



Community Fundraising Pack

Join our fundraising community and help us provide life-saving support to people who feel suicidal.

the
listening
place



Thank you for choosing The Listening Place

As part of our fundraising community, you will be raising money towards our ongoing, face-to-face support of suicidal people.

Despite recent increases in awareness around mental health, in the UK we still lose someone to suicide every 75 minutes and suicide is the leading cause of death in all adults under the age of 35 in England and Wales.

Despite this, effective and ongoing support is hard to find.

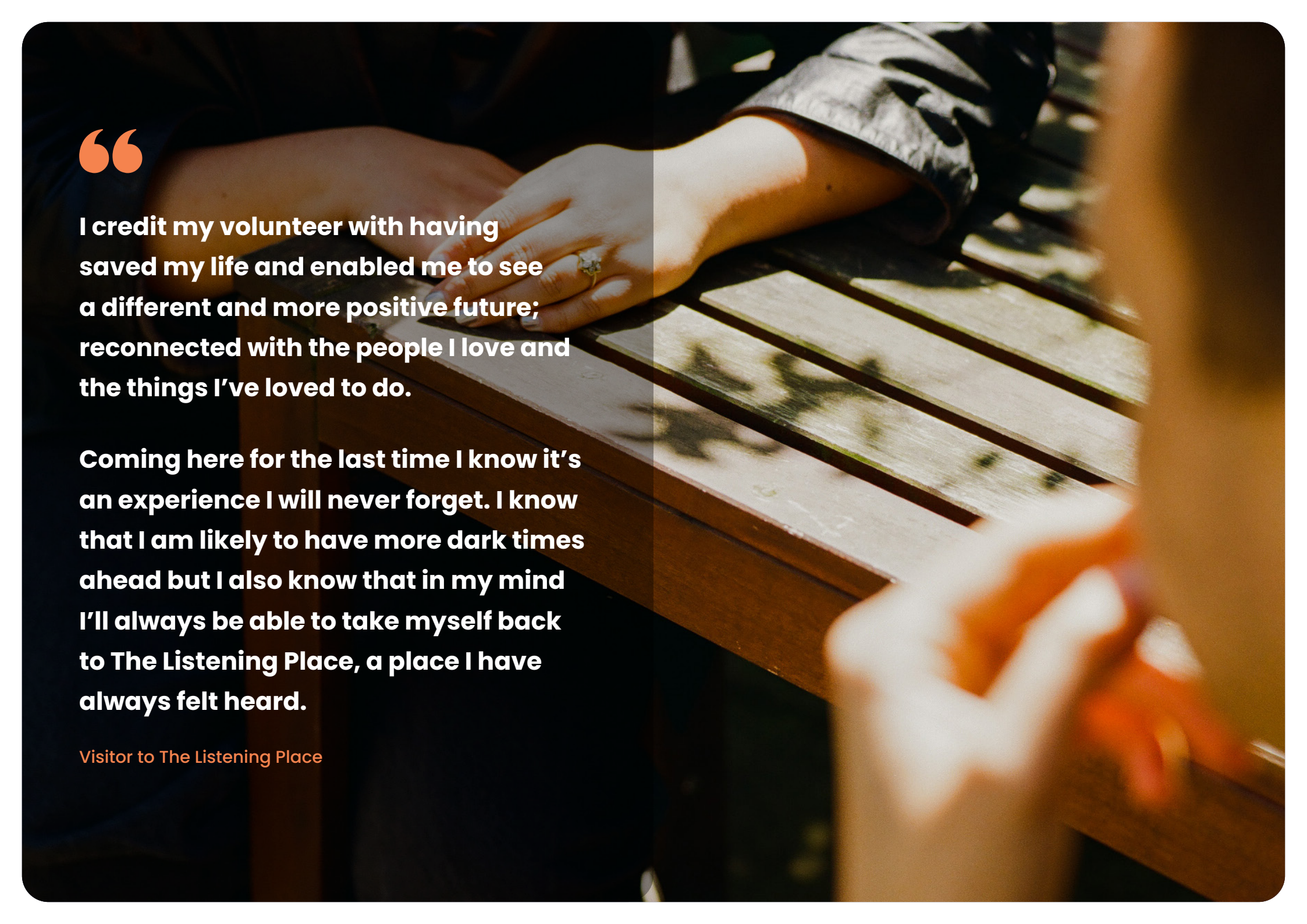
We meet this need by providing free, face-to-face, non-judgmental and confidential support to those who feel suicidal. Support is delivered by our team of highly trained volunteers and continues for as long as a person needs.

We have strong evidence to show that our support works. Our evaluations show that after 3 and 6 months of support, our visitors experience:

- highly significant decreases in distress and suicidal feelings
- highly significant increases in feelings of support

It costs us less than £300 to fully fund our support of one of our visitors for as long as it takes to reduce their suicidal feelings. Every penny could make a difference to someone going through their darkest times.

So, thank you for choosing to support us, your fundraising could help save lives.



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I credit my volunteer with having saved my life and enabled me to see a different and more positive future; reconnected with the people I love and the things I've loved to do.

Coming here for the last time I know it's an experience I will never forget. I know that I am likely to have more dark times ahead but I also know that in my mind I'll always be able to take myself back to The Listening Place, a place I have always felt heard.

Visitor to The Listening Place

Si's Story

Your fundraising will fund warm and compassionate support for someone who is feeling suicidal, someone like Si, who describes how our support helped him.



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By the time I made the call to my GP to discuss my mental health, I just wanted someone to tell me what I needed to do to get better; the realisation that there would be a long wait for support felt devastating after finally admitting I needed help. Thankfully, The Listening Place provided a lifeline during a seriously dark time. Just knowing that the process had started and people were there to support me was a huge comfort.

Seeing the same volunteer on an ongoing basis meant they knew my story, and I left every session feeling lighter and more hopeful than when I walked through the door. Getting my feelings out of my head, and knowing I was accepted and understood by another human being stopped my mood from spiralling downwards. There were days when I'd forgotten that was even a possibility, and it felt like coming up for air.

I struggle to put into words how much I value my experience with TLP and the volunteers who helped me. I will be forever grateful for the kindness, compassion, and support they provided when I needed it most.



Fundraising ideas

There is no best way to fundraise and we're always open to hearing your suggestions of how to raise money! But if you are looking for some inspiration, here are some suggestions of some activities you could take on to help you reach your target.

We can't wait to hear your ideas, email community@listeningplace.org.uk if you have any questions or need some inspiration.



Bake Sale

Why not organise a bake sale at your place of work? This type of event can be run by either one person or a whole team of fundraisers. Make sure to inform everyone of the date beforehand, especially if you are collecting cash donations, and get baking!



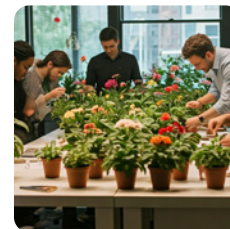
Quiz night

A quiz night is a versatile way to fundraise as it can be run in person or online, and you can easily tailor the questions to suit your crowd. Fundraise by setting an entry fee and maybe also include a raffle.



Sponsored run, walk or sport event

This is a great way to fundraise at your own pace whilst setting a personal challenge too. Whether it's a run, swim or danceathon, you can design your event to your interests and hopefully have fun in the process!



Flower growing competition

This is an idea inspired by one of our previous community fundraising events, and works really well as a team fundraiser. Set yourselves the challenge of growing a plant or flowers, and see whose is the tallest at the end of the fundraising period.

Scarlett's fundraising story

In 2019 Scarlett hiked the Continental Divide Trail, from Mexico to Canada, to raise money for The Listening Place. She set up a JustGiving page to fundraise on and set off on her challenge.

This involved walking almost 3,000 miles for 5 and a half months, crossing some of America's most rugged terrain. Scarlett had previously completed another hike which she describes as having had a big impact on her, and decided to use this second hike as a chance to fundraise.

Scarlett raised an amazing total of almost £3,000. You can read her full fundraising story on our website.

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After everything I had gained from my first hike, using my second to fundraise felt like the perfect next step.

It gave me a tangible way to reaffirm my newfound belief in myself. In the past my self worth had been close to zero; now, my confidence was such that I believed I was capable of making a real difference in the world.

It was empowering – whether I raised £1 or £1,000 I was still contributing. Just me, and my feet, could help The Listening Place save lives.





Running an event in 5 easy steps

We can't wait to hear your ideas, email community@listeningplace.org.uk if you have any questions or need some inspiration.

1 Plan your activity

Firstly you need to decide what you want to do, and on a date, location and fundraising target. There are a range of events you could run, whether from home (e.g. virtual quiz) or out and about (e.g. sponsored sport event).

2 Get in touch!

Once you have an idea, **fill in the fundraising form on our website** to tell us what you're planning. Someone from our team will then get in touch to act as a source of support.

3 Set up your fundraising page

We recommend setting up a fundraising page on JustGiving. It's a great way to promote your event and collect donations, and means that all of your donations will be sent to us directly. It also gives your donors the option to declare Gift Aid easily, increasing their donation by 25 % at no extra cost.

4 Promote it!

Now that you're all set up, it's a great idea to spread the word of your activity, which can help you to secure more donations. Social media is a great way to do this, or you could put up posters around your community (but please make sure you have permission to do so).

5 Run your event and have fun

We hope that you enjoy your fundraising and look forward to hearing all about it! And once you've completed it, don't forget to send in all of your donations. See the next page for more details.



Paying in your donations

After all your hard work you will hopefully have a sizeable amount of money raised! There are three ways to make sure your money gets to The Listening Place and the suicidal people we support.

JustGiving

When you are planning your activity we recommend setting up a fundraising page on JustGiving. Not only is this a fun way to promote your fundraising, it will give your supporters an easy way to donate, and you won't have to worry about sending us the money yourself. It will also give your donors the option to declare Gift Aid, increasing their donations by 25%.

You can set up a page at [www.justgiving.com/start fundraising](https://www.justgiving.com/start-fundraising)

Bank Transfer

If you would rather fundraise offline you can send the donations to us after your event via bank transfer to our charity account:

Sort code: 60 07 29

Account number: 46756825

Account name: The Listening Place

Cheque

The third way of sending us your donations is via cheque, which you can send to:

The Listening Place

Unit 1 Cambridge Court

210 Shepherds Bush Road

Hammersmith

London W6 7NJ



the listening place

Fundraising safely and legally

- It is important to make sure that your fundraising activity is safe and compliant.
- If you are collecting money in public, using a public space for an event or planning on promoting your event with posters or leaflets, you need to make sure you have the appropriate permissions to do so.
- You should also take into account any health and safety measures that should be put in place
- The Fundraising Regulator has a Code of Fundraising Practice which sets the standards for fundraising in the UK, which you can find at www.fundraisingregulator.org.uk/code.

If you have any questions or concerns about keeping your event or activity safe and legal, please get in touch with us at community@listeningplace.org.uk



Your support will give hope to people who feel that life is no longer worth living.

Thank you, we can't wait to hear about your fundraising plans!

listeningplace.org.uk

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The Listening Place is a charitable incorporated organisation. Charity No. 1164739.

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