



Fundraising toolkit



“I felt like I had nowhere to turn and you made me feel I wasn't alone. Your kind words helped me more than I can say.”

Help us provide a 24/7 lifeline for those struggling to cope with their mental health

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#Shout85258 | giveusashout.org

What is Shout 85258?

shout
85258

Shout 85258 is the only free, confidential, 24/7 text messaging support service for anyone in the UK who is struggling to cope. We launched publicly in May 2019 and have taken more than 1,000,000 conversations with people who are anxious, stressed, depressed, suicidal or overwhelmed and who need immediate support. As a digital service, Shout has become increasingly critical since Covid-19, being one of the few mental health support services able to operate as normal at this time.

We provide a unique service for people who might have no other means of mental health support. In fact, more than half of our texters say they haven't asked for help elsewhere. There's no charge to use Shout 85258 and the service is discreet and easily accessible. It won't appear on a mobile bill and requires no app, data, password or registration. Importantly, texting is a silent means of communicating, so those who are worried about someone overhearing them can still access vital support through Shout, at any time of day or night.

Shout is powered by more than 2,500 trained volunteers who are overseen by clinical supervisors. Shout Volunteers are skilled at helping people move from a state of despair to a place of calm. They collectively take around 1,800 conversations a day, around the clock, supporting texters by talking through whatever is on their mind and empowering them to take positive next steps in their own lives.



Shout 85258 provides an essential lifeline for those who are struggling to cope.

As a charity, we rely on funding and donations to keep our service free and available 24/7 for anyone who needs it.

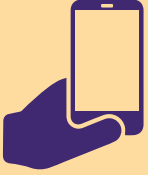
Your donations will allow people in despair to access vital support at a time when a listening ear is more crucial than ever.

With your help, we can ensure that no one faces a mental health problem alone.



Where is my money going?

shout
85258

 **1,000,000**
conversations
400,000
texters across
the UK

Each day
an average of
1,800
conversations
are taken on
our platform



86%

of texters say
that their
conversation
was helpful

Thank you so much for supporting Shout. The funds that you raise will go towards providing discreet and confidential help for anyone who needs immediate support with their mental health.

- £10 can help someone in distress to access an hour of mental health support when they need it most
- £25 can fund a clinician to provide expert supervision of conversations on our digital mental health platform
- £250 can train a volunteer to take life-saving conversations with people needing immediate support

This toolkit has ideas for how you can get started with your fundraising. If you have any questions, you can email us at info@giveusashout.org.



“Last year I found myself messaging your service as a last ditch attempt before ending my life. I believe it's because of the volunteer's actions that I am still here today and I really want them to know what a difference they have made to not only my life, but to everyone who loves me.”

We know that Covid-19 has changed the ways in which we do things, but there are still plenty of ways in which you can fundraise for Shout 85258.

Whatever activity you choose, the best way to fundraise amongst your friends and colleagues is to set up a fundraising page with **Enthuse**, and we will receive the funds directly. You will be able to set your fundraising target and keep track of incoming donations.

Let's get physical

Exercise is an amazing way of lifting your mood and maintaining good mental health, as well as keeping physically fit. Despite the pandemic, there are plenty of apps, such as **Strava**, which mean challenge events such as marathons, 5ks and cycle expeditions can still go ahead. Through these apps, you can challenge yourself, compete against others and engage as a community - and fundraise for Shout 85258!

We encourage you to be creative and try out virtual versions of the sporting activities you enjoy or are trying for the first time. The NHS app, '**Couch-to-5k**' is great for those new to running.

Whether you're a fitness fanatic or prefer a boxset marathon, why not challenge yourself to something physical this year and ask your friends and family to sponsor you in support of Shout. You can raise awareness of the benefits of exercise for good mental health while you do it!



“This was the first time I have ever used a helpline and you made me feel safe, listened to, and important. I will never be able to fully express my thanks to you for talking me down and giving me resources that are actually helpful. Thank you for helping me survive another day.”



Fancy something less strenuous?

Increasing your heart rate is brilliant for both your physical and your mental health, but it's not the only way to fundraise for Shout 85258.

24 hour challenge

Shout is available 24/7 and takes an average of 1,800 conversations every day. What could you achieve in that time? With a group of friends or colleagues, you could:

- Try to keep an activity going for 24 hours without stopping. It doesn't have to be sport - it could be a game or a conversation
- Set yourself a distance to cover, perhaps in an unusual way!

Phones down

While Shout is a text service, we know it's not good to be on your phone all the time. How long could you go without yours? The longer the time, the more money you raise!

Self-care

It's important to look after ourselves, and that applies to fundraisers too. We like these ideas that prioritise rest and wellbeing:

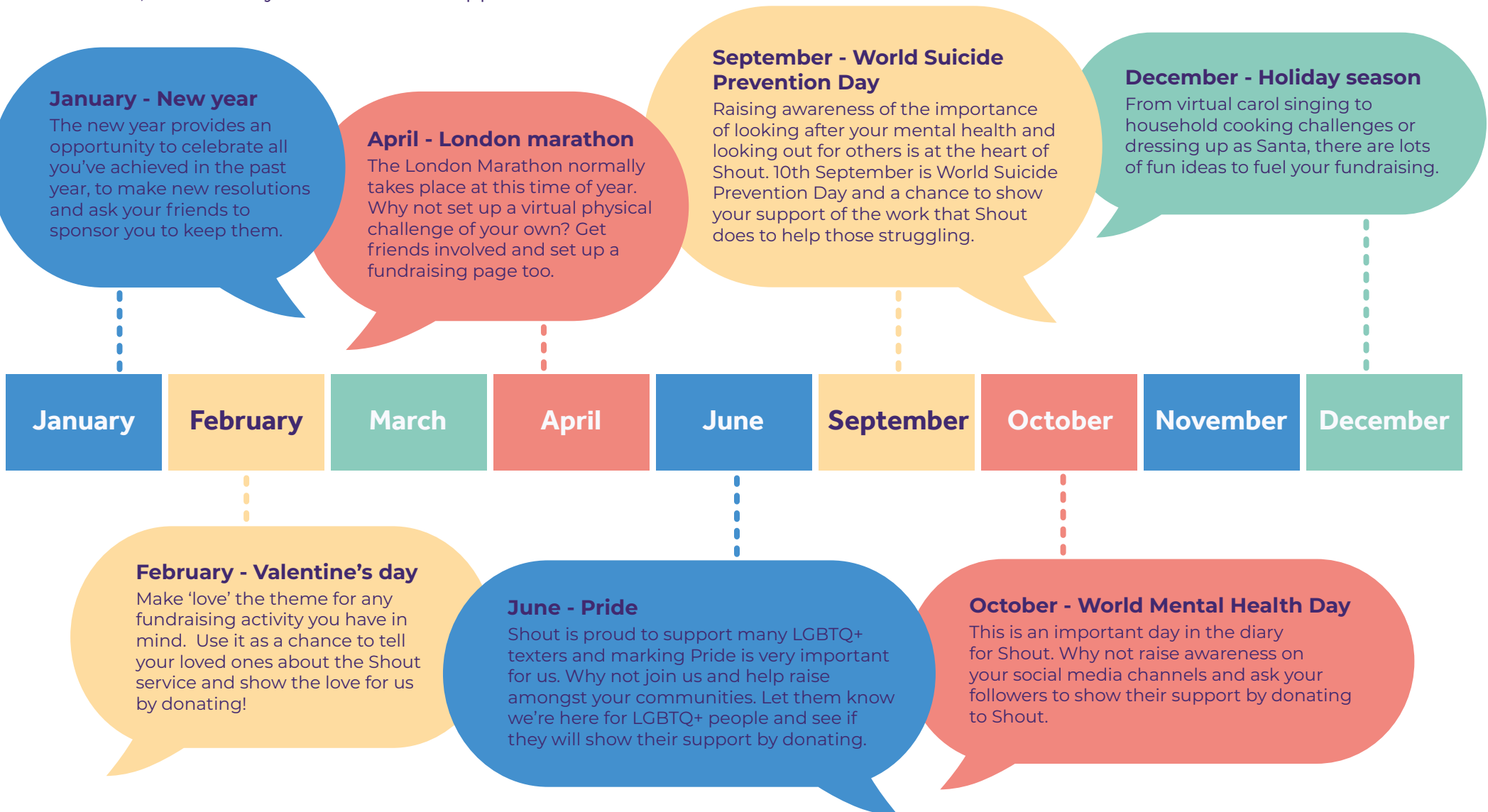
- Hold a 'Come Dine with Me' dinner party competition
- Plan a pamper night with donations made to attend
- Mark out a day for self-care and encourage others to join you. Go for a walk together, take part in a class, or cook a nutritious meal while supporting Shout
- Organise a book club, with small donations made for refreshments



“I was in a dark place and I didn't want to carry on, but you made me realise there is hope and things will get better.”

Fundraising calendar ideas

There are many moments throughout the year which provide brilliant opportunities to fundraise. Here are some of the key moments we at Shout 85258 like to mark in our calendar, and which you could use to support us:



Create a fundraising page online

Creating a page with **Enthuse** is the first step to starting your fundraising. Set a target and detail your challenge on your page.

Shout will receive the funds you raise directly from Enthuse.

Make donations directly through the Shout website

If you don't want to create a fundraising page and simply want to point people in the direction of a place where they can make a donation, we have a **page on our website** where we receive donations.

Add a personal touch

People are more likely to be generous with their giving if you tell them more about why you are fundraising for Shout and what it means to you. There is no need to share anything you're not comfortable with, of course - but anything to say why Shout is important to you will encourage people to dig deep.

How to engage people

Similarly to letting people know why you care about Shout, keeping them engaged with whatever you're doing to raise funds is a great way to maximise your fundraising. Post pictures and updates on your fundraising page and on your social media channels about your fundraising to remind people to donate and support.

Brush up on your Shout knowledge and spread the word

There are plenty of **resources** on the Shout website for you to find out more about our work, how we help people, and also for you to help spread the word about Shout in your own communities.



Maximise your donations

Gift Aid - remember, UK taxpayers can add an extra 25% to their donations. As people to make sure to select this option when making donations through **Enthuse** or the website.

Match funding - many companies offer a 'match funding' policy meaning they will match either all you raise or all you donate to a charity. Make sure to ask your employer about this to see if you can double your fundraising total!

Cash donations

Shout does not accept cash or cheque donations. If you are collecting cash as part of your fundraising, please pay it into your own bank account and then make the payment to Shout **here**.

Social media

Shout 85258 is set up with Facebook giving, which means you can raise funds via our **Facebook**, for example for birthday fundraisers, and via **Instagram** by adding the Shout sticker to Instagram stories. All funds raised this way will go directly to Shout.

This is also a great way of raising awareness of Shout's mental health support service on social media, for anyone who may be struggling to cope.

Make sure to follow us **@giveusashoutinsta** on Instagram, **@giveusashout** on Twitter, and giveusashoutuk on **Facebook**.

You are helping us to provide a lifeline to people who are struggling with their mental health. Thank you so much for your support of Shout 85258.