

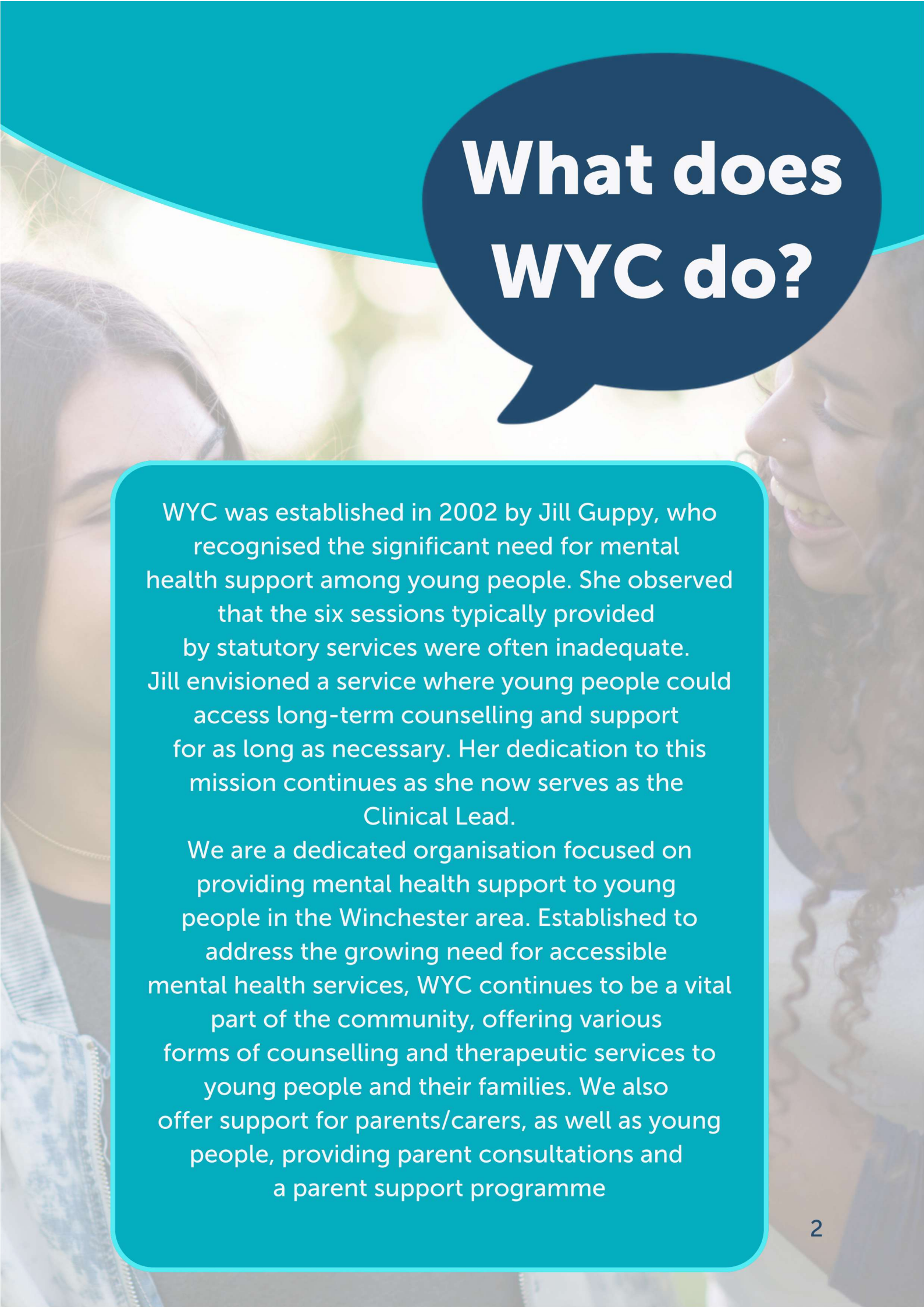


**Winchester Youth
Counselling**

Fundraising Pack

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What does WYC do?

WYC was established in 2002 by Jill Guppy, who recognised the significant need for mental health support among young people. She observed that the six sessions typically provided by statutory services were often inadequate. Jill envisioned a service where young people could access long-term counselling and support for as long as necessary. Her dedication to this mission continues as she now serves as the Clinical Lead.

We are a dedicated organisation focused on providing mental health support to young people in the Winchester area. Established to address the growing need for accessible mental health services, WYC continues to be a vital part of the community, offering various forms of counselling and therapeutic services to young people and their families. We also offer support for parents/carers, as well as young people, providing parent consultations and a parent support programme



PATRON

Chris Packham CBE

"I hope that I can help draw more public support for this critical service for local young people"

TV Presenter, Naturalist, and
Author Chris Packham, Patron
of Winchester Youth
Counselling

"I have been able to talk about situations I have been struggling with and find my own ways of dealing with."

"I now feel happier, freer and in all ways better."

"I finally managed to face my fears and spend time on them rather than pushing them away. I gained the cognitive ability to recognise and deal with negative thoughts."

"I gained a better understanding of my feelings, which has helped me be kinder and more patient with myself."

**Our
impact**



How will your money make a difference?

We rely on voluntary donations, so every penny you raise will help us make a difference.

£10

could fund a parent consultation with a senior counsellor.

£25

could pay for a young person to attend a Wellbeing Cafe Drop-In Session

£30

could fund a wildlife expert to guide a Nature Therapy group.

£35

could pay for a young person to attend a Nature Therapy session

£60

could pay for a young person to attend a 1:1 counselling session

How to get started



Plan your activity

What are your strengths and hobbies? Do you have a fitness goal or new skill you want to show off? Now is the time to decide on your activity and start planning how you are going to accomplish it. We have included some fundraising ideas and some printable posters to help spread awareness!

Set your target



Set a fundraising target for your event so you have a goal to aim for! All of the donations you receive will go towards Winchester Youth Counselling and our vision to provide high-quality, free counselling. Why not share the 'How your money will make a difference' sheet with your supporters so they can see how their donation will help and what a difference it will make?



JustGiving

Now that you know what your event is and how much you would like to raise, set up your fundraising page (we recommend using JustGiving). Share the link to your fundraising page with your friends, family, colleagues, and other supporters to start receiving donations.



WYC Fundraising Agreement

Before holding a fundraising event in aid of Winchester Youth Counselling it is important you understand and agree to the guidelines listed below to ensure a successful partnership.

Do's & Dont's



DO inform the WYC fundraising team about your fundraising plan, and stay in contact to let us know how things are going. We're here to help, so make use of us.



DO promote WYC! Whilst you are fundraising for us you are also helping us to spread the word - thank you! This also means you are a spokesperson for WYC which gives you the responsibility to maintain our good reputation.



DO be clear on what funds WYC will receive from the event, and what funds will be used to cover event costs.



DO ask about WYC fundraising materials, and how we can help promote your event through our website and social media. However, remember that WYC cannot control the success of the event or the amount of people who attend/donate - this is down to you.



DON'T use the WYC logo to fundraise for your event without seeking permission first.



DON'T misinform the public. If you are holding a public event in aid of WYC, the public will support the event with the expectation that WYC will profit from the event. Be clear on what fundraising WYC will receive from the event.



DON'T forget to thank everyone who has supported your fundraising! Report back about how much your event raised and where the funds are going.



DON'T forget to get the necessary permission. Get in touch with your local council for information about licenses, street collections, door to door collections, selling alcohol, and public entertainment.

You must:

- Keep all money raised in a safe and secure place, separate from your own money.
- Keep details of all donations received or pledged, all event proceeds, a record of activities carried out, and return sponsorship forms to WYC.
- Offer donations back to the appropriate persons should your event be cancelled or fail to take place. If anyone declines their money, it must be paid promptly to WYC.

Any funds you raise belong to WYC, and **MUST** be gifted to WYC immediately following your event.

Plan of action

When planning your event, ask yourself:

What are you going to do?

Where is your fundraising going to take place?

When will you do your fundraising?

Who do you know that can support your fundraising, volunteer, or donate resources?

Why should people get involved?

Ways to Fundraise

Organising or participating in fundraising events is a great way to support us while engaging with the community. Here are some ideas:

Charity runs/ walks: Organise a sponsored run or walk

Bake sales/ coffee mornings: Host a bake sale at your school, workplace or local community centre

Quiz nights/ race nights/ bingo: Fun for everyone, whilst raising funds

Auctions/ raffles: Set up a raffle or auction with donated items

Online campaigns: Use crowdfunding platforms like JustGiving to collect donations

Community events: organise local events such as car washes, garage sales, or charity dinners

Corporate sponsorship: Partner with local businesses to sponsor your fundraising efforts

Challenges: Participate in physical challenges like marathons, hikes or bike rides and seek sponsorship for your efforts

**Things to
remember and
fundraising
ideas**

Shout about it!

Don't keep all your hard work to yourself. Share your story on social media to raise even more vital funds.

Facebook

With most of the world on Facebook it's still the place to go to ask your wider network to donate and share your event. And don't be afraid to regularly ask for support, it's what Facebook is all about.

TikTok

Twitter is the best for live, regular updates before, during and after that will keep your story on everyone's radar. Include pics, videos, your JustGiving link and don't forget to tag us @winchester.youth

Instagram

Instagram has a huge following, and is perfect for sharing lots of pictures and videos of your fundraising story.

LinkedIn

Sharing your fundraising with colleagues, professional networks and contacts from previous jobs can bring in lots of new donations and gives you a great profile update as well.

WhatsApp

JustGiving works a treat on mobiles so let your WhatsApp groups know you're fundraising for a world where mental & emotional health is a priority.

YouTube

From passionate video blogs to Rocky style training videos, put your recordings on YouTube and send them out with your updates.

Stay in touch

Link to JustGiving

You can easily set up and manage your fundraising efforts through JustGiving. It's a straightforward platform where donors can make one-off or monthly donations securely.

<https://donate.justgiving.com/donation-amount>

QR Code for Direct Donations

To make it even easier to support WYC, use the following QR code to donate directly through JustGiving. Simply scan the code with your smartphone's camera to be taken directly to our donation page.



Keeping in Touch with Us

Stay connected with Winchester Youth Counselling to receive updates on our latest news, events, and initiatives. You can follow us on our social media channels to stay informed and engage with our community. Our social media tags are:

- Facebook: @WinchesterYouthCounselling
- TikTok: @Winchester.youth
- Instagram: @WinchesterYouthCounselling

Please use #TeamWYC wherever possible - By staying in touch, you can see the impact of your support and learn about new ways to get involved

**We can't do
it without
you**

**We can't continue
without fundraisers.
It's as simple as that.**

Your support is crucial in enabling us to expand and enhance our services to better assist local children and young people facing mental health challenges.

By providing help now, you contribute to their ability to flourish and lead happier lives, both in the present and in the future.

Your generosity enables us to continue our mission of providing essential mental health services to youths in need. Every donation, volunteer hour, and event participation helps us to continue on the path to providing a positive impact.

Together, we can ensure that young individuals in our community have the support they need to thrive.

Thank you for being a crucial part of Winchester Youth Counselling

THANK YOU.

Need help? Email us at
fundraising@winchyc.org
for inspiration and advice.