

Fundraising Information Pack

We know that without the generosity of the agricultural and rural communities in Wales, we could not deliver our life changing services. We are extremely grateful to everyone who chooses to donate to us or to fundraise for us.

Background on the DPJ Foundation

The DPJ Foundation was set up in July 2016 by Emma Picton Jones. This followed the tragic death of Emma's husband Daniel by suicide. We were originally established to help the farming community in Pembrokeshire, but it quickly became apparent that the need was great across the whole of Wales and the charity expanded to offer our services across the country. We have been offering our full range of services across the whole of Wales since the Autumn of 2019.

Our main objectives are:

- ▶ To support people in the agricultural sector in Wales with poor mental health.
- ▶ To raise awareness of mental health.
- ▶ To educate and inform people about mental health.
- ▶ To provide support not only to those dealing with poor mental health, but also their families, friends and colleagues.

What we do:

- ▶ We run a 24/7 confidential support line via telephone or text called "Share the Load". This is staffed by volunteers (who have received training from the Samaritans) and can also provide access to fully paid for counselling.
- ▶ We deliver Mental Health Awareness Training and Bereavement and Grief training do talks and hold events to raise awareness of mental health and to challenge the stigma around poor mental health, especially in agriculture.
- ▶ We offer support following a bereavement and we provide training and support to communities affected by suicide.

Here is a link to a YouTube video that explains more about the charity: [The DPJ Foundation: why we exist. - YouTube](#)

How your money helps

Below are some examples of how your fundraising can help:

£5 could pay for 15 promotional pens to help get our name into farmers' households

£10 could pay for 360 promotional Share the Load cards with our helpline number

£17.50 could pay for a promotional bale sticker to raise awareness.

£20 could pay for a talk in your local community.

£50 could pay for a session with a professional counsellor.

£65 could pay for half a day's work supporting an individual by telephone.

£100 could pay for a large promotional banner to promote the Share the Load helpline.

£150 could pay for a training course for 12 people

£300 could pay for 6 sessions of counselling (which is what we offer to start to each person).

£1,000 could pay to keep our telephone & text helplines running for a month.

£2,200 could pay for training with the Samaritans for 12 new helpline volunteers.

Fundraising for us – what you need to know

Logos

We have high-resolution PNG, JPEG and vector logos that we can send for you to use when creating marketing materials for your fundraising. We do just ask that you state that you are fundraising “in aid of The DPJ Foundation” and send us a proof of your design before posting it online or sending it to be printed. Please send any of the these to kathleen@thedpjfoundation.co.uk

Fundraising Materials

We have some fundraising materials that we can send out to help support your event, provided we have enough notice of the date in advance (we need at least a couple of weeks’ notice). If you are planning to do a solo or team challenge, we can send you a running vest or t shirt, but as a small charity with limited space these are usually made to order so we usually need at least a month’s notice of this and your size.

We are always extremely grateful for anyone choosing to fundraise for us. If you would like us to promote your event or challenge in advance or on the day please complete the questions below and email your answers to kathleen@thedpjfoundation.co.uk

- What is your fundraising activity or event?
- Who will be involved in the event/activity and where will it take place?
- Why have you chosen to undertake this particular activity (if relevant)?
- Why have you chosen to support the DPJ Foundation?
- Include a photo if possible.

Staying Safe and Legal

We want to make sure that your fundraising complies with regulations, but most importantly, keeps yourself and those around you safe. It’s your responsibility to ensure your fundraising event runs safely and lawfully, and that you obtain any necessary licences, permits or consents for your event or activity. Most importantly, keep your personal safety in mind while you’re planning and on the day. Below are some things you might need to consider:

Insurance & Risk Assessments

You should check whether your fundraising activities require their own insurance as we are unable to cover events run by third parties under our insurance policy. In particular, any event involving members of the public will need Public Liability Insurance. We recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well.

We can help you with a risk assessment template for various activities.

Parental Consent

If you are under 16 and would like to fundraise for us, you will need to make your parent or guardian aware of your fundraising plans and get their consent. This is a legal requirement. Please ask your parent or guardian to send an email to office@thedpjfoundation.co.uk, or call 07984 169652, to confirm their consent for your fundraising activities.

Temporary Events Notice

Certain types of events require you to apply for a temporary events notice from your local authority if your venue doesn't already have a licence. If you will be doing any of the following you should speak to your local authority:

- Selling alcohol.
- Serving alcohol to members of a private club.
- Providing entertainment (music, dancing, indoor sporting event)
- Serving hot food or drink between 11pm and 5am.

There are also restrictions in that your event must have less than 500 people at any one time (including staff) and last no more than 168 hours or 7 days. For further information visit:

<https://www.gov.uk/temporary-events-notice>

Raffles and Lotteries

These can be a brilliant way of raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event (you will need to if you are selling tickets in advance). Find out more from the Gambling Commission www.gamblingcommission.gov.uk

Remember that you can't sell raffle or lottery tickets to anyone under 16.

There are rules around online raffles, lotteries and prize draws and your local council can give you more guidance.

Gift Aid

If your sponsors are UK taxpayers, make sure they tick the Gift Aid box when they donate using a sponsor form or online. The taxman will then add 25% to their donations at no extra cost to them. Gift Aid can only be claimed if the person claiming isn't getting anything in return and if they have included their address and postcode. If you use Justgiving or Facebook Giving, the gift aid is claimed automatically for us.

Setting up a Justgiving Page

JustGiving is a great way to collect, track and manage the money you raise, and it's really easy to set up a page. Go to the JustGiving website and click "start fundraising", and it'll guide you through setting up a page, remember to select The DPJ Foundation as your charity.

This is also a good way to promote your fundraising.

If you have any problems please don't hesitate to get in touch with us.

Getting the money to us:

- The Justgiving platform can be used and allows people to claim gift aid as they donate. It is really easy to set up a Justgiving account.
- Facebook giving also allows gift aid and is easy to use for people who have a Facebook account.
- We can supply sponsor forms if you want to use paper forms and email gift aid forms.
- Please send any cheques made payable to "The DPJ Foundation" to: The DPJ Foundation, Units 2 & 3, Rural Business Development Centre, Carmarthen Livestock Market, Llysonnen Road, Carmarthen, SA33 5DR.

- Cash donations can be banked directly into our account or you can make a bank transfer to us. Our volunteers cannot accept cash donations from you.

Our bank account is:

- Name: The DPJ Foundation
- Sort Code: 30-93-98
- Account Number: 73928068

Please make sure we know that you have done this so that we know what the money we receive relates to and we can thank you.

Handy hints and tips to make the most of your fundraising

- Set up an online fundraising page such as Justgiving. This way you can attach the link to your email and social media to make it easier for people to support you.
- Approach friends and family first to sponsor you.
- Wait until payday to send the details or your page/ask for support.
- Ensure you get people to tick the Gift Aid box on your sponsorship form and claim it through your online page as this ensures we get an extra 25p from every £1 donated. All together this can make a big difference.
- If you work for a larger organisation, ask your employer about matched funding as many organisations will match some or all of your fundraising total.
- Say thank you! Thank every donation however big or small.

Finally, **Thank You** for choosing to support the DPJ Foundation. Every pound that you raise helps us to raise awareness of mental health in agriculture or to support someone who is struggling.