



MOLLY ROSE FOUNDATION

Thank you

By choosing to fundraise for Molly Rose Foundation, you are supporting our work to end preventable suicide and online harm.

Here in the UK, we lose one young person to suicide where technology plays a role every week. But suicide is preventable and harmful tech is not inevitable. At Molly Rose Foundation, we fight for the safety of young people; but our work is only possible thanks to the kindness of people like you who choose to support us. With your support, we can continue keeping children safer online through education, support, research and by influencing policy change.

“Live Long and Stay Strong” were the words that Molly wrote in the weeks before her death. These words are the cornerstone of our mission today. We won't rest until preventable harm becomes a thing of the past.

Thank you once again, your support really will make a big difference.



Your guide to fundraising

This guide provides you with advice on how to get your fundraising started, and tools you might need along the way.

In this guide, you will find information on:

1. Choosing your fundraiser
2. Setting up a fundraising page
3. How to pay in funds you've raised
4. Maximising your fundraising
5. The impact of your fundraising
6. Asking for donations
7. Molly's story
8. Fundraising guidelines
9. Fundraising at work
10. Self-care when fundraising
11. Fundraising materials:
 - a. Sticker sheet
 - b. Poster
 - c. Sponsorship form

If you have other queries about taking part in fundraising or creating a fundraising event, contact the team at Molly Rose Foundation at supportercare@mollyrosefoundation.org

Choosing your fundraiser

The first thing to do when you decide to start fundraising is to plan what you're going to do! There are plenty of ways to fundraise, to suit all interests and levels of experience.

You might already have a hobby which can be used for fundraising. Running, cycling - even stand-up comedy can be used to create a fundraiser! Find some inspiration [here](#).

Maybe you want to take on something new to challenge yourself - you can find challenge events across the country on [Let's Do This](#).

When choosing your fundraiser, think about if it's something your friends and family would be keen to get involved in with you.



Setting up a fundraising page

Once you've chosen your fundraising activity, you need to consider how you're going to collect donations. One of the easiest ways to do this is to set up a fundraising page on a platform like JustGiving or Enthuse.

A fundraising page allows you to **easily share your fundraising** with your friends and family by sending them a link to your page - whether they live near or far, they'll be able to support your efforts.

All donations are processed for you – the platform will send all donations our way and do all the admin for you, including processing Gift Aid to boost your supporters' donations.

Track your progress easily – you can set your target and, with all your donations in one place, you'll be able to track your fundraising progress.

Add offline donations – if you do raise money offline, at an event or in-person, you can manually add the amount to your total so it counts towards your progress.

Set up an individual or team page – if you're fundraising with others, you can easily consolidate your efforts into a team page, with the ability to track the progress of each individual teammate.

Molly Rose Foundation is registered on Enthuse and JustGiving. Both of these platforms have guides on how to use them, including getting yourself set up with a fundraising page:

[Setting up a fundraising page on Enthuse](#)

[Setting up a fundraising page on JustGiving](#)

Fundraising platforms do charge fees on donations, so we recommend paying larger donations offline in order to avoid larger platform fees. See the next page for more information on how to do this.

How to pay in funds you've raised

If you decide not to use an online fundraising page, you may collect your donations in-person, for example, by using a sponsorship form or collection bucket.

When you've collected your donations, there are three offline options for paying in your fundraising:

- Use the [online donation form on our website](#).
- Use a paying-in slip to donate with your bank. To request a slip, contact supportercare@mollyrosefoundation.org
- Make a direct donation via bank transfer. To get bank details to make a direct donation, get in touch with supportercare@mollyrosefoundation.org - we'd recommend doing this for donations over £1,000 to avoid fees on our online platform.



Maximising your fundraising

When you've planned your fundraiser and how you're going to collect donations, there are some simple actions you can take to maximise engagement:

Personalise your page – once your fundraising page is set up, you'll have a space to share why you've chosen to support us. If you feel comfortable, you might use this section to talk about any personal or lived experiences that inspired you to get involved. This can help people connect more deeply with the cause and encourage them to donate.

Share your progress – you can use social media to keep your supporters up-to-date with your training or share when you meet your fundraising milestones.

Keep asking! If you're fundraising for a challenge, some supporters may not donate until closer to the challenge date (or even after the event!). So, be sure to keep reminding people that they've promised to donate.

When creating a fundraising page or posting about your fundraising, **add in photos and videos**. Photos on your fundraising page can improve donations by 23%!

Add a personal thank you - you can add a personalised thank-you message, which will be sent to supporters who donate to your fundraising page, or even respond directly to donations which come in.

The impact of your fundraising

£17

could send two boxes of Help Cards to schools and youth groups, signposting young people in crisis to mental health support.



£30

could go towards producing resources for parents to help them talk to their children about good mental health and wellbeing habits.

£100

could help to develop tailored training for adults so they can help young people to navigate their digital lives safely.



Asking for donations

If you're doing a fundraising event or asking for donations in-person, here are some things to bear in mind:

If you are doing collections on private property, such as railway stations or shopping centres, you may need to acquire permission to fundraise from the company which owns the area. If you're fundraising on public property, you may need permission from your local council to carry out your collection.

When talking to supporters, be **friendly**, **smile**, and try to **relax**. Focus on the **impact** donations will make.

If you ask for support and someone isn't interested, **that's ok**. Leave them alone and move on.



Molly's story

Molly's story is the reason we exist. When you're fundraising for Molly Rose Foundation, people might ask you about Molly's story.

Molly was bright, creative and full of kindness.

Aged 14, Molly loved musical theatre and had a tight-knit friendship group. "Adorable" in the words of her dad, Molly's friends describe her as a pure soul in her likes and dislikes. In 2017, her life ended after being exposed to a torrent of harmful content online.

Like most teenagers, Molly used social media. However, amongst the celebrities and pop stars in her feed was a dark vein of algorithmically recommended suicide, self-harm, and depression material that took her down a rabbit hole of despair.

The coroner determined that harmful online content played a direct role in Molly's death - the first time such a ruling had been made.

Molly had been shown over 2,000 harmful posts on Instagram alone in the six months before she died. There were just 12 days in that period when Molly didn't see content that was harmful to her.

Molly Rose Foundation works at the intersect of suicide prevention, online safety and tech accountability to demand a safer online world and move beyond the preventable harm that blights childhoods and costs young lives.

Ours is an urgent but hopeful mission. We can build a better online world and champion our young people, giving them the skills and support they need to thrive.

For more guidance on how to speak about Molly's story, use our [online resource](#).

Fundraising guidelines

When taking on fundraising, it's important that you consider your own health and safety, as well as the guidelines for how to approach fundraising.

When taking on a physical challenge - do your own risk assessment of your ability to take on your chosen challenge. Look into appropriate training programmes and get medical advice from your GP if you are in any way concerned about injuries or your ability to complete your challenge. Remember, the most important thing is to prioritise your physical and emotional wellbeing.

If you're doing an event with others - you're responsible for ensuring their safety as well as your own, and you should do a risk assessment to consider any issues which may arise at your event. If you're fundraising with children and young people, you should get parental consent to have them involved in the activity. For public events, you may also need to consider public liability insurance.

When running a competition, raffle, or lottery for fundraising - consider the guidance from the Gambling Commission on whether your activity will require a special license. See the [Gambling Commission Guidelines](#).

To ensure that your fundraising is compliant with all guidelines, you can refer to the [Fundraising Code](#).

If you're creating materials, like posters or social media posts, please make sure they say you're fundraising **'in aid of'** Molly Rose Foundation, so it is clear your event is volunteer-led.

Fundraising at work

As well as funding our work to prevent online harm, getting your office engaged in fundraising is a great way to get your team active and can improve staff wellbeing.

You can get your office involved in fundraising by holding a one-off fundraising event like a bake sale, dress-down day, or mini-Olympics. Find [more fundraising ideas](#) here.

If your organisation has a Charity of the Year scheme, you can nominate Molly Rose Foundation. Please contact supportercare@mollyrosefoundation.org if you need any support with this.

If your employer offers a [Payroll Giving scheme](#), you can use this to donate a small portion of your salary to support our work. Payroll giving takes the donation out before tax, meaning we get a larger donation at less of a cost to you!

Organise a Coffee for Molly Morning - Coffee for Molly was inspired by Molly's love of making coffee for her friends and family, and is a way to raise awareness of the vital importance of talking about mental wellbeing in safe spaces. Organising a Coffee for Molly Morning gives you the opportunity to raise awareness about mental health in your workplace while supporting our work. Learn more about [Coffee for Molly](#).



Self-care when fundraising

Fundraising can be physically and emotionally challenging - especially if you are fundraising in memory of someone you know who has been affected by online harm and suicide, or are motivated by your personal experiences.

The most important thing to remember when taking on your challenge is to look after yourself.

Here are some tips for self-care when fundraising:

Connect with others - spending time with friends and family is a great way to boost your mental health, and we'd encourage you to talk to someone you trust if you are struggling.

Relaxation - if you're feeling stressed, relaxation techniques such as deep breathing, progressive muscle relaxation, and guided imagery meditation can help.

Take a break if you need to.

Make a **self-care kit** - a self-care kit can be filled with things which bring you comfort and help you relax. You could include photos, a fidget toy or your favourite book. If you're going to a fundraising event such as a marathon, try making yourself a small self-care kit which can travel with you.

Take care of your **physical wellbeing** - when taking on a challenge, make sure you stay hydrated, wear sunscreen, and check in with your GP if you have any concerns about an injury.

You can find trusted sources of support [here](#).

Fundraising materials

To help you kickstart your fundraising, we have a range of printable materials that you can use, with instructions below:

Sticker template

You will need:

- Scissors
- A4 plain sticker sheet
- A printer

Instructions

Create your own stickers using our sheet template and the following easy steps:

1. Download the template sheet
2. Print onto your plain sticker sheet
3. Cut out your stickers





MOLLY ROSE FOUNDATION

LIVE LONG, STAY STRONG



Donate Here

www.mollyrosefoundation.org

Molly Rose Foundation works at the intersect of suicide prevention, online safety and tech accountability to end preventable harm online and give young people the tools to live long and stay strong. Thank you for supporting my fundraiser for their work.

Name of challenger.....

Address and email of challenger.....

Date of challenge.....

Details of challenge.....

Name	Sponsorship amount	To be paid by... (e.g. bank transfer, cash)	Date of sponsorship	Gift Aid* applicable?	Address (required for Gift Aid)

*You must be a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of your donations across all Charities, it is your responsibility to pay any difference.

Molly Rose Foundation reclaims 25p for every £1 you donate from the tax you pay for the current tax year. If you change your name, address or tax status, do let us know.