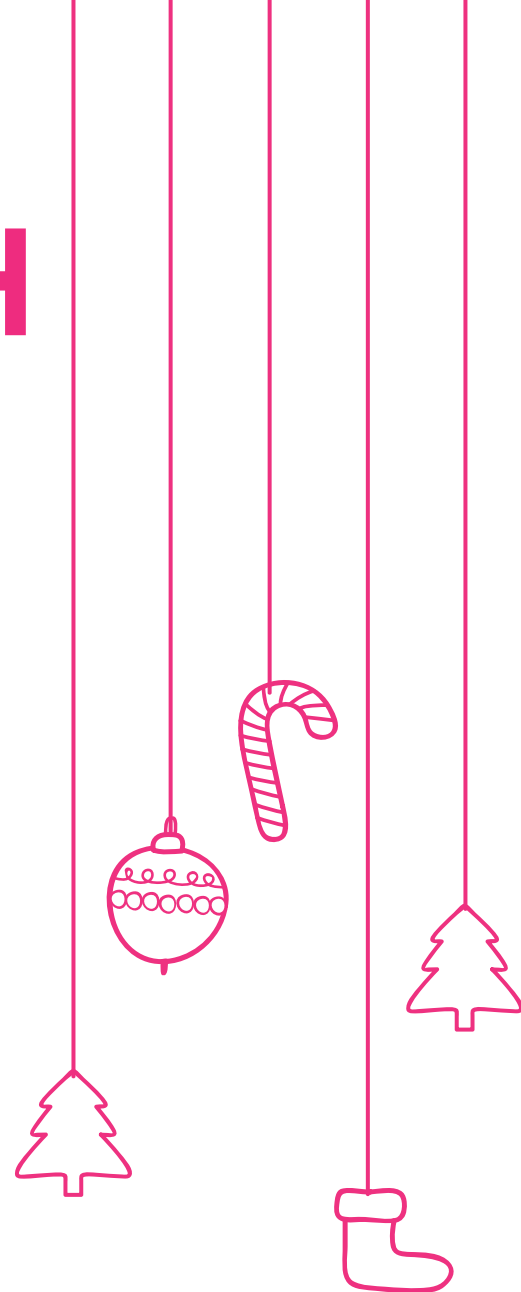


# THE DEAF HEALTH CHARITY SIGNHEALTH



## FESTIVE FUNDRAISING 4 WELLBEING PACK

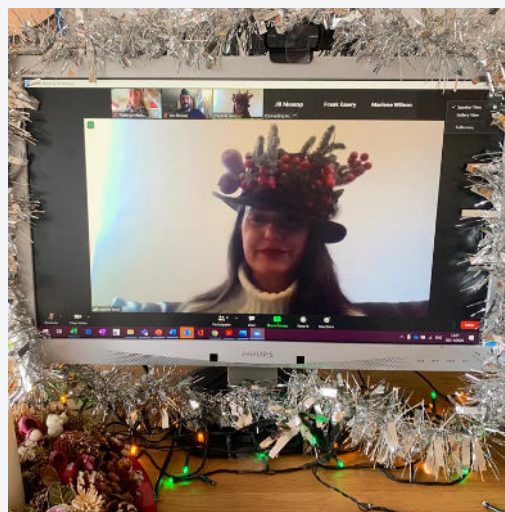


# Fundraising with SignHealth

This booklet is packed with different tips and ideas to help you plan a successful virtual fundraising activity. Whether you're a cake baker or a gamer, with your help we can improve Deaf people's health and wellbeing. Whatever you decide to do, every pound you raise, every minute of your time, will help fund the life-changing services SignHealth provides.

## Getting started

You're revved up and ready to go but not sure where to begin? Here are six simple steps to make your fundraising easy...



### Step 1

#### What, where and when?



Choose a virtual fundraising activity and map out the details, like when it will take place. If you need inspiration then we have some virtual festive fundraising ideas in this pack.

### Step 2

#### Set a target

Decide how much you'd like to raise and tell everyone. Setting yourself a target is the best way to stay motivated and work towards your goal.

### Step 3

#### Decide how you want to collect the money

You could set up an online donation page like JustGiving. This is simple to do and will help you to stay on track, share your progress and make it easy for people to make donations. Be sure to personalise the donation page with details of the event, your fundraising target and why you're raising money for SignHealth.

Alternatively you could ask people to donate directly through SignHealth's JustGiving page: [justgiving.com/campaign/SignHealthHappyHolidaysCampaign](https://justgiving.com/campaign/SignHealthHappyHolidaysCampaign)

## Step 4

## Reach out to your contacts

As well as spreading the word amongst your friends and family, consider contacting local businesses to see if they might be able to help promote the event or provide a donation. You could even reach out to local celebrities.

## Step 5

## Make some noise on social media & in the local press

Don't be shy – shout about the amazing work you are doing to help Deaf people. Facebook, Twitter and Instagram are all perfect for updating people on your progress, sharing pictures, inviting people to your event and asking for a helping hand.

Try to use your social media platforms to tell a story about why you're fundraising for SignHealth and how your preparations are going. Post regular updates and don't forget to link to your JustGiving page if you have one. Fundraising events, no matter how big or small, make great local stories. Contacting your local newspaper or radio station is a great way to spread the word and attract more support.

## Step 6

## Host your event

Have fun and don't forget that we're here to support you! Keep us in loop, tag us on Facebook, Instagram and Twitter so we can support you. Choose from some of the hashtags below:

[@SignHealth](#)

[#TeamSignHealth](#)

[#Fundraise4Wellbeing](#)

Your fundraising stories are an invaluable way for us to show the impact of our work. If you have a story to tell and you're happy for us to share it to inspire and inform others, please email us along with any photos to

[fundraising@signhealth.org.uk](mailto:fundraising@signhealth.org.uk)



## Your fundraising will help us improve Deaf people's health and wellbeing this Christmas

It is long established that Deaf people find it difficult to access basic healthcare services for a variety of reasons, including a lack of interpreters. They are also almost twice as likely to experience depression, anxiety or low self-esteem compared to hearing people.

SignHealth's recent survey highlighted Deaf people's mental health and ability to access basic healthcare are being seriously and disproportionately impacted by measures taken to combat the pandemic, with very little additional help being provided by the government. We want to continue to fill the gaps in support over the festive period and beyond. To achieve this we need your help!

**£5**

Could help Deaf children learn about safe relationships

**£15**

Could provide a Deaf person with information on where to get support

**£150**

Could provide a Deaf person with a session of Psychological Therapy

*Your support and donations make all the difference.  
It's wonderful to know that our work is appreciated.  
We put your gift to work quickly through our services  
directly supporting Deaf people and our campaigns  
to improve access to good healthcare.*

Rebecca Mansell, Director of Communications and Fundraising



## Case study



SignHealth support deaf people from across the UK, below is an example of one of the many clients our psychological therapy services have supported.

### Situation

A Deaf lady had a long-term history of depression, anxiety, self-harm and anger issues. She was very angry when thinking about, or engaging with hearing family members. Her symptoms of depression included avoiding going out, sleeping in day, ruminating at night, avoiding household management tasks, and self-care.

She experienced anxiety linked to financial issues as well as struggling to communicate with her hearing family as the only Deaf person and feeling left out.

### Aims of support

Through the use of psychological therapy we supported her to:

- understand and manage anger by giving her the tools to improve communication with her family
- manage her household and develop a routine
- focus on self-care
- address social isolation by reconnecting with friends
- address financial issues without avoidance



### Changes

The intervention initially focussed on behavioural activation, developing a healthy routine, and focussing on self-care. Psycho-education relating to symptoms and self-management was introduced, and underpinned all sessions.

Towards the end of the intervention she had applied for a job and was successful. She was able to introduce communication goals with her family and her communication improved without anger incidents and reconnected with friends.





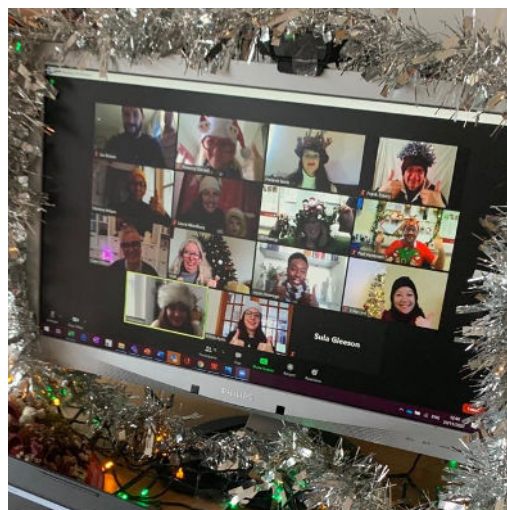
# FESTIVE FUNDRAISING IDEAS

Christmas is usually the season when everyone comes together to celebrate, but it is very likely that things are going to look a bit different this year. However, SignHealth still need your support, so don't let the fact that we can't get together in person hold you back from organising some festive fundraising – just take it online!

## Hold a virtual event

With so many pubs and clubs closed it's hard to meet up this year, but let's not let that stop us from arranging an event and having some fun together.

Why not host a virtual game of charades, pub quiz, games night, tea party or movie night? You could invite your friends and family, and raise money for a good cause!



## Arrange a Christmas cake competition

Fondant for the snowman? Check. ✓  
Icing sugar for the snow? Check. ✓  
Let your creative juices run wild!

You can hold it for for your family and friends or at work. You could even arrange a cook-along, where you all bake at the same time on Zoom or Skype.



You can find some brilliant ideas for cakes on the Great British Bake Off website. And the best thing? Once your masterpiece is complete you won't have to share...

## Decorate your virtual festive background for Zoom or Skype

Encourage your friends to get creative and host a competition to see who has the best Christmas themed background.

## Give a donation instead of a present

Not sure what you want for Christmas this year? Ask your family to donate to SignHealth instead. Just set up a fundraising page on JustGiving, Instagive or a Facebook donation button and tell your story – tell everyone why you care and what your hopes are for the year ahead. Alternatively you could ask people to donate to us directly:

[justgiving.com/campaign/SignHealthHappyHolidaysCampaign](https://justgiving.com/campaign/SignHealthHappyHolidaysCampaign)



## Host a 'Holiday Hat 4Wellbeing' competition (the wackiest wins!)

Everyone loves a Christmas jumper, why not a Christmas hat? Raise the bar by encouraging people to design their own hats, or customise one they already have.

The idea is simple - nominate 3 people to take a selfie with their holiday hat and donate £3 to SignHealth. This works particularly well on Facebook and Instagram, where you can easily tag friends and family to take part.



You could also try it at work – ask colleagues to donate £3 and wear their hat at work for the day, works online and offline! This idea links really well with any other fundraising events you are already running at work and could form part of your virtual office party.

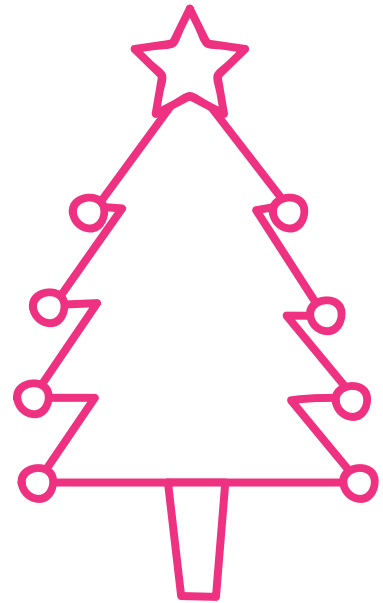
#HappyHolidayHat #Hat4Wellbeing #DeafCheers #DeafJoy #FestiveDeaf

## No Alcohol 4 Wellbeing

We often overindulge during the Christmas period, so taking a break at end of December or in January is a good idea – both for our bodies and our wallets! Try taking part in the No Alcohol 4 Wellbeing challenge and get sponsored for avoiding drinking for a set amount of time, we suggest the month of January.

If you are worried about the amount you drink, then we have some videos on our website about alcohol consumption that might help. You can find them here:

[signhealth.org.uk/videotags/alcohol/](https://signhealth.org.uk/videotags/alcohol/)



Please seek advice from your GP if you have any concerns.

## Get involved in Giving Tuesday on 1st December

Giving Tuesday takes place once a year and is a dedicated event that shines a spotlight on the amazing work that charity's do across the UK. It provides a valuable opportunity to raise funds for your favourite charity – in this case, SignHealth – and helps to balance out some of the consumerism of Black Friday.



If you are planning an event then please let us know and tag us online. Help us raise vital funds to continue our work to improve Deaf people's health and wellbeing! [#GivingTuesday](#)

## Thank you for your amazing support!

Whatever you decide to do don't forget to have fun and good luck! Your fundraising efforts help to ensure that more Deaf people get the same opportunities as hearing people. We are very grateful for all your hard work.





## Submitting your funds

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount you've raised.

If you're fundraising online, the money is automatically sent to us so you don't need to do anything.

If you collected donations in cash, you can pay it in through our website: [signhealth.org.uk/get-involved/donate](https://signhealth.org.uk/get-involved/donate). Alternately you could send us a cheque for the amount, made payable to SignHealth.

Send all cheques to: **Fundraising Team, SignHealth, Falcon Mews, 46 Oakmead Road, London, SW12 9SJ**. Please include your name and the fundraising event you took part in.

We'll make sure your amazing fundraising efforts make a real difference for Deaf people.

## The small print

Some events require health, safety and legal considerations. If you hold a fundraising event you will be responsible for the health and safety of all involved. The Institute of Fundraising and government websites have useful information on this.

**SignHealth branding:** When advertising your event, be sure to tell people you are raising money for SignHealth.

**Insurance:** If you're organising an event yourself, it isn't covered by SignHealth's insurance programme. So you may need to arrange your own insurance if appropriate, unless covered by your own home insurance or by the venue for example. Also, for any contractors, sub-contractors or external facilities used – make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover. SignHealth is not liable for any loss or injury arising out of the event or its organisation.

**Food hygiene and alcohol:** Please be very careful when handling food and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you serve alcohol at your event. For more information, contact your local authority.

Remember, we are here to help. If you have any questions please get in touch with us at [fundraising@signhealth.org.uk](mailto:fundraising@signhealth.org.uk) or call 020 3947 2600

# Don't forget your Deaf Identity Christmas cards

Reach out to a loved one this Christmas with a handwritten Christmas card!

Spread some joy in support of our work improving the health and wellbeing of Deaf people.

The cards were created by Deaf Identity and 15% of proceeds will be donated to SignHealth



Head over to our website where you can get a pack of 6 cards for £10.  
[signhealth.org.uk/announcement/deaf-identity-christmas/](https://signhealth.org.uk/announcement/deaf-identity-christmas/)

SignHealth is a registered charity, no. 1011056. The Bridge, Falcon Mews, 46 Oakmead Rd, London, SW12 9SJ.

[www.signhealth.org.uk](https://www.signhealth.org.uk) [info@signhealth.org.uk](mailto:info@signhealth.org.uk)