

Fundraising Pack



SOS... **Silence of Suicide**
Stop the silence, start the conversation.



Registered with
**FUNDRAISING
REGULATOR**

LET'S GET YOU STARTED!

Welcome to the SOS Fundraising Journey!

Thank you for choosing to support SOS Silence of Suicide.

Founded in 2015 by Yvette and Michael after personal losses, SOS is a suicide prevention and mental well-being charity dedicated to openly address the “elephant in the room” and combat the pervasive shame, stigma, and silence surrounding mental health and suicide.



Through your efforts, we strive to create an environment of understanding, compassion and support, where individuals feel safe discussing their struggles and seek help. Your support ensures that we can continue to offer vital services, including our freephone helpline, training courses and awareness campaigns.

Every penny you raise helps in breaking the silence around mental health, supporting those affected by suicide, and advocating for change. Whether it's your first time fundraising or 10th, you play a massive part in supporting someone in need, when they need it.

We hope this fundraising pack provides you with all the information and resources you need to make your fundraising a success.



Kieren Bodill at the London Landmarks Half Marathon 2025, raised £1465 for SOS

Ways to Fundraise

There are countless ways you can get involved and raise money for SOS.

SOLO OR GROUP EVENTS



Join the SOS Squad

Team up with amazing people for LLHM and London Marathon and help save lives! Register your interest



Get Active for SOS

From runs, walks, skydives to bungee-jumping, there's an activity for every ability.

Find out more on: [RunForCharity](#).



Stop! to Stop the Silence

Give up a habit for a month, e.g., alcohol, sugar or social media - and raise funds for mental wellbeing.



COMMUNITY OR WORKPLACE FUNDRAISING



Dress Up/Down Days

Pay a small fee to dress up or down on a specific day, with themes like "Bad Tie Day" or "Crazy Hat Day"

Office Olympics

Organise fun competitions like races, tug-of-war or sports days, with teams competing for prizes.



Trivia Night

Teams compete in a trivia contest with a themed category, like pop culture, history or general knowledge.

Movie Night

Show a movie in the office or at a local cinema, selling tickets and refreshments.



Scavenger Hunt

Solve clues as a team to find hidden items or locations, with a registration fee or fundraising requirement.

Raffle / Bingo

Sell raffle or bingo tickets for donated prizes - run it virtually or in-person.



Themed Bake-off / Bake Sale

Bake and compete in categories, with judges and prizes. Or just host a classic bake-sale

Who's the Baby?

Bring in baby photos and let others guess who they are, with a small entry fee.



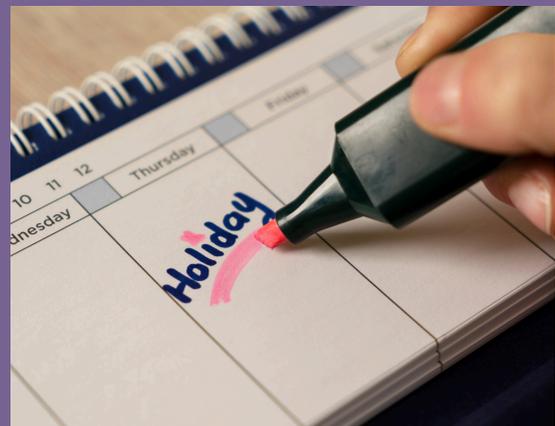
Karaoke Night

Pay to sing karaoke! Go for themed playlists with optional food and drink sales.



Silent Auction

Bid on items or experiences donated by colleagues or local businesses.



Annual Leave Auction

Place a bid on extra vacation days.

Demis' Inspiring Story



On the 12th of March 2025, I along with two of my closest friends completed a 22-mile walk around Ullswater Way in the Lake District to raise money for SOS Silence of Suicide.

This charity is very close to myself and my family as I lost my dad 3 years ago to suicide. It's hard to describe the pain of losing my dad so unexpectedly, it took a long time to come to terms with his loss. With SOS Silence of Suicide being so close to me, I decided to raise money for them.

I raised a total of £1080 and hoped it could help other families and hoped they wouldn't have to suffer the same pain I have had since losing dad. Every donation big or small can go towards potentially saving a life!

It is important that we keep this charity and conversations surrounding mental health and suicide going; so that people suffering know there is help there and that they are never alone.



How Your Fundraising Helps

The funds you raise help:

- keep our **Freephone Helpline** running for those who need it most.
- provide more emotional support sessions across the UK.
- expand our outreach to those in need.
- deliver educational courses on mental health awareness.
- support our campaign efforts to influence government policy.
- continue our advocacy work in reducing stigma and promoting mental wellbeing.



£300

can support 200 mins of life-saving conversation



£750

can break 550 mins or 9 hours of silence



£1100

can stop 800 mins of silence, saving 27 lives

“Our Fab 55 set out to raise money but they’ve done so much more. They’ve helped break down the silence that surrounds mental health and suicide... to stand with a charity born right here in Kenilworth is brilliant. This charity now carries even more meaning for us all.”

Marcus Leek, Chair of Kenilworth Town Football & Netball Club



The Fab 55 Team presenting £3652 to Team SOS

Setting Up Your Fundraiser



1. Choose Your Fundraising Activity

Pick something that excites and motivates you.

2. Set a Fundraising Goal

Have a target amount to encourage donations.

3. Register Your Fundraiser

Let us know your plans by contacting us at: events@silenceofsuicidesos.org.uk



4. Create a Fundraising Page

Set up a Give as you live fundraising page with us and share it widely. Alternately, set up your own JustGiving or GoFundMe page and tag us.

5. Promote Your Event

Use social media, posters and word of mouth to spread the word.

6. Collect Donations

Make it easy for people to contribute through online platforms, like: Just Giving | Give As You Live | Go Fund Me

7. Celebrate and Thank Your Donors

Keep supporters updated and express gratitude.



Sending Your Funds

You can send us your donations via:



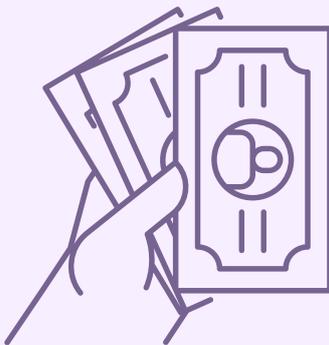
Online

Directly through our website at:
[Donate to Mental Health Charity | SOS Silence of Suicide](#)



Bank Transfer

Nat West Bank plc
A/C Name: SOS Silence of Suicide
A/C No: 27580768 | Sort: 56-00-13



Payroll Giving

Encourage employees to set up regular donations through their paycheck



Cheque

Payable to: **SOS Silence of Suicide**
and send to: **FAO- Fundraising Team**
SOS Silence of Suicide
Portobello House Portobello Way
Warwick CV34 5GJ

Stay in the Loop

Join our ever-growing community of mental health champions and drive impact.



Follow and Tag SOS on Socials to help us to cross-promote you!

- | | | | |
|---|--|---|---|
|  | SOSSilenceOfSuicide/ |  | @sosletssgettalking |
|  | sossilenceofsuicide |  | @sossilenceofsuicide3591 |
|  | sos_initiatives |  | linkedin.com/in/sossilenceofsuicide-816b1b1b2 |

Sign Up to our emails - to stay in-the-know of news, updates, upcoming events, features and real, impactful stories and features on suicide prevention and mental well-being.





Resources & Support

SOS-branded merchandise

Boost visibility with our collection tins, t-shirts and other stuff, available upon request.

Eye-catching digital fundraising posters

Access our ready-made templates to spread the word with style!



Engaging social media graphics

Download custom headers, logos and more to make your donation pages pop.

Expert promotional advice

Our marketing team is on hand to help you market your event like a pro.



Social media shoutouts

Tag us and follow along as we amplify your journey and share your donation page with our community.



Dedicated support from our fundraising team

We're just a message away with guidance and encouragement.

Make every donation go further!

Gift Aid

UK taxpayers can add 25% extra to their donation - at no extra cost - just by ticking the box.

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Matched Funding

Many employers match charitable donations. Check with your HR team to double your impact!





Thank You for Your Support

By fundraising for SOS Silence of Suicide, you are facilitating vital work in mental health support and suicide prevention.

You truly are a Champion for Change.

For any questions or support, please contact us at events@sossilenceofsuicide.org or visit our website

 silenceofsuicidesos.org.uk/



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