



Fundraising for Gambling with Lives



This guide covers:

- Getting started and fundraising ideas
- How to promote your fundraiser
- Writing a press release
- Guidance on how to stay safe and legal

Registered charity number:

1184114



Registered with
**FUNDRAISING
REGULATOR**

Thank you for choosing to fundraise for Gambling with Lives.

Gambling with Lives was set up in 2018 by the families and friends of people who had taken their own lives as a direct result of gambling. We **support people bereaved** by gambling-related suicide, **raise awareness** of the devastating effects of gambling disorder and work to **prevent gambling-related harm and suicide**.

A family will be bereaved by gambling-related suicide today. Another will be tomorrow. We are working to prevent gambling-related suicide in the long term and be there for affected families each day in between. We are so grateful that you have chosen to fundraise to support this work.

Whether you're planning to raise funds through a pre-organised challenge event like a marathon or climb, fundraise at work or set up your own event, every penny you raise will make a huge difference.

This pack includes ideas and tips to get you started on your fundraising journey, together with lots of useful information. If you have any questions, please do not hesitate to contact our team at [**fundraising@gamblingwithlives.org**](mailto:fundraising@gamblingwithlives.org).

Thank you once again for your incredible support and efforts. We are looking forward to hearing from you!

Best wishes,

Rozie, Tom, Emily and all the team at Gambling with Lives



Getting started



First up, tell us about your event by filling in **this form**. This will allow us to keep track of different fundraising activities and support you as best we can.

Next, you'll want to **set up a fundraising page via Just Giving**, so that all donations go directly to our work.

Get personal. Most people are happy to donate when they hear from you about what you're doing, who you're raising money for and why you're doing it. Make sure to include images and update people on your progress leading up to, during and after the event.



Decide on a target and don't be afraid to be ambitious!

Sometimes if your target is low people are likely to sponsor less. There is no pressure to reach your target – anything you raise will be gratefully received!

Gift Aid helps increase the value of donations as we get an extra 25p from the government for every £1 donated. As long as your sponsor is a UK taxpayer, all they need to do is simply tick the Gift Aid box on your fundraising page!



Ideas for your fundraiser



Marathons, mounting climbing or walking many miles isn't for everybody (ask our Big Steppers...) but there are plenty of ways you can raise money and have fun at the same time.

Here are a few examples to get your creative juices flowing:

- Wear yellow day
- Jumble sale
- Quiz night
- Bake sale
- Sports day
- Football tournament
- Dinner party
- Band night
- Book club
- Car wash
- Bike ride





Promoting your fundraiser



Start with your nearest and dearest, asking them to visit your fundraising page and share amongst their contacts.

Spread the word! Share your fundraising page in your email signatures, on social media, on community noticeboards and with your employer. Larger companies will often match fundraising donations for their employees and send the payment straight to the charity – it's a great way of letting your colleagues know about what you're doing.

We also have a poster and leaflet that you can print to hand out at your event. Email fundraising@gamblingwithlives.org and we will send these to you.

Social media is a great tool to promote your efforts. For wider support, make sure you tag our social media (click on each icon below for our profile) and use the hashtag #StopGamblingSuicides

Template social media post to use / adapt

Did you know there's more than one gambling suicide a day in the UK?

I'm fundraising for [tag GwL], a charity that supports families bereaved by gambling suicide.

You can donate to my fundraiser here [Link]

#StopGamblingSuicides





Writing a press release



An effective method to promote your fundraising efforts is by distributing a press release to your local newspaper. This can increase awareness and bring more sponsorship. To maximise its impact, keep the press release concise, to around 200 words. Here are some useful tips:

Describe what you're doing. Begin by providing key details about your event, such as the date and that you've chosen to support Gambling with Lives. Additionally, share some information about your training or preparation process.

Explain your motivation. Elaborate on why the chosen charity holds personal significance to you. Discuss your personal connection to the cause or express why you believe in the importance of their work.

Share your fundraising goal. Clearly state your target fundraising amount, mention the progress you have made so far in securing sponsorships, and provide instructions on how individuals can support you through your fundraising page.

Other bits to include. Consider including a quote that the newspaper could use and attach a photo of yourself engaging in training or preparing for the event.

Sending it out. Send a copy of the press release via email or mail to the newspaper's editor, and also send another copy to one of the news reporters. If you feel confident, you could even inquire about the possibility of writing a regular column to keep people updated on your fundraising journey.



Staying safe and legal



When planning your fundraiser, it's important to consider your event's risk factors. This will help keep everyone safe and ensure that the event runs smoothly.

We recommend that you have a trained first aider on site for any physical events, with appropriate first aid materials.

Please also consider the number of people taking part, the type of risks involved, the duration of the event and what the weather could be like. Check with your venue / event organiser whether they have the necessary insurance in place, or if this is something you need to arrange

If your fundraiser involves food—like a bake sale—please ensure preparation is safe by following **these guidelines**.

If you're making any promotional material or content, make sure you always include the charity's full name and charity number — **Gambling with Lives, 1184114**. Please always seek permission before using logos.

When it comes to collecting cash at your event, we recommend using secure tins. At least two people should be present when collecting cash from attendees.

You might also find the following guidelines useful:

<https://www.fundraisingregulator.org.uk/guidance/topics/cash-collections>

<https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/collecting-money-or-other-property>