



Response

Fundraising Handbook

www.response.org.uk



Thank you for choosing to support Response



Whether you want to create your own event or take part in an upcoming Response event there are lots of ways to fundraise.

This fundraising pack will give you tips and advice on how to make the most of your fundraising. We hope that you enjoy your fundraising experience.

If you need any further information or support, our fundraising team is here to help you every step of the way.

Don't hesitate to contact us.

Email: info@response.org.uk

Phone Number: 01865 397940

Don't forget to follow us on social media. Be sure to like and share our posts too! and sign up to our newsletter

Click the icons to access our socials!



About Response

For over 60 years, Response Organisation has been dedicated to empowering individuals at every step of their mental health journey.

From essential mental health support and safe accommodation to building young people's resilience, we provide compassionate, person-centred services that address each individual's unique needs.

Operating across Oxfordshire, Buckinghamshire, Berkshire, and the South West, we offer a recovery-focused model of housing and care for people facing mental health challenges and complex needs. With a proud history of innovation and adaptability, our commitment is rooted in delivering high-quality, holistic support that fosters healing and growth in all areas of life—not just mental health. More specific examples.

At Response, we believe in a world where everyone has the support they need to thrive.



Fundraising Ideas



Whether you're tackling a major fundraising challenge with a specific goal or simply exploring other ways to support us, these creative ideas are perfect for raising significant funds while keeping the experience enjoyable and engaging:



Running

If you're up for a physical challenge, a sponsored walk or run is a fantastic way to raise funds. Choose a scenic route, gather friends and family to join, and ask supporters to sponsor your efforts. Add a fun twist—like costumes or a color theme—to make it memorable and inspiring for everyone involved!



Quiz Night

If you'd enjoy being a quizmaster, hosting a quiz could be a great way to raise funds. Invite your friends, family, and colleagues to participate and suggest a donation as their entry fee. If your local pub runs regular quiz nights, you could even ask if they'd be willing to host your quiz event.



Bucket Collection

If you're looking for a straightforward way to make an impact, a bucket collection can be an effective fundraising option. Gather a few friends and choose a busy location (with permission) to collect donations. With friendly enthusiasm, you'll raise funds and spread awareness.



Fundraising Ideas



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Open Mic Night

Hosting an Open Mic night could be a fun and creative way to raise funds. Invite friends, family, colleagues, and local performers to take the stage and encourage attendees to make a donation as an entry fee. You could also ask a local café, pub, or community center to host the event.

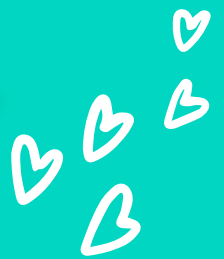


Bake Sale

For a sweet and simple fundraiser, try hosting a bake sale. Gather delicious homemade treats, set up a table at a busy spot or event, and invite friends, family, and community members to indulge while supporting a great cause. It's a tasty way to make a difference!



What are your interests?



Think about what you enjoy most—whether it's baking, organising events, getting active, or something else entirely. Choosing a fundraising idea that aligns with your interests not only makes the experience more enjoyable but also helps you connect with others who share your passion. There's always a fun, unique way to turn what you love into a meaningful way to support our cause!

How Your Fundraising Helps



Mental health issues affect 1 in 4 adults in the UK each year, with many individuals facing a long and difficult journey to recovery. For those living with mental health challenges, access to appropriate care and support is essential. Response offers specialist mental health services that cater to the unique needs of each individual. From providing counselling and therapeutic support to offering long-term guidance, Response's mental health services ensure that people receive the care they need to manage their conditions and live fulfilling, independent lives. Your donations enable Response to continue this critical work, offering support to those who need it most.

Homelessness is an urgent crisis, with over 250,000 people in the Oxfordshire affected by inadequate housing or homelessness. For individuals facing homelessness, the lack of stable housing can lead to profound physical and mental health challenges. Response's accommodation services provide more than just a roof over their heads; they offer mental health support that fosters stability and empowerment. Through targeted interventions, Response helps people transition out of homelessness, providing the support needed to regain independence and rebuild their lives. Response has over 200 properties and houses x amount of people.

**With
Your
Support**

£10

Could go towards art supplies as a creative outlet for women who have experienced, abuse, trauma and mental health challenges,.

£30

Could go towards mental health support for a young person leaving care.

£100

Could go towards providing a person experiencing homelessness with a place to feel safe and warm.

How Your Fundraising Helps

Here are just two examples of some initiatives that we are fundraising for.

Response

Wellbeing Hub

Response is currently fundraising to open a new wellbeing Hub.

The Hub is set to provide essential, community-based mental health support for young people- delivering accessible, non-clinical assistance while easing pressures on NHS services and reducing wait times. We're passionate about the impact this will have for local families and young people, meeting them where support is needed most.



Your donations will allow us to change the lives of so many more adults, young people, and families.



Kate Turnbull House

Kate Turnbull House (KTH) is a 9-bedroom property owned by Response.

For over 20 years KTH has served as a transitional residence for adults with mental health challenges, providing a crucial step between hospital care and independent living. The property requires extensive repairs, as well as a complete renovation to continue offering essential housing and support. Currently unoccupied due to its condition, KTH's renovation will benefit up to 40 individuals over five years, providing a well-maintained, homely environment that supports mental health recovery.

Fundraising Online Top Tips

Online fundraising is fast, secure, and easy to share, making it an ideal way to support your cause. Here are some straightforward tips to help enhance your fundraising efforts:



01

Upload a photo of yourself

JustGiving reports that fundraisers with a photo raise 14% more than those without. You can also enhance your fundraising page by uploading videos

02

Share Your Story

Many of our supporters have a strong connection to our cause. Share why Response is important to you in the description of your page to inspire your donors.

03

Set a Fundraising Target

Fundraisers on JustGiving raise 46% more when they set a fundraising target on their page, so aim high! Reaching your target is easier when you add extra activities. Depending on your main event, you could include a sweepstake, cake sale, or even a sponsored walk. Whatever you choose, make sure it's suitable for your audience and within their means.

04

Share Your Page

Sharing your page link on social media can help you raise more. Don't hesitate to tell your friends and family about your efforts. Platforms like Facebook, TikTok, Instagram, YouTube, Twitter, and Snapchat are great ways to keep people informed. You can post updates on your plans, give shout-outs to supporters, share donation links, or even livestream your event.

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05

Involve Colleagues

Remember to check if your workplace can support your fundraising by sharing your event with colleagues. Many companies are willing to match donations, either pound for pound or up to a specified amount. It's always worth asking! We're also happy to speak with your employer to explain how their contributions will be used and the potential tax relief benefits for them.

06

Update Your Page

Posting updates on your fundraising page or social media is a great way to spread the word. Keep your supporters in the loop with photos and videos showing your training or fundraising progress. You can even link your Strava account to your JustGiving page to share your latest training milestones!

07

Take Photos

Everyone loves a great photo, whether it's scrolling through Instagram or flipping through albums. Capture and share as many pictures as you can to bring your fundraising journey to life! Just remember to ask permission from anyone featured in your photos. Share your images with us on your social channels by tagging us or email them to engagement@response.org.uk

Social Media Top Tips

Social media is a powerful tool for sharing your story and reaching hundreds of people. Let others know you're fundraising for Response to help increase your impact and boost donations.

Start strong by announcing your fundraising efforts in your first post to grab attention.

Tag Response in your posts on Facebook, Twitter, and Instagram to increase visibility.

Use photos and videos to share your journey and keep everyone updated on your fundraising and training progress.

Show the hard work you're putting in and remind people to support you with donations.

Tag others—especially on Facebook, Twitter, and Instagram—to help spread your message even further.

Share your story on LinkedIn to inform colleagues about your fundraising efforts.

Update the link in your Instagram bio to direct people to your fundraising page.

Keep your tweets clear and concise, staying within the character limit, and encourage others to retweet.

Ask friends and family to share your posts to expand your reach.

Reach more people, raise more funds, and make an even greater impact.





Fundraising in Schools

Guidance on how to fundraise in schools:



Fairs and Festivals:

Host seasonal fairs with stalls, games, and food.

Car Boot Sales:



Organise a sale where families can rent a space to sell items.



School Performances:

Charge for entry to plays, concerts, or talent shows.

Sponsored Walks or Runs:



Involve students and parents in raising sponsorships.



Fun Days:

Include activities like face painting, bouncy castles, or obstacle courses.

Competitions and Games:



Raffles



Quiz Nights.



Guessing Games:

E.g., “Guess the sweets in the jar”



Sports Tournaments



Video Game Competitions

Product-Based Fundraising:

Bake Sales



Craft Sales



Uniform Swap Shops



Calendars featuring student



artwork or photos.

Merchandise or branded items



such as T-shirts, mugs, or keychains.

Parent and Staff Engagement:



- Auction of Promises: Parents or staff offer skills or services to be auctioned off.
- Teacher for a Day: Students bid for the chance to swap roles with a teacher.
- Dress-Down Days: Pay a small fee to wear non-uniform.
- Parent Social Evenings: Such as wine tastings or comedy nights.

Thank you for your support

The money you raise will enable us to continue providing essential Mental Health and Housing support to those who need it most. Oxfordshire, Berkshire Bucks.



Paying Funds

Create an online fundraising page on JustGiving to ensure that the funds you raise go directly to Response. Make sure to check if an event page for your event already exists, so you don't duplicate!

Donations are also accepted by Response in cash, via our online donation form, by cheque, or via bank transfer (BACS).

For more information, please email us at: engagement@Response.org.uk or call the office on 01865 397940



Gift Aid

When fundraising, encourage your supporters to check the Gift Aid box, allowing Response to claim an additional 25p for every £1 donated—at no extra cost to you or your supporters.

Contact Us

We'd love to hear from you about your fundraising! Please reach out to us. We're here to support you every step of the way with advice and resources, including T-shirts, running vests, collection tins, pin badges, stickers, and more.



Fundraising Terms and Conditions

Thank you for supporting our mission to provide essential mental health and housing support through your fundraising efforts. By fundraising for Response Organisation, you agree to the following terms and conditions:

- You agree to organize fundraising activities as an independent supporter of Response Organisation and therefore, you should refer to your efforts as "in aid of" Response Organisation, rather than "on behalf of" Response Organisation.
- You agree to comply with any instructions, advice, or guidance provided by Response regarding your fundraising activities.
- You are responsible for any costs, taxes, charges, or expenses incurred or arising from your fundraising activities.
- You accept responsibility for any risks related to your fundraising activities, including liability for any injury or loss that may occur to you or others involved. You will therefore take all reasonable precautions to protect the health and safety of everyone associated with your activities.
- You will comply with all applicable laws and regulations related to your fundraising activities, including obtaining any necessary licensing, consents, or permissions (for example, if you are conducting a street collection, raffle, lottery, or plan to sell alcohol).
- You acknowledge and accept that Response's insurance policy does not cover any activities associated with your fundraising.
- You agree not to engage in any activities that could damage Response's reputation, brand, or name. Response reserves the right to ask you to stop fundraising immediately if this occurs.
- You agree to submit all proceeds from your fundraising activities to Response as soon as possible after the event or collection of funds, in accordance with any agreed-upon timelines and Response's instructions. You may not deduct any costs unless agreed upon in writing by Response.
- Unless Response has provided branded materials for your fundraising, you may only use Response's name, brand, and logo with written permission and in accordance with Response's brand guidelines. To request permission, please email Response with details of how you intend to use their name, brand, or logo, and provide sample materials upon request.
- If you provide photographs or videos to Response from your fundraising activities, you agree that Response may use them for commercial and/or fundraising purposes. By sharing these images, you also confirm that anyone prominently featured is 16 years or older and consents to their image being used in this manner.
- If you are under 18, you confirm that you have shown these terms and conditions to a parent or guardian, who has agreed to take responsibility for ensuring compliance on your behalf.
- You agree that Response may use the details you provided to discuss your fundraising activities and follow up on your progress.



Response Organisation

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Response

Charity No. 1101071

Company No. 4781936 - Limited by guarantee

Registered in England



Registered with
**FUNDRAISING
REGULATOR**