

# THE MIX FUNDRAISING PACK

Created by young people



**THE MIX**  
Essential support for young people

# CONTENTS

Welcome to The Mix – The Mix aims and objectives	3
How your fundraising helps	5
Online fundraising	6
How to fundraise for The Mix	7
Resources, legal and FAQs	8
Thanks	11

# WELCOME TO THE MIX: SUPPORTERS' CLUB

**Thank you for joining and supporting us with your fundraising. Together we can make a lasting difference for young people around the UK.**

The following pages will give you tips and advice on how to make the most of your fundraising. Every pound you, your friends, colleagues and family members raise for The Mix will make a huge difference to the life of a young person in need.

If you need any further information or support, please do not hesitate to contact us on 0808 808 4994 or at [fundraising@themix.org.uk](mailto:fundraising@themix.org.uk) and please introduce yourselves to us at the start of your fundraising journey by email so we know you're out there.



@TheMixUK



@TheMixUK



@TheMixUK



@TheMixUK



@TheMixUK



@The Mix Charity



# HOW YOU CAN EXPLAIN THE WORK OF THE MIX:

**You may find that some of your supporters do not know what we do here at The Mix. To help you navigate this question we have included some helpful overviews below.**



## **How to talk about The Mix in one sentence:**

The Mix is the UK's leading digital charity for under 25s, reaching over 6 million young people each year with free and confidential support on any and every issue.



## **How to talk about The Mix in one paragraph:**

The Mix is the UK's leading digital charity for under 25s, reaching over 6 million young people each year. Whatever issue a young person is facing, The Mix is always there for them - via our website, over the phone or via social media. Our support is free, confidential and anonymous and can be accessed wherever young people are. We connect young people to experts and their peers to talk about everything from money to mental health, homelessness to jobs, break-ups to drugs and more. No topic is out of bounds, and we are completely non-judgemental.

# HOW YOUR FUNDRAISING HELPS

**Every pound you raise really will make a difference to young people around the UK, so please set your target high.**

**£50**

A £50 donation can fund a counselling session, so a young person can speak to a counsellor about their mental health and wellbeing and find ways to cope in a confidential, safe space.

**£25**

A £25 donation can fund a life-saving call on our helpline, so a young person can speak to a trained supporter about any issue, from bullying to loneliness and their mental health.

**£15**

A £15 donation can provide a week of training for one of our volunteers, to help keep our free and confidential services open for young people.

The Mix contacts emergency services about a young person at active risk of losing their life at least once a day. Please donate to keep our life-saving services open to support young people when they need us most.

# ONLINE FUNDRAISING

**The simplest way to ask friends, family or colleagues to sponsor you is to set up an online sponsorship page.**



Here's how to do it:

- Go to our approved fundraising website, [JustGiving](#). Select The Mix as your charity. Follow the instructions to set up your page.
- Choose your fundraising target, page title and team members if you have them. Tell people why you are fundraising for The Mix and how their donation can make a difference to the lives of young people.
- Once your page is set up, email the link to your friends, family and colleagues, link to your Facebook page and tweet about it. Sneaky idea - if you ask those likely to sponsor you with a larger amount first, it can encourage other sponsors to be just as generous with their gifts.

Online sponsorship saves time as you don't have to collect donations. A manual PDF of our sponsorship form can be downloaded [here](#).

# HOW TO FUNDRAISE FOR THE MIX

**The first three letters of 'fundraising' are no coincidence - so whatever you choose to do make sure you will have fun!**

Stuck for fundraising ideas? We got you - check out our [A-Z of fundraising suggestions](#).

'Failing to plan is planning to fail'; it's an oldie but a goodie. Fundraising is a simple exercise, but it's always worth having a plan; you can access a fundraising [plan template here](#).



Shout about it! To really make your event a success, it's a good idea to advertise it to as many people as possible. Make as much noise as you can and let everyone know what you're doing and why. Make use of your social media and tag @TheMixUK.

The more you talk about your fundraising, the more people will donate, so make sure to share your journey before during and after the event, including thanking your generous supporters.



# RESOURCES

As an organisation, we have become more conscious of our environmental (footprint/imprint), so we have decided that to avoid waste as much as possible, we will no longer be sending out materials. Instead, we are encouraging people to download and print off the resources they require. Of course, the most cost-effective and environmentally conscious way of using these would be to use them digitally and make the most of social media.

You can access logos, posters, social media posts and other printable resources on our [website here](#).

# LEGAL AND FAQs

The first rule of fundraising is to have a great time, but there are a few other things you need to bear in mind too. Here's how to keep everything above board.

## CAN I DO A RAFFLE OR LOTTERY?

Yes, but there are a few things you should consider:

You mustn't sell tickets to anyone under 16.

You'll need to apply to your local authority or council for a licence if you want to run a public raffle or lottery.

You don't need a licence for a private raffle or lottery if tickets are only sold to staff at a workplace or members of a club.

You don't need a licence for a raffle at a social event if the raffle isn't the only reason for the event, you sell tickets where the raffle is held, and you draw and announce winners at the event itself.



## **CAN I SERVE FOOD AND DRINKS AT MY EVENT?**

You can but please bear in mind:

Everyone involved in preparing and serving food needs a basic understanding of food hygiene.

You need an alcohol licence from your local authority to sell alcohol.

You should consider Natasha's Law; all food is required to be labelled with the name of the food and a full ingredients list, with allergenic ingredients emphasised within the list.

## **IS THERE ANYTHING I SHOULD CONSIDER WHEN PUTTING ON A PERFORMANCE?**

You might need a Public Entertainments Licence from your local authority if you're organising entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence. Licences are free for charity events.

## **I KNOW I HAVE TO CONSIDER HEALTH AND SAFETY - WHAT'S IMPORTANT?**

Do a [risk assessment](#) for any fundraising events, looking at how risks can be reduced and what's in place to keep everything safe and to deal with emergencies.

Don't do solo endurance events without the right support team in place. Take the time to thoroughly consider your safety and make sure you've got adequate back-up.

Make sure you keep things safe and legal. The Mix can't be held responsible if you don't, and we really don't want you getting into trouble.

## **DO I NEED INSURANCE?**

This does depend on the type of activity you are doing; you should consider:

Venues usually have their own insurance but check whether the public are covered.

You can't use The Mix public liability insurance to cover your own events, unfortunately.

The Mix can't accept any liability for any event you organise, so it is important to sort out appropriate insurance cover if needed.

## **CAN I COLLECT CASH?**

Yes of course but remember you will need to deposit and transfer the funds by account transfer. The key things to remember are:

You have to be 18 in London and 16 everywhere else to collect money.

If you're planning a collection on private property - like a shop or train station - you need to get permission from the owner.

You need a licence from your local authority or police to collect donations on the street or any other public property.

## **CAN I USE YOUR LOGO?**

We welcome the use of our logo as part of your fundraising venture but please ensure that you access them from our website resources and use them appropriately. Our brand is important to us, and we know you will treat it with respect.



# THANKS

**We would love to hear your fundraising plans and support you along your journey, so please get in touch by reaching out to [fundraising@themix.org.uk](mailto:fundraising@themix.org.uk).**

Thank you for choosing to support The Mix and the young people of the UK.

Congratulations you've done something incredible!

If you haven't already done so you can stay in touch with us by [registering for our newsletter](#), and don't forget all our services are there for you too.

