



*Corporate*

# Fundraising Pack

Everything you need  
to help you **successfully**  
**raise funds for Eikon!**



# Letter to Supporter

## Dear Fundraiser

Thank you so much for deciding to fundraise for The Eikon Charity.

Your support will make it possible for us to:

- give young people someone to turn to when problems emerge
- empower them to find the inner resources to be resilient
- enable families, schools and communities to help them thrive

We hope this pack will equip you with everything you need to make your fundraising a success. If you have any questions, do get in touch. We're here to help.

If you could let us know what you're planning, that would be really helpful to us – and will mean we can better support you to succeed.

Thank you once again for choosing The Eikon Charity.

## The Fundraising Team



*Becky*  
Hughes



*Fiona*  
Mason



*Gareth*  
Squire



*Lesley*  
Humphreys



*Sarah*  
Ansell



*Rose*  
Keene

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## Any questions?

Call us on:  
01934 347 434

Or email the fundraising team at:  
[fundraising@eikon.org.uk](mailto:fundraising@eikon.org.uk)

**The Eikon Charity**

Selsdon Road, New Haw,  
Surrey KT15 3HP

Follow us:



[www.eikon.org.uk](http://www.eikon.org.uk)

# How to Donate

## Here are all the ways people can donate to The Eikon Charity.

(Please let us know if you donate or start fundraising so we can thank or support you).



### By Bank Transfer:

Donate via online bank transfer to:

CAF Bank Ltd   Sort Code: 40-52-40   Account No: 00020000\*



### On our Website

Donate securely via our website [www.eikon.org.uk/donate](http://www.eikon.org.uk/donate)



### By Cheque

Send a cheque made payable to "The Eikon Charity" to our address above\*



### Set up a Fundraising Page

Set up a fundraising page on **JustGiving** that you can share with your supporters (our team can assist you with this)



### Via Facebook

Go to our page [@eikoncharity](https://www.facebook.com/eikoncharity)



### By Phone

Call **01932 347 434** and ask if you can make a card donation

## How your donation can help

**£20** could give a child a safe place to talk to us

**£35** could provide specialist support for a child at risk

**£50** could mean an at-risk child gets urgent help

\* Please include a name and/or event as a reference on any donation you make



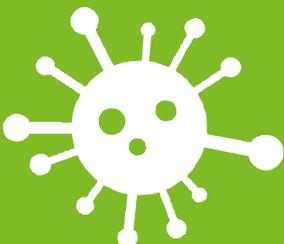
# About Eikon

The Eikon Charity supports children and young people to overcome difficulties, become resilient and thrive. We focus on disadvantaged and vulnerable children experiencing significant challenges with their emotional wellbeing and mental health, education, or relationships.

We believe in prevention, and where that's not been possible, in helping early on, before a concern becomes a crisis.

Demand for emotional wellbeing and mental health support, both in schools and in the community is higher than ever. The Eikon Charity's purpose has never been more relevant.

## The Impact of COVID-19



Before the pandemic 1 in 9 children and young people had a probable mental health disorder such as depression, anxiety, or an eating disorder. By 2020 it was 1 in 6<sup>1</sup>.

In a study carried out in August 2020\* 41% of young people agreed their mental health was much worse and 40% agreed their mental health was a bit worse since the pandemic began.

\* summary of research studies carried out by 50 organisations and published by the Royal College of Paediatrics and Child Health.

# How we help

**Eikon works in partnership with schools, communities, health & social care and other organisations, because we believe that working together works. We currently support over 4,000 children and young people throughout Surrey.**

**In schools** – youth specialists placed in schools work with young people one-to-one, in groups and in lunch clubs. And our whole school wellbeing resources are used in 89% of Surrey's secondary schools.

**In the community** – youth workers support young people face-to-face and online providing safe spaces for them to relate, debate and create.

**In collaboration** – we work together with others, supporting them to improve the physical and emotional wellbeing and mental health of children and young people across Surrey and beyond. \*

\* Partners include Surrey County Council and Surrey Wellbeing Partnership – a group of voluntary sector organisations working together with the NHS to help meet the emotional needs of children, young people and families.



## Why we do it

**Less than 1 in 3 children** with a diagnosable mental health disorder **get access to NHS care.**<sup>2</sup>

**10% of young people** deliberately harm themselves **regularly.**<sup>3</sup>

**75% of long-lasting mental ill health starts before the age of 24.**<sup>4</sup>

**Suicide** is the a leading cause of death for **children aged 5 to 19.**<sup>5</sup>

Early intervention is vital to improve young people's health and to prevent children from suffering from further disadvantages, including bullying, isolation, and problems at school.

With good mental health, children and young people do better in every way.

1 <https://www.childrenscommissioner.gov.uk/report/mental-health-services-2020-21/>

2 <https://eikon.org.uk/help-a-lonely-child/>.

3 The Truth about Self Harm, Mental Health Foundation  
<https://www.mentalhealth.org.uk/sites/default/files/Truth%20about%20self%20harm%20WEB%20FINAL.pdf>

4 <https://www.local.gov.uk/about/campaigns/bright-futures/bright-futures-camhs/child-and-adolescent-mental-health-and>

5 <https://www.who.int/news-room/fact-sheets/detail/adolescent-mental-health>

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/deathsregisteredinenglandandwalesseriesdr/2017#suicide-accounted-for-an-increased-proportion-of-deaths-at-ages-5-to-19-years-in-2017>





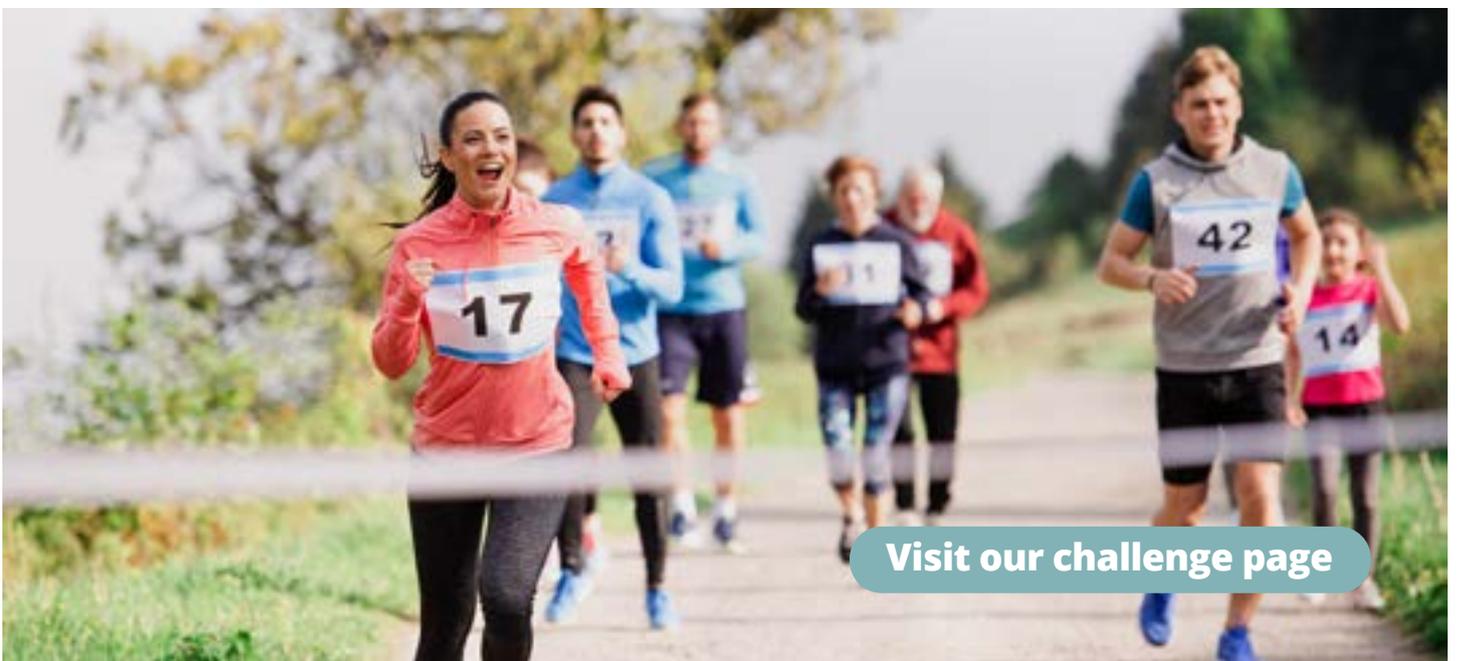
Corporate

# Fundraising Ideas

## Take on a challenge:

For the athlete in you, Eikon has places in the London Marathon and other mass participation events each year. Or for the adrenalin seeker in you try a skydive! We also run virtual challenges.

Keep an eye on the **Challenge Events page on our website** for more details. Or you can take on a challenge of your own. Visit our partner site **Charity Challenge** for endless adventure challenge ideas in the UK and abroad.



[Visit our challenge page](#)

# Simple fundraising ideas for Companies:



## Lucky Squares

£1 per square. Winner takes half



## Art Exhibition



## Swear jar

Anyone who swears puts £1 into the jar

## Talent Contest

Poetry, dance, drama and singing



**Sweepstakes  
for sporting  
events or TV shows**  
winner takes half



## Cheese and Wine evening



**Run a sale of second-hand books,  
clothes, bric-a-brac or plants**



## Fun Run



**Guess the number of items  
in a jar or weight of a cake**

## Sports tournament



**Run a Raffle**  
see our **Awareness day page**  
for a list of ideas for prizes



## Fashion Show



**Zoom Quiz  
or Bingo night**  
each team pays  
a donation to enter



## Family Fun Day



**Office bike or hike-athon**  
hire a bike or treadmill for the office and complete  
a sponsored bike-athon, hike-athon or running relay



See our **Awareness Days and Celebrations Calendar** for inspiration on when to hold an event.

# Awareness Days and Seasonal Celebrations

## JANUARY

New Year's Day



## FEBRUARY

Children's  
Mental Health Week  
Valentine's Day  
Time to Talk Day  
Shrove Tuesday

## MARCH

International  
Women's Day



## APRIL

Easter  
World Health Day  
Start of Ramadan

## MAY

Mental Health  
Awareness Week  
Surrey Day

## JUNE

Carer's Week  
International Children's Day



## JULY



## AUGUST

International Youth Day



## SEPTEMBER

Rosh Hashana  
International  
Day of Charity  
World  
Suicide Prevention Day

## OCTOBER

World  
Mental Health Day  
Halloween

## NOVEMBER

Anti-Bullying Week  
Remembrance Day  
World Kindness Day  
Diwali

## DECEMBER

Christmas  
Hannukah



**Here is a list of places you could call to ask for raffle prizes  
(we would be happy to provide a letter from the charity if you wish):**

- Golf clubs / Spas
- Local events such as Epsom races or ...
- Pubs, bars and restaurants
- Vouchers for local stores
- Local attractions / theme parks or farms
- Personal trainers or masseurs

# Forms & resources

**Press release template**

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**Sponsorship form**

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**How to set up a Just Giving Page**

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**Gift Aid Declaration**

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**Poster – Raising funds for Eikon**



# Press Release Example:



## Fundraising Event

Local **[man/ woman/group]** from **[location]** **[insert activity]** to raise money for The Eikon Charity

**[Place image of fund-raiser ideally with Eikon logo or branding in shot]**

**[Insert name]**, from **[insert location]** will **[insert activity]** on **[insert date]** to raise money for The Eikon Charity, which helps children and young people in Surrey to thrive.

Through **[insert activity]**, **[insert name]** hopes to raise **[£X]** for The Eikon Charity. **[insert name]** says: "**[insert suggested quote]**."

The Eikon Charity takes a young-person-centred approach; they are proactive in their work and seek to resolve the root cause of problems. The charity provides intensive, unconditional support for young people when they need it for as long as they need it.

Chris Hickford, Chief Executive for The Eikon Charity, says: "We are very grateful that **[name]** held such a fantastic event to help us fund support for more children who need somewhere to turn when issues arise and to build a network of support for struggling young people. It is going to be a great **[day/night]** and all the money raised from the event will help The Eikon Charity to support young people in Surrey to thrive." **[or insert suggested quote]**

The Eikon Charity is a local charity who work with young people to improve school attendance and results, helps children to become more confident and able to tackle the challenges they face, prevents unnecessary harm, and even saves lives. The Eikon Charity wants more children that need it to be able to access the high-quality support they provide and are committed to making that happen.

To sponsor **[insert name]** visit their fundraising page online at **[insert link]**

*Ends*



# Just Giving Page Set-Up



**Thank you for choosing to fundraise for The Eikon Charity! We are really looking forward to supporting you to raise vital funds to enable our frontline staff to continue helping young people who desperately need our support.**

## Next steps...

### 1 Set up an online fundraising page

You can find instructions below that guide you through setting up a fundraising page.

- 1 Go to [www.justgiving.com](http://www.justgiving.com) & sign in (or sign up if you don't have an account)
- 2 Go to <https://www.justgiving.com/campaign/iCan4Eikon> and click the orange 'Start Fundraising' button
- 3 Click on whichever icon is most appropriate for your event. E.g. if you are walking 10,000 steps a day for charity then click 'Fitness at home' or if you are shaving your head for charity then click 'Doing your own thing'.
- 4 Choose a memorable and meaningful fundraising page web address
- 5 Follow the rest of the instructions on screen to create your page
- 6 Edit and personalise your page with your own cover photo, your story, your own target and your own personal thank you message

### 2 Promote your page

Just Giving makes it easy for you to share your page with your friends and colleagues.

- 1 Copy your unique URL into the body of an email
- 2 Share your page on Facebook, Twitter, Instagram etc
- 3 Add a 'Sponsor me' button to your email signature, website or blog (JustGiving provides you with a unique code that you can copy and paste so that anyone who clicks on the button will be directed straight to your fundraising page)
- 4 Regularly update your fundraising page with pictures and updates
- 5 Contact the local press by using one of our press release templates

*Good Luck*

Any questions? Please email [fundraising@eikon.org.uk](mailto:fundraising@eikon.org.uk)

# Gift Aid Declaration Form



If you are a UK taxpayer, you can increase your donation by 25p for every £1 you give through the Government's Gift Aid Scheme. In order for us to do this on your behalf please complete this form and return to us.

**I confirm I am a UK taxpayer and pay income tax greater than the amount of Gift Aid claimed on my donation/donations each tax year. Please treat (tick all options that are applicable):**

- All donations past & future** – All gifts of money that I have made in the past four years, and all future gifts of money that I make from the date of this declaration to The Eikon Charity as Gift Aid donations;
- This & future donations** – All gifts of money that I make today and in the future to The Eikon Charity as Gift Aid donations;
- One off donation** – The enclosed gift to The Eikon Charity of £  as a Gift Aid donation.

If you are not a UK taxpayer or do not pay enough tax each year to cover the tax on the gift, and would like to inform us so we do not ask again in the future please tick the box below:

- No Gift Aid** – I am unable to complete Gift Aid on this or any future donations

Title *	First Name *	Surname *
Home Address *		
Email		
Phone/Mobile	Date *	

Please notify us if you:

- Want to cancel this declaration, AND/OR
- Change your name or home address AND/OR
- No longer pay enough tax on your income and/or capital gains

We would love to stay in touch with you to tell you the difference that your kind donation has made to the lives of young people in Surrey. You have the right to unsubscribe from communication at any time, and we will never pass your information on to any third parties.

Please tick the box(es) below next to the way(s) you are happy for us to keep in touch:

- Email     Post     Phone     SMS/Text

# Gift Aid and how it works



## What is Gift Aid?

Gift Aid is an easy way for charities to increase the value of gifts of money from UK taxpayers by claiming back the basic rate tax paid by the donor.

## How does it work?

If you give £1 in the normal way, The Eikon Charity will receive precisely £1. But if you Gift Aid it then The Eikon Charity will receive £1.25 - in other words increasing the value of your gift by a quarter. Gift Aid is claimed by us from the HMRC so you don't pay any extra, but your donation increases thanks to Gift Aid.

## Who can use Gift Aid?

Anyone who has paid enough income tax or capital gains tax to cover the amount reclaimed by The Eikon Charity in the current financial year can use Gift Aid.

## Do I qualify for Gift Aid?

All donors who pay enough income tax or capital gains tax to cover the 20 per cent tax we reclaim are eligible to take part.

## Do I need to make a separate Gift Aid declaration for each tax year?

No, you only need to make a declaration once. This can apply to all past donations you have made in the last four years, and to all future donations.

## What if I am a higher rate taxpayer?

As a higher-rate taxpayer you have the right to reclaim tax on your charitable donations. All you have to do is remember to include details of your charitable gifts on your self-assessment tax form to claim your additional personal tax relief (this being the difference between the basic rate of 20% and your higher rate).

## Any problems?

No worries. Just give Eikon a call on the contact details above and ask for the Fundraising Department. We will be happy to help.



*Raising funds*

**for Eikon**

**insert event  
name & date**

