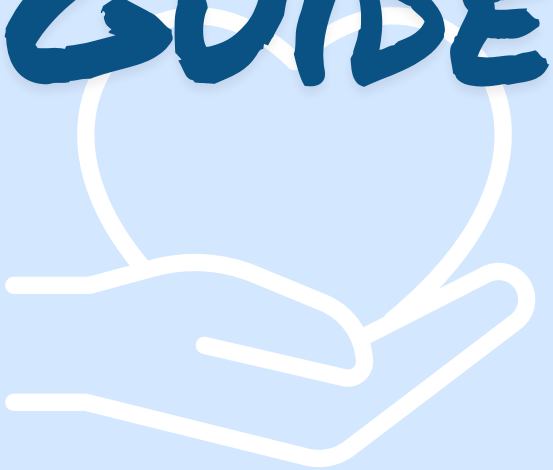
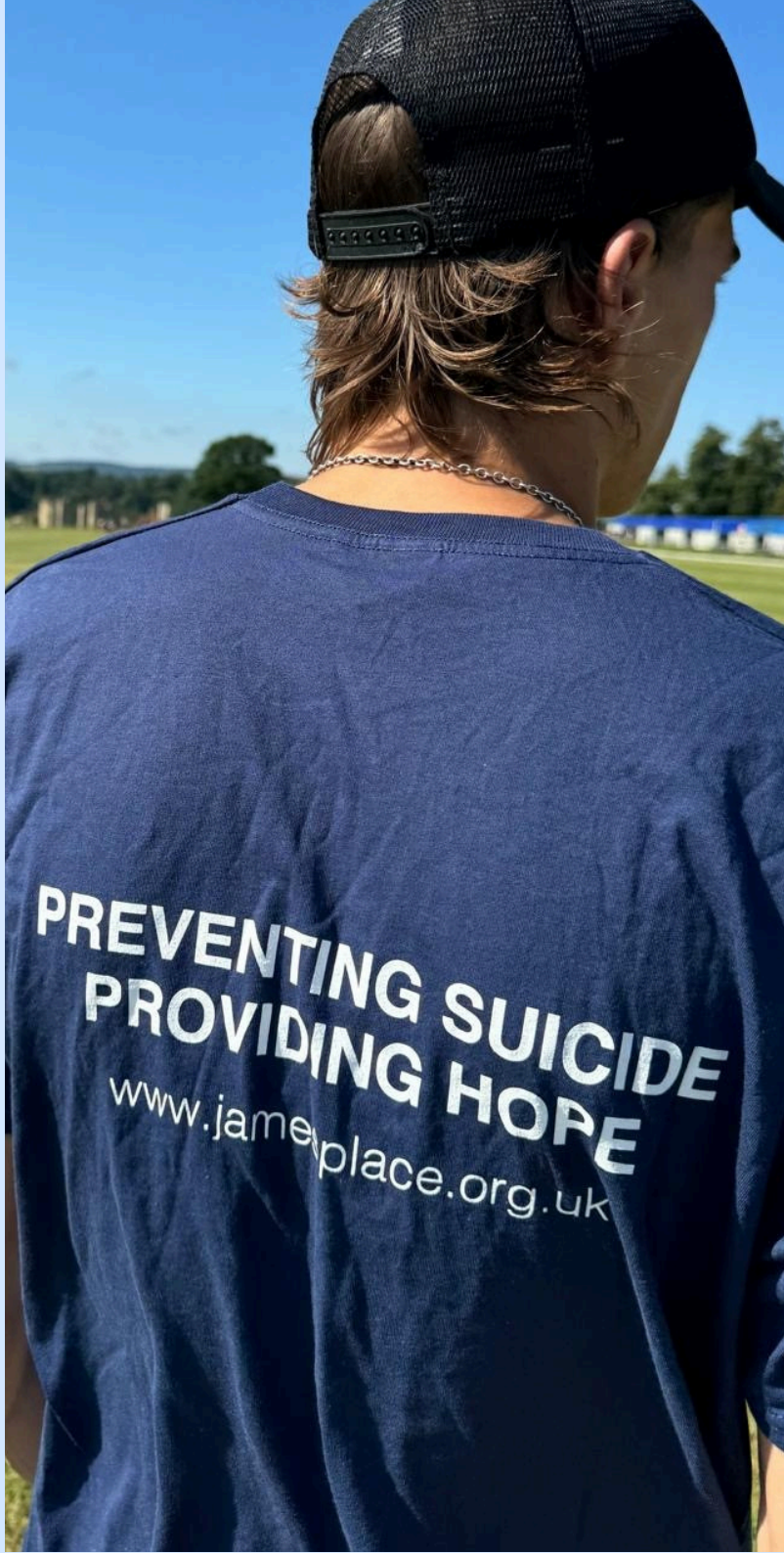
James' Place

PREVENTING SUICIDE. PROVIDING HOPE.

Fundraising Guide





WELCOME TO THE TEAM

At James' Place, we are constantly inspired by the dedication, strength and enthusiasm of our fundraisers.

Thanks to you, **last year we helped 1,496 men in suicidal crisis access free, life-saving therapy** at our centres in Liverpool, London, Newcastle and Birmingham. We're aiming to open two more centres in the coming years so that we can reach even more men when they need us most.

Fundraising isn't always easy but remember, you're not doing this alone. This guide is full of our favourite fundraising ideas, top tips and helpful information so you can hit the ground running. We also have a team on hand to offer advice and answer any questions.

Thank you for choosing to support James' Place. Let's get started!



If you need us:

020 3488 8404

fundraising@jamesplace.org.uk





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ABOUT JAMES' PLACE

WHAT WE DO

James' Place stops men dying by suicide. We provide free, life-saving therapy to men in suicidal crisis at our centres in Liverpool, London, Newcastle and Birmingham.

We are unique because our treatment is proven to work, quick to access and delivered in a safe, friendly, non-clinical environment by trained, professional therapists.

WHY WE DO IT

James' Place was founded by Clare Milford Haven and Nick Wentworth-Stanley following the tragic death of their son James in 2006. Ten days after a minor operation, James took his own life. He sought help for his anxiety and suicidal thoughts but didn't find the urgent help he so desperately needed.

Clare and Nick were determined to prevent other families from losing loved ones and set up James' Place to provide support for men in suicidal crisis whose needs are not met by existing services.

HOW WE DO IT

We offer free, life-saving treatment to suicidal men in the North West, London and the North East, delivered over six to eight face-to-face therapy sessions in a non-clinical environment.

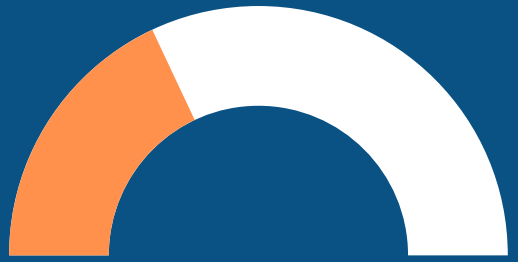
Our trained, professional therapists quickly get to the heart of a man's suicidal crisis and help him solve it. Men can self-refer or be referred by a professional or a friend or family member. We aim to see service users within two working days of receiving a referral.

WHY MEN?

Suicide is the leading cause of death for **men under 35 in** England and Wales.



Men consistently account for around **three-quarters** of suicides.



Men are less likely to access psychological therapies than women: only **36%** of referrals to NHS talking therapies are for men.

WHERE WE ARE



James' Place Liverpool

50 Catharine St
Liverpool
L8 7NG

Tel: 0151 303 5757



James' Place Birmingham

34 Harborne Rd
Birmingham
B15 3AA

Tel: 0121 269 9400



James' Place Newcastle

1 Summerhill St
Newcastle upon Tyne
NE4 6EJ

Tel: 0191 406 6000



James' Place London

20 Bunhill Row
London
EC1Y 8LP

Tel: 020 3488 8404

Get support

If you ever need to refer yourself or a friend/family member

OUR IMPACT

£15 covers the cost of the first conversation with a suicidal man

£50 covers the cost of an initial assessment two days later

£110 covers the cost of a therapy session

£850 covers the cost of one therapist for a week

£2,000 covers the cost to support one man through our life-saving treatment





1,496

suicidal men helped last year

6,900+

free therapy sessions delivered last year

£355k

total raised by our fundraisers via JustGiving last year

STORIES THAT INSPIRE

Our work goes much further than numbers – we save lives.

Tyrone

Tyrone reached out to James' Place in the run up to Christmas 2023, struggling with family problems, feeling lost and the breakdown of his relationship. Within 24 hours, he was booked in for his first meeting.

He finished his James' Place sessions with a renewed energy for life, expanded his job search and took up running. By July, he had moved to Leeds with close friends and, in September, he crossed the finish line of the Great North Run.



"It didn't feel like I was going in to see a therapist. It just felt like I was sitting on a friend's sofa, having a chat. It was a neutral, safe space for me to come and take these thoughts."

Jack

Jack turned to James' Place after his girlfriend Katy found him at home at crisis point, writing suicide notes to his loved ones.

Since leaving James' Place, life is feeling brighter and he has proposed to Katy and started long-term therapy. "I will always say to everyone: Katy saved my life and James' Place held my hand to take the first steps on the road to recovery."

Jack then decided to take on the Three Peaks Challenge, climbing the highest mountains in England, Scotland and Wales within 24hrs and raising an incredible £2,427 for James' Place.

"James' Place is where I found hope."



FUNDRAISING IDEAS

We wouldn't be able to have such an impact without our brilliant fundraisers – we've had supporters row across the Atlantic Ocean, host charity football matches and even abseil off Anfield Stadium!

Lennan

At just 12 years old, Lennan showed remarkable grit by running 175km (roughly the distance from London to Bristol) in the 21 days leading up to Christmas 2024.

Come rain or shine, he was outside running every day – and rain it did, with the arrival of Storm Darragh. In Lennan's words, "I think the hard bit is fitting it around footie and that. I come home from school in the dark, like it's getting dark really early now. It's hard to fit it in."

Lennan chose to fundraise for James' Place after a family friend, Michael, took his own life in 2018. Over the years, he's raised £5,860 for James' Place.



Find an event

Here are some more ideas:

Physical challenges

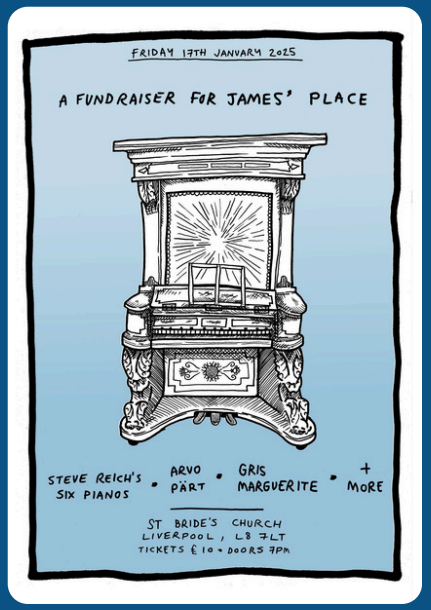
Keen runner, cycler, swimmer or walker? Click the button to sign up for a James' Place charity place in events across the UK and Europe or set yourself a personal challenge (e.g., solo cycle from Land's End to John O'Groats).

Host a social event

Get your friends and family together for a dinner party, quiz night, open mic or sports day.

Helen

Helen organised a beautiful evening of music in memory of her partner Paul. Music was an integral part of their life together and their son Lew performed during the evening. They raised over £3,600 for James' Place while honouring the life of a much loved friend and family member.



Nicole

After Nicole heard that her secondary school English teacher had taken his own life, she took on the challenge of cycling 220km in just four days, raising over £510 for James' Place.



Host a sales-based event

Bake sales, car washes, raffles or selling your own crafts are all great options. Remember, all proceeds must go to James' Place and raffles have legal requirements – see advice on Page 11.

Donations in lieu of gifts

Encourage people to donate to James' Place in lieu of gifts for birthdays, anniversaries, weddings and other special occasions.

Getting Started

Once you've decided what you want to do, follow these steps to start pulling in donations:

SET UP YOUR FUNDRAISING PAGE

An online fundraising page makes it easy for people to donate. We recommend using JustGiving because it doesn't charge any platform fees to charities or donors. Click the button below to get started:

Create your page

If you get stuck, you can find more detailed instructions here.

IN MEMORY

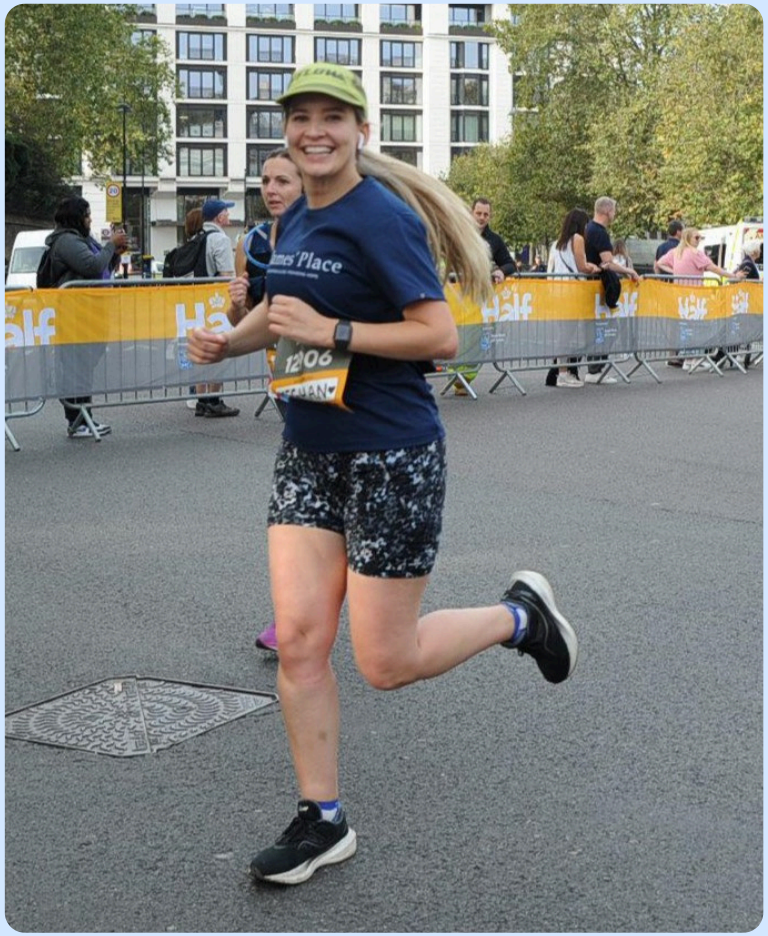
Many James' Place supporters fundraise in memory of a loved one. You can find instructions on setting up an in memory fundraising page on JustGiving here.

There are several organisations (national and regional) that might be helpful if you are seeking support following a **bereavement by suicide**. Find out more by clicking here.



TOP TIPS FOR A TOP-PERFORMING PAGE

1. Create and share your page as soon as possible.
2. Set a target to motivate yourself and your community to go the extra mile.
3. Use the shopping list on Page 6 to show people the impact of their donation.
4. Kickstart donations by making a contribution from your own pocket.
5. Add a picture to personalise your page.
6. Update your page over time to show your hard work and training.



Fill this out to let us know what you're doing

Fundraising Agreement

SHARE YOUR "WHY"

Your "why" is the reason you have chosen to support James' Place.

Knowing your "why" can help you personalise your fundraising page description. Try to put your motivation into a few short sentences to help people understand why our work matters to you and is worth supporting. You don't have to share everything publicly – only share what feels comfortable.

Example "whys":

- "Working in a university, I've seen many young people struggle with their mental health. I want to make sure free support is accessible to those who need it."
- "I've battled depression myself. I'm fundraising for James' Place so no one has to face that darkness alone."

COLLECTING CASH DONATIONS

You can collect cash donations using a James' Place collection box. If you would like one, please fill out this form and we'll be in touch.

Please do not send cash to us in the post. Deposit any cash donations into your bank account as soon as possible after your event/activity and then either donate the total to your JustGiving page or transfer it directly to James' Place using the following details:

Account name: James Place Charity
Account number: 69390580
Sort code: 15-99-00

Please add your name as the reference so we can identify your donation.

If you would prefer to send a cheque payable to James' Place, please post it to our London centre:

FAO Fundraising
James' Place
20 Bunhill Row
London
EC1Y 8LP

Be sure to include your name and contact information so that we can confirm your cheque has been received.

STAYING SAFE WHILE FUNDRAISING

- **Need a venue for your event?** Ensure it is practical, safe and accessible.
- **Do a risk assessment for your event,** taking into account things like first aid, security, accessibility and safeguarding. For more information, visit the Health and Safety Executive website.
- **Make sure you have the right licenses.** If you're collecting on private property, in a supermarket, on a public street or house-to-house, you'll need to get permission. Many events require a licence, especially if they involve the sale of alcohol, playing music or entertainment. Contact your local council or visit www.gov.uk to find out whether your event will need a licence or permit.
- **Get consent from event attendees if you want to share photos.** We'd love to see them too – tag us on social media @JamesPlaceUK or send them to fundraising@jamesplace.org.uk for a chance to feature on our weekly Fundraising Friday posts!
- **Raffles (also called lotteries)** are regulated under UK gambling law. Depending on the type of raffle you are holding, you may need to register with your local council (e.g., if you're selling tickets in advance or using cash prizes). Read this guidance from the Chartered Institute of Fundraising for more information.
- **Include this statement on any promotional materials** for your event:
  - *All proceeds/profits will be donated to James' Place – Charity Reg No: 1121891.*
- **Look after yourself.** Remember, your wellbeing comes first. If you need to change your plans or cancel your event/activity, that's no problem. Just keep us in the loop by emailing fundraising@jamesplace.org.uk.

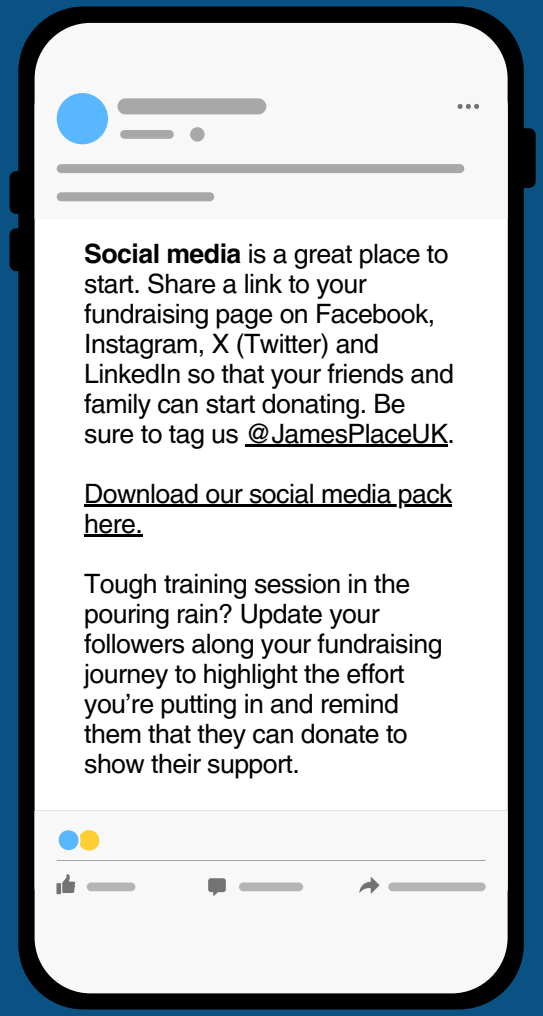
James' Place cannot accept liability for any event or fundraising activity you undertake.





BOOSTING DONATIONS

People can't support your great fundraising if they don't know you're doing it!



Social media is a great place to start. Share a link to your fundraising page on Facebook, Instagram, X (Twitter) and LinkedIn so that your friends and family can start donating. Be sure to tag us @JamesPlaceUK.

Download our social media pack here.

Tough training session in the pouring rain? Update your followers along your fundraising journey to highlight the effort you're putting in and remind them that they can donate to show their support.





Get your **colleagues** on board. Print out a QR code directing people to your fundraising page and put it up somewhere in your office – this works even better if you offer out some homemade sweet treats as well!

Office newsletters or group chats are also great places to share your fundraising page and tell people why you're supporting James' Place.

Check whether your **employer will match your fundraising**. This is an easy way to double your impact. For example, if you raise £200, your employer might match it with another £200, making it £400 total. It's always worth asking, plus they may choose to give a donation, even if they don't offer match funding.

Let your **local community** know what you're doing by contacting your local newspaper or radio station.



AFTER YOUR EVENT

The hard work is over. You smashed it – congratulations! Time for well-deserved rest.

The money you've raised is vital to keeping our services going, but you've also done a fantastic job of spreading awareness about our services. The more people who know about James' Place, the more men we get through our doors.

When you're ready, there are a few final things left to do:



1. Update your fundraising page and social media to let your supporters know how you got on and inspire some last-minute donations.

2. Let us know how it went – tag us in your photos from the day on social media or email them to us at fundraising@jamesplace.org.uk.

3. Deposit any cash donations and transfer them to us (instructions on Page 10) or add them as a donation to your fundraising page.



FAQs

Can I make custom materials / can I use your logo?

We love to see fundraisers promote our logo or create James' Place custom materials, but, before doing so, you must contact us at fundraising@jamesplace.org.uk to share your design. All custom materials are subject to our approval before our logo/branding can be used and we reserve the right to ask fundraisers to stop using our logo at any time.

Can I have a sponsorship form?

We find that the most efficient way to fundraise is to use online platforms like JustGiving. You can set up a page here. If you'd like to use a form, you can download it here.

When will my JustGiving page close?

Pages are automatically set to run for 120 days. You can adjust the page duration in your Page Settings.

Can you tell me once you've received my JustGiving money?

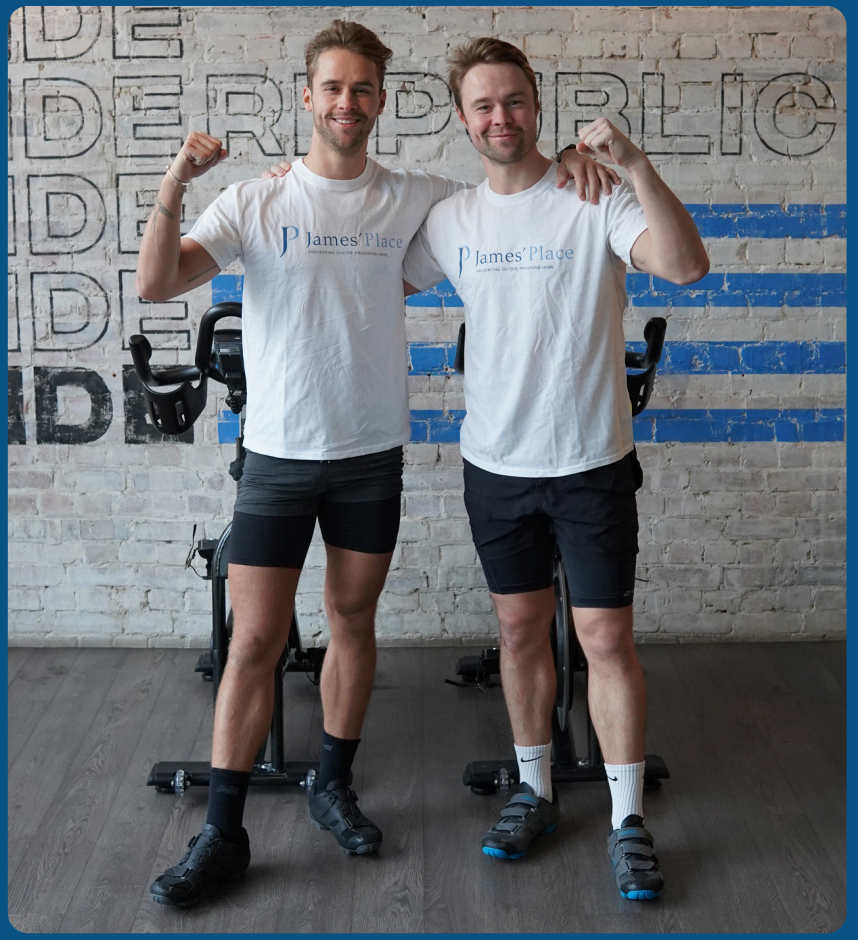
Money raised from JustGiving pages gets automatically transferred to us in regular instalments. These payments combine funds from multiple pages, including Gift Aid, so we're unable to notify you when exactly we receive money from your page.

Can you create a QR code linking to my JustGiving page?

There are plenty of free online QR code generators (like this one by Adobe). If you would like us to create a QR code for you, please email fundraising@jamesplace.org.uk with the URL.

Got another question?

Reach out to fundraising@jamesplace.org.uk and we'll get back to you.



Thank you!

There’s only one thing left to say: thank you so much for choosing to fundraise for James’ Place, for all your hard work inspiring donations and for your dedication to our mission – to stop men dying by suicide.

Want to hear about the impact of your fundraising and future opportunities with James’ Place?

Sign up here.

James’ Place

PREVENTING SUICIDE. PROVIDING HOPE.



