

YOUR GUIDE TO

HOPE RAISING



**COMBAT
STRESS**
FOR VETERANS' MENTAL HEALTH



WELCOME

TO TEAM

COMBAT

STRESS



THANK YOU

Thank you so much for choosing to raise funds for Combat Stress. You're helping us provide our life-changing mental health treatment to former servicemen and women.

Our fundraising team are here to help you every step of the way. Whether you're fundraising on your own, with family and friends or with work colleagues, we've got lots of ideas to help you raise money.

We've put this guide together to help inspire you and also to provide all the information you need to organise your own fundraising event – no matter how large or small.

Thank you for helping to make our work possible. Your support really makes a huge difference to the lives of veterans.

And don't forget – we're on hand to help you with your fundraising event or activity too. We'd love to support you so get in touch by calling 01372 587 140 or email us at fundraising@combatstress.org.uk

WHO WE ARE

For some former servicemen and women, the mental impact of the battlefield can be hard to leave behind. We're here for those ordinary people who have had extraordinary experiences, providing mental health treatment that not only transforms lives but saves them too.

HOPE

CHRIS » VETERAN

Wanting to follow in his grandad's footsteps, Chris joined the Army when he was 22. During his five years of service Chris was deployed to Northern Ireland, Cyprus, America and Canada.

"I started noticing a change in my mental health while I was serving, but at the time I was encouraged to carry on. When I left the Army in 1998 I struggled adapting to civilian life and I started drinking heavily.

"For almost 20 years I tried to sort myself out, but it wasn't working. It was when I was at rock bottom that out of desperation I called the Combat Stress Helpline."

After receiving our specialist treatment, Chris came to understand his condition and decided to use his experience to help others. He now works as a therapist supporting former servicemen and women.

RAISING

YOUR SUPPORT

Your fundraising will help us provide our unique mental health treatment and support to veterans. Here are a few examples of what the money you raise will help us provide:

£8 »

Could fund an art therapy session for one veteran at one of our treatment centres.

£19 »

Could fund our 24-hour Helpline for one hour.

£35 »

Could pay for a veteran to have a one-to-one peer support session.

£100 »

Could pay towards community occupational therapy workshops for one veteran.

£147 »

Could pay for a veteran to have an individual session with a clinical psychologist.

£1,000 »

Could pay towards one veteran undertaking our two-week treatment programme.

*All costs correct at time of going to print



ANDY UNWIN » FUNDRAISING HERO

Fundraiser Andy's unique way to raise funds.

"I came up with the idea of handcuffing myself to a 3kg medicine ball for two weeks. When you're struggling with your mental health, every little task becomes a huge test. I wanted to raise awareness of the invisible weight that veterans with mental health problems have to carry around with them every day.

"Since I started the challenge, the same ball has been passed on to people around the country, helping to spread the message that not all wounds are visible.

"I've lost friends to suicide and I have lots of mates who are suffering from mental health problems due to the conflicts they've been involved in. They're fighting a hidden war, one inside their minds.

"As well as raising vital funds, I hope my challenge helps encourage people to speak out and seek help."

Sergeant Andy Unwin and those taking part in the Medicine Ball Challenge have to date raised over £14,000 for Combat Stress and ABF The Soldiers' Charity.

AMAZING

“

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RAISING



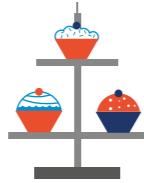
Whether you're taking on a challenge or organising your own event, here are some ideas to inspire you:

SELF RAISING



At Home

Table top sale • Games night • BBQ • Bonfire night • Dinner party • Afternoon tea • Digital detox • Easter egg hunt



At Work

Auction of promises • Office olympics • Swear box • Cake sale • Job swap day • Sweepstake • Bad taste day • Jailbreak • Raffle



In the Community

Street collection • Pub quiz • Local fête stall • Car boot sale • Coffee morning • Pamper day • Skill swap • Bingo



Get Active

Golf day • Yogathon • Football tournament • Tug-of-war • Fishing competition • Salsa night • 10,000 steps a day



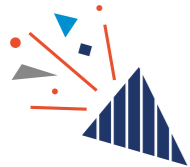
Thrill Seeking

Bungee jump • Headshave • Skydive • Firewalking • White water rafting • Baked bean bath • Sponsored leg wax



In School

Sponsored silence • Mufti day • Summer fête • Treasure hunt • Sponsored walk • Teddy bear's picnic • Car wash



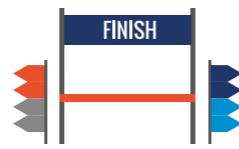
Parties

Fancy dress • Cheese and wine • Gala ball • Eurovision/Strictly • Disco/Barn dance • Casino night • Valentines/Christmas/Halloween



Shows

Fashion show • Rock concert • Talent show • Open mike night • Comedy night • Panto



Challenge

Run a 10k or a marathon • Sponsored walk • Cycle 100 miles • Swimming challenge • Row-a-thon

Getting started is half the battle – here's some advice to help you raise the bar when it comes to fundraising.

There are loads of ways that you could support us and help make our work possible. You could plan a one-off event in your community, take on a challenge such as a half marathon or bike ride, get creative with your hobbies and skills, or volunteer your time and help us with cheque presentations or our cheer squads. Look at the list opposite for some ideas on how to have fun raising funds.

The boring but important legal bits! Don't forget – there are a few important legal and safety requirements to consider when organising any charity fundraiser. Please ensure your fundraising is legal, safe and in line with Combat Stress policy by reading our Keeping it Legal guide (available on our website).



HAIL



RAISING



MEN OF OAR » FUNDRAISING HEROES

Rowing 3,000 miles across the Atlantic Ocean in aid of Combat Stress was a hair-raising experience for five of our supporters.

The team, known as 'Men of Oar', took on the Talisker Whisky Atlantic Challenge in winter 2018, rowing non-stop across the Atlantic Ocean to raise funds for us. Regarded as the world's toughest rowing race, the team faced 20-foot waves daily. It was a monumental challenge. Team member Will explains why he decided to take it on.

"I served two tours in Afghanistan and I've seen for myself the impact of mental health problems among close friends and colleagues in the military. The Atlantic Challenge was a way to support the fantastic work that Combat Stress does.

"Our row was almost scuppered on day one when our boat sprang a leak. Fortunately, the boat was repaired and 24 hours later we were on our way. It took us 47 days, with the same routine every day – eat, row, sleep, repeat – two hours on, two hours off."

To date, Men of Oar have raised over £40,000 for us.

WHAT?



Choose an event that you know your friends and family would enjoy. If you can incorporate your skills and hobbies into an event, even better!

WHERE?



Can you get the venue for free? Ask around for free event space (and raffle prizes). Visit the venue beforehand to check for disabled access, electrical points and facilities.

WHEN?



Choose a time that will be best for both you and everyone else involved in planning it. Make sure your event won't clash with any important national dates or popular sporting events.

HOW?



There are lots of ways to help make your event go smoothly. Start by getting a team of helpers to advertise the event and help set up on the day. Selling tickets in advance is a good idea too so you'll get an idea of numbers. Try to keep your costs to a minimum by asking suppliers and companies for a charity discount.

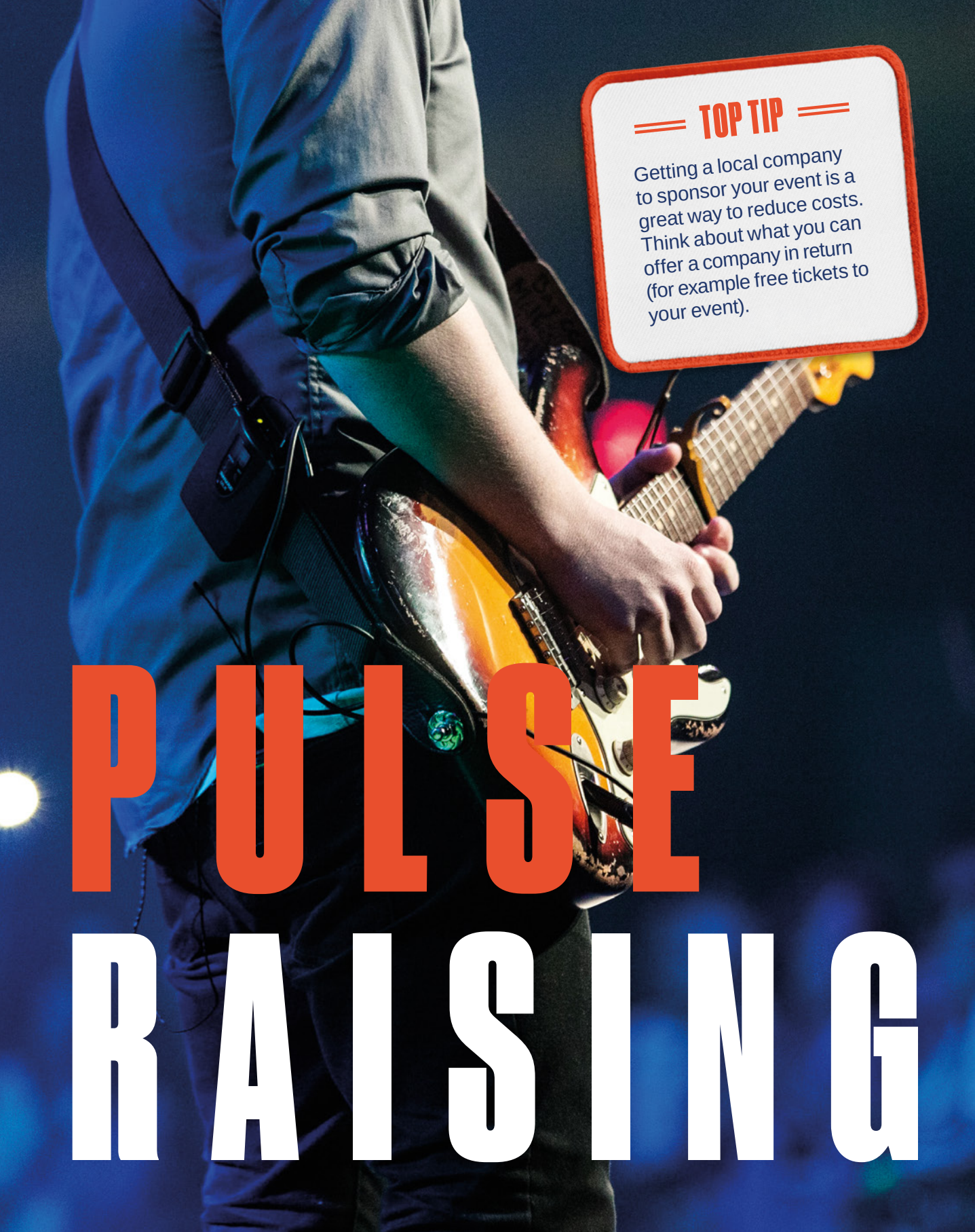
Organising your own fundraising event can be a great challenge, a brilliant way to raise funds and awareness, and an amazing way to have fun with family and friends.

★ GET IN TOUCH ★

For more help and advice,
call 01372 587 140 or email
fundraising@combatstress.org.uk

== TOP TIP ==

Getting a local company to sponsor your event is a great way to reduce costs. Think about what you can offer a company in return (for example free tickets to your event).



PULSE RAISING

PROFILE



★ **DID YOU KNOW?** ★
For every £1 given to Combat Stress by a UK tax payer, we can claim an extra 25p from HM Revenue and Customs through Gift Aid.



Once you've decided what you're going to do, start telling everyone what you're up to and how they can support you.



RAISING

Get Personal

- Personalise your online fundraising page 'story section'.
- Tell people what you're doing and why you're raising money for Combat Stress.
- Adding a photo of yourself, in a Combat Stress shirt or hoodie if possible, is a good idea too.
- Join our Team Combat Stress Facebook Groups and talk to other fundraisers, swap tips and motivation.

Get Social

- Use Twitter, Instagram and Facebook to get the message out there by posting a link to your online giving page. Remember to use @CombatStress and #TeamCombatStress as a tag.
- And don't forget to keep everyone up to date with how your training, fundraising and planning is going with tweets, posts and messages.
- Publicly thank those who have donated to encourage others.
- You can use photos and videos and even a blog to tell the story of your fundraising journey.
- After the event, thank all your donors and let them know how it went. This will also encourage those yet to donate – around 20% of online donations are made after the event.

Get Online

Setting up an online fundraising page is a fast, secure and easy way for you to publicise your fundraising event and get sponsorship at the same time.

Create a personal sponsorship page and email the link to friends, family and colleagues so they can visit and make their donation. All fundraising pages have step-by-step instructions explaining how to set up your page, as well as clear guides for people who want to donate.

We recommend using JustGiving to fundraise online. JustGiving is a charity website that automatically reclaims 25% tax on every donation from a UK taxpayer – making it quicker for you to reach your target amount and ensuring more money goes to help our cause.



FLAG

FANCY VOLUNTEERING?

Can you volunteer your time to help raise awareness and funds for Combat Stress? We're always on the look out for enthusiastic people to join our team as community fundraising volunteers.



RAISING

HOW YOU CAN HELP

- » **Placing, emptying and banking** coin collection tins in restaurants, shops and your local community.
- » **Helping** to support us through local fundraising and awareness events.
- » **Attending** cheque presentations and thanking our supporters face-to-face.
- » **Giving** short talks about Combat Stress and our work.
- » **Selling** our Christmas cards.
- » **Volunteering** at collection days, fundraising events and joining our cheering stations at marathons and other challenge events.

GET INVOLVED

Find out more by heading to combatstress.org.uk/volunteer

SPIRIT RAISING



YOU'VE DONE IT! »»

Now all that's left is to thank everyone involved and get the funds you have raised to us.

TOP TIP

Once you know how much you've raised, don't forget to send a thank you email to everyone who supported you, telling them how much they helped you raise.

Any money raised through an online giving page will automatically be sent to us but if you've also received some cash donations, you'll need to send these to us either as a cheque or by paying directly into our account.

Sending a cheque:

Cheques should be made payable to 'Combat Stress' and sent to: Fundraising Department, Combat Stress, Tyrwhitt House, Oaklawn Road, Leatherhead, Surrey KT22 0BX

Paying the money directly into our account – our details are:

NatWest Bank plc
Account name: Combat Stress
Sort code: 60-00-01
Account no: 00100013

Please give a reference, e.g. your name, event or supporter ID if you know it, so that we know where the money has come from.

HAVE FUN RAISING!



combatstress.org.uk

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