

Make an impact

Your fundraising guide

Thank you for supporting East Kent Mencap.

Together, we're opening doors, creating opportunities and empowering people with a learning disability to live life to the fullest.

Thank you for choosing to fundraise with us!

It would be impossible to achieve the impact we do without our amazing fundraisers. Your support helps us provide safe, inclusive spaces, meaningful opportunities and vital support for people with a learning disability.

A message from our CEO

"Every pound you raise helps someone with a learning disability take part, feel included and thrive.

Right now, there is still a big gap in health and life outcomes. People with a learning disability often experience poorer health and shorter lives than others. Many of these early deaths could be prevented with the right support and care.



Together, your fundraising helps us break down barriers, improve support and inclusion, and ensure everyone has a fair chance to live a full, healthy life in your local community and beyond."

Jason Gerlack, CEO

You're helping provide opportunities and support for people with a learning disability

By fundraising for East Kent Mencap, you're helping make real change in people's lives – from opportunities for social connection and skills development to powerful advocacy that tackles discrimination and inequality.

- There are approximately 1.5 million people with a learning disability in the UK, including around 1.2 million adults.
- Many still experience exclusion, lower life expectancy and unequal access to healthcare.
- People with a learning disability experience significantly poorer physical and mental health than the general population.



The impact you can make

Here's how your fundraising can make a real difference:

£5

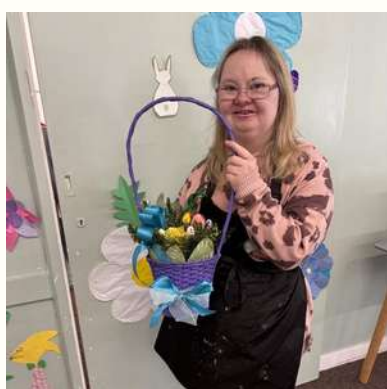
could fund the ingredients for someone to prepare a healthy meal in a cookery session

£25

could fund an hour of specialist support for someone with Complex Needs to enjoy our sensory room

£150

could fund an event to reduce loneliness for people with a learning disability who are socially isolated



Every fundraiser, no matter the size, has a direct impact on our Members' daily lives. Your support helps provide meaningful choices and opportunities, so they can achieve their goals, build new skills, join in activities with friends and feel listened to.

Sign up to the East Kent Mencap newsletter:



Create your JustGiving fundraising page for East Kent Mencap

Creating an online fundraising page is quick and easy and only takes a few minutes.

Once your page is set up, you can share your story by email and social media and start receiving donations straight away. All money raised will support people with a learning disability in your local community, helping us provide opportunities, independence and support - where funds are needed the most.

How to create your **JustGiving™** page



Before you begin, think about:











Your fundraising target amount



What type of fundraising you are doing
(an event, celebration, in memory, or your own activity)

Follow these simple steps

-  Log into your JustGiving account and select 'Start Fundraising'.
-  When asked if you are fundraising for a registered charity, choose 'Yes, continue'.
-  Search for East Kent Mencap and select us as your chosen charity.
-  Tell us what type of fundraising you are doing, for example an event, celebration, in memory, or 'doing your own thing'.
-  If your event is not listed, choose 'Add your own' and briefly describe your activity.
-  Choose your page web address (this is the link you will share with friends, family and supporters).
-  Decide if you are including things like a bake sale, ticket sales, raffle or auction. If so, select 'Yes' so you understand how Gift Aid applies.
-  Click 'Create your page'.

That's it. Your fundraising page is now live and ready to receive donations.

JustGiving will transfer the money you raise to East Kent Mencap on a regular basis.

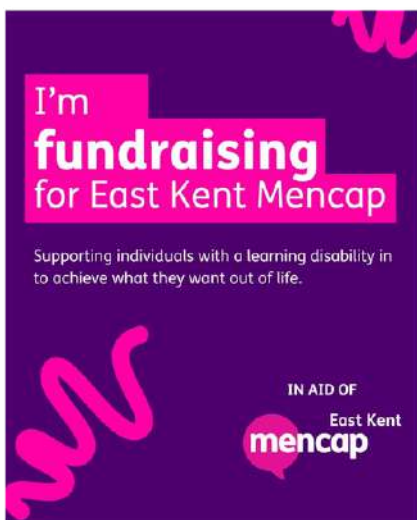
Social media kit

Make sure you **share** your fundraiser!



- Make sure you remind people that you're fundraising - share your JustGiving page regularly. It really helps.
- Share your campaign far and wide - with friends, family, work colleagues and on your social media pages. Are you in any local Facebook groups? They can be a great way to engage your community and raise funds.
- Post updates before, during and after your event. People love to see what you're doing and follow your progress.
- Say thank you - let people know how much their support means and the difference it makes.

Social media asset



Click on the image to access a social media graphic to share with your networks. We've also attached our logos if you'd like to make your own!

Don't forget to tag us!



Fundraising ideas

Art show

Name the...

Bake sale

Picnic fundraiser

Challenge event

Quiz-a-thon

Dress up

Raffle

Games night

Sponsored walk

Handmade gifts

Talent show

Movie night

Uniform free day

Or come up with your own idea!

Visit our [Fundraise](#) page to discover events you can take part in.

Ensure your fundraiser is safe

Whatever you are planning, it is important to make sure your activity is safe, legal and well organised. These simple checks will help you run a successful fundraising event while keeping everyone protected.

Raffles and prize draws

If you are planning a raffle or prize draw, there may be legal rules you need to follow depending on how it is run. Always check the latest guidance before you start, especially if tickets are being sold in advance or to the public. You can find useful information at: www.gamblingcommission.gov.uk

It is also good practice to have at least 1 person independent of the draw to help with counting tickets or selecting winners.

Food safety and hygiene

If you are providing or selling food - such as cakes, meals or refreshments - food safety rules will apply. Make sure food is prepared, stored and served safely, and that good hygiene practices are followed at all times. For guidance, visit: www.food.gov.uk

Street collections and fundraising in public

If you are collecting money in a public place, you may need permission or a licence from your local authority. Rules vary depending on where and how you are collecting, so it is important to check in advance. Find your local council here: www.gov.uk/find-local-council

Insurance and responsibility

While East Kent Mencap is happy to support and encourage your fundraising, we cannot accept responsibility for your event. We recommend you consider whether you need public liability insurance, especially for larger events or those open to the public.

If you need further guidance, your local authority is also a good place to check for licences, permissions and event requirements.

FAQs

Got questions? We've got answers!

Q: Who can fundraise for East Kent Mencap?

A: Anyone! Friends, family, schools, workplaces, or community groups can take part.

Q: Do I need to be an expert or have a lot of time?

A: Not at all! Fundraising can be as big or small as you like. Every bit makes a difference.

Q: Can I fundraise online?

A: Yes! You can set up a fundraising page via JustGiving to collect donations. See the step-by-step guide earlier in this pack.

Q: Can I involve my workplace, school, or club?

A: Absolutely! The more people involved, the more fun it can be – and the bigger the impact.

Q: What can I spend the funds on?

A: Every penny goes directly to providing meaningful opportunities, activities and support for people with a learning disability.

Q: Do I need to tell East Kent Mencap about my event?

A: We'd love to hear about it! It helps us celebrate your efforts and share your stories to inspire others.


Paying in donations? Visit our [Donate](#) page for more information.

Make an impact

East Kent
mencap

Contact us

If you would like to find out more, please get in touch:

 01843 808 964

 funds@eastkentmencap.co.uk

East Kent Mencap, Foresters Hall, Meeting Street, Ramsgate, Kent, CT11 9RT

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