

FUNDRAISERS' FACTSHEET

1. How can I raise money in aid of APP?

What would you like to do? Some people like to get sponsored to do a 10k run, an open water swim, a muddy assault course or a marathon. Others like to host a bake sale or coffee morning, throw a Purple Party, put on a concert or go busking. It's up to you!

Whatever you would like to do, decide where and when it will take place, then get in touch with APP and let us know. Not only will we send you helpful things like collection boxes, balloons, running vests, polo-shirts and flyers about PP and APP but we will also help you fundraising by sharing your fabulous efforts through all our online channels.

2. How do I raise funds before my event takes place?

Virgin Money Giving and Just Giving are brilliant online platforms that enable you to raise money online ahead of your event. Set yourself a realistic target amount to raise and write a short paragraph about why you are raising money and what APP does (you can find out about APP does on the website here app-network.org/about-us and also some information on PP here app-network.org/what-is-pp). Use photos of yourself if you can – your supporters will want to cheer you on and it's always good to share updates of how planning and training is going.

If you have lived experience of PP you may wish to share your story as part of the event in order to help people understand how important APP is in providing information, raising awareness and offering

responding to severe postnatal mental illness

peer support to PP mums and families all over the UK. If you would like support to share your story, please get in touch with our Peer Support Coordinators, Ellie or Hannah, via app@app-network.org

Please [contact us](#) if you'd like help setting up a fundraising page. APP can also help advertise your event and feature it on our [Fundraising News page here](#) as well as share details of your event on the APP Facebook page and Twitter account.

3. How do I raise funds during my event?

If you are hosting an event in aid of APP then you can ask for donations on the door, set up ticketing through something like [Eventbrite](#) or ask people to donate via Just Giving or Virgin Money Giving (most people can do this on their mobile phones these days).

We can send you APP branded plastic handheld collectors or small cardboard box collectors (flat-packed) for you to use at your event to collect loose change in. We can also post out literature and information about APP for use at your events too.

NB. If you do use one of our plastic handheld collectors please return this to us after your event and post to Action on Postpartum Psychosis, The Barberry, 25 Vincent Drive, Birmingham B15 2FG. Details about how to pay in the money you've raised is below.

4. I want to make my event open to the public

Great! We can help you promote your event through our social media channels. You can create a Facebook event and invite everyone you know, or you could also try getting in touch with your local press for coverage.

Things to consider when organising your public event

If you're running a public event you'll probably have a venue partner (pub, school, theatre, community centre) which you can work with to ensure that your event is organised efficiently and safely.

We have a duty to remind you about items of housekeeping - which need not be too daunting*:

- Please ensure a risk assessment has taken place and proper plans are in place for the safety of participants. The Health and Safety Executive has further information (www.hse.gov.uk)
- Please ensure that your event is properly and adequately supervised. Where children are included, this includes:
 - Providing proper adult supervision
 - Checking that the child's parents/guardians have given their permission for their child to take part
 - Carrying out appropriate background checks if adults are to have unsupervised access to children.
- Please consider what insurance cover you might need for your event.
- Check whether you need any special licence; e.g. a public entertainment licence or licence to sell alcohol.

**We shall be very happy to give you any more help and advice, we wish you the best of luck – and offer our warm thanks for your support but please note: APP cannot accept any responsibility for your event nor for anyone who participates in it.*

5. How do I pay in the money I've raised?

If you have set up a Just Giving or Virgin Money Giving page you don't need to do a thing! They will collect and pay the money directly to APP.

However if you have personally collected money, online or in loose change, then you can pay this directly to APP online via our [CAF donation page](#).

Or you can send a cheque made out to 'Action on Postpartum Psychosis' and post it to Action on Postpartum Psychosis, The Barberry, 25 Vincent Drive, Birmingham B15 2FG.

If you have collected cash, then please count this in a secure environment. It is best practice for two unrelated individuals to count and record the collection, wherever possible. Please hold the cash in a secure place until it is possible to bank it. At the point of counting, it is good practice for a record to be made of the amount received by denomination (e.g. 5p, 20p, £1 coins) for reconciliation with banking details at a later date.

If you have used one of our loose change collectors (plastic handheld or, cardboard box) we would be grateful if you can please return these to us by post to Action on Postpartum Psychosis, The Barberry, 25 Vincent Drive, Birmingham B15 2FG. Thank you.

6. How can I make sure APP gets the Gift Aid too?

For every £1 people donate to us, we can claim an extra 25p from the government in Gift Aid if we have the details of donors and they confirm they pay tax in the UK.

If you raise money using Virgin Money Giving or Just Giving they will take care of the Gift Aid for you.

If you collect money yourself, e.g. using a paper sponsor form or taking donations on the door of an event, you need to ask your donors to fill in a form allowing us to claim Gift Aid on their donation. A sample form is [here](#). You can customise this to your event or ask us to help you.

7. Can I ask my supporters or guests to donate by text?

Yes: text **APPY10 £5** (or any other amount) to 70070. **APPY10** is our special text donate code.

8. Any other questions?

Please email fundraising@app-network.org

THANK YOU! Action on Postpartum Psychosis is a registered charity no. 1139925