, allowing me to either work through or switch off from problems.

Our children and young adults sometimes need the support of someone else. That's why we're very lucky to live in an area with fantastic services in the form of Youth Talk – a charity that provides free confidential counselling and therapeutic services for 13 to 25-year olds in St Albans and the surrounding areas.

To carry on providing their amazing service, they need our help. That's why I'm running to raise money and awareness for Youth Talk. I really can't think of a better cause."



When it comes to raising valuable funds, the only limit is your imagination.

St Peter's Youth Group cooked up a storm and organised their very own bake off.

A local youth group at St Peter's Church in St Albans created a delicious new cookbook during the COVID-19 pandemic, sharing wonderful recipes with each other and the wider community.

What began as sharing each other's latest culinary experiments evolved into 'The Lockdown Cook-Up' cookbook in aid of Youth Talk. Alongside recipes, the cookbook contained the challenges members of the youth group set themselves each week as ways to look after their own mental health during this tough time.

Everyone in the group was part of this tremendous local project, with each of them supporting each other to remain positive, stay happy and keep healthy. The aim was that everyone who heard about the project would cook up a new recipe from the cookbook, set themselves a new fun challenge and donate to support the work of Youth Talk.

Proceeds from the cookbook raised an amazing £1,000!



"St Peters Church Youth is excited to support Youth Talk, as they help to turn the key to unlock freedom for young people just like them."

Ruth Dearnley, St Peters Church Youth Leader



"We are eternally grateful to all the team at St Peters. They are helping us to support the growing numbers of young people across the district who need support with their mental health and emotional well being."

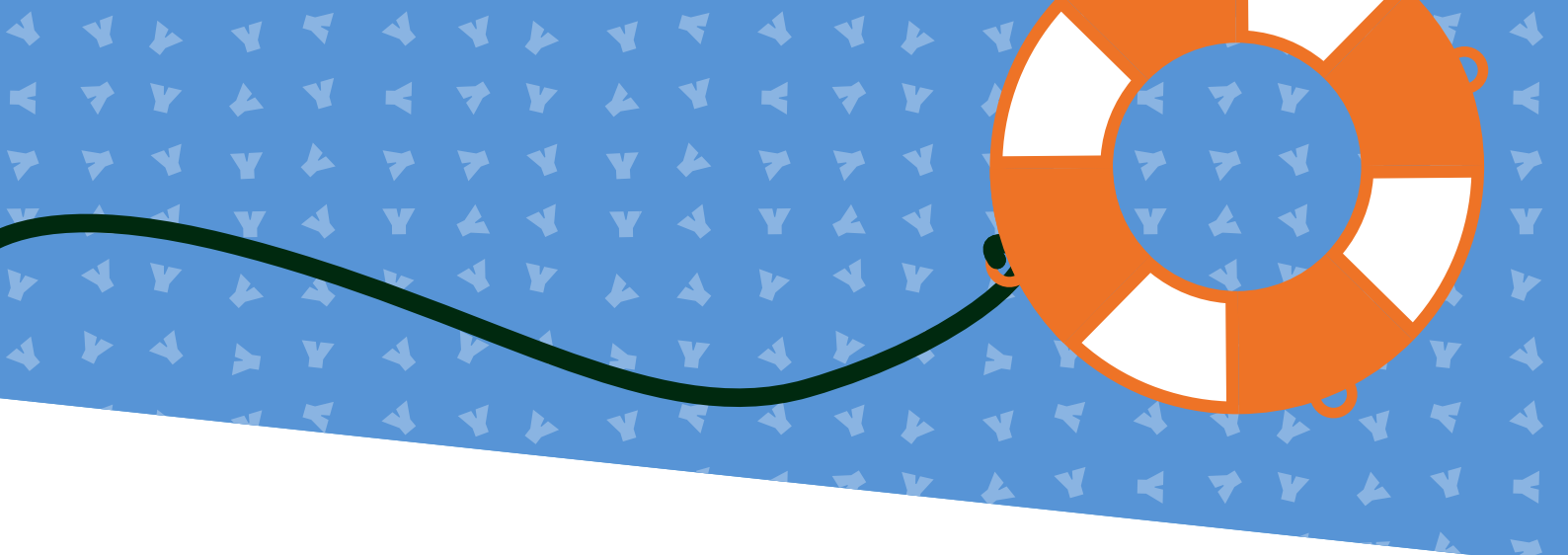
David Barker, Youth Talk CEO



"We also wanted to make our cookbook meaningful so we partnered with Youth Talk. We loved making it and we hope you love making and eating our food!"

PJ, St Peter's Youth Group





Tips for success and keeping it safe and legal!

Whether you're organising a bake sale or ceilidh night – remember:

1. Find volunteers willing to help you

Whether it's bakers, people to help sell tickets, or wash up – write a list of the help you'll need ahead of your event, and delegate. The more helpers you have, the easier and more fun it will be.

2. Watch your pennies

Keep lists of what you have spent to make sure you raise more than you spend on ingredients or costs!

3. Get sponsorship

Raffles, auctions and quizzes can help boost donations. Ask local businesses if they'd like to donate a prize or sponsor your event in return for promotion in your event marketing.

4. Matched Funding

Some companies offer to match donations raised up to a certain amount. It's always worth asking!

5. Keep it safe and legal

- If you are organising a raffle, tombola or lottery please check www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising-and-promotions.aspx
- For event health and safety if you're holding a public event it's worth checking www.hse.gov.uk/event-safety/getting-started.htm
- If you're holding an event in a public space you must get permission first, either from the local authority or property owner.
- Insurance – if your event involves the general public, check you have public liability insurance in place. If your event is at home or in a private property just check the insurance covers this too.

1 in 3 adult mental health conditions relates directly to adverse childhood experiences

6. Food safety and hygiene

If your event involves food or drink, please visit the Food Standards Agency at www.food.gov.uk for advice.



“Thank you for all you do to support our local community, it was an honour to fundraise and help Youth Talk during a time of great need.”

Lynda

7. Data Protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need.

You can find information about how we protect and use personal data in our privacy policy which is on our website at www.youthtalk.org.uk/privacy

8. Take photos

If you plan to take photos at your event, make sure people are aware beforehand, either in your event sign-up information or get their consent ahead of taking the photo.

9. Share your piccies and tag us

Taking photos throughout your fundraising journey is a great way to tell people what you are doing, why and how it's going. Keep them updated and tag us on social media for extra shares and love!

If you aren't on social media, that's ok but we'd still love to see your pics! Please send us your photos at getinvolved@youthtalk.org.uk

10. Organise a float

If you are selling anything, we recommend a float with change!

11. Get resources

We have posters available for download from our website www.youthtalk.org.uk/fundraising-guide

Or for banners, bunting and t-shirts email getinvolved@youthtalk.org.uk

12. Don't worry or struggle alone

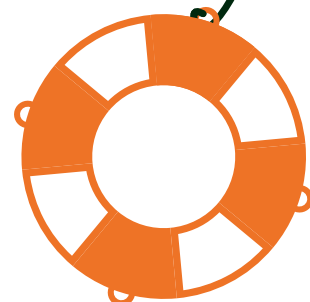
We are here to help! We love hearing from our supporters and are always happy to inspire ideas or answer any questions.

13. Say thank you

Thank each and every person who has sponsored or helped you with your fundraising. Remember to tell people how much you raised and how your efforts and donations will help make a real difference to the lives of young people.

14. Pay in your donations

We ask you to please pay in the money raised as soon as possible. The sooner we receive it, the quicker we can put your money to good use!



For more fundraising tips and toolkits visit:
www.youthtalk.org.uk/get-involved



How to pay your money in

1

You can safely donate online through our website www.youthtalk.org.uk/donate leave a comment and let us know if there is a special reason for your gift or the name of the event your donation is from.

2

Please make cheques payable to "Youth Talk" and post to: Youth Talk, Lower Ground Floor, Dagnall House, 2 Lower Dagnall Street, St Albans AL3 4PA

3

To make a bank transfer, please put your name as the reference and transfer to:

Youth Talk Ltd
Co-operative Bank
Sort Code: 08-92-99
A/c No: 65934014

4

To make a payment by phone, call our office on 01727 868 684

5

Set up an online fundraising page with www.justgiving.com and select Youth Talk as your chosen charity. It's a fast, quick and efficient way to raise money – we will automatically receive your donations. Visit: www.youthtalk.org.uk/get-involved/how-to-set-up-your-fundraising-page

"Youth Talk provide an additional vital counselling service to our pupils and local young people – they are never more needed."

Head of Middle School,
St Albans School



A massive thank you for and congratulations for making it this far through your fundraising!

Thank you

Get in touch:

getinvolved@youthtalk.org.uk

Call: 01727 868 684

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www.youthtalk.org.uk

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