



PIPS

Suicide Prevention Ireland

Your PIPS Charity Fundraising Pack

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Welcome and Thank You

Dear Supporter,

Thank you for choosing to support PIPS Suicide Prevention Charity. Your decision to fundraise on our behalf means the world to us and, more importantly, to those who rely on our life-saving services.

PIPS Charity is dedicated to supporting individuals and families affected by suicide and mental health challenges. Every pound you raise will directly contribute to providing crisis support, counselling, education, and resources that save lives. Together, we can create a world where no one has to face these challenges alone.

This fundraising pack is designed to guide you every step of the way, ensuring your efforts are both successful and rewarding.

With gratitude,

A handwritten signature in blue ink that reads "Renee Quinn". The signature is written in a cursive, flowing style.

Chief Executive Officer
PIPS Suicide Prevention Ireland (PIPS Charity)

About Us

Who We Are

PIPS Suicide Prevention Charity is here to provide counselling and befriending support to individuals who are experiencing or have experienced suicidal thoughts or mental unwellness. PIPS Charity also provides support to families and friends who have been touched by suicide.

Our life saving services provide direct support to individuals who are in need. We offer a free, confidential counselling service, with no restriction on the number of sessions provided. We also offer a crisis walk in service in Belfast and a crisis telephone service at other locations during our opening hours.

Please reach out if you or anyone you know needs help, you are never alone!

Our Mission

We help individuals, families and organisations who have been affected by suicide or mental un-wellness and we do this by:

- Providing support and counselling services in an accessible and non-judgmental space for individuals to understand themselves and to better navigate their personal path in life
- Providing a neutral, compassionate and supportive environment by offering a space for peer groups to share their experiences of emotional challenges
- Working with organisations to nurture a culture of awareness and understanding of mental wellness, by providing specialist training and volunteering opportunities
- Working with local communities and government bodies to influence societal change with the aim to advance the understanding of suicide and mental wellness within Ireland

What Makes Us Different?

Background

We are the original PIPS charity, founded in 2003, and we operate in Belfast, Derry/L'Derry, and Enniskillen. We also have Befrienders in libraries and Starbucks stores across Northern Ireland, ensuring accessible support in local communities.

Other organisations may share a similar name but operate under government funding, meaning they have different restrictions on who they can help and how. To ensure your support reaches PIPS Suicide Prevention Ireland and helps keep our crisis services running, please donate directly to us.

Our Unique Approach

- **Immediate Crisis Support** – We offer a walk-in and telephone crisis service, where anyone in suicidal distress can speak to a trained counsellor immediately, without waiting lists or appointments. This is a rare service in mental health, similar to an A&E for those in crisis.
- **Continuous Care with Extended Sessions As Required** – Unlike most statutory services, PIPS Charity offers continuous care until you feel that you are ready. We believe that people should get the support they need, for as long as they need it, without pressure to “fix” things within a set number of sessions.
- **100% Funded by the Public** – Unlike government-funded organisations, we do not receive government financial support. This allows us to maintain our unique crisis services and provide unrestricted, immediate help to those who need it most.
- **No Postcode Barriers** - We provide life-saving mental health support across all of Northern Ireland, with no postcode restrictions. Unlike some other services that must follow government funding limitations, we welcome everyone, regardless of where they live.

Your Role As A Fundraiser

Why Your Support Matters

Every action you take as a fundraiser helps us provide essential services to those in need. Here's how your efforts translate into real impact:

£10 could pay for one call for help.

£15 could help us offer a befriending session.

£20 could help recruit and train a volunteer.

£30 could go towards keeping our free phone line open.

£55 could help us provide a full counselling session.

Set a personal fundraising target and know that every pound raised brings hope and healing to those we serve.

Planting The Seeds of Hope

Benefits of Fundraising

Fundraising for PIPS Suicide Prevention Charity is more than just raising money-it's about making a real difference in people's lives while experiencing personal and community benefits. Whether you're taking on a challenge, hosting an event, or running an online campaign, your efforts will have a lasting impact.

Make a Real Impact

Every pound raised helps us provide life-saving crisis support, counselling, and mental health education across Northern Ireland. Your fundraising could:

- Fund counselling sessions for those in crisis
- Support awareness campaigns to break the stigma around mental health
- Help train volunteers to provide vital support.

Bring People Together

Fundraising is a great way to connect with others, whether it's family, friends, colleagues, or your local community. It strengthens relationships, creates shared experiences, and spreads awareness about mental health in a meaningful way.

Raise Awareness for Suicide Prevention

By fundraising, you're also starting important conversations about mental health. This can help break down stigma, encourage people to seek help, and spread the message that no one has to struggle alone.

Corporate Social Responsibility (CSR)

Make a Real Impact

Supporting PIPS Charity through fundraising and CSR initiatives benefits both your business and the wider community. Here's how:

- **Make a Real Difference** – Your company's involvement helps fund life-saving crisis support, counselling, and mental health services for those in need.
- **Engage & Motivate Staff** – Workplace fundraising fosters teamwork, morale, and a sense of shared purpose among employees.
- **Enhance Your Brand & Reputation** – Demonstrating a commitment to mental health and wellbeing strengthens your company's reputation and connection with customers.
- **Meet CSR Goals** – Supporting PIPS Charity aligns with social responsibility objectives, promoting a healthier and more compassionate society.

Ways Your Business Can Get Involved

- **Workplace Fundraising** – Organise charity coffee mornings, quiz nights, fitness challenges, or payroll giving.
- **Charity Partnerships** – Choose PIPS Charity as your Charity of the Year and make a lasting impact through ongoing support.
- **Sponsorship Opportunities** – Sponsor a PIPS event or initiative and showcase your commitment to mental health awareness.
- **Corporate Challenges** – Enter a company team into a sponsored run, cycle, or endurance challenge to raise funds and team spirit.
- **Matched Giving** – Encourage employees to fundraise by matching their donations, doubling the impact.

How To Support Us

Ways to Donate

Every donation helps us provide life-saving, immediate crisis support to people across all of Northern Ireland. We receive no government funding, so we rely entirely on public generosity to keep our doors open. You can support us in a variety of ways:

- **Cash & Cheques** – Drop off donations at our Antrim Road location or post cheques made payable to PIPS Suicide Prevention Ireland.
- **Fundraising Chalice & Buckets** – Pick up or request a fundraising bucket/chalice for your event, workplace, or local business.
- **QR Code Donations** – Scan our QR codes at events, fundraising stalls, and partner locations to donate instantly.
- **Wedding Favour Cards & Pins** – Purchase these as a meaningful way to support mental health while celebrating your special day.

Online Giving Platforms

We operate on multiple fundraising platforms, including:

- **JustGiving**
- **GoFundMe**
- **Enthuse**
- **Facebook Fundraisers**

Please note: These platforms charge processing fees, meaning a portion of your donation goes toward fees rather than directly to our services.

For a fee-free way to donate, please give via:

- **Our Website** – 100% of your donation reaches us.
- **Over the Phone** – Call us to donate directly at 028 9080 5850.

Sponsorship & Giftaid

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Sponsorship Forms

If you're fundraising for PIPS Suicide Prevention, official sponsorship forms are available. These forms help us track donations and ensure we can claim Gift Aid where applicable.

- To receive a sponsorship form please request one from us.
- Encourage donors to tick the Gift Aid box—it helps us receive extra funding at no extra cost to them!

What is Gift Aid?

Gift Aid is a UK government scheme that allows charities to claim an extra 25p for every £1 donated—at no additional cost to the donor!

How does Gift Aid help PIPS Suicide Prevention?

By claiming Gift Aid, we can increase the impact of every donation, helping us provide more vital mental health and suicide prevention support.

Who can Gift Aid their donation?

A donor must:

- Be a UK taxpayer (paying income tax or capital gains tax).
- Have paid at least as much tax as the charity will reclaim on their donation.
- Provide their full name, home address, and postcode.

Encourage Gift Aid!

Many people don't realise they can Gift Aid their donation—so remind them! It costs them nothing but makes a big difference to our work.

For more information or to request a sponsorship form, contact us today!

Planning Your Fundraiser

Organising a fundraiser for **PIPS Suicide Prevention Charity** is a great way to support mental health and suicide prevention. To ensure success, consider these key steps:

1. Timing

Pick a date that allows enough time to plan and promote. Avoid clashes with other events.

2. Costs & Budgeting

Estimate expenses (venue, materials, permits) and look for sponsorships or donations to reduce costs.

3. Insurance & Safety

Check if insurance is required, complete a risk assessment, and have first aid provisions in place.

4. Volunteers & Support

Recruit and assign volunteers to help with setup, activities, and donations. Always thank your team!

5. Permission & Legalities

Get approval for public events, follow regulations for raffles/lotteries, and collect donations securely.

6. Promotion & Publicity

Use social media, posters, and local media to spread the word. Tag us online so we can share your efforts!

Fundraising Guidelines & Best Practices

Thank you for choosing to support PIPS Suicide Prevention Charity. To ensure transparency, accountability, and compliance with fundraising regulations, please review the following guidelines before organising your event.

1. Permission to Fundraise

Before promoting your event, please ensure you have received formal authorisation from PIPS Charity to fundraise on our behalf. This includes permission to use our name and logo in any promotional materials. This helps maintain trust, transparency, and accountability.

2. Fundraising Regulations

As you are fundraising for PIPS Charity, you must adhere to the Fundraising Regulator's Code of Fundraising Practice, which includes:

- Clearly stating that your event is in-aid-of PIPS Suicide Prevention Ireland.
- Being transparent about how the funds will be used and ensuring all money raised is directed to PIPS Charity.

3. Gambling and Licensing Considerations

If your fundraising event involves an element of gambling (such as a raffle or bingo night), you may need to comply with the Gambling Act 2005. Depending on the scale of the event (e.g., prize values and participation numbers), a licence may be required. Please check the Gambling Commission's guidance to ensure compliance.

Fundraising Guidelines & Best Practices

4. Handling Donations

All funds raised must be directed to PIPS Charity through a secure and transparent method. If you are using an online fundraising platform, please ensure:

- The platform is secure and provides clear tracking of donations.
- Regular updates are provided to PIPS Charity on the amount raised.
- Accurate records are kept of all donations and related expenses.

5. Using PIPS Charity Branding

If you plan to use the PIPS Charity name or logo in any promotional materials (including social media, posters, or livestreams), you must receive prior approval. We are happy to provide branding assets if required.

6. Reporting and Accountability

After your event, please provide PIPS Charity with a breakdown of:

- Total funds raised
- Any event-related expenses
- Additional relevant details

This information is essential for our records and allows us to acknowledge and thank our supporters properly.

Fundraising Guidelines & Best Practices

7. Insurance and Risk Management

If your event involves physical activities or online participation, please ensure you have appropriate insurance coverage to protect both yourself and PIPS Charity. Risk assessments should be conducted to minimise potential issues.

8. Improving Ticket Visibility

If you are selling tickets for your event, here are some ways to improve visibility and accessibility:

- **Create a Dedicated Facebook Event Page:** This makes ticket sales more visible and allows attendees to engage easily. You can also link to platforms like Eventbrite or JustGiving for secure ticket purchases.
- **Public Posts with Clear Instructions:** Instead of relying solely on private messages, consider posting a public update with clear ticket purchase instructions. Example:

“To purchase tickets for [Event Name], please click the link below to buy securely via [Eventbrite/JustGiving] and help us raise vital funds for PIPS Suicide Prevention Charity!”

- **Facebook Ticketing Integration:** If using Eventbrite, you can integrate it directly with your Facebook event page, making ticket purchases even more seamless.

Fundraising Guidelines & Best Practices

8. Raffles - Fixed Ticket Price vs. Donation / Free Entry

If people must pay a specific amount to enter the raffle (e.g. £5 per ticket), this is classed as a lottery under UK and Northern Ireland law — even if the payment is collected via a donation platform.

In contrast:

- A free draw or prize competition allows people to enter without payment or with a voluntary donation (and may involve an element of skill or no obligation to donate).
- These types are not regulated as gambling but only apply if there's truly no obligation to pay to enter.

Because your raffle involves a required ticket price and is based on chance, it's considered a lottery, and you'll need to follow the relevant regulations to run it legally.

What You Need: Small Society Lottery Licence

To promote and sell tickets in advance (especially online through Instagram), you'll need to apply for a Small Society Lottery Licence from your local council (e.g. Belfast City Council). This is the standard route for charity raffles like yours. It enables you to:

- Sell tickets online or in person ahead of the draw
- Promote your raffle via social media
- Collect entries through a donation platform like JustGiving, with supporters leaving their name and the word "raffle" in the comments

Once the licence is in place, you can then begin promoting and collecting entries in a transparent and legally compliant way.

Fundraising Guidelines & Best Practices

9. Using Instagram to Run Your Raffle

Once you've secured your licence, here's how to run your raffle through Instagram effectively:

1. Set Up a Fundraising Page

Use a platform like JustGiving (<https://www.justgiving.com/pipsspireland>) or PayPal to collect payments. Ask supporters to include their name and "raffle" in the message.

2. Promote Clearly on Instagram

Post details including:

- What's being raffled
- Ticket price
- How and where to buy
- Draw date
- Statement such as:

"This raffle is being run under a Small Society Lottery Licence issued by [Council Name], in support of PIPS Suicide Prevention Charity."

3. Track Entries Transparently

Keep a list of names and entries linked to payments to ensure everything is fair and auditable.

4. Announce the Winner

We recommend doing a live or recorded draw on Instagram to keep everything transparent and engaging.

How To Fundraise

Step-by-Step Guide

1. Set Your Goal: Decide on a realistic target

Decide on a fundraising target that's realistic but ambitious.
Example: "I aim to raise £500, which will fund 10 counselling sessions for individuals in crisis."

- Break your target into milestones to keep yourself and your supporters motivated (e.g., "£100 by the first week, £300 by mid-campaign").

2. Choose Your Fundraising Method

Personal Challenges

- **Walks, Runs, or Hikes:** Set a distance goal and invite friends and family to sponsor you per mile or kilometre.

Hosting Events

- **Coffee Mornings:** Invite people for a friendly gathering where they can donate while enjoying refreshments.
- **Quiz Nights:** Host a trivia evening at a local venue or online, with an entry fee going towards your goal.

Online Fundraisers

- **Fundraising Platforms:** Use sites like JustGiving to create a page where supporters can donate easily and securely.
- **Social Media Campaigns:** Share your story on Instagram, Facebook, or Twitter using hashtags like #SupportPIPS or #SuicidePrevention.

How To Fundraise

3. Spread the Word

Build a Fundraising Page

Use platforms like JustGiving or GoFundMe and personalise your page with:

- **A compelling story:** Explain why you're fundraising for PIPS and how the funds will be used.
- **Photos or Videos:** Show your passion and connect emotionally with potential donors.

Social Media Strategy

1. Post regular updates, including:
2. Your fundraising goal and progress.
3. Stories of how PIPS helps others.
4. Photos or videos of your preparation and events.
5. Use hashtags like #SupportPIPSCharity and tag us for visibility:

- **Facebook - PIPS Suicide Prevention Charity**
- **Instagram - pips_charity**
- **X - @Pipscharity**
- **LinkedIn - PIPS Suicide Prevention Ireland Charity**
- **Tiktok - @pips_charity**

Email Outreach

- Write a personal email to friends, family, and colleagues explaining your fundraiser.
- Include the link to your fundraising page and a call

Legal bits

When organising a fundraising event or campaign, there are several legal requirements you must consider to ensure that all activities are carried out responsibly and ethically. These include:

1. Permission and Licensing:

- **Street Collections:** If you're planning to collect donations in a public place, you must apply for a permit from your local council.
- **Raffles and Lotteries:** If you intend to hold a raffle, auction, or lottery, you will need to obtain the appropriate licenses from your local council or the Gambling Commission.
- **Public Events:** For larger events, ensure you have any necessary permissions from the venue, local authorities, or health and safety authorities.

2. Transparency

- **Be Transparent:** Clearly inform your donors about the cause you're supporting and how their donations will be used by PIPS Suicide Prevention Charity. If your fundraising has a specific goal, such as funding a program, ensure this is communicated.
- **Data Protection:** Securely store any personal data collected, use it only for the fundraiser, and comply with the Data Protection Act 2018 (GDPR). Ensure donors can opt-out of communications and do not share personal information without consent.
- **Health & Safety:** Ensure all events comply with health and safety regulations, including participant safety, necessary insurance, and food handling guidelines if applicable.

Legal bits

3. Handling Donations

- Ensure that all donations are collected securely, either through reliable online donation platforms or sealed collection boxes.
- Do not accept donations that may be illegal or from sources that are not trustworthy. Always inform your donors about how their money will be used.

4. Raffles and Lotteries

Raffles and organised lotteries are subject to strict legislation. A small incidental, non-commercial raffle (e.g., held during an event) typically does not require a licence. However, if you sell tickets in advance, you may need approval from your local authority.

- Minors cannot enter or sell raffle or lottery tickets.
- If you are considering this type of fundraising, check the Fundraising Regulator's code of practice to ensure compliance.

5. Collections

Rules around collecting money vary by location:

- Public collections may require a licence from your local authority.
- Private collections (e.g., in shops or businesses) require the owner's permission.

For more details on fundraising regulations in your area, check with your local council.

Legal bits

6. Children

Children love getting involved in fundraising! However, their safety, data protection, and compliance with the Fundraising Regulator's code are essential.

- Certain activities have age restrictions—check the official guidelines to see what children can participate in.

7. Music

If your event involves music and/or dancing, you may need a licence from your local authority. Licences are often free for charitable or educational events.

8. Printed Materials

The PIPS Suicide Prevention logo must only be used with prior permission. Our charity registration number must appear on all printed materials.

9. Alcohol

Selling or supplying alcohol requires permission from the local authority's licensing department under the Licensing Act 2003.

- You may need a Temporary Event Notice (TEN) if selling alcohol.
- Alternatively, you can partner with a local licensed venue, but profits may not go directly to your fundraising.

For more guidance, visit the UK [Fundraising Regulator](#)'s website or contact us for support.

Good luck!

We're incredibly grateful for your decision to fundraise for PIPS Suicide Prevention Charity. Your efforts will make a tangible difference in the lives of those affected by suicide and mental health challenges. Whether you're organizing an event, taking on a personal challenge, or running an online campaign, know that you are helping to create a world where no one has to face these struggles alone.

Remember, you're not alone on this journey! We're here to support you every step of the way. If you need any advice, resources, or help with your fundraising, don't hesitate to reach out to us.

Contact us at:
fundraising@pipscharity.com

Best of luck with your fundraiser, and thank you once again for making a difference! Together, we can continue to provide hope, support, and life-saving services to those in need.

Good luck and happy fundraising!

With gratitude,
The PIPS Team