



CAMPAIGN AGAINST LIVING MISERABLY



**A GUIDE
FOR DOING
ANYTHING CALM**



WELCOME TO #TEAMCALM



**THANKS FOR CHOOSING THE
CAMPAIGN AGAINST LIVING
MISERABLY (CALM) AND TAKING
A STAND AGAINST SUICIDE.**

You've got this. We know you'll be raising the game in raising money for our vital services. Before you jump straight in, give this pack a read. It contains everything you need to pull off your fundraising like a pro. There's a bit about what we do, some things to think about, as well as some info on where the money you raise will be spent. Sorted.

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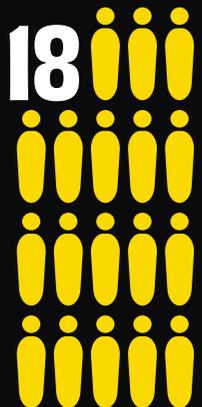


WHAT WE DO

Here's the bit where we tell you about what we do in one handy page. Share it with your friends, family and supporters.

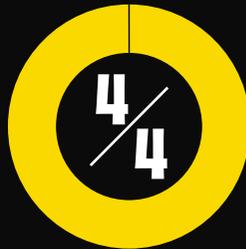
The Campaign Against Living Miserably (CALM) is leading a movement against suicide. Through our life-saving services and campaigns that drive cultural change, we work with people to push for a life less miserable for you, your friends, your family, and, well, everyone.

WHY WE DO IT



PEOPLE WHO (ON AVERAGE) TAKE THEIR OWN LIFE IN THE UK EVERY DAY.

SUICIDE IS THE BIGGEST KILLER OF MEN UNDER



PEOPLE HAVE MENTAL HEALTH TO TAKE CARE OF.

(YUP, THAT'S RIGHT, THAT'S EVERYONE).

HOW IT HELPS

YOUR SUPPORT MAKES THIS PRETTY AMAZING STUFF POSSIBLE:

- The first ever Minister for Suicide Prevention was appointed in 2018 as a direct result of our #Project84 Campaign. That's a world first.
- Awareness of male suicide increased from 39% in 2017 to 46% in 2019
- From January - July 2021, CALM answered a call every 62 seconds.



Volunteer for CALM by signing up [HERE](#)

HOW WE DO IT

You've read the what and the why, now for the how.

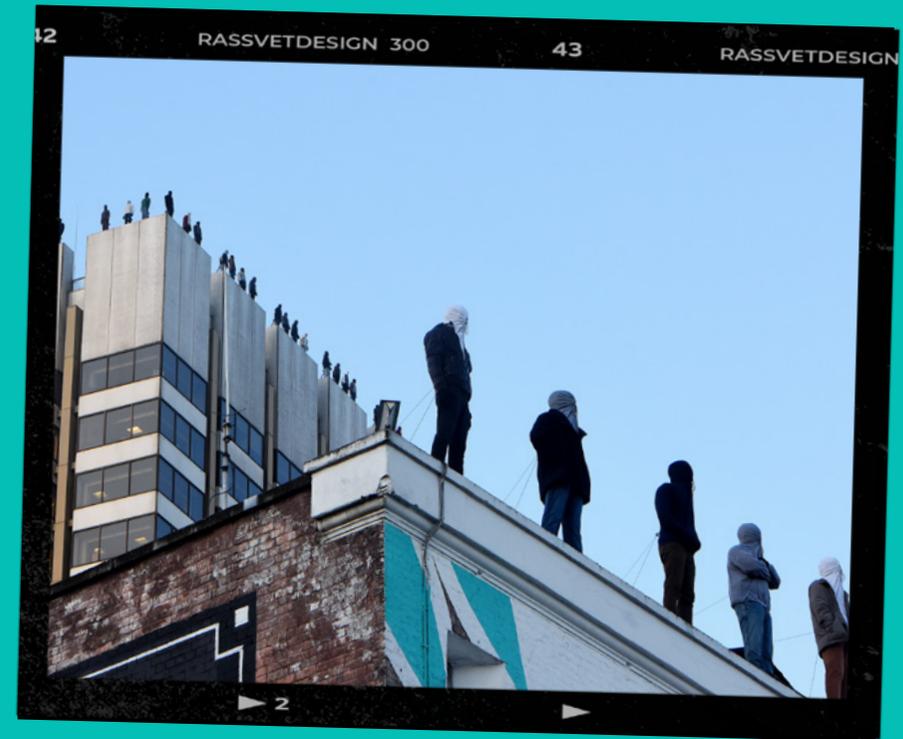
OUR SERVICES:

Webchat and helpline (0800 58 58 58) from 5pm - midnight every day. The line is free, confidential and anonymous, and staffed by trained professionals. In 2018 they directly prevented 675 suicides.

- Bereavement support through the Support After Suicide Partnership (SASP).
- Our website and social media offer practical, informative and inspirational content. Find it at thecalmzone.net
- Through high profile campaigns we help destigmatize mental health and suicide, and tackle stereotypes around gender. Check out [#Project84](https://twitter.com/Project84), [#BeTheMateYoudWant](https://twitter.com/BeTheMateYoudWant) and [#GrowAPair](https://twitter.com/GrowAPair)



Loyle Carner album launch at House of Vans, London, with supporting exhibition raising money for CALM



Project 84

- Brand partnerships and CALM ambassadors help raise awareness across all ages, genders and passion points - from Professor Green and Topman to Poorna Bell and SEAT.
- CALM Clubs offer the opportunity to meet new people and get together over the things you love. Our popular Running Collective has hundreds of members and regularly interacts online and in real life.
- We believe in talking to people where they are - that means in pubs, festivals, comedy gigs and, well, anywhere. You name it, we'll be there.

WHAT WE DO

CALM IN ACTION

MAKE A PLAN

THE LEGAL STUFF

PROMOTING EVENTS

ON THE DAY

FAQS

CALM BY NUMBERS

WE GET IT, YOU WANT THE FACTS. HERE THEY ARE.

£8

Enables CALM to answer one potentially life-saving call

Provides support materials to 4 families who have lost someone to suicide

£24

£109

Equips a volunteer with vital training and ongoing support to spread the CALM message across the UK

Trains and equips a professional helpline worker to speak to people in crisis

£440

VOLUNTEER NUMBERS

Our volunteers donate 3000 hours per year to CALM. Their invaluable skills, experience and support give us capacity to attend more events and reach more people across the UK.

CALM numbers

Charity Reg No: 1110621 & Scot SC044347

*Our annual accounts are available at www.charitycommission.gov.uk

Find the most up to date information [**HERE**](#).

556

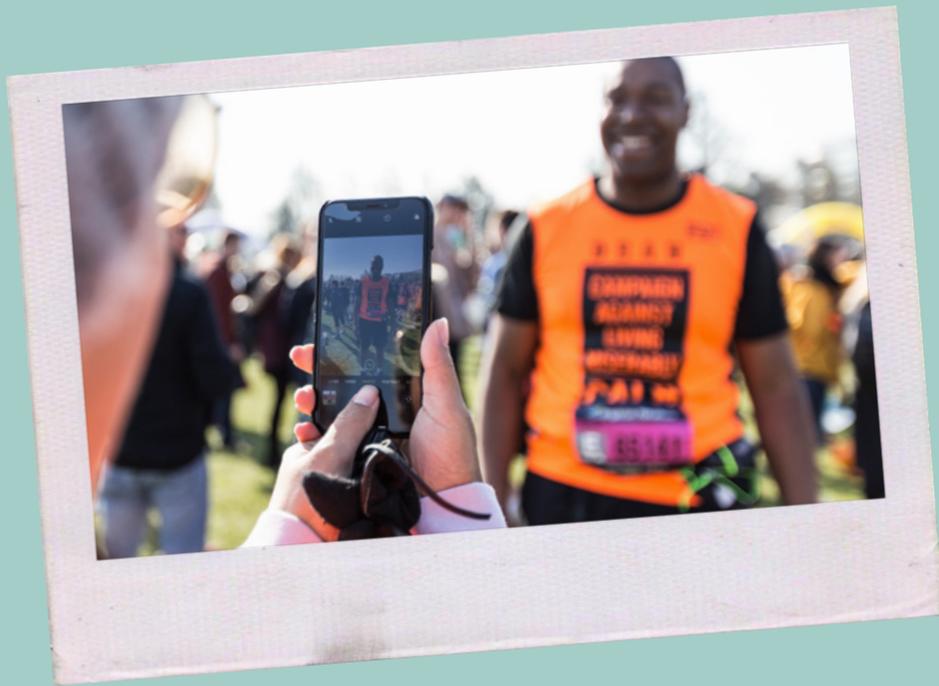
SUICIDES PREVENTED BY CALM IN 2020.

12,000+

CALLS AND WEBCHATS ANSWERED BY THE CALM HELPLINE EVERY MONTH

45+

SUICIDES PREVENTED EVERY MONTH BY CALM'S HELPLINE AND WEBCHAT



CALM IN ACTION

You've seen the numbers, now see how your fundraising helps change lives. Find out more about our lifesaving services, culture-changing campaigns and ace supporters.

We're all about doing what you love. If getting physical isn't on your bucket list, you're not alone. There's loads of stuff you can do - from sponsored Scrabble-athons to comedy nights and gigs.

PAUL

Paul called the CALM helpline when he was at his lowest point. That life-saving call helped him to turn things around. Here's what he has to say:

"I made that phone call to CALM and I thank them with all my heart because they saved my life. The team directed me to counselling, ensuring I was seeing a doctor consistently for 12 months, and introduced me to running. Running is my therapy - I've since completed five runs to raise money for CALM, including a British 10K, Chichester Half Marathon and Brighton Marathon.

I am hoping to raise awareness of that feeling of being on your own and that you don't have to be," Paul says.

Love to run like Paul? Join the CALM running collective [HERE](#)

Many supporters support CALM in memory of a loved one, incorporating the things they loved into their event or activity. Enter the Beanz Bash...

Diane lost her nephew, Matthew (Beanz), in 2012. Since then, she's raised over £12,000 in his memory by throwing an annual get together at her local pub, The Three Horseshoes in Wickersley. Filled with food, drink, music and entertainment, the event brings together the whole community to celebrate Matthew's life and raise awareness for CALM - all in a way Matthew would have enjoyed.

Here's what she had to say:

"The Beanz Bash is in memory of our nephew, Matthew or Beanz as known by his friends, Mattoo as known by my children.

I see the pain suicide has caused for my big sis, Matthew's Mum and I want to help stop this happening to others by raising awareness and much needed funds.

The support of the local community is fantastic, we couldn't do this without them"

BEANZ BASH

FELIX

CALM supporters are pretty ace. You name it, they've done it. Running across America? Done. Monkey biking in the Sahara? Done. Your inventiveness is seemingly never ending, which means that shocking us is pretty, well, difficult.

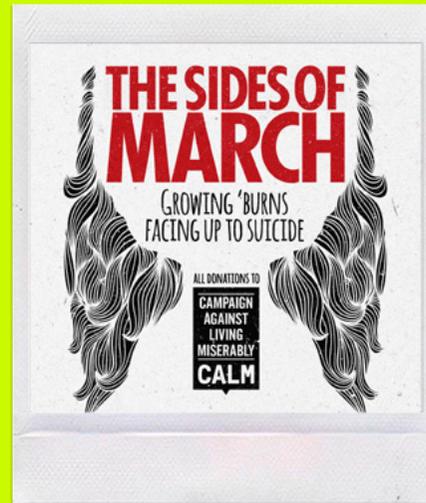
Enter 11-year old Felix, who set his sights on conquering the summit of Helvellyn – England's highest bridleway and third highest peak. CALM Trustee Marcus shares how it went down:

"Felix decided to undertake this massive physical and mental challenge for CALM after losing two close friends from the northern bike racing circuit to suicide. This is a huge thing for any 11-year-old to deal with, let alone decide it was up to him to lead a charge to change the stigma around suicide and mental health.

On the day, the Lake District threw everything at the riding crew; freezing lashing rain, 70mph winds and such steep slippery faces that even pushing the bike became near impossible at times. Felix, supported by his friends and family, stuck two fingers up to Mother Nature, gritted their teeth, and inch by inch conquered the summit. It was so windy and wild at the summit that Felix struggled to keep hold of his bike.

The riders showed true grit and determination. Felix and his friends are spreading the message that opening up and asking for help is the way forward and that there's absolutely no shame in being honest. We all struggle at points and all have mental health. With the help of friends and openness we truly can help each other."

Love to cycle like Felix? Join the CALM Cycle Collective [HERE](#).



THE SIDES OF MARCH

Elvis. Wolverine. Your great uncle Barry... Sideburns are a look. But whatever you think of them as fashion statements, they proved unlikely and impressive fundraisers.

After losing their mate to suicide, Adam, Chi, Joel, Scott, Bradley, Pos, Tom and David set out to do something fun while raising money and awareness of suicide.

Alongside their friends and families, the group set up The Sides Of March challenge and asked people to grow their 'burns for a month. As well as some seriously questionable styles, The Sides Of March raised over £16,500 for CALM.

Here's what Adam had to say:

"The campaign provided a channel for all our mixed emotions and also a sort of platform for personal therapy. It really helped me and many of our friends through a really difficult time in our lives. We were able to channel that energy to hopefully create something good, and to help other people who may find themselves in a similar situation to our friend."

Inspired to do something with your hair for CALM? Take on the Sides of March challenge yourself. Click [HERE](#) for inspiration.

PROJECT 84

#Project84, launched in March 2018, and was our biggest campaign ever. Here's a little bit about how CALM campaigns can really make change happen.

#Project84 told the stories of the 84 men who take their own lives every week in the UK. With the help of families bereaved by suicide, sculptor Mark Jenkins, ITV's This Morning and Harry's, we galvanised public awareness that 84 men per week lose their lives to suicide in the UK.

As part of the campaign, we worked with Matthew Smith who tragically lost his brother Dan to suicide. We launched a petition on Change.org calling on the government to deliver ministerial responsibility for suicide prevention and bereavement support.

It took off and racked up almost 400,000 signatures — spurring the government to invite CALM to Number 10. There we worked through opportunities and discussed what the role of a Minister for Suicide Prevention might look like.

Then, on #WorldMentalHealthDay, we made real, monumental change. The Government answered CALM's call by appointing the UK's first ever Minister for Suicide Prevention.

Inspired to get involved in our campaigns? Stay up to date by joining CALM [HERE](#)



Matthew Smith, Petition Leader (Above)

OVER TO YOU

NOW YOU KNOW THE WHAT, HOW AND WHY, IT'S TIME TO CRACK ON WITH YOUR FUNDRAISING FOR CALM. LEGEND.

Whatever you're doing, here's our list of need-to-know info. From bake sale to bike trail, from fundraising newbie to seasoned campaigner, we think these are worth reading. We've split our tips into sections to help you find what you need fast. Here goes...



**CAMPAIGN
AGAINST
LIVING
MISERABLY**

THE BASICS

There's no right way to fundraise - but there are loads of great ways. Looking for some pointers to get you started and the next steps? You're in the right place.



Raise money for CALM with your next challenge by signing up [HERE](#)

GETTING STARTED

Do what you love, do it for CALM!

From coffee crawls and comedy nights to physical challenges, our supporters never stop finding new ways to support CALM. If you love to cook, have a supper club. Love to laugh? Host a comedy night. Love to eat? Do a bake sale. You get the picture - if you've got a passion, hobby or bucket list idea, do it for CALM.

If your passion is running or cycling, we also have allocated places in a wide range of challenge events across the UK. To find our more and sign up for a CALM event place, head [HERE](#).

IN MEMORY

Lots of our supporters fundraise in memory of a friend or loved one. Whether you're doing a challenge, throwing an event, or just want to collect donations, you can set up an In Memory page through Just Giving. Other people will also be able to create a page in that person's memory.

Find out more [HERE](#)

Please feel free to access bereavement support through the [Support After Suicide Partnership \(SASP\)](#)

EXTRA WAYS TO FUNDRAISE

If the thought of running 10 miles or holding an event is a little overwhelming right now, here are some quick ways to fundraise for us. You can do it alongside your other fundraising too.

If you shop online, donate 0.5% of your basket price at check out on Amazon with Amazon Smile. Find out how [HERE](#).

Offload unwanted goods on eBay for charities. Find out how [HERE](#).

Do a Facebook fundraiser for your birthday. Find out how [HERE](#)

Add a charity sticker to your Instagram story for instant donations. Find out how [HERE](#) (Ignore the stuff about linking accounts, business profiles, and charitable giving tools. All you need is the 'Use the donation sticker' section under 'How-to!')

MAKE A PLAN



Bear's Den gig at St Pancras New Church, London, in aid of CALM

Organising an event is hard work. So make a plan. It'll make things easier, we promise, and it's a great excuse for some new stationery.

Here's a tick sheet to help you cover all the bases.

SET A TIME

Give yourself a comfortable timeframe to ensure you have enough time to organise and publicise your activity. It's also a good idea to check if there are similar events planned nearby. When you've decided what you're doing and when, fill in our Event/Activity Form and let us know your plans. You'll find the link at the bottom of this page.

CHOOSE A LOCATION

Choose a venue that has the facilities and equipment you need. Don't forget to think about health and safety and legal requirements - like needing a licence to play music or sell alcohol. We've attached some things to think about on [page 13](#).

BUDGET & PLANNING

Yup, it sounds boring, but the more you plan the more chance your event will go smoothly. Think about the upfront costs as well as any other costs associated with your event or activity. Are there any ways you could reduce them? Can you get volunteers to support, or donations from local businesses? It might be useful to share some of those facts and figures from CALM By Numbers ([page 6](#)) to help people understand why you're fundraising.

REGISTER YOUR EVENT AND GET YOUR KIT

Now you know your plans, make them formal. Let us know what you're up to [HERE](#). Once you've registered, you'll get a welcome email that will take you to Kit where you can get all your CALM fundraising merchandise and useful docs like sponsorship forms and social media banners.

THE LEGAL STUFF

We know you want to dive right in, but let's get the boring stuff out of the way. Here's some things to think about:

DO YOU NEED A LICENCE?

If you're raising money, selling or doing something in a public place, you'll probably need to get permission or a licence. There are licences to cover a whole host of things - including public entertainment, collections, and food or alcohol. Contact your local authority for advice on what you need.

PUBLIC COLLECTIONS

It's illegal to carry out house-to-house collections or collections on the public street without a license. You'll need to get one from your local council. All collectors must be at least 16 years old. You can ask CALM for a letter of authority before you start collecting to show you are collecting for us. Get in touch [HERE](#).

PRIVATE COLLECTIONS

If you're planning to collect on private premises you'll need written permission from the owner or manager. Keep this with you while collecting. Some popular places, like supermarkets, train stations and pubs, might need extra permissions from the local authority, so check before you start making plans.

RAFFLES AND LOTTERIES

Raffles might seem simple enough, but there's some rules to abide by. If you spend more than £100 on the costs of your raffle, you are selling tickets before your event, or you plan to draw winners after your event finishes, then you'll need a licence from your local authority, as well as printed tickets.

Remember not to allow children to enter raffles, competitions or games where the prize is alcohol. If you want to know more about organising a raffle or lottery, consult your local council or visit the [Institute of Fundraising](#).

If you need a letter of authority from CALM to apply for raffle prizes get in touch [HERE](#).

INSURANCE

CALM can't accept liability for any event or fundraising activity you undertake. If you're planning an activity that involves the general public you should consider public liability insurance. Insurers will probably want to see a risk assessment.

If you're holding an event at a venue which already has liability insurance (pubs, venue hire, sports halls etc.), their insurance may cover your event, so check that they have the appropriate level of cover for your activity.

KEEP IT SAFE

Here's some pointers to help make sure your event is cool, CALM and collected.

- We hope you don't need to use it, but always carry a first aid kit!
- Familiarise yourself and everyone attending with any fire protocols and procedures. Make sure you know where the fire exits are located.
- Hiring a venue? Make sure the equipment provided is safe to use.
- It's a good idea to carry out a risk assessment before your event to identify any potential hazards.
- If in doubt contact your local authority or visit [hse.gov.uk](https://www.hse.gov.uk) for advice and free resources.



Fancy taking on a tough mudder for charity? Fundraise for CALM [HERE](#)



Hand in Hive gig at The Lexington, London, in aid of CALM

FOOD AND DRINK

If food is available at your event, food safety laws apply. Ensure you follow food hygiene procedures, which you can find along with advice at [food.gov.uk](https://www.food.gov.uk).

If alcohol is served at your event or activity make sure your venue has the appropriate licence.

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.

Please do not send cash in the post. Convert it to a cheque, postal order or charity voucher made out to CALM instead of to you personally. Then send it to our address:

**CALM, 5 Wootton Street,
London, SE1 8TG**

KIT, MERCHANDISE AND PRODUCTS

Fundraising resources and merchandise:

If you are using any CALM fundraising merchandise from Kit (our fundraising merchandise website) to support your event, this should only be offered in return for a donation and not sold for a fixed price. You can suggest a minimum donation — eg. £1 per badge.

A portion of ticket sales: If you specify that you are donating £X per sale or X% per sale, we need you to sign a standard commercial participator agreement, so please let us know [HERE](#). A quicker and easier way is to simply say this event is in support of CALM and know for yourself what you are going to donate.

If you are selling something for CALM through your business: please let us know [HERE](#).

CONSENT

You'll need adult permission if children are helping at your event or if you're taking photos of children under 17. If your event is on private property, get permission from the owner or manager.

Please make sure to read the terms and conditions of fundraising for CALM [HERE](#).

PROMOTING THE EVENT

YOU'RE DOING SOMETHING ACE. SHOUT ABOUT IT. THE MORE PEOPLE THAT KNOW ABOUT YOUR EVENT OR ACTIVITY, THE MORE SUPPORTERS YOU'RE LIKELY TO GAIN. THERE'S LOADS OF WAYS TO LET PEOPLE KNOW ABOUT WHAT YOU'RE DOING, SO WE'VE PUT TOGETHER A CHEAT SHEET.

SET UP YOUR FUNDRAISING PAGE

A fundraising page is a centralised online page where people can donate and support you quickly and easily. Head [HERE](#) to set yours up.

If you'd like some more advice on how to set up a fundraising page, head [HERE](#)

Doing it as a group or team? [HERE](#) is how to get everyone involved.

If you are planning to fundraise in memory, find out how [HERE](#)



FC Not Alone football Tournament in support of CALM

HERE'S OUR TIPS AND TRICKS FOR SMASHING YOUR FUNDRAISING PAGE:

❑ KEEP IT SHORT AND SWEET

Keep it simple - just a couple of sentences that really explain what and why you took on the challenge or event.

❑ SET A TARGET

Setting a target is a great way to give yourself a goal. It's a good idea to aim for the minimum you need to pull off your event or do your thing. If you smash through it (yeh you will!), you can always extend the target to encourage more donations.

❑ WHERE WILL THE MONEY GO?

We know you love CALM, but it's a good idea to give your friends, family and colleagues an idea of what their money will be making possible. The information on [page 6](#) is a great place to start. Knowing that £8 can cover the cost of a life-saving call, could encourage people to go the extra mile.

❑ DONATE

Giving what you can from your own pocket can help show your commitment to fundraising. It's also a good way to kick off donations and set the benchmark for future supporters.

❑ ADD A PICTURE

Pictures can speak a thousand words. Add a picture to help tell your story, share your fundraising journey, and give your friends and family an idea of what their support could fund.

❑ TELL YOUR STORY

No matter your reason for supporting CALM, people want to hear about it. Let them know why you're going the distance to support the movement against suicide, as well as what and how you're going to do it.

❑ SHARE YOUR JOURNEY

Whether you're training in the rain, baking hundreds of cupcakes in your tiny kitchen, or rallying supporters on the street, share updates to show the hard work you're putting in.

❑ KEEP TRACK OF YOUR FUNDS IN ONE PLACE

Make sure cash and cheque donations are represented on your online page. This helps to show exactly where you are in your fundraising journey. You can do this by adding it as an offline donation, or add it straight into your page.



Charity rugby match in Sudbury to help raise awareness for CALM



FUNDRAISING AT WORK

Do you have an intranet, office newsletter or work Whatsapp group? Share your fundraising page and explain what you're doing to help generate sponsorship.

Get permission to add your donation page link to your email signature.

Find out if your employer offers matched giving or would like to give a donation. Many firms will match your fundraising pound for pound.

You can also head [HERE](#) to find out more about CALM at work.

WHAT TO SAY

Choosing the right words for your event or activity is important. But no fear, we've included the correct wording to use below:

In support of Campaign Against Living Miserably, CALM, charity reg no 1110621 and SC044347.

You can also use CALM for shorthand, but keep it upper case with no dots.

e.g. Come join me for a football tournament in support of CALM. I have chosen to support them because they helped me through the toughest time of my life. Find out more about the Campaign Against Living Miserably (charity reg no 1110621 and SC044347) at thecalmzone.net

(Please don't use 'on behalf of' as this implies you're a member of CALM staff.)

PRESS RELEASE

Here's some help on writing a press release and some information about CALM.

- Keep it short if you want a busy journalist to read it
- Grab attention – be creative with your headline
- If you can, include a quote from someone
- Make sure you state WHO, WHAT, WHERE, WHEN and WHY
- Give some information about CALM
- Keep line spacing to at least 1.5 or double
- End it, with the word 'End'



Bongo's bingo fundraising for CALM in Clapham, London.

EXAMPLE

Heading: Choose a punchy title that sums up what the activity you are doing is.

Photo: If possible, include a link to download an image from your activity that journalists can use.

Intro: Tell journalists what you're doing and when, and that it's in support of the Campaign Against Living Miserably (CALM), who are leading a movement against suicide.

Activity info: Expand on the detail of the activity - where, time specifics, any logistics or further detail on what it is you're doing and why.

CALM info: There's some information on this page to get you started.

Quote: Add a direct quote from yourself or someone associated to the activity. This could cover why you're doing this activity and what you hope to achieve.

Contact details: Let journalists know how they can contact you. Let them know any social media channels to follow and any additional links - eg a JustGiving page.

Boilerplate (share this in your press release, or as additional information for the journalist):

About CALM: CALM's **free and confidential helpline and webchat** is open every day, 5pm-midnight, for anyone who is going through a tough time. There is also support for those bereaved by suicide through the **Support After Suicide Partnership (SASP)**.

Campaigns: Everyone has a part to play in making positive change. CALM campaigns with media partners, brands and ambassadors to spread awareness of suicide and its devastating impact with campaigns like **#Project84**, **#DontBottleItUp** and **The Best Man Project**. CALM challenges damaging stereotypes that can often prevent people from seeking help, and encourages positive behavioural change using cultural touch points like art, music, sport and comedy.

Communities: Together we'll help our boys, our dads, our mums, brothers, sisters, friends and colleagues. CALM facilitates communities around shared interests like running, cycling and art, as well as providing supportive spaces in workplaces, universities, pubs, clubs and prisons across the country – so that people feel empowered to share their experiences and get the help they need before they reach the point of crisis.

For more information, visit **thecalmszone.net**.

ON THE DAY

It's your time to shine. Whatever you're doing, here's some things to think about:!

You might have guessed by now, but we like checklists. Create one before you start so you can tick off each thing as you go.

Your list might look like this:

- Check equipment (mics, megaphones, stereos etc)
- Brief anyone helping out on the day
- Arrange refreshments
- Decorate the venue
- Enjoy yourself!

DON'T FORGET:

Take lots of photos and get sharing on social using #TeamCALM

Announce your fundraising target and remind people why the money is being raised. If you've already raised your target amount, celebrate that and go bigger!

Say thank you to anyone who helped and supported you.

IT'S NOT ALL ABOUT THE BIG BUCKS!

No really! While fundraising is a hugely important part of keeping CALM's life-saving services running, spreading the CALM message and creating a life less miserable is just as important. If your friends, family and supporters learn just one thing about CALM, then you've nailed it.



CALM at Brighton Marathon



Raise money for CALM with your next challenge by signing up [HERE](#)



Tour De Test Valley, with all proceeds going towards CALM

WHAT NEXT?

You did it! Have a rest. Pat yourself on the back. Be proud.

When you're done celebrating and your event is over, there's a few things you'll need to do.

Share your achievements on social media. People who donated will love to hear what you pulled off, and you might even get a few more donations by impressed friends and family.

Let CALM know how it went, and send through some pics from the day if you're happy for us to hang on to them and maybe share them on social media.

Pay in your fundraising [HERE](#). Remember to attach your sponsorship form where appropriate.

Please do not send cash in the post. Convert it to a cheque, postal order or charity voucher made out to **Campaign Against Living Miserably**. Then send it to our address:

CALM, 5 Wootton Street, London, SE1 8TG

THANK YOU!

FAQs

We hope we've covered the need to know info, but just in case, here's some stuff we get asked a lot.

I need a letter confirming I am fundraising for CALM.

Let us know [HERE](#) and we will email you a copy.

I need a sponsorship form.

The easiest way to fundraise these days is through an online platform like Just Giving. Set your page up [HERE](#).

If you'd still like a sponsorship form, you'll need to register your event.

Do that [HERE](#) then follow the link to Kit where you can download a sponsorship form and other documents.

I need materials for my event.

We have a whole host of resources to signpost people to our life-saving web chat and helpline services, as well as our campaigns. You'll need to register your event in order to request materials. Do that [HERE](#) then follow the link to Kit where you'll find badges, buckets, beer mats and posters, as well as digital assets - we've got it all.

Can CALM help me find raffle prizes?

Unfortunately not. We'd suggest speaking to your local community first - there's a whole host of people who may be able to donate materials, refreshments, venues or publicity. Make sure to take a look at our tips and tricks above. We can also supply you with a letter of authority to confirm you are fundraising for CALM. Let us know if you need one [HERE](#).

Can CALM help fund your event?

Unfortunately not. But we can give you some pointers. We'd suggest speaking to your local community first - there's a whole host of people who may be able to donate materials, refreshments, venues or publicity. Make sure to take a look at our tips and tricks above. We can also supply you with a letter of authority to confirm you are fundraising for CALM. Let us know if you need one [HERE](#).

Can CALM help publicise your event?

We'll try. #TeamCALM is huge. Amazing supporters like you are fundraising and supporting CALM almost every hour of every day, which means there's lots of stories to tell.

We'll share your content and posts on our social media feeds when we can - but we have to also make sure the important stuff we do like our helpline and webchat don't get lost.

Can CALM come to my event?

We'd love to... but as a small team based in London our capacity is limited. We may be able to send volunteers or a speaker on a case by case basis.



Register your next football event in aid of CALM [HERE](#)



Mongol Rally riders raising money for CALM

What if I need to cancel my event?

We get it, things happen. Just let us know [HERE](#) so that we can update things our side.

Can I use your logo for my event?

If you are holding an event in support of CALM then you can use our in support of logo as long as you follow the logo usage guidelines. You'll need to register your event in order to access Kit where we have all of our fundraising merch, digital assets and PDF's. Do that [HERE](#) then follow the link to Kit where you can get the logo and logo usage guide.

Can I put your logo on my team kit?

You can use our in support of logo on your team kit as long as you follow the logo usage guidelines. You'll need to register your event in order to access Kit where we have all of our fundraising merch, digital assets and PDFs.

Please make sure that you get sign off from CALM before printing.

How do I pay in a cheque/what are your bank details?

You can see how to pay in your fundraising on [page 21](#). We do not share our bank details for security reasons.

Can I declare Gift Aid?

Don't forget to ask your sponsors to declare Gift Aid where appropriate - it'll increase the amount CALM receives from your activity at no cost to you. CALM can claim back the basic tax rate paid on your sponsored donation - currently 25p for every £1 given.

Find out if you can declare gift aid [HERE](#)

I want to sell something and give the profits to CALM

If you are selling something for CALM through your business: please let us know [HERE](#)

Where is my race pack?

Race packs are sent out by the event company who organise the event. They should usually arrive between 4 weeks and a few days up until the event. They include your bib number and tracking chip. If you have not received your race pack, contact the event organiser directly. If you do not know who the event organisers are, let us know and we can help.

How do I get a running vest?

Running vests are not sent out automatically, you need to order one. If you have registered your event, or signed up to one of our runs, there will be a link from your welcome email that will take you to Kit where we have all of our merch. If you haven't registered your event yet, do that [HERE](#) then follow the link to Kit where you can get your vest.

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