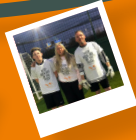


Fundraising pack

your 'how to' guide



Fundraising questions welcome:
hello@talklistenchange.org.uk

Company Number: 1559314
Charity Number: 512710

The team supporting your fundraising



Safe, healthy and happy relationships


At TLC: Talk, Listen, Change, we know that when life gets tough, good relationships help us through.

We offer a range of programmes and services that enable people to enjoy good emotional wellbeing and personal resilience. Some of our offerings include counselling services, family mediation, domestic abuse support, and community projects.

We aim for everyone to treat themselves and others with kindness. Your support is vital to our mission, and we wouldn't be able to do it without you.


This packet contains tips and tricks on how to maximise your fundraising potential. If you need any extra help, please get in touch. We're with you every step of the way.

Thank you for choosing TLC.



"I no longer feel bad about how my life has been
and I have a new confidence to speak out.
I wouldn't change a thing about my sessions."

- Children and Young People's Counselling Participant



If you'd like to see the full impact our services
have on the community, [download a copy of our
2022-23 Annual Report.](#)



"It's been very reassuring to talk about the good in
our relationship and break the cycle of anxiety that
things are falling apart. We better understand where
we're each coming from."

- Couples Counselling Participant

How your support helps

Any donation, big or small, makes a difference.

Those who can't afford to pay for mental health and relationship support are usually the people who need it most. Your contributions help keep some of our services cost-free, and the rest sustainable and affordable.

£10

can prevent someone from entering a mental health crisis via over-the-phone support.

£60

can provide a cost-free counselling session to a child who has witnessed domestic abuse.

£100

can start a survivor on the road to healing from domestic abuse.

£250

can pay for the crucial first four sessions of someone who wants to turn their behaviour around.



Fundraising ideas

There are many great ways to raise cash.

Why not try some of these ideas?

- 1. Charity cake sale**
Be inspired by Bake Off; challenge your colleagues or bake for your neighbours and encourage them to donate.
- 2. Sponsored 5k**
Run 5k, tag 5, and donate £5. You could do laps of your local park, or even your garden!
- 3. Sponsored challenge**
How about an old school bath of beans, or a chilli-eating challenge? Think you could handle a sponsored silence?
- 4. Fancy dress contest**
Best homemade outfit? Best bin bag & toilet roll cat-walk? Can you get the whole office to wear orange?
- 5. Brave the shave**
Make a bold change and shave your hair for a good cause. A little less daring... try dying it a crazy orange colour for TLC.
- 6. Supper club**
It makes for great company, great food and great chat. Who has the best new recipes?
- 7. Charity sweepstake**
Football or horses? Or think outside the box and sweepstake on who can grow the biggest pumpkin this year!
- 8. 'Night out' to night in**
So your wine cost £7 not £30 and your meal £5 a head not £25. Donate the difference, and you won't even notice!
- 9. Office olympics**
You don't have to be an athlete to win a medal! Reinvent a classic like the egg and spoon race, or something unique like office chair racing.
- 10. Charity shop**
Why not sell your old items online and gift your profits? Or grab your fold-away table and start selling at the end of your drive or at your local car boot.



Setting up a fundraising page

The best way to get friends and family to donate is by setting up a JustGiving page.

Go to [JustGiving.com](https://www.justgiving.com) and create your own fundraising page by selecting TLC: Talk, Listen, Change as your chosen charity.

Follow these steps to create an engaging page that really stands out from the crowd:

1. Tell a story

Why are you fundraising for TLC? Maybe we've helped out a friend or family member. If you're challenging yourself with an event, let people know how much effort you're putting in.

2. Explain why it matters

Tell your donors what your fundraising journey means to you, and what the money can do. You can find lots of information on the impact TLC has made in our [Annual Report](#).

3. Set a target

Online pages with fundraising targets raise 45% more than pages with no target! Aim high and we have free fundraising merchandise we can send.

4. Share it

Every time you update your fundraising page, share it on Facebook, Instagram, or your chosen social media platform, and let everyone know what you are doing.

5. Say thanks

Don't forget to let people know how much you appreciate every penny!



Don't forget social media!

Here's an interesting fact: 50% of donations on JustGiving come directly from Facebook referrals. Don't forget to post your page in as many places as you can.

Instagram has donation stickers you can attach to stories. Link your page when you share content!

Use the hashtag [#fundraisingforTLC](#) and tag us in your posts. We'll share your efforts and encourage more people to help you out!



Fundraising FAQ's

How do I fundraise for TLC?

If you are planning your own event, take a look at our Fundraising page and get in touch with the TLC team.

How do I send in the money I raise?

Any money added to an online fundraising page will automatically be sent to TLC. If you have a cheque or cash, please send it to TLC: Talk, Listen, Change, Floor 5, Trafford House, Chester Road, Manchester, M32 0RS. For cash donations, please use a the TLC sponsorship form in this pack.

How can I get materials like posters to help me with fundraising?

You can order banners and posters to put up with pride during your activities by contacting the fundraising team. Downloadable posters and sponsorship forms are available on our website.

How do I get a TLC t-shirt?

Contact the team at hello@talklistenchange.org.uk. We ask for a suggested donation of £5.00 to help us cover the costs of producing and sending out the materials.

Can I use the TLC logo?

Yes, of course. You can download our [logo from the website](#).

Can I get a collection box?

We are in the process of getting new cardboard collection boxes for you to use, contact hello@talklistenchange.org.uk to register your interest.

Can I collect money in a public place?

If you are planning on street collections or collecting on public property, then a collection licence is needed, which you can obtain through your local authority. Please note that door to door collection is not permitted, and the licence will not cover you for this. For any events held on private property, the manager/owner will need to give you their permission.

Thank you for choosing to fundraising for TLC, if you need any assistance or advice, don't be afraid to get in touch - hello@talklistenchange.org.uk

