

**BE
FREE**

CAMPAIGN

**Schools
Fundraising
Pack**

info@befreecampaign.org | www.befreecampaign.org

Registered Charity No. 1189704

Registered Office Address: 54 St James Street, Liverpool, L1 0AB

Supported and Recognised by:



Department for
Digital, Culture
Media & Sport



10 DOWNING STREET
LONDON SW1A 2AA



LOTTERY FUNDED

**BE
FREE**



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, Dr Shan, 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

Fundraising at school is a fantastic way to make a real difference while bringing everyone together for a great cause. It's a chance for students, teachers and parents to work as a team, boosting school spirit and creating lasting memories. Schools that support charitable projects also foster a sense of pride and community, making everyone feel good about being part of something bigger.

And you don't have to leave all the work to the teachers! Encouraging students to organise the fundraising activities or events is a great way for them to develop new skills like leadership, project management and organisation.

There are loads of ways your and your school 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.



School Fundraising

Keep the fun in fundraising by getting the whole school involved in some of these ideas:

Bake Sale

Hold a bake sale - who could say no to a piece of cake at break time!

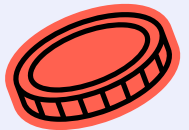


Talent Show

Teachers can show off their hidden talents and students make a small donation to watch the show.

Raffle

Sell raffle tickets for prizes like a one-time late homework pass or to skip the canteen queue at lunch.



Headteacher Challenge

Set a challenge for your head teacher (run a marathon, abseil, etc) and a fundraising goal for the school. Once the goal is met, they have to complete the challenge!

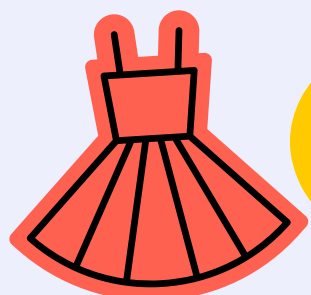
School Olympics

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



Non-uniform Day

One of the easiest ways to fundraise and always a crowd pleaser!





Festive Fundraising

Encourage additional donations around the holiday period by asking for donations at carol services, Christmas fairs or end of year celebrations.

Children's Mental Health Week

Children's mental health week takes place in February every year and is a great chance to do some extra fundraising for the Be Free Campaign. You could host an event, collect donations or chat to us about delivering an awareness session for students, teachers or parents.



Charity of the Year Partnership

We're always excited to talk to schools about long-term partnerships with the Be Free Campaign. All of our services are free at the point of use, meaning we will never ask for money or for you to find room in your school's budget. Partnering with us as your school's Charity of the Year is a great opportunity to help us raise the funds we need to keep offering our services under this model.



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
Liverpool
L1 0AB

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.