GORDON MOODY

# YOUR FUNDRAISING PACK

## WHATEVER YOUR REASONS FOR FUNDRAISING, WE'RE WITH YOU EVERY STEP OF THE WAY.

YOUR FUNDRAISING PACK


WHY FUNDRAISE FOR US? 3
SADIE AND ALEX'S STORY 4
GETTING STARTED 5
YOUR FUNDRAISING JOURNEY 6-8
THE DIFFERENCE YOU MAKE 9

Maybe you've benefitted from our services personally and want to give back so someone else has the same opportunity you did, or maybe we've supported a loved one and you want to say thank you. Fundraising is a great way of making a tangible, positive difference to those who use our services.

Our friendly team are here to support you every step of the way, so make sure to get in touch with us to tell us about your fundraising!

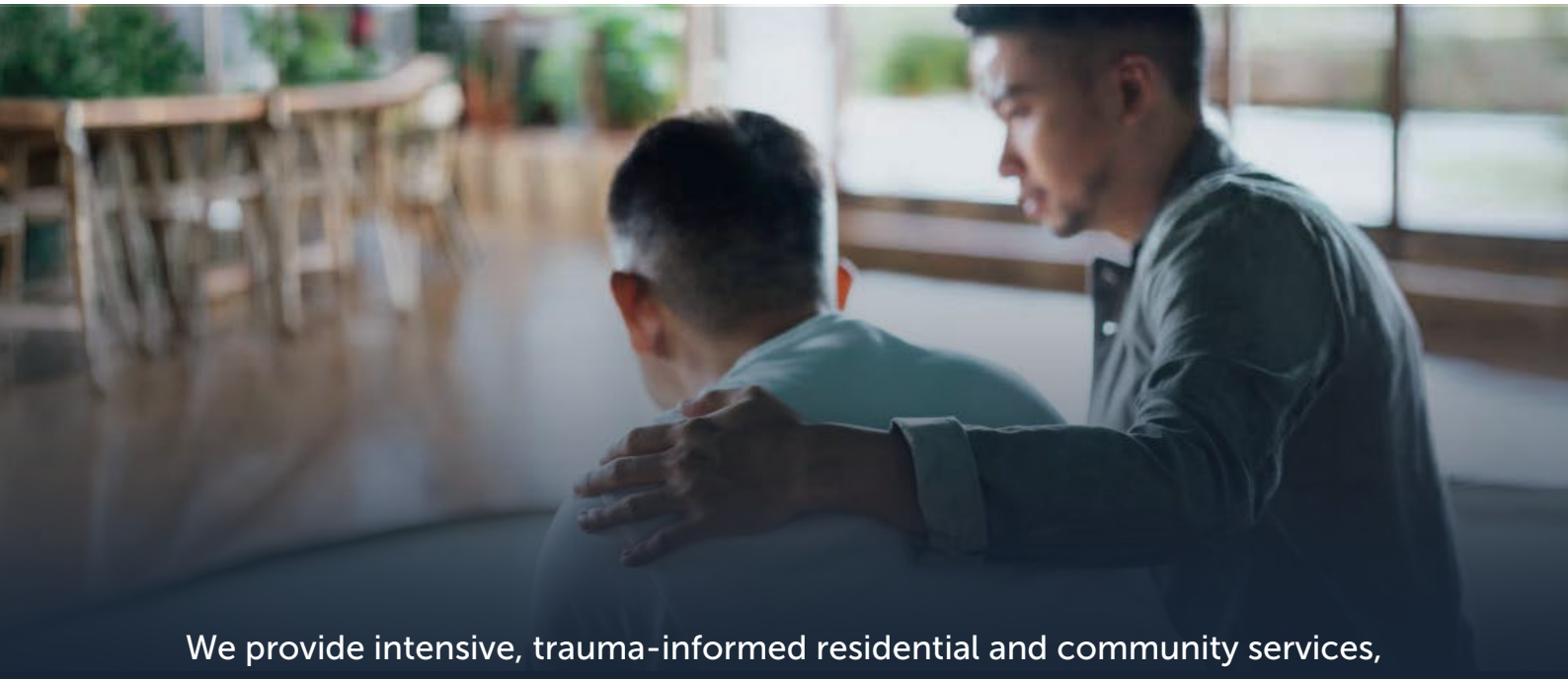

FUNDRAISING@GORDONMOODY.ORG.UK | 01384 241292

# WHY FUNDRAISE FOR US?

Gambling harm can affect anyone, and the problem doesn't end with the individual. For every one of the 1.6m adults in the UK, estimated to need gambling support, there are on average seven other people also suffering - partners, children, parents and friends.

Problem gambling isn't just about losing money. It causes damage to mental health, relationships, and impacts wider society through crime and reliance on other state services. Unlike some addictions, the impact of problem gambling is harder to spot, often only becoming visible when the financial pressure, shame and secrecy build and the individual reaches a crisis point. Shockingly, people with a gambling problem are 15 times more likely to die from suicide.

Only 3–10% of people that need help currently access treatment and we're working hard to reduce the stigma of addiction and the blame culture of problem gambling, so everyone feels comfortable asking for help, and has the opportunity to receive the support they need.



We provide intensive, trauma-informed residential and community services, including fully funded residential care, Retreat & Counselling (a short stay combined with home-based therapy) and tailored support for affected others.

**OF PEOPLE WHO COMPLETE OUR TREATMENT:**

OVER

**90%**

**REPORT A BETTER LIFE**

NEARLY

**80%**

**REMAIN GAMBLE FREE**

# SADIE & ALEX'S STORY

**By fundraising for Gordon Moody, you're joining an exceptional group of people who been there, done that, and in most cases, got the t-shirt. You can read more about Alex and Sadie's story below.**

## ALEX'S RECOVERY JOURNEY

December 2023 was the worst month of my life. I was 7 years into a progressively crippling gambling addiction, and my entire world was being destroyed by my own behaviour.

After feeling like every avenue towards recovery had been exhausted, I was introduced to Gordon Moody, which gave me a goal and renewed purpose.

It feels strange to say that I adored my time in a rehabilitation centre, but I truly did. The camaraderie and community between the other guys in the cohort and Gordon Moody staff made me feel comfortable disclosing my addiction struggles and I would not have survived the 14 weeks and successfully graduated without their support.

But recovery isn't easy, and 2 months after I returned home, I had a manic episode and was hospitalised for 14 weeks - a cruel irony. The temptation of money and no one restricting my behaviour was incredibly stressful, but although I was in a dark place, the work put in earlier in the year meant I did not resort to gambling as an escape or a coping strategy, which is testament to the Gordon Moody programme.

Now, 22 months on from my last bet, I am in a very good place in life. Work is going well, I am training consistently, and my spare time is spent playing guitar, reading, and seeing friends. I recognise though that although I may be enjoying a nice time right now, future tests will inevitably come. But when they do, I am equipped to deal with those moments and know who I can turn to for help.

**Alex & Sadie,** now two years into Alex's recovery.

**Sadie,** completing the Manchester Marathon & raising over £1,000.

## SADIE'S FUNDRAISING JOURNEY

I remember speaking to a member of staff regarding Alex's condition whilst he was at Gordon Moody. We were all worried about his wellbeing and if we'd ever get our Al back. After he came out, he slowly returned back to the lad he was before he fell ill, and it was then I knew I wanted to do something to help others get support and change their life around.

I had only been running a few months when I decided to take on the Manchester Marathon. I knew it wouldn't be easy, but I wanted to push myself physically and mentally and began dedicating months to training to prepare (and keep my own metal health in check).

Getting up early to train before work during winter was the hardest part, as well as planning my whole week around my training, including long runs on the weekend. Next time I'd ask someone to take part with me, so we could be on the journey together. Despite the intensity, I knew I had a goal to make my family proud and raise as much money as possible! That gave me the drive I needed to keep going.

I look back and view Gordon Moody as a vital turning point in Alex's life and no words will ever truly express how thankful I am for that.

The little ways we all help with fundraising goes a long way and makes a big difference to people's lives. Doesn't matter how small or big the challenge is, all you need to do is start.

# GETTING STARTED

## INSPIRATION

**NEED SOME IDEAS?**

You may already have an idea in mind, but if not, there are a few things to consider which may help you decide what path to go down such as how much time can you commit, what skills you currently have, what goal you want to achieve and what kind of network you can rely on for support.

The most effective activities combine creativity with community engagement. Easy Fundraising has put together a list of 130 fun fundraising ideas that you can use or adapt if you're struggling to decide on what direction to take and you can also reach out to us to discuss your ideas **HERE**.

## THE LEGAL BIT

Before undertaking any activity, there are various things to consider such as:

- Permission from local council or land/ property managers when necessary.
- Licences for activity such as street collections, selling alcohol, raffles and prize draws (we can provide letters confirming your fundraising).
- Health and Safety considerations such as risk assessments, food hygiene and first aid requirements
- Public Liability Insurance for fundraising activities with other participants
- Consent forms for capturing content of others at your event (especially for any under 18s).

You can read more about these considerations on the **THE CHARTERED INSTITUTE OF FUNDRAISING** or **THE CHARITY COMMISSION** websites.

But we are also here to help you navigate any requirements so you can concentrate on fundraising and having fun!

**REMEMBER!**

**WE CAN PROVIDE SUPPORT AND GUIDANCE FOR WHATEVER YOU'RE PLANNING, INCLUDING SOCIAL MEDIA ASSETS, MERCHANDISE AND EVEN VOLUNTEERS!**

# YOUR FUNDRAISING JOURNEY

## GETTING SET UP

The days of sponsorship forms and chasing people for cash are long gone and have been replaced by online giving platforms, allowing people to donate quickly and securely. They are free to use, easy to set up, and take all the stress out of collecting money - simply provide people with the link!

Access our JustGiving page and then click 'start fundraising' to set up your own page.

**FOLLOW THE LINK TO SETUP YOUR OWN JUSTGIVING PAGE, & START COLLECTING DONATIONS TODAY!**

**JUST GIVING**

## THINGS TO CONSIDER:

- Add your photo and share your personal story. Hearing about your journey and why you're passionate about the work Gordon Moody does is really important when trying to engage people. You can access previous Gordon Moody fundraising pages on the JustGiving home page for some inspiration and please reach out to us if you need a little help.
- Include your fundraising goal – this is normally somewhere between what you would love to raise and what you think you will raise. It's a great way of keeping you motivated and pushes people to help you reach your target.
- Create a QR code which links to your just giving page. This can be useful for anything printed like posters, flyers or t-shirts. There are plenty of **FREE QR CODE GENERATORS** online which just take a couple of clicks to create.
- Encourage people to select Gift Aid when they donate and Gordon Moody will receive an extra 25% for every £1 donated at no extra cost to them. All they have to do is declare that they are a UK taxpayer and HMRC will do the rest!

# YOUR FUNDRAISING JOURNEY

## FUNDRAISING TIPS

Once you have your JustGiving page set up, you can start asking for support. Everyone approaches this in their own way but below are a few tips you might want to try:

- Most people are in at least one whatsapp group and these are great places to start sharing your link
- Send an email about your fundraising to all your colleagues
- Ask your boss to commit to match whatever you raise, doubling your fundraising
- Print posters with a QR code on to your JustGiving page and put them up at local places you frequent where people know you and might want to support. Your gym, barbers, pub, café are all good places to start. **ASK US FOR OUR TEMPLATE**
- Shout about it on social media! Share your story on your profile and use Gordon Moody branding on your page. We have a variety of digital assets you can use to advertise your fundraising but if you would like any specific or personalised social media graphics, please get in touch.

- Follow us on the below platforms and tag us in your posts for more reach and exposure:

- Keeping people updated throughout your planning/training maintains momentum and serves as a good reminder for them to donate. Share pictures, videos, insight into how you're feeling mentally and physically and always remember to include the link to your JustGiving page.

# YOUR FUNDRAISING JOURNEY

## FINISHING YOUR FUNDRAISING ACTIVITY

We want to celebrate your success with you, and we'd love to see how the day went, so send us your photos and videos and let us know how much you managed to raise. Importantly, make sure to thank everyone who participated, donated and helped you out along the way.

We are always looking for people who are willing to talk about their experience, like **ALEX & SADIE**, so if you are happy to share your story **REACH OUT** and let us know!

## ALEX AT THE HOUSES OF PARLIAMENT

Talking about how his fundraising efforts helped his recovery journey after completing treatment at Gordon Moody.

# THE DIFFERENCE YOU MAKE

Jon leading the team taking part in the Royal Sutton Fun Run

*"I see daily the life saving impact that providing a free service to people and families affected by gambling related harm can have. Supporting that one person creates a powerful ripple effect across families and communities, and this impact cannot be underestimated. What we do also gives people the opportunity to give something back, helping to close the circle of recovery, hope and purpose."*

Jon Murray, Managing Director

Kay joining Ian on his walk from Wrexham to Redditch

*"Speaking to those who have benefitted from our services and seeing the positive impact that Gordon Moody has had on their lives is what pushes me to continue to champion a huge range of exciting and ambitious opportunities. I look forward to hearing your fundraising ideas and supporting you along your journey.*
*We all believe in you!"*

Kay Patchett, Fundraising and Events Lead

Dave joining other fundraisers on an epic Three Peaks Challenge

*"For over 20 years I have seen the power of people's recoveries that begin at Gordon Moody and I am often asked "I would love to give back, how can I help?" Well, raising funds and awareness so future generations of people can access our services is a great place to start. Get your thinking cap on, chat to your peers and think of something you are passionate about that could be a way to raise money for Gordon Moody. Hiking, running, skydiving, baking. It's up to you!"*

Dave Hollingsworth, Lived Experience Lead

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# GET IN TOUCH

Our friendly team are here to support you every step of the way so make sure to get in touch with us to tell us about your fundraising!

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