

# Elevating Devon's NHS Mental Wellbeing Services

# open up



## Your Fundraising Guide

# Welcome

Thank you for supporting Open Up. Your kindness and generosity help us make a real difference in the lives of people facing mental health challenges, learning disabilities and neurodiversity.

This guide will provide you with the essential information and inspiration to make your fundraising efforts successful and impactful.

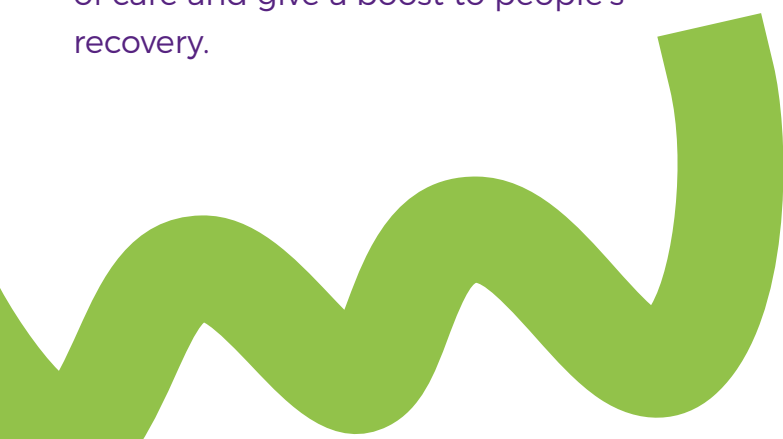
## Getting to know Open Up

Open Up is the charity of Devon Partnership NHS Trust, an NHS organisation which provides mental health, learning disability and neurodiversity services across Devon and the South West.

Open Up's purpose is to enhance, advance and innovate in NHS care across Devon and beyond. We work with Devon Partnership NHS Trust to provide essential support and resources that improve the wellbeing of patients and staff.

## How you can make an impact

Your fundraising efforts go directly into projects and initiatives that make a real difference. From funding unique therapies and enhancing therapeutic spaces to improving care environments, your contributions enable us to enhance quality of care and give a boost to people's recovery.



## Your fundraising can:

**£10**

Offer sensory resources  
for patient care

**£50**

Purchase artwork that  
transforms hospital spaces  
into more welcoming  
environments

**£100**

Fund a group therapy  
session, providing  
essential support and  
connection for patients

**£500**

Purchase smaller pieces  
of equipment for patient  
care, such as gym  
equipment

**£10000**

Make enhancements to  
patient and staff areas,  
creating a more supportive  
and welcoming  
environment

## What happens when you donate

Donations are  
securely managed  
and directed towards  
the specific areas  
requested by the  
donor within Devon  
Partnership NHS  
Trust services.



## Ready to fundraise?

### Here's your starter kit!

#### Set clear goals:

Define what you aim to achieve with your fundraising, such as a specific monetary target or raising awareness.

#### Choose your fundraising activity:

Decide on an event or activity that suits your interests and audience.

### Check out our top fundraising ideas!

- 1. Sponsored walk or run**  
Set a distance goal and collect sponsorships.
- 2. Bake sale**  
Sell homemade goods to friends, family, and colleagues.
- 3. Dress down day**  
Organise a casual dress day at work or school for a donation.
- 4. Charity quiz night**  
Host a fun trivia night with entry fees going towards your fundraising goal.
- 5. Raffle or prize draw**  
Gather donated prizes and sell tickets to raise funds.
- 6. Launch an online campaign**  
Use social media and your networks to spread the word and raise donations.

## Fundraising tips:

#### Start early

Give yourself plenty of time to plan and promote your event.

#### Know your audience

Tailor your event to suit the interests and capabilities of your supporters.

#### Stay connected

Keep your supporters informed and engaged through regular updates and thank-you messages.

## Fundraising at work

Making it a team effort

- 1. Casual Fridays**  
Encourage colleagues to dress casually in exchange for a donation.
- 2. Office bake off**  
Host a baking competition with a small entry fee and sell the treats.
- 3. Matched giving**  
Check if your employer offers matched giving to double the impact of your fundraising.

## Bringing fundraising to your community

Let's do this!

- 1. Community fair**  
Set up a stall at a local fair to sell crafts or goods.
- 2. School fundraisers**  
Engage local schools with events like non-uniform days or sponsored reading challenges.
- 3. Local sponsorship**  
Approach local businesses for sponsorship or donations of raffle prizes.

Gather sponsorships by asking friends, family and local businesses to pledge money for your participation in events or challenges. Use sponsorship forms and online platforms like JustGiving to collect funds securely and efficiently.

## Promotion

**Social media:** Use platforms like Facebook, X (Twitter), Instagram and LinkedIn to promote your event and share updates.

**Posters and flyers:** Use downloadable templates to create eye-catching promotional materials.

**Press and media:** Contact local newspapers and radio stations to feature your fundraising efforts.

## We're here to help

We can supply you with:

- **Promotional materials:** Posters, flyers and social media graphics.
- **Collection tins and buckets:** For safe and secure donation collection.
- **Advice and guidance:** Our team is here to help you plan and run your event successfully.

## The legal bits

What you need to know

- **Licenses and permits:** Ensure you have the necessary licenses for public collections, raffles and events.
- **Health and safety:** Conduct a risk assessment and have appropriate measures in place.
- **Data protection:** Safeguard personal information collected during your fundraising.

## Assessing the risks

Every event involves some level of risk, from physical safety to financial considerations. It's essential to:

- **Conduct a risk assessment:** Identify potential hazards and implement measures to mitigate them.
- **Have insurance:**  
Depending on your event, you may need public liability insurance.



## Managing donations

- **Collecting donations:** Use official collection tins, sponsorship forms or secure online platforms like JustGiving.
- **Banking the funds:** Follow the guidelines for transferring funds to Open Up. This can be done via JustGiving, direct bank transfer or by contacting **dpt.openup@nhs.net**
- **Gift aid:** Encourage donors to add Gift Aid to their donations, increasing their value at no extra cost.

## Other ways to jump in and get involved

- **Volunteering:** Offer your time and skills to support our events and initiatives.
- **Corporate partnerships:** Explore opportunities for your business to support Open Up through sponsorship, donations or matched giving.
- **Awareness campaigns:** Help us spread the word about our work and the importance of mental wellbeing care.
- **Connect with us on social media:** Follow us on Facebook and LinkedIn to stay updated, share our message and be part of the conversation.

For more information or assistance, please contact our fundraising team at  
**dpt.open.up@nhs.net**

### Contact us

 **01626 884 544**

 **dpt.openup@nhs.net**

 **www.openup.org.uk**



Open Up, Registered Charity No. 1056669 (England & Wales)

**Registered address:** Devon Partnership NHS Trust, Wonford House, Dryden Road, Exeter, EX2 5AF