

Be amazing
and fundraise
for FitzRoy



Your fundraising journey starts here

FitzRoy
transforming lives

Welcome to team FitzRoy!

You're amazing!

Thank you for choosing to support FitzRoy. By fundraising for us, you are joining a passionate community dedicated to helping people with learning disabilities, autism, and mental health conditions live life on their terms. We're here to support you every step of the way!

We love hearing from all our fundraisers, don't hesitate to get in touch no question is too small or big!

Email us on fundraising@fitzroy.org
or call **01730 777 992**
or visit www.fitzroy.org/fundraiseforus



How your fundraising helps

Every day FitzRoy staff work hard to bring about a better quality of life for people with a learning disability, autism and mental health needs. Every pound you raise makes a difference. Your support helps us provide personalised, life-changing care, essential services, and opportunities for the people we support to thrive. Here's what your fundraising can achieve:

£10

could give someone the independence and pride of cooking for themselves for the first time using specialist cooking equipment.

£50

could fund an accessible day out for someone we support.

£100

could help to provide training that will support our staff to offer personalised and tailored tech solutions.

£1,000

could pay for a communication device that opens up the world for someone who is non-verbal.



Help transform lives like Sally's

Sally has been non-verbal since childhood and, when she moved to FitzRoy's Basingstoke supported living service, she wouldn't leave her flat. Isolated and anxious, she withdrew from the world — until support workers Caroline and Sandra built her trust. Communicating by writing things down, Sally took small steps forward, from sharing meals to walking in the park and even visiting shops with support.

Now, Sally is smiling, laughing, and reconnecting with life. FitzRoy transforms lives, but we need your help. Fundraisers like you ensure we can continue helping people like Sally overcome barriers and rediscover joy.

There are lots of ways to get involved!



Do your own thing

Host your own fundraising event or take on a personal challenge — we'll support you every step of the way. Whether it's a bake sale, a sponsored walk, or a head shave, your creativity can make a big impact!



Take on a challenge event

From abseiling to marathons to music festivals, there's something for everyone! Check out our latest events.



Give a donation

Make a one-off donation or set up a regular gift to support our work. Every contribution helps change lives.



Leave a gift in your Will

Create lasting change by remembering FitzRoy in your Will. Your legacy can ensure people with disabilities continue to receive life-changing care and support.

Take part in an event

There are so many fun ways to raise money for FitzRoy. We know that it's not one size fits all when it comes to fundraising. Choose an activity or event that works for you. Whether you run, abseil, or prefer to dance, we have an event for you. Visit our [events page](#) to find out more.



Nick's London Marathon story

Nick took on the London marathon for FitzRoy. He was inspired by the care his aunt Kim receives at Silver Birches, our West London care home. He shared;

"My Aunt Kimmy has faced challenges since birth, but thanks to FitzRoy, she has lived in a home filled with love, care, and safety for the past six years. FitzRoy provides life-changing support to people like Kim, ensuring they receive the care they deserve—but they can't do it without us.

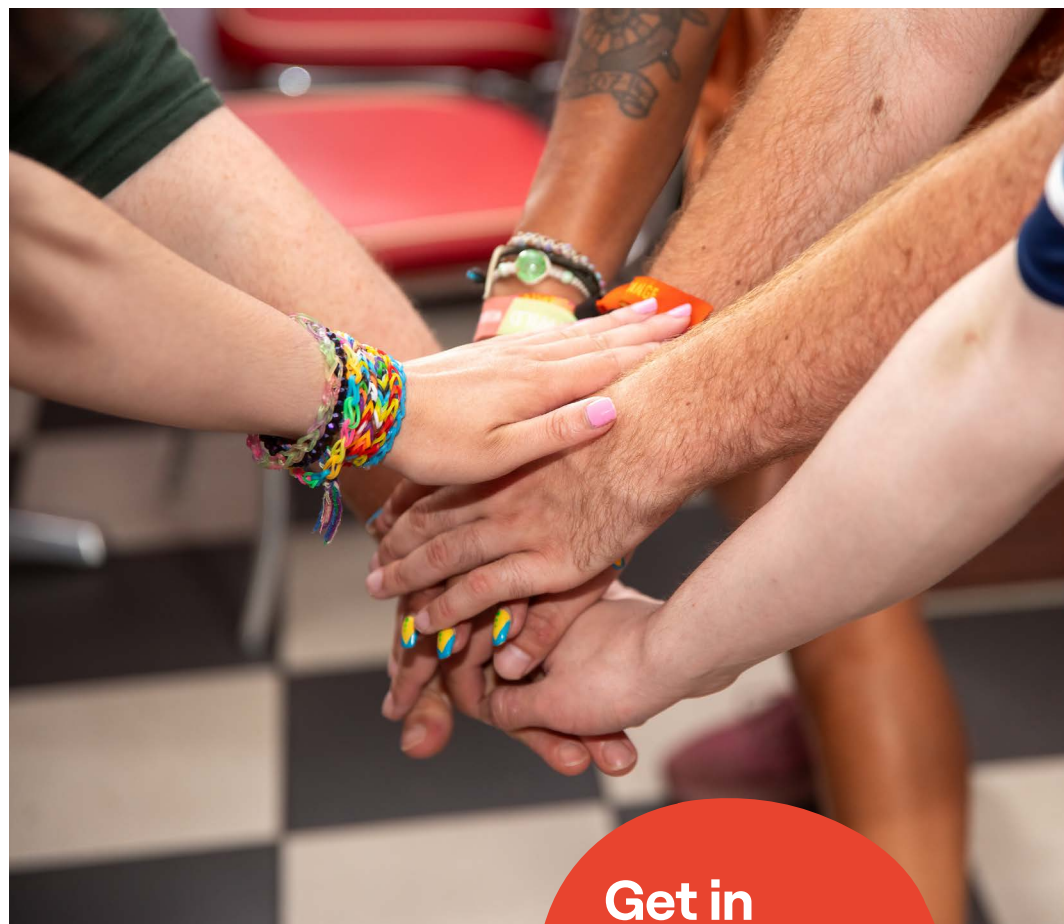
That's why I decided to run the London marathon and to raise funds for this incredible charity. While I can throw on my trainers and go for a run, many others can't."



Planning your own event or challenge?

Organising your own fundraiser? Here's how to get started:

- **Pick an event:** Choose something fun and achievable.
- **Make a plan:** Once you've decided how you want to fundraise, it's time to plan. Decide how much you want to raise and how long it will take. Use your plan to tracking your progress, set targets and goals.
- **Make it safe and legal:** When you are fundraising for FitzRoy it's important that you and anyone else involved stays safe and what you are doing is legal. If you are planning your own event or challenge you may need to carry out a risk assessment. You should check that the venue, equipment and any suppliers have insurance and you may need public liability insurance. If you are selling food at your event you'll need to contact your local council for advice.
- **If you're planning raffle or auction you might need a special licence:** check the gambling commission for more information [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)
- **Get inspired:** Dedicate your fundraiser in memory of a loved one or tie it to a special occasion.



Get in touch if you have any questions.

Audrey's daring tribute: fundraising in memory of Angie

At 86 years old, FitzRoy supporter Audrey Harris took to the skies in a thrilling wing walk to honour her daughter Angie and raise funds for FitzRoy.



Angie, who was expected to live only five years, brought joy to her family for 55 years, thanks in part to the loving care she received at FitzRoy's Malvern home for 30 years. "FitzRoy gave Angie a full life," Audrey says. "She was always happy, surrounded by love, music, and sensory experiences."

Determined to give back, Audrey set out to raise £2,000 — but with overwhelming support, she has raised over £4,000! "It was so exciting," Audrey says of her wing walk, where she soared at 100mph. "Would I do another? Maybe at 88 — with a loop-de-loop!"

Service manager Karen says, "Angie was so loved, and she's missed every day. Audrey's fundraising will help us create a beautiful memory garden and provide sensory activities for our residents."



"Would I do another? Maybe at 88 — with a loop-de-loop!"

Inspired by Audrey's courage? You, too, can help transform lives. Take on your own fundraising challenge for FitzRoy — big or small, every effort makes a difference!

How to set up your online fundraising page

Setting up your fundraising page is quick and easy. JustGiving is a great online tool for reaching your fundraising goal. It's free, easy to set up, and lets you collect sponsorship online.



How to sign up:

1. Go to the JustGiving sign-up page. You can sign up with your email or via Facebook.
2. If using email, add your name and create a password.

Setting up your fundraising page:

1. Log in to JustGiving and go to the FitzRoy page. www.justgiving.com/fitzroysupport
2. Click the 'Fundraise for us' button.
3. Select 'No' unless you are fundraising **in memory** of someone.
4. Choose 'I'm doing my own activity' and select your activity from the drop-down or choose 'something else.'
5. Set your fundraising target, add details, and personalise your page.
6. Upload a photo and finalise your page.

Hints and tips:

- Personalise your page with a photo and a short message about why you're fundraising.
- Share your page link with family, friends, and colleagues via WhatsApp or email.
- Post your link on social media and ask friends to share.
- Ask your company about matched funding—many will match what you raise.

Good luck! We're here to help.

**Contact us at fundraising@fitzroy.org
or call 01730 777 992.**

How to promote your fundraiser

Make sure your fundraiser gets the attention it deserves:

Share updates and progress on social media.

You can use Facebook and Instagram to shout about what you're doing. Use photo's and videos to regularly update your supporters and encourage as many people as possible in your network to donate and get involved with your fundraiser. Tag us. It's easy to find @FitzRoy on social media.

Contact local press or community groups.

Local press and community groups love fun, uplifting stories — so share yours! Find their news desk contact online or via Directory Enquiries and give them a call. Tell them about your fundraising, the fun you're having, and share great photos (the wackier, the better!). Try to get coverage before your event to boost donations and follow up afterward to celebrate your success.

Email or what's app friends, family, and colleagues.

Don't be shy sending your page to everyone you can think of. You never know who might be inspired to donate. Why not ask people to send it on. And don't forget to share more than once.

Use posters and flyers (see our resources section on page 10).

Posters are a great way to let people know about your fundraising. Local libraries, shops, cafes, leisure centres, community hubs are a great place to display them. Make sure you ask permission first!

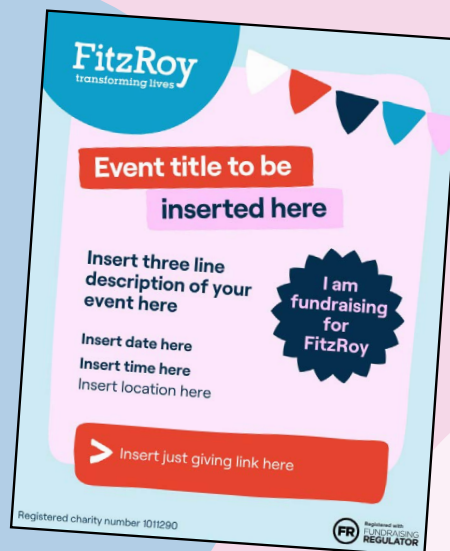


Get fundraising resources

We have everything you need to make your fundraiser a success:

Personalised posters.

Whatever event you are planning, you can use this poster to promote it tell people who you're fundraising for.



Sponsorship forms.

This form can be used alongside your online donation page or own it's own to collect money from people who would prefer to donate offline.

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FitzRoy t-shirts, vests and hoodies.

When you sign up for one of our events or tell us you are fundraising we will send you a free t-shirt, vest or hoodie.



Collection buckets and boxes.

These are perfect for collecting loose change at events. Get in touch to find out more.

Do get in touch if you need extras or have any questions. Drop as a line at fundraising@fitzroy.org or call us on call 01730 777 992.

Top tips for boosting your donations

- **Ask your employer if they offer matched funding** – Many companies offer Matched Giving schemes (also known as “Matched Funding”). This means that a company matches the amount of money an employee raises for a charity. Sometimes they may even double the amount of money you raise, so it’s a good idea to ask your employer about this.
- **Set small milestone goals and update donors on your progress.** Payday towards the end of the month is often a good time to announce updates about your fundraiser. Include photographs or videos where possible alongside a gentle donation reminder.
- **Run a raffle, sweepstake or tombola alongside your fundraiser.** There are lots of creative ways to boost your fundraising from bake sales to quiz nights. We’d love to hear your ideas.
- **Offer incentives,** such as shout-outs or small gifts, for donors.
- **Gift Aid** – if you or your supporters are UK taxpayers, you can add Gift Aid to your donations. By doing so, the government will add 25% to the amount at no extra costs to you or them.

Paying in your money

Once your fundraiser is complete, firstly give yourself a massive pat on the back. Here's how to send us your donations:

- Pay online via our [website](#).
- Pay over the phone by credit or debit card. Please call **01730 777 992**
- Bank transfer either online or by going to your local bank – please email fundraising@fitzroy.org or call **01730 777 992** for details.
- Send a cheque made payable to FitzRoy and send it to **FitzRoy House, 8 Hylton Road, Petersfield, Hampshire, GU32 3JY**. Please attach a note with your contact details. Please do not send cash via the post.
- Don't forget to send us your completed sponsorship forms. This means we can collect Gift Aid on your donations.



Thank you!

We couldn't do this without you! To make sure everything is covered, here's a final checklist:

- ✓ Set up your fundraising page
- ✓ Promote your event
- ✓ Use FitzRoy resources
- ✓ Enjoy your challenge or event!
- ✓ Pay in your donations
- ✓ Celebrate your success!

For support, contact us at
fundraising@fitzroy.org or
call 01730 777 992.



Thank you.

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T 01730 711 111 E info@fitzroy.org

www.fitzroy.org

FitzRoy, FitzRoy House, 8 Hylton Road
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Join the conversation



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