



MAKING LIFE WORK WITH MENTAL ILLNESS

Let's raise funds!

Fundraising Pack 2024



Welcome to Team Oakleaf!

Thank you so much for choosing to fundraise for Oakleaf. Whether you're a seasoned fundraiser or a first timer, this pack equips you with the tools, ideas and resources to make a meaningful impact. Together, we can make a lasting difference to hundreds of individuals managing their mental health in Surrey.



In life, everyone will suffer from time to time, which is why it's so important to keep the topic of mental health in focus.

Julie, former Oakleaf client



About Oakleaf

Oakleaf has been helping the community to manage its mental health for more than 25 years.

Our Vision

People are empowered to manage their mental health and wellbeing and are supported to achieve their goals.

Our Mission

To transform lives through the provision of support, training and wellbeing activities, building new futures with adults managing their mental health.

Our Values

Respect, Empathy, Support, Inclusivity, Excellence and integrity.

“

Thanks to Oakleaf, I feel transformed in so many ways. They have given me a whole new outlook on life.



Simon

Former Oakleaf client, current Oakleaf volunteer

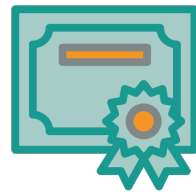
What we do

We offer a wide range of services to our client to empower them to gain the skills, support and confidence needed to manage their mental health and achieve their goals.



Wellbeing Activities & Courses

Designed to build confidence, physical health and wellbeing; reducing isolation and loneliness.



Work-Related Training

Courses in IT and Gardening help our clients gain the skills and qualifications needed to return to the world of work.



Employment Support

Our Employment Project delivers tailored employment training, mentoring and events for clients.



Counselling

Clients have access to low-cost counselling sessions with our BACP-registered service to aid their recovery.



95%

of clients feel more confident

Who we support and why

Whilst you do not need a formal diagnosis to access our services, many of our clients are managing the following mental health conditions.

Depression including Postnatal SAD (Seasonal Affective Disorder)

Bipolar Disorder

Schizophrenia

Paranoia

Obsessive Compulsive Disorder

Psychosis (incl. drug induced)

Anxiety

Phobia

Eating Disorders

Post-Traumatic Stress Disorder

Personality Disorders

Every year

**1 in 4
people**

will suffer from a
mental health issue¹

Who we support and why

In 2022/23, stress, **depression or anxiety** were responsible for **49% of all work-related ill health** and 54% of all working days lost due to work-related health.²

People with mental health needs have the second lowest employment rate of any disabled group with only 28.5% securing long-term work, and those with mental ill-health are more vulnerable to the negative effects of unemployment.³

[2. Work-related ill health](#)

[3. Disability and employment, UK: 2019](#)



Fundraise for Counselling for All

Oakleaf provides vital counselling sessions for hundreds of local people each year. The impact this service makes is profound and life changing. It benefits people who are striving to improve their lives whilst overcoming or learning to live with complex emotional issues. Counselling is bookable to a maximum of 18 sessions which are reviewed by the client and counsellor every six weeks.

Last financial year we delivered 2,028 sessions to 200 clients in need. For many, we provided critical early intervention and preventative measures steering them away from crisis. However, we require further financial support to fund the service going forward.



Fundraise for Counselling for All

A spike in demand has meant an exponential increase in Oakleaf's delivery team of 300% since 2019. Operating six days a week with 23 counsellors, we work hard to see an average of 70 clients per month both in-person and online.

£300

could fund a block of 6 counselling sessions with our most experienced counsellors

£11150

could fund our entire counselling service for clients for one week



Oakleaf offers a lifeline to many who find themselves isolated and unable to cope.

Simone, Oakleaf counsellor



Fundraising

Whether you're an individual, a community group or business, there are many ways you can get involved and fundraise for Oakleaf.

Join us at one of our fundraisers, take part in a sporting challenge or event, organise a raffle or auction, or even host a fundraising event of your own in aid of Oakleaf.

If you would like to fundraise for Oakleaf, please contact our Head of Fundraising & Engagement / Deputy CEO, Jen Clay:
jenclay@oakleaf-enterprise.org

Do you have an idea for an event you would like to host?



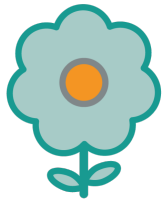
Oakleaf's upcoming fundraising events in 2024:

15 May	<u>Comedy Night</u>
19 May	<u>The Big Charity Fundraising Walk</u>
26 May	<u>RideLondon-Essex</u>
21 Sept	<u>Twilight Runway Challenge</u>

To register your interest in any of the above events, please contact our Community & Events Fundraising Manager, Jane Felton:
[janefelton@oakleaf-enterprise.org](mailto:janelfelton@oakleaf-enterprise.org)

Fundraising Ideas

In need of some inspiration? We've got you covered for any time of the year – virtually and in-person. Here are just some accessible and imaginative ways you can contribute to our cause throughout the seasons:



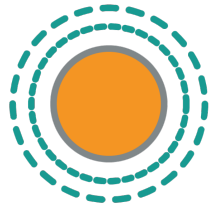
Spring

Have a spring clean and sell your unwanted items

Host an Easter bake sale

Organise a sponsored walk or run

Get involved with some Mental Health Awareness fundraising in May



Summer

Host a community BBQ or picnic

Arrange a sports tournament

Do a fun run in your local area

Run a beach clean up



Autumn

Host a Halloween fancy dress party

Host a pumpkin carving contest

Hold an online games streaming tournament

Get involved with some World Mental Health Day fundraising in October



Winter

Host a Christmas party or Christmas fair in your local community

Organise a virtual (or in-person) pub quiz

Hold a novelty jumper day or ugly sweater run at work or school

Create engaging challenges on social media platforms



Do your own thing

Your fundraising is yours – so how you decide to fundraise is up to you! Whatever you are up to, we're here to help you make an impact.

How your donations can make a difference

£20

could fund two weeks of supplies for our art classes. The therapeutic benefits of art are extensive and our art project has a hugely positive impact on our clients.

£60

could fund two weeks of fitness classes, led by an experienced certified trainer. These weekly classes help clients to rebuild their lives with a stronger sense of wellbeing.

£125

could fund weekly one-to-one support meetings for two clients for a month. This weekly check-in gives clients the opportunity to be heard and connect with a supportive member of our team.

£300

could fund a block of six counselling sessions with one of our most experienced BACP-registered counsellor, available for clients facing challenging or complex mental ill-health.



Getting started

1. Define your purpose

Whether it's to support a specific programme, raise awareness, reduce stigma or support the charity as a whole, a well-defined purpose will resonate with donors.

2. Set achievable goals

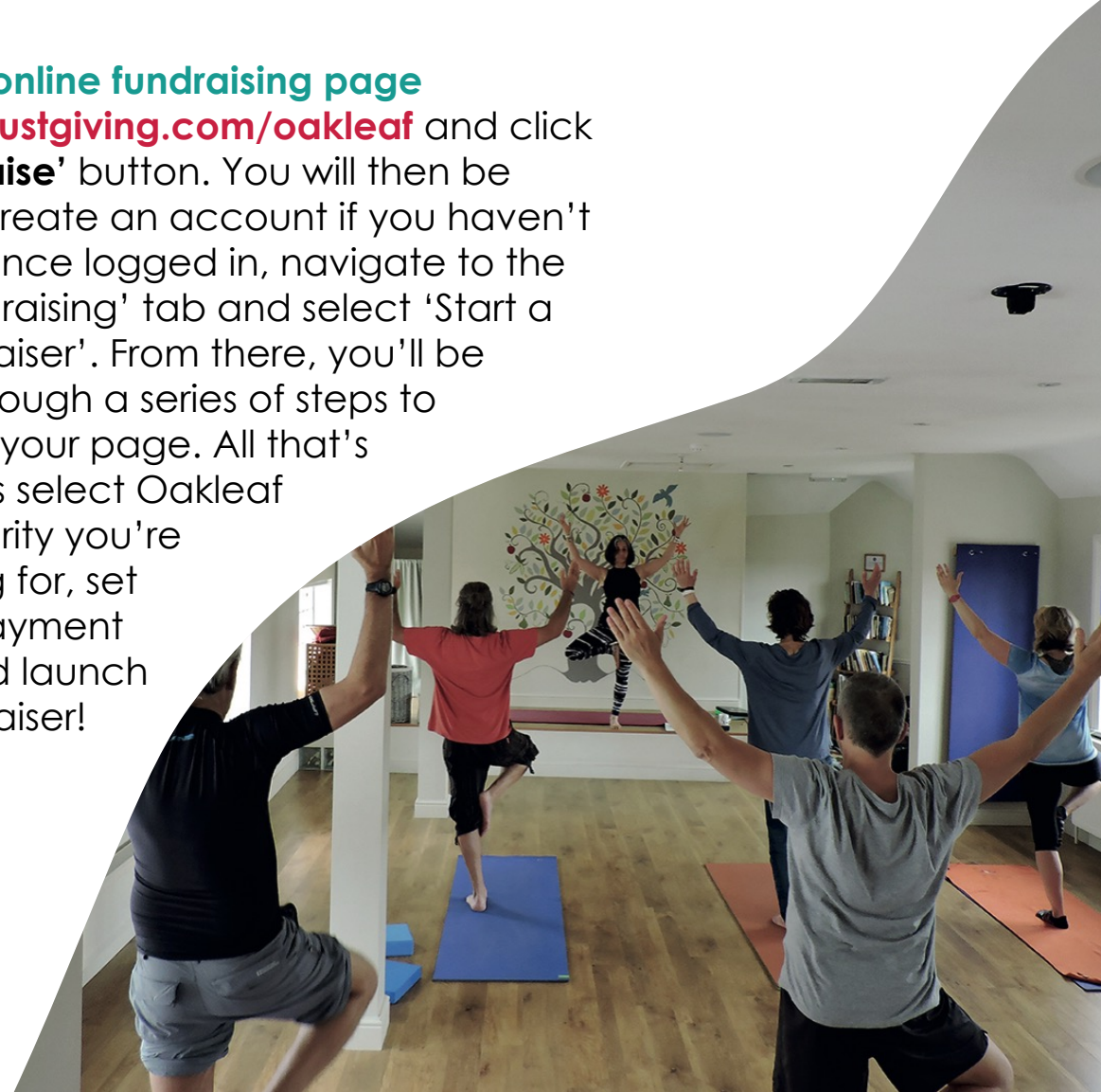
Consider the amount of funds you aim to raise and the timeline for your campaign. Breaking down your target into smaller, achievable milestones can help maintain momentum.

3. Choose your fundraising idea

Explore the ideas we've suggested in this pack or come up with your own idea that aligns with your interests, skills and the preferences of your potential supporters.

4. Set up an online fundraising page

Visit www.justgiving.com/oakleaf and click the **'fundraise'** button. You will then be asked to create an account if you haven't already. Once logged in, navigate to the 'Start Fundraising' tab and select 'Start a new fundraiser'. From there, you'll be guided through a series of steps to customise your page. All that's left to do is select Oakleaf as the charity you're fundraising for, set up your payment details and launch your fundraiser!



Getting started

5. Build a supportive network

Rally support from friends, family, colleagues and community members. Share your fundraising efforts on social media (including the link to your JustGiving fundraiser), emails and in person; updating people and expressing gratitude throughout your fundraising journey.

6. Create compelling content

Craft engaging and heartfelt content that tells your story and communicates the impact of the charity's work. Use visuals, videos, and personal anecdotes to connect with people emotionally and inspire them to contribute.

7. Track and evaluate

Monitor the progress of your campaign regularly. Track donations, engagement, and the overall impact of your efforts. Use the insights gained to adjust your strategy and optimize your fundraising approach.



**Remember, every effort,
no matter how small,
contributes to the worthy cause
of supporting better mental
health in your community.**

Jaki's story

Thanks to your support, we can continue to normalise the conversation surrounding mental health while offering encouragement and support to those who might be struggling. Here's a story from one of our wonderful clients Jaki:

“

Three years ago, I had a nervous breakdown and I was admitted to a psychiatric hospital for two weeks.

I was diagnosed with depression, anxiety disorder, CPTSD and BPD. A lack of support at a time when I needed it most actually caused me to reach breaking point, and subsequently try to take my own life.

Fortunately, Oakleaf was recommended to me.

I was very nervous at first. I sort of dipped my toe in, did a couple of classes. However, over time I managed to open up my wings a little. There are so many positive elements that make up the charity as a whole.

I would describe Oakleaf as a safe space; when you go there, staff don't judge you, the other clients don't judge you and you are encouraged to be nothing but yourself.



There is this feeling of connection – when you have a mental health disorder, it can be so isolating and you can end up feeling a lot of shame and guilt, almost to a point where you feel as though you're the problem.

You question 'why are you like this?' and want to hide away from everything. But coming to Oakleaf instilled in me a 'one step at a time' mentality, knowing that it was okay to start small, take my time, and eventually build myself back up and find the courage to try new things.

There is so much choice and so many wellbeing activities and training courses to try. I also volunteered at Oakleaf's Wellbeing Café every Friday, which was rewarding as I felt I was able to get people to open up

and share their thoughts and feelings as well as help them to feel seen, heard and understood without any judgement.

This is why I have chosen to give back to Oakleaf, because they have given so much to me, and so much to others.

I am incredibly grateful for all they have done and continue to do for people managing their mental health and I look forward to seeing where this journey takes me going forward.

Jaki, Oakleaf client



Resources

FAQs

Can I fundraise online for Oakleaf?

Yes, you can set up an online fundraising page through [JustGiving.com/Oakleaf](https://www.justgiving.com/Oakleaf). This platform allows you to share your story, collect donations securely, and track your progress towards your fundraising goals.

How can I ensure that my donors' contributions are being used effectively?

Transparency and accountability are essential values for our charity. We regularly provide updates on how donations are being utilised to support our mental health and wellbeing offering. You can also reach out to our team for specific information regarding the impact of your fundraising efforts. Our annual reports are viewable on our website under 'Who We Are'.

What fundraising materials can I get?

Depending on the event or occasion, Oakleaf can provide Oakleaf branded T-shirts, running vests, collection tins, charity literature and more. We can also sometimes lend out banners and additional event items. We are of course happy to discuss any other materials you might need.



Resources

FAQs

How can I stay updated on the charity's work and upcoming events?

You can subscribe to our e-newsletter or follow us on social media platforms (see next page) to receive regular updates on our work, upcoming events, and opportunities to get involved. Additionally, you can visit our website for the latest news and information.

Can Oakleaf post on social media to support my fundraiser?

While we can't post about each and every one of our fundraisers directly from Oakleaf's accounts, but we would be delighted to reshare your posts. All you need to do is tag us!

How else can I share Oakleaf's impact?

We would encourage you to watch and share some of our short videos:

[About us](#)

[Counselling](#)

[Mental Health First Aid](#)

[Client Stories](#)



Thank You

We are thankful for all our supporters and will continue to do all we can to look after the mental health and wellbeing of the Oakleaf community.

If you would like to fundraise for Oakleaf and help fund vital mental health, employment and wellbeing support, please do get in touch.

Jen Clay, Head of Fundraising & Engagement
jenclay@oakleaf-enterprise.org | Tel: 01483 303 649
101 Walnut Tree Close, Guildford, Surrey GU1 4UQ



I will always aim to help and support other people the same way that Oakleaf helped me.

Wendy, Oakleaf client

