

**BE
FREE**

CAMPAIGN

Corporate Fundraising Pack

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Registered Charity No. 1189704

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Supported and Recognised by:



Department for
Digital, Culture
Media & Sport



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**BE
FREE**

LOTTERY FUNDED



Department
of Health &
Social Care

Thank you!

Thank you for supporting the Be Free Campaign's mission to provide young people with the tools they need to look after their mental health.

A study by NHS Digital found that rates of probable mental disorder have increased since 2017, with one in six (16%) children aged 5 to 16 years being identified as having a probable mental disorder in 2020, increasing from one in nine (11%) in 2017.

We need your help making sure that all of our young people are equipped with the skills and information they need to take care of their mental health, prepare for transitions throughout their life and have the best possible start to independent living.



About the Be Free Campaign

The Be Free Campaign is a Merseyside based mental health charity that is all about the prevention and early intervention of mental health illness. We believe that through this work we can prevent mental health problems and ensure that people can live happy and fulfilling lives.

We offer workshops, online resources, and one-on-one counselling sessions, all designed to equip people with the tools they need to maintain their mental well-being.

Every donation and volunteer effort helps us to expand our reach and impact more lives. Together, we can build a world where mental health is recognised as a key component of overall health, and where everyone has access to the care and support they need to thrive.



We were born out of lived experience. Our founder, Shantanu, struggled a lot with his mental health in school. He came from a culture that highly stigmatised mental health and went to a boys' school which reinforced a toxic culture. He decided to stand up for people's mental health and created the Be Free Campaign.

Our Approach

We deliver mental health training, workshops and wellbeing activities to schools, community organisations and communities.

We don't think it's just young people who need these tools, we train teachers and parents alike.

We provide early intervention counselling to schools, where our team utilise cognitive behavioural techniques to improve young people's mental health.

We campaign for improved mental health services with a focus on early intervention and prevention because we believe prevention is better than cure.

Our Focus Areas



Prevention and Early Intervention

Research and Campaigns

Support for Parents and Teachers

Counselling and Personalised Support

Our dedicated team of mental health professionals and volunteers are passionate about making a difference. We work tirelessly to create a safe and supportive environment where individuals feel empowered to seek help and share their stories without judgment.

In addition to our core services, we also host community events and awareness campaigns to break the stigma surrounding mental health. These events provide a platform for open dialogue and education, helping to foster a more understanding and compassionate society.

Ways you can support us

Corporate fundraising is not only a powerful way to support a worthy cause. Engaging in fundraising activities fosters a strong sense of community and purpose within the workplace, enhancing team cohesion and morale. It provides employees with opportunities to develop new skills, such as leadership and project management, while also promoting a positive company image.

Companies that support charitable initiatives often see increased employee satisfaction and loyalty, as staff take pride in working for a socially responsible organisation.

There are loads of ways you and your colleagues can get involved with the Be Free Campaign! This pack should give you some ideas to get started with but if you have any questions or other initiatives in mind please get in touch with us at fundraising@befreecampaign.org.

Since 2020 we have supported over 2,000 students and young people across Merseyside! And now we need your help so we can reach even more.





Donations

You could donate money directly or through a payroll giving scheme, or even set up some collection pots around your offices.

Volunteer

Donating your time or services is another great way to get involved. Could you spare a couple of hours to design some social media posts with our Marketing team? Or maybe you could offer a public speaking workshop to our Outreach volunteers?



Challenge Fundraising

Fancy yourself a bit of a runner? Or maybe you've got a fear of heights you finally want to tackle?

Taking part in a race or abseil and asking for donations and sponsorships is a really exciting way to fundraise (and have a huge achievement to show off to all your friends!)



Workplace Fundraising

Keep the fun in fundraising by getting your colleagues involved in some of these ideas:

Bake Sale

Bring some cakes and treats in work to sell to your hungry colleagues and donate the profits.

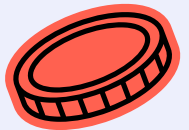


Swear Jar

Anyone who swears in the office has to make a donation to the swear jar!

Lazy Lift

A £1 penalty for anyone who chooses the lift over the stairs.



Sponsored Silence

Just imagine how much you'd get done if you didn't have your colleagues nagging you all day!

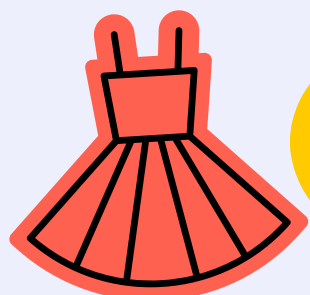
Office Olympics

Host an office tournament or football match and charge a small entry fee to take part, or place bets on the winners!



Casual Friday

Host a Casual Friday in the office and ask for donations; whoever wins best dressed has to donate double.



Where the money goes

£150 could provide children's books to a primary school, to enable young children to learn about mental health from an early age.

£500 could deliver a course of counselling to a young person struggling with their mental health.

£1,500 could fund the delivery of our early-intervention mental health programme to a cohort of 30 children.

"The workshops are really useful and I believe I have learnt information which will help me far beyond school."

"It included important topics that are usually avoided. It was also presented by someone with experience and a similar age to us, so we could relate to her."

96% of participants report an increased ability to look after their own mental health and recognise when others might be struggling after attending our workshops.

Getting started

Our team are happy to be on hand to help you with your fundraising. Whether that's choosing a suitable event, making some posters or social media posts to help you advertise or helping make sure you're complying with the Fundraising Regulator.

If you've decided to fundraise for us or there's anything we can help with, please get in touch with us at fundraising@befreecampaign.org.

Collecting money

If you're collecting cash donations, let us know if you'd like to borrow any of our Be Free Campaign branded donation buckets!

Once you've banked the cash, you can make either [make a donation online through our website](#) for the amount you've raised or send us a check to

Be Free Campaign
54 St James Street
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Our team of friendly staff and volunteers are here to help you every step of the way. Please don't hesitate to get in touch with us at fundraising@befreecampaign.org if there's anything you need.

If you can, please share some photos or stories from your events! We want to celebrate with you and showcase the incredible impact you're making.

Remember, no contribution is too small, and every effort counts towards making a difference. Whether you're hosting a bake sale, running a marathon, or simply spreading the word, your actions are invaluable to our cause.