



Arc



Arts for  
Wellbeing

# Fundraising Pack

# Before we get started, thank you

**Mixed anxiety & depression is the most common mental health disorder in Britain, with 7.8 % of the population, that's almost 5 million people, meeting criteria for diagnosis.**

Our structured Arts for Wellbeing programmes support vulnerable adults and young people experiencing mental health issues to explore creativity, gain confidence, independence and feel more relaxed.



With unrivalled experience in the development of high impact, bespoke support programmes, we include people who are in difficulty, excluded, ill, or isolated. Programmes run from our centre in Reddish and in neighbourhoods across Stockport. We also run a variety of public arts events for the community.

**“It’s a life changing place! What happens here spills out into your whole world” -Arc participant**

Whatever your fantastic fundraising idea may be, through raising any amount of money for us you will be helping vulnerable adults and young people to become resilient, healthy and active citizens through the power of the arts.

Creativity is something everyone has. It has the potential to transform lives. When people explore their creativity through the arts, they see their world in a different light. New skills, confidence, and aspirations are all at once in reach.

We would like to see a time in which everyone has opportunities to enjoy rich creative experiences of all kinds, no matter where in the world they might be. It all starts with your fundraising!

Good Luck!

Jacqui Wood  
Artistic Director

# Have fun, be creative

There are a million ways to fundraise for Arc:

an art  
auction

face  
painting

a wine  
tasting  
evening

host a  
talent show

a  
'draw me'  
event

a bake  
sale

an online  
gameathon

a sponsored  
creative  
walk

Whatever you choose, this pack will guide and support you through the process, and we'll be with you every step of the way.

There's also a wealth of info and ideas online to get you started!

# We're with you at every step

You can contact Lucie our Marketing Officer at [lucie@arc-centre.org](mailto:lucie@arc-centre.org) if you have any questions about the online Fundraising Pack, and the Welcome Office at [info@arc-centre.org](mailto:info@arc-centre.org) or **0161 480 7731** if you have any questions about events or donations for example.

## What's in the Fundraising Pack?

E-copies of posters, images and logos to use online and print out for your event which will inspire people to donate to our cause.

See page 11 for more ideas for getting your event out there, but if you'd like to tag us for shares and likes, please connect with us via the links below. You can also point donors in our direction.

Please use **#ArcCentre** and **#ArcStockport** on all social media posts and link to our website wherever possible on social media and websites.

The easiest way to fundraise for us is via

# JustGiving™

[www.justgiving.com/artsfor-recovery](http://www.justgiving.com/artsfor-recovery)

Click **Fundraise For Us** and then either log in or sign up. Please read more about JustGiving on page 17.

## Gift Aid

Gift Aid is an HMRC initiative where for every £1 donated to a charity by a UK income tax payer, they donate an extra 25p.

In order for us to turn every pound you raise into £1.25, please make sure all of your qualifying supporters use Gift Aid on their donations and we will be able to raise even more money to support vulnerable people!

If you are an individual and a UK income taxpayer and add a lump sum of money that you have raised money via JustGiving, it will provide the option to add or decline Gift Aid. Please do not add Gift Aid if you are part of a charity or group who raised the funds or you are an individual who is not an income tax payer.

If you ask sponsors to donate via your JustGiving fundraising page they can make their own declaration for Gift Aid eligibility. If you are raising cash sponsorship from individuals, you will need to get their information on the sponsorship form in this pack, which you will give to us with the funds raised after your event. We will then claim Gift Aid on each donation manually.

W: **Arc-Centre.Org**



**Facebook.Com/ArcCentre**



**@ArcCentre**



**@ArcStockport**

# Where your fundraising goes

**£500**  
could pay  
for...

**...a six-week bespoke artist-led project for vulnerable young people.**

Young People's Arc supports the most vulnerable such as those with mental health needs, those who struggle to access mainstream education, adoption support and care leavers.



**£50**  
could pay  
for...

**...an arts session for more than 10 vulnerable adults.**

Our wellbeing programmes provide a safe, relaxing environment, enabling them to explore their creativity, engage with others and increase their confidence and wellbeing.



**£20**  
could pay  
for...

**...a busy Art Club or other arts event.**

Our events provide fun and affordable arts experiences for local residents of all ages. Your donation means we only ask for small contributions and don't have to charge for activities, which could exclude those who can't afford it.

**£5**  
could pay  
for...

**...a volunteer to support Arc for a day.**

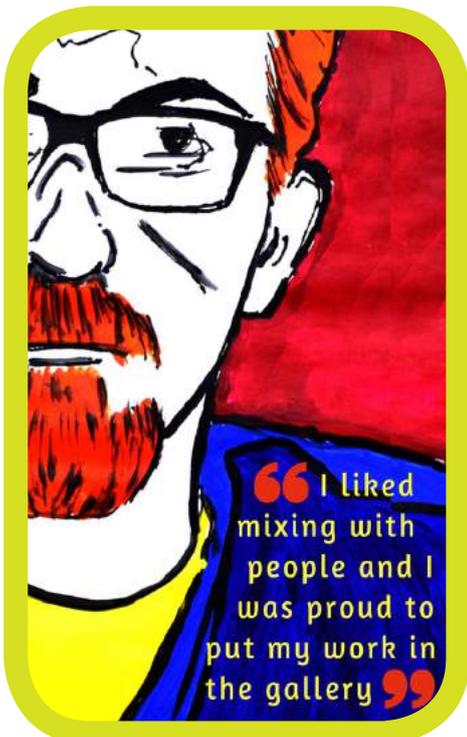
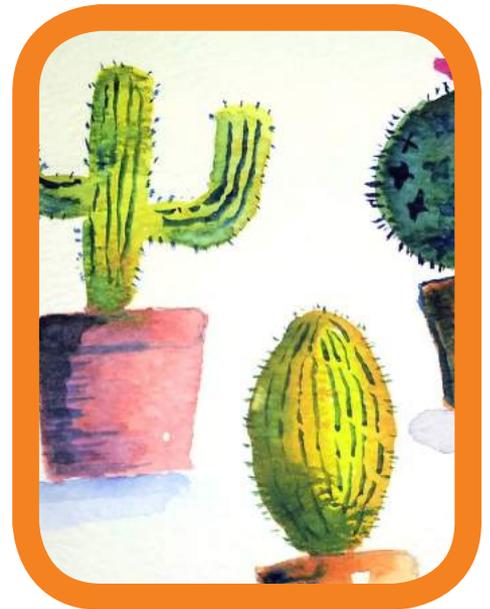
A volunteer's assistance is vital for the smooth running of the wellbeing programmes, within the centre and other events. A volunteer's involvement also helps them to benefit in some way, from getting out of the house and meeting people, to gaining practical experience.

# David's Story....

I was diagnosed with Clinical Depression back in 2000. I lost my job - a successful career in advertising - and shortly afterwards, my wife left me and I became the single parent to two young daughters.

I think the majority of people would suffer some form of depression under such circumstances. However, I began to abuse alcohol, which sent my depression into a downward spiral. After about four years of perpetual depression my GP recommended START, which is a Stockport NHS alcohol misuse service. Apart from helping me reduce my alcohol intake, they also recommended Arc's wellbeing programmes.

**“Arc literally turned my life around.”**



I was nervous about attending Arc at first as I had become quite isolated, with the exception of the school run, and had very little adult interaction.

In the first few sessions, I tended to keep myself to myself and take part in whatever the art activity was. I soon came to love the relaxation of it - it was meditative.

Eventually, Emily, the Challenge programme coordinator, asked me if I would like to facilitate a creative writing aspect to the course. (I have written several books.) I jumped at the chance and thoroughly enjoyed the experience. Although it wasn't without its challenges and I learnt several new teaching techniques.

As someone who studied graphic design at Art College, Arc was the perfect place for me to relearn and develop some new skills.

After the course I was delighted to be asked to facilitate the creative writing aspect for the next two Challenge courses. I made new friends and opened up to people a lot more. My confidence improved and it was something I looked forward to every week. Not just because of the courses I attended, but because of the incredible support I received.

**“You'd be amazed at what people who think they have no artistic ability can create, or they can just enjoy the process.”**

Arc has given me confidence in dealing with, and interacting with, a great many people I wouldn't normally come into contact with. I also receive tremendous support from Arc members of staff if I feel uncertain or under-confident about any particular issues.

Without Arc, I think my future was pretty bleak. I cannot emphasize enough how important I think creativity is in terms of helping people with mental health issues. Both from a therapeutic point of view, but also in terms of building self-confidence, learning new skills and feeling more able to face the outside world.

**“Participating and volunteering at Arc has had an immensely positive effect on my outlook on my life and I feel empowered to change it.”**

Due to the support and advice from Arc, I feel more positive about the future than I've felt in half a decade, and more confident about being able to get back into work and providing for my children. And that is down to Arc.

- David Milligan-Croft



**“I look forward to visiting at every opportunity and am now volunteering on the Outreach programme, which involves going out into the wider Stockport community.”**

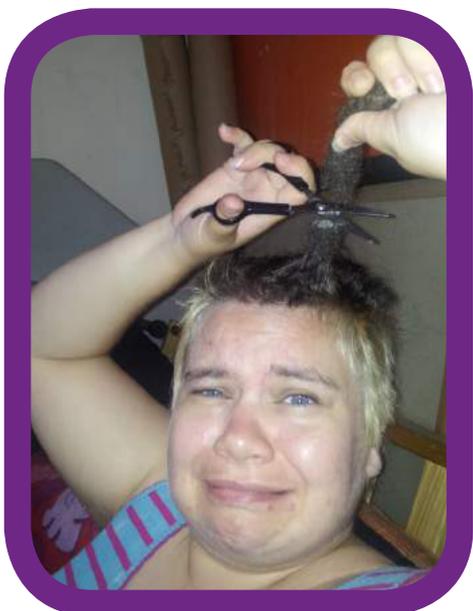
# How have people fundraised for Arc?

## A Well Dressed Winter Wonderland

A group of Arc volunteers organised and ran an exhibition in partnership with Give2Gain Timebank Stockport and Stockport Advocacy, at Land 'O Cakes building, Stockport.

The aim of the event was to bring together local business owners and artists. Artists paid a small fee for marketing materials, borrowing some equipment from Arc and buying the rest. The business owners paid for tickets to a black tie "winter wonderland" event, funds raised were divided between the charities. All artists were present to mix with the attendees and all art was available to buy. There was also a daytime public event a few days later where only a few artists were present and remaining artwork available to buy.

"It was great to bring the three local organisations together for this kind of event. We really wanted to showcase the artists' work to business and venue owners. Some of the artists lack confidence but their work is as good as anyone else's and deserves to be seen and bought. It was a fun event in a lovely space and we raised over £400 for the organisations," said one of the organisers.



## Lucie Overcame her Dreads!

One of our long-term volunteers and now Marketing Officer Lucie decided to chop her locks of 12 years, and asked herself "why not raise some money in the process?!". People were really generous and Lucie raised £400 after she had cut them off.

"I raised money via Arc's JustGiving which made it really easy as I didn't have to deal with much cash or Gift Aid. Any cash I did get I could still input as an offline donation. I could also share it numerous times on social media and direct people to the page."

# So, what's it going to be?

Let's look at your ideas and choose one by looking at them more closely. Ask yourself the following questions about each one...

Is it  
Interesting?

How much  
will the whole  
event or project  
cost?

Is it clear  
what you will  
be doing?

Is it  
Realistic?

How much  
time can you  
donate?

Will you enjoy  
it and be  
passionate  
about it?

Will it inspire  
people to  
get involved,  
sponsor or  
donate?

Taking account of  
travel and materials  
costs, does your  
idea fit  
your budget?\*

Is it in line with  
our core values  
and promote  
positive health  
and wellbeing?\*

\* We won't be able to provide materials or reimburse the cost of fundraising, though on some cases we may be able to loan equipment or the Arc as a venue

\*\* Please email us if you are unsure and would like some advice

# Boost your event campaign!

**We want your event to be as successful as possible, we want it to be fun and for you to raise as much money as possible! Here are a few tips and ideas for boosting your event's profile.**

**If you need an eye-catching design to advertise your event in the form of flyers, invitation or tickets, you can find loads of great templates online. Canva.com is another great tool for simple and effective graphic design.**

## **Social Media**

If you have a Facebook page, or if you're on Twitter and Instagram, make sure you tell your friends and followers all about your fundraising efforts. Social media is a great way to keep everyone updated. Are there any Facebook groups who might be interested? Are there any Twitterers you could tweet to? We'd love you to share your journey, so make sure you connect with us at:

 **Facebook.Com/ArcCentre**

 **@ArcCentre**

 **@ArcStockport**

## **Publicity and PR**

Promoting your fundraising activity through the media will help boost your efforts. You could contact local newspapers such as Stockport Express, radio stations such as BBC or even TV stations such as That's Manchester. You could write a press release and send to some online local publications.





# JustGiving™

JustGiving is the easiest way to raise money for us. You will be able to collect money from your supporters online, it takes all the hassle out of collecting your sponsorship on paper. It is simple to set up your own fundraising webpage and collect donations from friends, family and strangers online.

Just go to [justgiving.com/Arts-ForRecovery](http://justgiving.com/Arts-ForRecovery), sign in/up and create your own page. Share the link to let your supporters see how you're fundraising is going. Once you've created your page, please let us know so that we can help share your event or activity.

## Set up a Unique Text Code

Why not make it even easier for people to support you with a unique text code? It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

Simply log into your account at [justgiving.com/Arts-ForRecovery](http://justgiving.com/Arts-ForRecovery) and follow the instructions.

Once you've got your code, make sure you let everyone know about it. Pop it on all of your fundraising materials and post it on social media. For more information, and to download a text giving support pack, visit [justgiving.com/JustTextGiving](http://justgiving.com/JustTextGiving)

## Visual Promotion

You could make a short promotional video or set up some photographs of you or a product. Do you know anyone who could help? Where could you share them?

# The big planning questions

**Chosen one idea? Let's get started!**  
**Use this page to start organising your ideas...**

## Who?

Who can you ask to help you – can they get prizes or sponsorship?  
Who do you want to come along – how will you tell them about it?

## Where?

Will you need a venue - how big does it need to be?  
Indoors or outdoors?

## What?

What do you need to make this happen? Think big and small!

## When?

Avoid running your event at the same time as national events like the Cup Final. Also avoid big local events such as Stockport Carnival on the same day.

## How?

Plan the event - make sure everybody knows what they will be doing.  
Promote the events - put up posters, blitz social media, get in the press





Please help us to raise money for..  
**Arts For Recovery  
in the Community (Arc)**



**Unlocking creativity, transforming lives!**

Arc helps vulnerable adults and young people to manage their mental health and increase their wellbeing, by exploring what it means to live well; to experience meaning and purpose; to flourish; to make a difference. They provide opportunities for people to explore their creativity, connect with others and learn new skills.



Please support our fundraiser...

.....by/event date/end date

**day**

**/ /20**

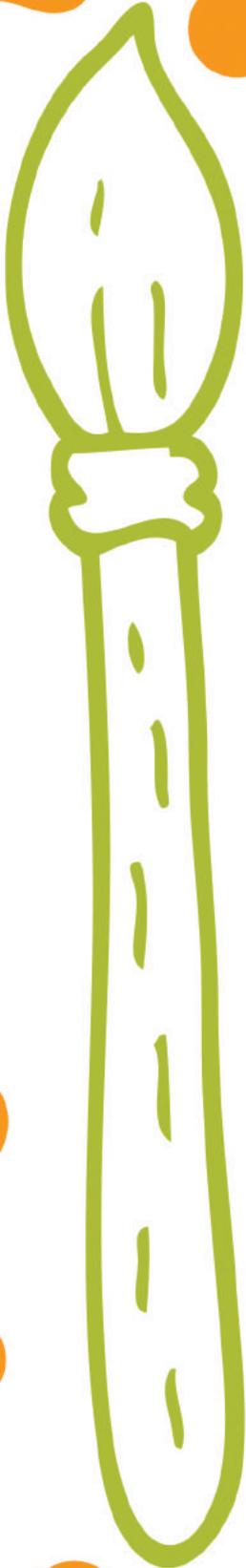
◀ **Contact/  
weblink**

This event is not run by or  
officially affiliated with  
Arc.



www.  
**Arc-Centre**  
.org

# Fundraising Totaliser!



£

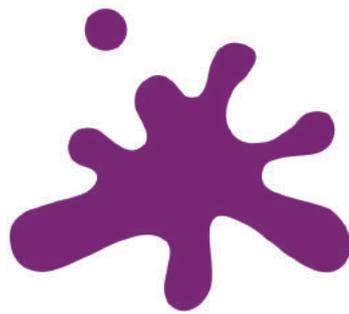
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**GRAND TOTAL!**



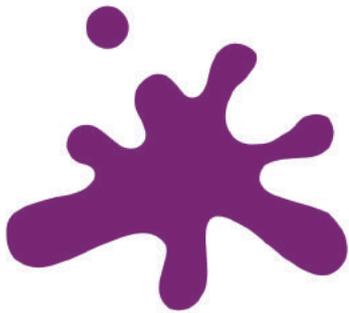
£

\_\_\_\_\_



£

\_\_\_\_\_



£

\_\_\_\_\_



£0

\_\_\_\_\_

Colour in the paintbrush as your total rises!

# Be safe and legal out there

**Fundraising is all about having fun and raising money but it is also subject to laws and legislation. Do not worry though we have broken down this need-to-know info for you.**

## **Collections**

Collections are a great way to raise money, especially in a busy area. However if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority. Before you approach your Local Authority for a license, please advise us of your plans and await approval. Licenses are not required on privately owned land – just ensure you have the permission of the owner or business.

## **Data Protection**

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, do not keep information about people any longer than you have to, and do not share information or data about someone without their permission. For further details of our Data Protection policy, please contact us via:

**[info@arc-centre.org](mailto:info@arc-centre.org)**

## **Raffles and Lotteries**

Raffles, lotteries and prize draws are all governed by legislation – so before holding one and spending money on getting tickets printed, please contact us. Also, be aware that lottery laws cover any events that are purely down to luck or chance, such as duck or balloon races even.

## **Insurance**

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. That is why we would recommend you take out public liability cover for one-off events such as a sponsored walk or sports event. Ask at the venue you will be using – you may be covered on their policy. Unfortunately, Arc's own policy will not cover you but we can advise you about the kind of cover you need. Get in touch for guidance.

## **Food Hygiene**

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

# Ways to pay

Please follow these guidelines for the different methods you can use to pay us the money you have raised...

## JustGiving™

JustGiving is the easiest way to raise money for us. It makes it simple to set up your own fundraising web page and collect donations from friends and family online.

Please see page 11 for more about JustGiving or see page 18 for other methods to donate your fundraising to Arc.

## Arc Charity Gift Aid Declaration Form

Boost your donations by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year.

I want to Gift Aid my donation of £  to:

Name of Charity: **Arts For Recovery in the Community**

I am a UK tax payer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Title (Mr/Mrs/Miss/Ms/Other)\*: \_\_\_\_\_ Name\*: \_\_\_\_\_

Full Home Address\*: \_\_\_\_\_

Postcode\*: \_\_\_\_\_ Telephone number: \_\_\_\_\_

Email address: \_\_\_\_\_

Please notify Arc (0161 474 1462 or Admin@arc-centre.org ) if you:

1. Wish to cancel this declaration
2. Change your name or home address
3. No longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher rate or additional rate and you want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Arts for Recovery in the Community is a company limited by guarantee number 1107607 and a registered charity number 5288784, registered in England and Wales. Registered office Arc, 33M Vauxhall Industrial Estate, Greg Street, Reddish, Stockport, SK5 7BR

# More ways to pay

## By cheque

Send a cheque (payable to Arts for Recovery in the Community) to:

Arc, 33M Vauxhall Industrial Estate, Greg Street, Reddish, Stockport, SK5 7BR

Don't forget to include your Gift Aid form if used.

## Bank transfer

Transfers can be made at your local bank or through online banking. Our account details are:

Account Name: **Arts for Recovery in the Community**

Sort Code: **05-09-33**  
Account No: **42961828**

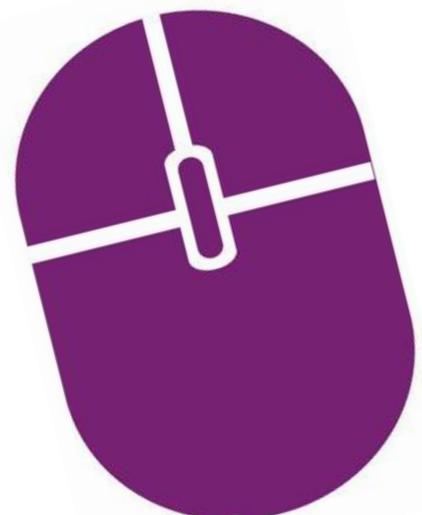
If paying by bank transfer please remember to send us your Gift Aid form by post.

# How did it go?

We'd love to hear about how it went because it could help us to describe our cause better to potential fundraisers or make the process easier. If you'd like to share your experiences and help inspire others. Please copy, paste and respond to the following questions and email to Lucie at:

**lucie@arc-centre.org**

- **What activity did you do?**
- **What motivated you to fundraise for us?**
- **What did you get out of taking part in your activity?**
- **How would you feel about taking part in another activity in the future?**
- **Did you learn anything from the experience or is there anything you would have done differently?**



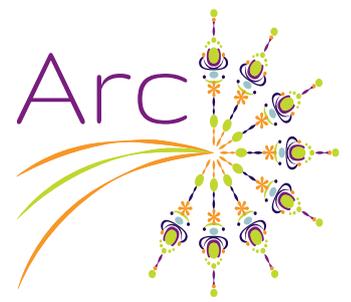
# Thank you!

**Every single penny raised will help make sure vulnerable adults & young people can access structured programmes of support, guiding them on a journey through recovery to wellbeing and independence.**

We help people to manage their mental health and increase their wellbeing by exploring what it means to live well; to experience meaning and purpose; to flourish and to make a difference. We provide opportunities for people to explore their creativity, connect with each other and learn new skills. Our varied offer provides opportunities for people at all stages of recovery.

**Mental illness can cause people to isolate themselves and in some cases suffer completely alone. Your fundraising helps us to create opportunities to make sure they don't have to.**





**Without your kindness it would be much harder to provide the community programmes that we currently do - fundraising really makes a difference!**