

**CAMPAIGN  
AGAINST  
LIVING  
MISERABLY**

**FOOTBALL  
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# FOOTBALL AT CALM



**FROM PITCH TO PUB AND FROM CLUB TO CLUB, THERE'S LOADS OF WAYS CALM SUPPORTERS GET THEIR FOOTBALL ON. BE IT A MATCH WITH MATES, A FULL-BLOWN TOURNAMENT, OR AN ACCRINGTON STANLEY F.C. QUIZ NIGHT, FOOTBALL IS A GREAT WAY OF GETTING PEOPLE TOGETHER AND HAVING A GOOD TIME - ALL WHILE SUPPORTING THE MOVEMENT AGAINST SUICIDE.**

**Not sure where to start?** We've put together some ideas, tips and tactics in this manual to get the ball rolling...

# KICK OFF

## ORGANISE YOUR TOURNAMENT



- Choose a date** – give yourself a good lead in to secure a venue, make all the plans and promote the day.
- Find a pitch** – search for a good venue to hold the game and book it as soon as possible; pitches tend to get booked up far in advance. There's typically a charge for reserving fields, gyms and arenas, but if you explain you're organizing a charity event, you can often book the venue for free or at a discount. You can also check with the local council if you can use any public park or contact commercial venues and try and negotiate a cheap rate or even free hire of a pitch. Some venues will agree to donating a pitch in return for the publicity.
 

**Note: if a venue requires proof that you are fundraising for CALM, let us know and we can provide you with a letter of authority. Let us know [HERE](#).**
- Make it official** – Register your event with CALM [HERE](#).
- Structure the day** –
 

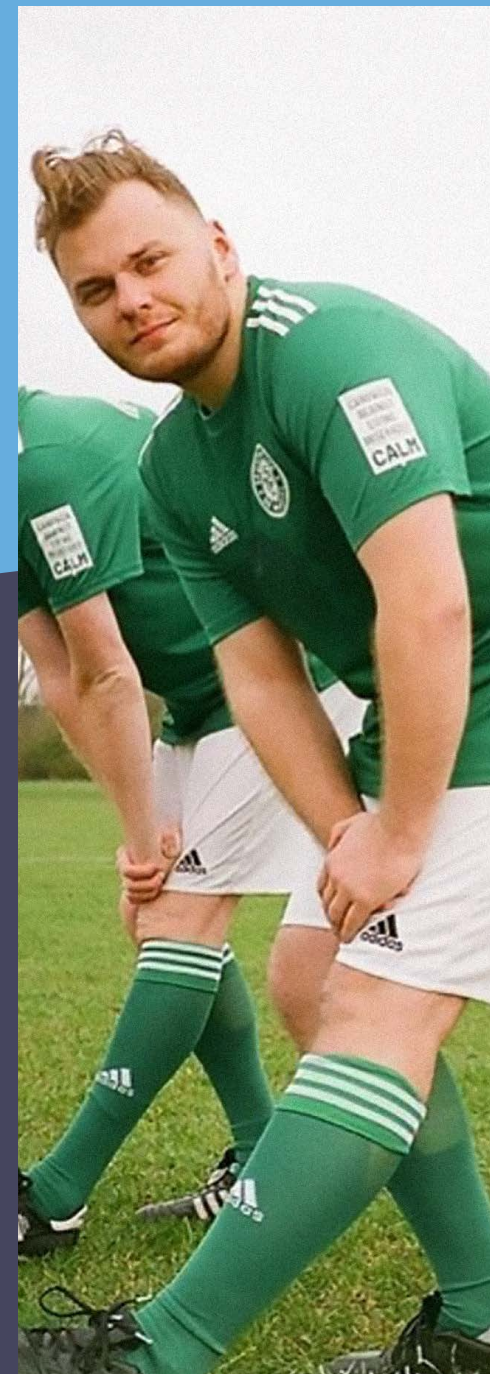
**For tournaments:** plan how the tournament will work. Shortened and reduced versions of the main games are usual. For instance: 5-7 a side games, with 15-20-minute halves. To maintain interest, try to avoid anything that involves early knockouts for teams. Stick in a few playoffs for the lower ranked teams, which also gives the teams that make it to the final a bit of a breather. Mini leagues with play-offs and a final right at the end work best. Keep it simple and easy to understand with plenty going on and lots of action for the contestants.
- For matches:** decide when the match will kick off, how long each half will be, any potential challenges before or after the game has taken place which won't be too strenuous for anyone involved – crossbar challenge, penalties, etc.
- Decide on numbers** – how many people in a team, how many teams in total.
- Confirm the schedule of play** – send to the teams and prepare for a day of (friendly) competition – watch the two-footed tackles...
- Find a referee/linesman** – someone who can keep things light hearted and entertaining but can also help manage the practical aspects of the games – linesman is more relevant to an 11 a side match, unless you want to take your tournament very seriously! (And please be kind to the officials – it's a tough job!).
- Set clear rules** – the referees should explain how the rounds will work on the day.

Oldsmiths FC kicking it for CALM.

- ❑ **Find your players (or teams)** – start with family, friends and colleagues, get them to tell their friends and family. Local businesses, police and fire departments are often willing to organize a team. Having star players in the team will attract audiences. If you want to persuade local or national celebrities to get involved, contact them via their agents, explain what you are doing and ask them to play for free or for a small fee. The bigger the celebrities, the more spectators you are likely to attract.
- ❑ **Extra players:** if you have any last-minute dropouts or are struggling for numbers prior to the day and just need a few extra players, *footy addicts* is a great tool to use to find anyone in the area who's keen for a game: [footyaddicts.com](http://footyaddicts.com)
- ❑ **Recruit volunteers** – Make sure you have enough people to effectively work the event, even if you lose a few people to illness or emergencies. Involve your friends, they will love to help.
- ❑ **Create a poster** – get CALM's in support of logo to include in your poster for the day. You'll receive a link to download it after you [register your event](#).
- ❑ **Don't forget** – to think about safety. Make sure you have first aid cover.
- ❑ **Extra time** – speak to local venues for a post-tournament celebration event; bars and restaurants make a perfect spot for a post-game pint and will often be more than happy to put on some freebies if it means extra footfall.
- ❑ **Say thanks** – send a big thank you to all involved after a successful day. It can be easier to write a draft in advance. Make sure to give yourself a good treat for making it all happen!

# ON THE DAY

- ❑ **Decide on prizes** – If your activity has a winner (or loser), you might want to consider prizes. Local companies may offer to provide a prize – a quick and friendly phone call or email to explain what you're doing is often all it takes.
- ❑ **Confirm the plans** – let all your volunteers know the plan for the day.
- ❑ **Take the essentials:**
  - *Schedules for the games*
  - *Plan of the day for all the volunteers*
  - *Microphone or PA (venues will often have one you can borrow)*
  - *Music essentials: Aux cable, speaker, music streaming service log in, and any prizes you're giving out.*
  - *Collection bucket or tin*
  - *First Aid Kit plus water, sunscreen etc*
- ❑ **Send in your fundraising** – Send us the total fundraised and we'll reply with our thanks and all the CALM love. Pay in your fundraising for CALM [HERE](#).
- ❑ Still got questions? Head to our [Guide to Doing Anything CALM](#) for the lowdown on everything fundraising.



Mundial FC wear their CALM on their sleeve.

# HOW TO MAKE MONEY

## WHATEVER YOU CHOOSE TO DO, DECIDE ON HOW YOU'LL FUNDRAISE.

- **Registration Fees** – a simple small fee to take part is very common. Charge per team or individual.
- **Sponsorship** – ask local businesses or sport stores that might be interested. Try to find sponsors for both the main event and individual cups and awards.
- **Advertising** – find local advertisers who will place adverts in your tournament/match programs and possibly on hoardings around your venue.
- **Stall holders** – offer suitable local businesses the opportunity (for a fee) to have a stall at your event.
- **Fête stalls** – sell bits and pieces such as club gear, sports clothing, training aids and manuals etc. There are loads of sports products you could sell at your event – why not ask a local store to donate items? Head [HERE](#) for more ideas.
- **Refreshments** – buy wholesale to lower your costs (or make your own) and ask for a suggested donation for items on the day. An end of tournament barbecue is another great money maker.
- **Raffles, Auctions and Tombolas** – collect donated prizes in advance from friends, players and local businesses. Set up a silent auction with bidding open during the game. Include the Raffle Draw in your award ceremony at the end.
- **Collection tin/bucket** – you'll be able to order your CALM collection tin or bucket once you've registered your event [HERE](#).
- **Managing money** – When you're counting any money you've raised or collected, make sure another person is with you. This is to ensure you both agree on the totals and avoid any confusion. Keep any cash you collect secure and bank it as soon as possible after your event/activity. Head [HERE](#) to pay in your donations.

That's not all. Find heaps of ideas in our **'Guide For Doing Anything CALM'** [HERE](#).

# TIPS FROM A TOURNAMENT

**YOU'VE READ THE TIPS, NOW SEE THEM IN ACTION. OVER TO GIANCARLO - CREATOR OF THE MENTAL HEALTH WORLD CUP.**

Giancarlo set up the Mental Health World Cup (otherwise known as Lan the Baron World Cup) after losing his brother Lanfranco. What started out as a kick about in the park then grew until it turned into a tournament, in a professional stadium, that raises tens of thousands of pounds.

*"We played a lot of football growing up using jumpers for goalposts at a local pitch in Tottenham. We decided a few months after Lanfranco passed, to host a 5-a-side World Cup on the same pitch we used to play on. We loved the idea of bringing men together to play football and learn about mental health and the great work CALM does."*



Giancarlo's Mental Health World Cup is now held at world-famous Loftus Road.

## HERE ARE HIS TOP TIPS FOR YOUR TOURNAMENT OR MATCH:

**Offer something unique that draws people in** – When we setup our first event, it was in a park in Tottenham using jumpers for goalposts, and we made our trophy out of papier mache.

**You've got to be organised** – Like organising a wedding, you need to do lists of to do lists to make sure every little detail is ironed out before the big day. Atul Gawande's book *'Checklist'* is a great resource if you need some planning tips and tricks.

**You'll need determination to see your event through** – Over the last 8 years, there have been occasions where the pressures of everyday life got in the way, the juggle between work and family life can take its toll but with with commitment and determination doors open and opportunities arise.

# OFF THE PITCH

## OTHER IDEAS FOR FOOTBALL FANS

“ SWEEPSTAKES ARE A GREAT WAY TO GET WORLD CUP FEVER GOING IN ANY OFFICE, ONE WHERE PEOPLE DON'T GIVE A TOSS ABOUT FOOTIE. ”

### FIFA TOURNAMENT

If you'd rather score your goals on screen, no sweat - literally. Get your favourite football-based game on the tele box (FIFA, we mean FIFA), get your mates round, some drinks and snacks in, and ask each player to make a donation. There's loads of ways you can structure your tournament, and loads of ways to raise extra cash during the day - think forfeits for being sent off, for missing an open goal, or even just losing.

### FANTASY FOOTBALL LEAGUE

Some love it, some hate it, some love to hate it. Alongside the bragging rights over friends, family, or colleagues, add a registration fee per person going straight to CALM. That way, even if you finish bottom of the league, you'll be a real winner - and have contributed to the movement against suicide.

### TOURNAMENT SWEEPSTAKE

At CALM, when a sporting tournament approaches, so does the inevitable cry of 'shall we do a sweepstake?'. Throw in a makeshift hat used for the drawing of teams, a few people offering to pay you tomorrow as 'they never carry cash', and a couple of disgruntled colleagues drawing a team that has next to no chance of winning, and you have yourself a tournament sweepstake!

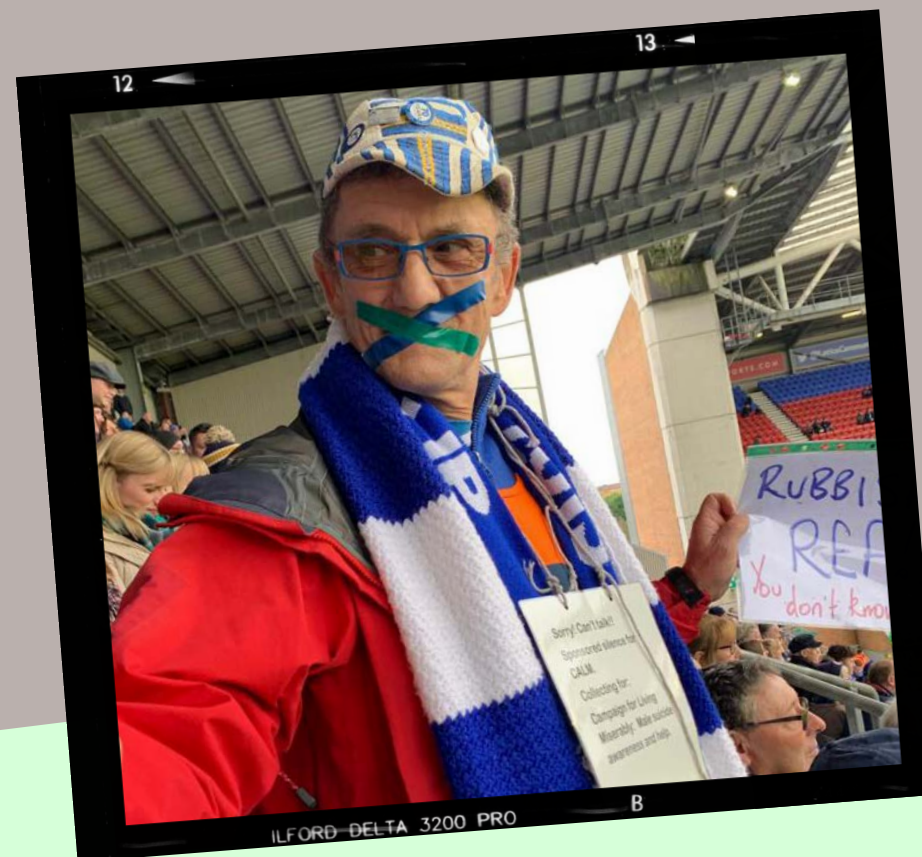
Instead of prize money for the winner, you could send the proceeds to CALM, and give the winners some wonderful CALM merch instead. It's a great way to have fun, bond with colleagues and raise money and awareness for CALM's movement against suicide.

Here's a quote from CALM's very own Sarah Fox, who organised the CALM 2019 Women's World Cup Sweepstake:

***"Sweepstakes are a great way to get World Cup fever going in any office, one where people don't give a toss about footie."***



“**THROUGH YOUR  
GENEROSITY AND  
MY STUPIDITY,  
CALM IS BETTER OFF  
IN THEIR MOVEMENT  
AGAINST SUICIDE.**”



Richard keeping schtum at Wigan Athletic vs Swansea City.

**FANCY TAKING ON A  
SOLO CHALLENGE? ENTER  
RICHARD WHO TOOK ON  
A SPONSORED SILENCE  
DURING WIGAN ATHLETIC  
VS SWANSEA CITY.**

### HERE'S SOME OF THE RULES RICHARD SET HIMSELF:

- Silent exuberance is allowed, as is the goal scoring hug.
- Any noise will be punished with a yellow card (£10 donation).
- 2 yellow cards makes a red card. Donate £££ equal to the minutes elapsed in the game. 13 minutes of play = £13
- You cannot be sent off. Multiple red cards and yellow cards can be issued.

Despite losing in the last minute, Richard thoroughly enjoyed himself despite his mates' best attempts to provoke a response out of him.

**Here's what he had to say:**

***"What was amazing was the incredible generosity of my Wigan football friends. Thank you all so much.***

***"Through your generosity and my stupidity, CALM is better off in their movement against suicide."***

# GIVE A HEADS UP

## TELL US, TELL THE WORLD

- **Register your event** – Register your event on the CALM website [HERE](#), so we can send you some merch for the day and a collection tin. Don't forget to ask if you need our logo for your poster, or a letter of authority to approach businesses with.
- **Share** – tag us in your social media posts using [@calmzone](#) and [#TeamCALM](#). Don't forget to send us your Facebook event link too!
- **Posters** – with the venue's permission, put your posters up at the venue 2-3 weeks before. If the venue has a website and/or social media accounts, ask them to promote it there too.
- **Social media** – add details on all your social media accounts, set up a Facebook event (if you make this public, mention it's in support of CALM, and share it with us, we can add it onto the events on our CALMzone Facebook page). Ask friends and family to share your posts.
- **Spread the word** – at work, school, university, place of worship, or any group or community you are involved in.
- **Press** – contact the local newspaper and news stations and ask if they would be interested in covering a preview of the event, as well as the actual event.



FC Not Alone taking a shot at supporting CALM.

## FINAL BITS

**Send in your fundraising** – Send us the total fundraised and we'll reply with our thanks and all the CALM love. Pay in your fundraising for CALM [HERE](#).

**Still got questions?** Head to our [Guide to Doing Anything CALM](#) for the lowdown on everything fundraising.



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