



DERBY CARES
Wear a Rainbow



A GUIDE TO FUNDRAISING FOR BUSINESSES

Our city's pledge to 'Bridge the Gap' in children's mental health.

45 Friar Gate, Derby, DE1 1DA



www.jwbridgethegap.com



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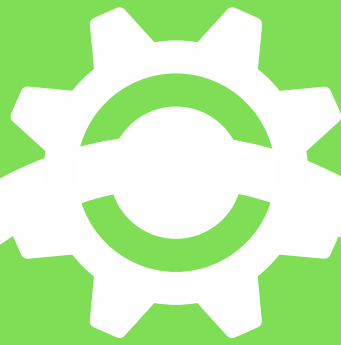


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Jennifer Wyman
Founding Director

Introduction

Dear Friends and Supporters,

I am deeply honoured to introduce our new initiative, Derby Cares. This name represents more than just our fundraising efforts; it embodies our commitment to ensuring that every child in Derby feels a profound sense of belonging. We want them to know that no matter how difficult their circumstances may be, there are people in their community who care about them, believe in them, and have hope for their future.

My journey with Bridge the Gap came from both professional and personal lived experience, from a place of personal pain, which I turned into a purpose. Together with Nikki Webster, we've grown this organisation into a beacon of hope for countless children and families. Yet today, the demand for our services is higher than ever, and so too are our overheads. But our commitment remains unwavering: to provide accessible, on-the-day support for every child who needs it.

This vision, however, is not something that can be achieved by one person or even one team alone. It takes an army, and that's why we are reaching out to you—the residents and business owners of Derby. We need your support to make this vision a reality. Together, we can improve and even save lives.

The need is urgent, and the demand for support far exceeds the services currently available. We must act now. Join us in this mission—because Derby Cares.

Thank you for being part of this vital effort.

With hope and gratitude,
Jennifer Wyman



Statistics

Our city has some of the highest statistics for children suffering with mental health in the UK.



51% of children and young people are not receiving support across Derby and Derbyshire.



In the last six months, we've seen a 50% increase in emergency support calls from parents who need help right away. In Derby, this national trend is reflected in the growing strain on local services, with many families still facing long waits and difficulties accessing timely mental health care.



Children and young people are more vulnerable to mental illnesses in Derby when compared nationally.



Children and young people with a mental health condition are more likely to...

Have lower school attendance

Have lower academic success

Be bullied

Smoke or misuse drugs

Have poor employment prospects





Community Impact

Why we matter:

- **Support for Children & Families:** We provide essential mental health support for children, helping them thrive academically and socially. Our services also equip families with the tools they need to support their children effectively.
- **Community Well-being:** By raising awareness and reducing stigma, we foster a more understanding and supportive community. Early intervention helps prevent more serious issues later on.
- **Educational Impact:** Our support enhances school performance and social skills, creating a more inclusive and empathetic educational environment.
- **Economic Benefits:** Investing in mental health now reduces long-term costs and builds a stronger future workforce.
- **Stronger Community Services:** We collaborate with schools and local organisations, boosting the network of support available to families and children.

When other services turn away children because they don't meet the threshold for support then we can help, even offering informal support can make a huge difference. Accessing group sessions and our adult and child workshops can improve the outcomes and life of the child and also their family.



Why we are fundraising

We have secured a new premises at St. Mary's Gate, which will allow us to expand our services, including a community café and additional rooms for private support.

Additionally, we aim to fund a full-time on-call duty service, available from 9 AM to 12 PM, five days a week. All of our practitioners will rotate to be on call during these hours, providing immediate support for parents and children.

How we'll spend the money raised

- Fund a full-time on call duty service
- Day-to-day running of our expanded services
- Renovating and setting up the new building





Wear a Rainbow Day

'**Wear a Rainbow Day**' is a part of our ongoing Derby Cares campaign, which aims to raise funds for Bridge the Gap Child Mental Health, who support the mental wellbeing of children and young people in Derby.

Support our Wear a Rainbow Day campaign by wearing a colour of the rainbow at your place of work or organisation on any day of the week between **04/11/24 - 18/11/24**.

To support our campaign, we recommend a minimum donation of £1. However, every contribution helps, so please feel free to donate any amount you can. Your support is greatly appreciated!



#WearARainbow

What to wear:

To take part in Wear a Rainbow day, you are free to wear the whole rainbow, or just one specific colour of the rainbow if you prefer. **Some ideas include:**

- A rainbow pin badge/ accessory
- A brightly coloured top
- Rainbow face paint
- Rainbow/stripy socks
- Rainbow hair ribbons
- Rainbow jewellery





Sharing #WearARainbow

#WearARainbow is the official hashtag of Wear a Rainbow Day.

We would love to see what you are wearing on the day! Show us what you are wearing by using the hashtag and tagging @bridgethegap_cmh in any posts or stories on Instagram, or tag Bridge the Gap Child Mental Health C.I.C. on Facebook.

With your consent, we would be delighted to feature your photos in our future marketing materials and social media content.



All about Crowdfunding

We have set up our own Crowdfunder which you can donate to here - <https://www.crowdfunder.co.uk/p/derby-cares---early-child-mental-health-support>

Derby Cares - Early Child Mental Health Support

by Bridge the Gap Child Mental Health CIC in Derby, England, United Kingdom



Please share our link with as many people as you can. Your support can help us bridge the gap in Derby's child mental health services, ensuring that no child or family has to wait for the help they need.

Join us in making Derby a place where all children can thrive.





Setting up your online donation page

You can fundraise for us by setting up your own online donation page. The quickest and easiest way to do this is to set up a **JustGiving** page.

Begin by going to the JustGiving website <https://www.justgiving.com/> and click 'Start Fundraising'. You will need to click 'No, I'm raising money for my own cause' as JustGiving does not include C.I.C.s in the charity category.

Are you raising money for a charity?

This helps us to determine Gift Aid eligibility. [Learn more](#)

Yes, I'm fundraising for a charity
Choose from thousands of local and national charities

No, I'm raising money for my own cause
Donations go directly to a personal bank account

Once you have set up your donation page and have raised money, you need to transfer us the money yourself via a bank deposit or cheque.



Tips for Fundraising

- Share your page with family and friends on social media or via email.
- Fundraisers with pictures or videos on their page raise 13% more per photo. A perfect excuse for a #selfie!
- Get started and add a donation to your own page. This way, you could raise 84% more.
- Sharing your story on your JustGiving page helps your supporters understand the reasons behind your fundraising efforts. By doing so, you could potentially increase your donations by 65%.
- Be sure to include your event date so that people know when it is.
- Aim high and set yourself a target as pages with a target raise 17% more!



Branding

We offer branded merchandise that you can use during our fundraising week. **These include:**

- Derby Cares x Wear a Rainbow logo window stickers
- Derby Cares x Wear a Rainbow logo T-shirts
- Pin badges
- Information leaflets

Use these items to show your support for the campaign and raise awareness throughout the city.

Get our branded merchandise through our Shopify.



Using our logo

We encourage you to use both our Derby Cares logo and our Bridge the Gap logo in any of your branding.





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Free Resources

We have lots of downloadable free emotional literacy resources on our website that you are welcome to make use of at your event. These include posters, worksheets and booklets.



“Bridge the Gap very quickly became somewhere that my child felt safe and understood. For the first time she found people outside of her family who believed her and gave her space to explore how she felt instead of telling her that she was wrong or should just ignore it. We are very grateful for the space that was given to my child and for the unconditional love and support that she received.”

The difference **YOU can make**

To make this service a reality, we need to raise a minimum of £900 per week to cover the cost of our duty worker, supervision, administration, and essential resources like our custom-designed activity books. Additionally, we require funds to cover the costs of our move and the renovation of our new premises to create a suitable and supportive environment for all who come through our doors. Here is what it looks like broken down:

£10

Print three resource books.

£45

Contributes towards the extra time a Duty Worker will need to carry out liaison with other professionals.

£180

Covers the cost of **one full morning** of a Duty Worker being available to speak to vulnerable children.

£250

Contributes to a weeks worth of overall running costs allowing us to keep our doors open and serve the community in a safe and welcoming environment.

£900

Covers the cost of **one full week** of a Duty Worker being available to speak to vulnerable children.



Keeping your fundraising safe and legal

GDPR (General Data Protection Regulations)

If you manage any data containing personal information, such as names, addresses, and other sensitive details, it's essential to ensure this information is securely protected and properly disposed of when no longer needed, in strict compliance with GDPR regulations.

Food and Drink

When providing food and drinks, it's crucial to follow safety guidelines diligently. Ensure proper storage and handling of all items to maintain safety standards. For the latest regulations, visit www.gov.food.uk.

Clear Communication

Be transparent about how funds will be used. Avoid making misleading statements about the cause or the impact of donations.





*Thank you for
your support!
#WearARainbow*

Our Contact

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