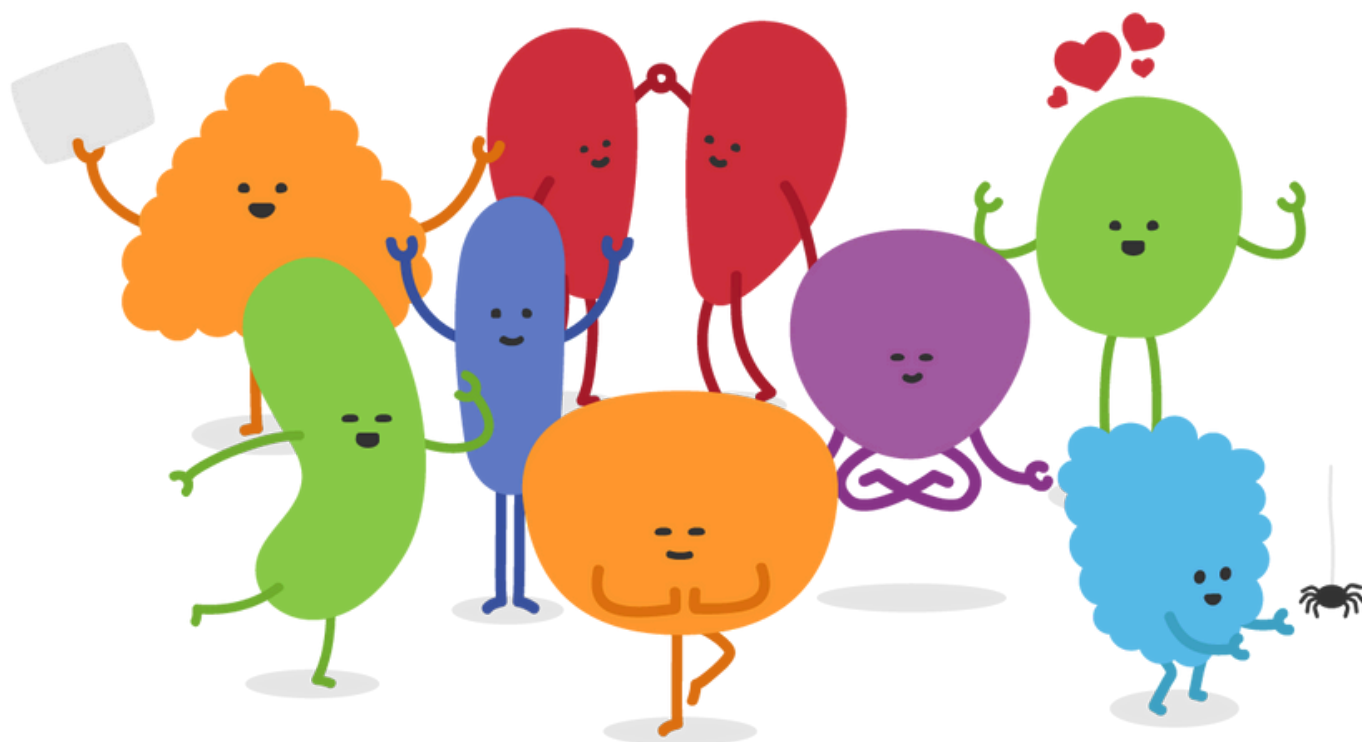




Fundraise for stem4

Improve the lives of millions of
young people





FUNDRAISING

Are you ready to do something amazing?

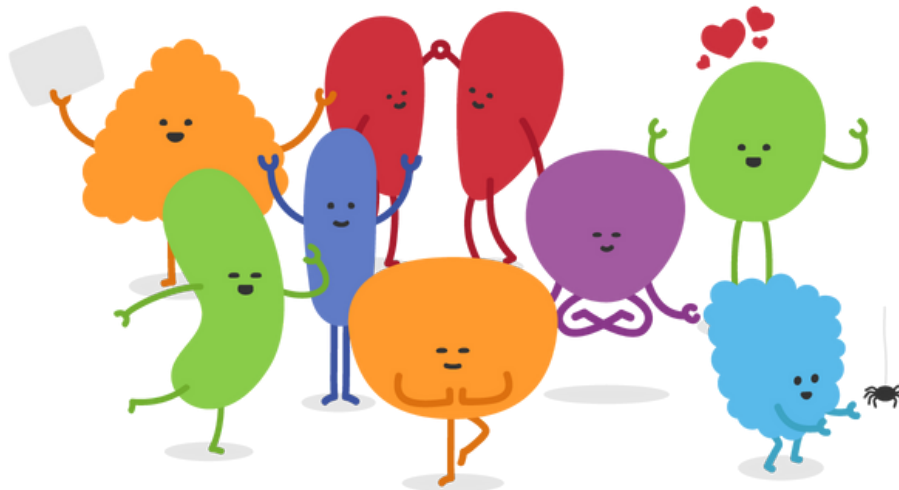
Thank you for choosing stem4, the UK's leading digital mental health charity for children and young people.

We want to ensure that every young person in the UK, whatever their background or circumstances, has access to high quality, evidence-based mental health support. To achieve this mission we need dedicated individuals, such as yourself, to support stem4 by fundraising for us!

This guide aims to help you on your fundraising journey, and ensure that the process is as fun and rewarding as possible.

For any further questions please email us at fundraising@stem4.org.uk.

Thank you and good luck!
The stem4 team



S	04	About stem4
T	05	Donate
N	06	Fundraise for stem4
E	08	Remember: Keep it Legal
N	09	Spread the word
C	10	Fundraising materials

About stem4

stem4 was founded in 2011 by Consultant Clinical Psychologist Dr Nihara Krause MBE after a local teenager tragically lost her life to an eating disorder. Dr Krause was determined to ensure that no student, family, educator or school missed out on access to knowledge on early identification and effective treatment of mental health issues.

Dr Krause translated her 30+ years of experience as a Clinical Psychologist to create 5 evidence-based apps which are free to use all across the UK. These apps, which have been downloaded over 4 million times to date, provide hard-to-access therapies to thousands of young people every single day.

Positive mental health in young people and those who support them is also promoted through our innovative education programme, clinically-informed website and mental health conferences that contribute to helping young people and those around them to flourish.

“ This is an amazing app, and honestly one of the most thoughtful things I've seen in a long time. It makes me so happy that there are people dedicating their time to building something FREE that will help so many people. A massive thank you to the app's creators, you're fighting the good fight, thank you so much.

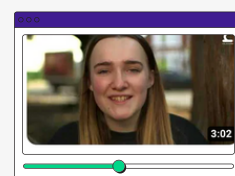
Review of Calm Harm by an app user

We want to ensure that **every** young person in the UK, whatever their background or circumstances, has access to **high quality, evidence-based** mental health **support**

stem4's 5 award winning evidence-based mental health apps



stem4's apps have been downloaded over **4 million times**



Click [HERE](#) to watch India's story

stem4's apps have on average a **90%** efficacy in symptom reduction at each use



Donate

🔍 How can I donate to stem4? ✕



Donate through stem4's website by visiting stem4.org.uk/donate

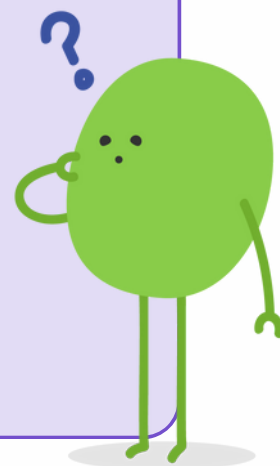


Set up a fundraiser for stem4 via JustGiving justgiving.com/stem4 or Enthuse stem4.enthuse.com



Send a cheque to stem4, 51 St George's Rd, Wimbledon, SW19 4EA

Any questions? Email us at: fundraising@stem4.org.uk



Where does your money go?



£10

Places one of our apps into the hands of 10 young people



£30

Prevents 10 instances of self-harm



£50

Manages an incident of anxiety in 30 young people



£100

Hosts our apps for a week, supporting 10,000 young people



FUNDRAISING



fundraising@stem4.org.uk



stem4.org.uk



[stem4org](https://www.instagram.com/stem4org)

05

stem4, 51 St George's Rd, Wimbledon, SW19 4EA

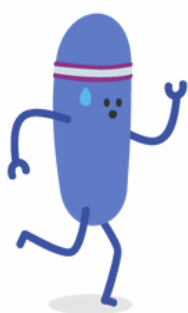
Registered Charity No. 1144506

enquiries@stem4.org.uk

Fundraise for stem4

With your support we can continue our mission to ensure that all young people are able to access high quality, evidence-based mental health support. Whatever challenge you choose to take on, the money you raise will have an immediate impact in offering support to young people who vitally need it.

Run, walk, swim, cycle



Step 1: Find an event

We recommend visiting findarace.com to locate a race taking place near you! If you want to know if we have places in a particular event then please contact us at fundraising@stem4.org.uk.

Step 2: Get in touch!

If you have registered for an event and want to fundraise for stem4 we would love to know! Email us at fundraising@stem4.org.uk and we can provide more information about how we can support you.

Step 3: Start fundraising

We recommend setting up a fundraiser for stem4 via [JustGiving](#) or [Enthuse](#). Here is an example of a message you can copy:

Hello, thank you for taking the time to visit my fundraising page. I will be taking part in the [name of event] on the [date of event] to raise money for stem4, the UK's leading digital mental health charity for children and young people. [Personal reason you have chosen to fundraise for stem4].

Today, 1 in 5 children and young people presented with a probable mental health disorder in 2023 (NHS Digital, Nov 2023). Yet only a third are able to access any effective treatment.

stem4 is on a mission to ensure that every young person whatever their background or circumstances, has access to high quality, evidence-based mental health support. They are doing this primarily by offering 5 evidence-based mental health apps which reduce symptoms, such as the urge to self-harm, in 90% of instances. By supporting me, you will be directly ensuring that young people receive evidence-based mental health tools.

Good mental health should be a human right, not a luxury.

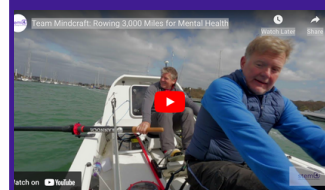
Any support you can offer would be greatly appreciated.

Many thanks, [name]

#Teamstem4



Royal Parks Half-Marathon



3,000 miles rowed for stem4



Sponsored walk



FUNDRAISING



fundraising@stem4.org.uk



stem4.org.uk



[stem4org](https://www.instagram.com/stem4org)

06

stem4, 51 St George's Rd, Wimbledon, SW19 4EA
Registered Charity No. 1144506
enquiries@stem4.org.uk

Fundraise for stem4

Physical endurance isn't your thing?

There are plenty of ways you can make a difference for stem4 and feel good while doing it. From organising an event to running a bake sale, the choice is yours! Contact fundraising@stem4.org.uk if you are planning on organising an event soon.

#GoPurple

Our 'Think Positive, Go Purple' fundraising initiative encourages your school to take the opportunity to combine raising money with promoting wellbeing for students.



With our support, you will be able to pair fundraising activities like purple-themed mufti days or sponsored events with self-run wellbeing events such as assemblies which encourage positive thinking. To find out more, or to receive the materials you need to 'Think Positive, Go Purple' at your school, please contact education@stem4.org.uk. You can download our #GoPurple flyer [HERE](#).



#Teamstem4

Winter fundraising ball

Comedy night

Bake sale

Fundraising in schools



With more and more schools now choosing to focus their fundraising efforts on a year-long project, picking us as your charity of the year creates something staff, pupils and parents can all get behind, culminating in achievements and a school-charity relationship that feels genuinely worthwhile.



Local secondary schools can also support stem4 by nominating us as one of your chosen charities when taking part in the [First Give](#) philanthropic programme. If your students choose us, a member of our staff will be happy to help your students prepare their presentation and provide them with resources. Please contact our Education Coordinator at education@stem4.org.uk.

Corporate fundraising

If you are interested in fundraising within your workplace then please email corporate@stem4.org.uk and we can send you our corporate fundraising pack!



FUNDRAISING



fundraising@stem4.org.uk



stem4.org.uk



[stem4org](https://www.instagram.com/stem4org)

07

stem4, 51 St George's Rd, Wimbledon, SW19 4EA
Registered Charity No. 1144506
enquiries@stem4.org.uk

Remember: Keep it Legal

It is important that you ensure that any activity you run to fundraise in aid of stem4 is legal and safe for you and the public taking part. Here is some basic advice, but please get in touch with the fundraising team if you need any more information.

Raffles and Lotteries

Small raffles held as part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes. Raffles on their own have complex regulations, so please get in touch if you would like to hold a raffle.



Licenses

To collect in any public place you will need a stem4 collectors licence. You will also need a licence from your local authority for any of the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.



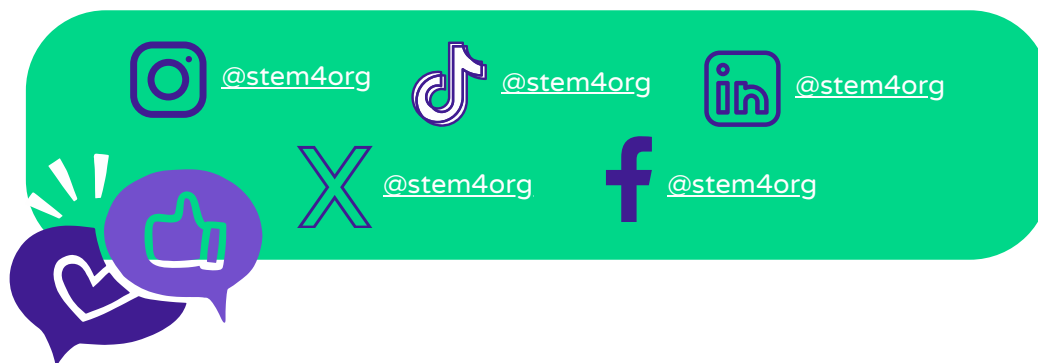
- Get parental permission if children are helping at your event
- If your event is on private property, get permission from the owner/manager
- Do not collect money door to door – this is illegal without a licence from your local authority
- People collecting on your behalf must be aged 16 or over

We also have a policy for organising events In Aid of stem4 – if you would like a copy please get in touch with the Fundraising Team at fundraising@stem4.org.uk.

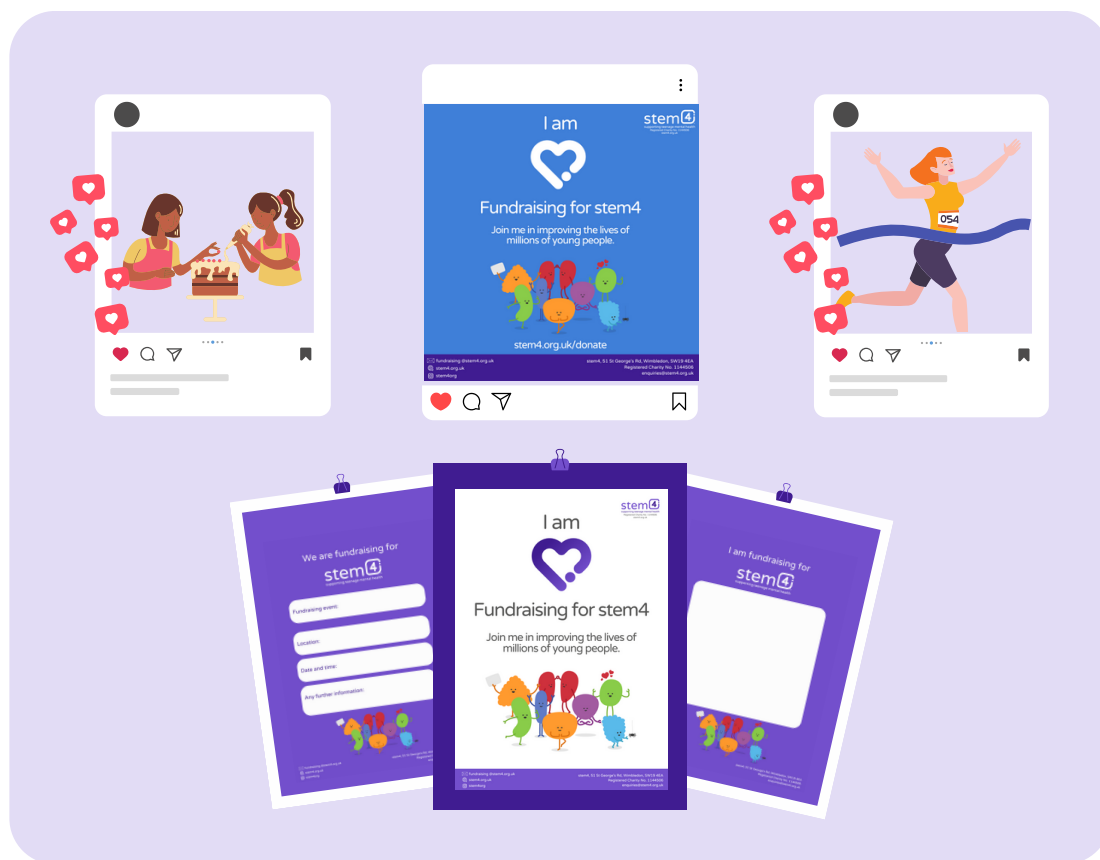


Spread the word

Promoting your event, challenge or fundraising idea is key to maximising your fundraising efforts. Share your fundraising efforts by tagging us:



Download our social media pack [HERE](#) - let people know what fundraising efforts you have planned and why you are choosing to raise money for stem4!



Print our fundraising posters either directly from this fundraising booklet or download them [HERE](#). Design your own posters and tag us in any images @stem4org.



FUNDRAISING



fundraising@stem4.org.uk



stem4.org.uk



[stem4org](https://www.instagram.com/stem4org)

09

stem4, 51 St George's Rd, Wimbledon, SW19 4EA

Registered Charity No. 1144506

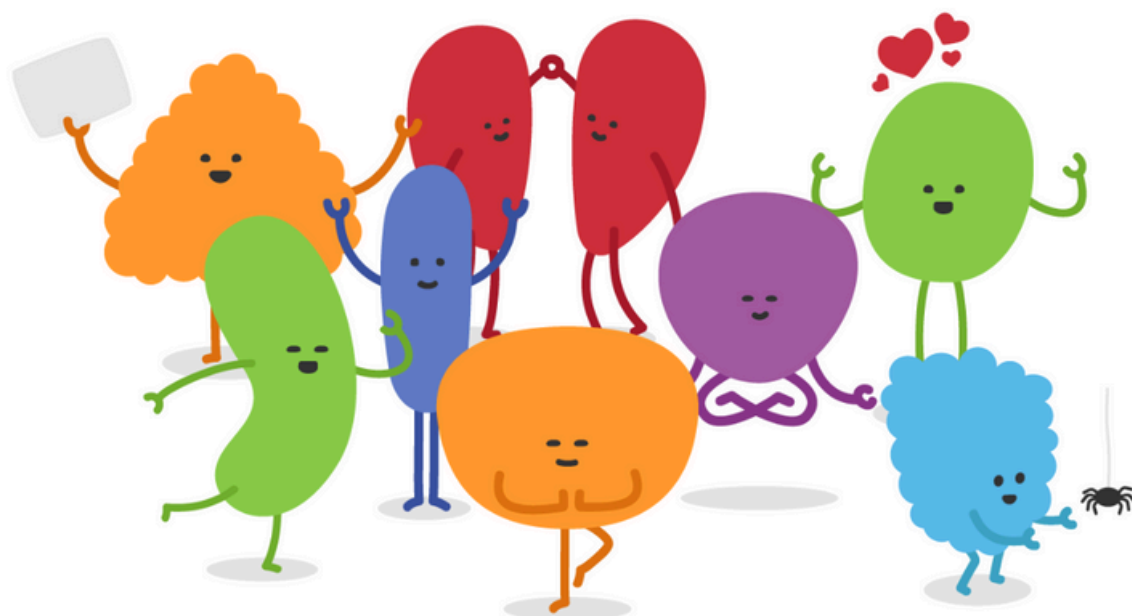
enquiries@stem4.org.uk

I am



Fundraising for stem4

Join me in improving the lives of
millions of young people



I am fundraising for

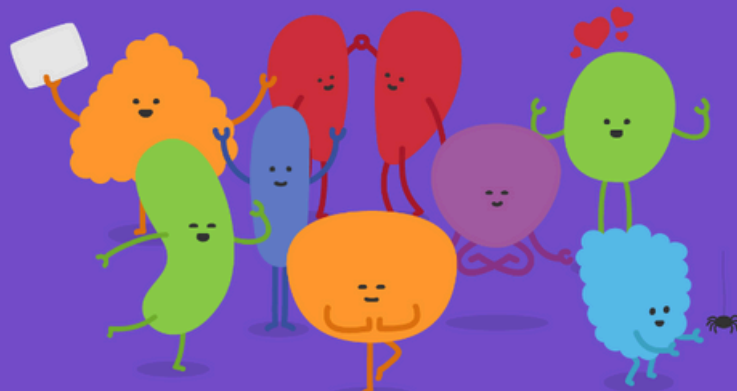


Fundraising event:

Location:

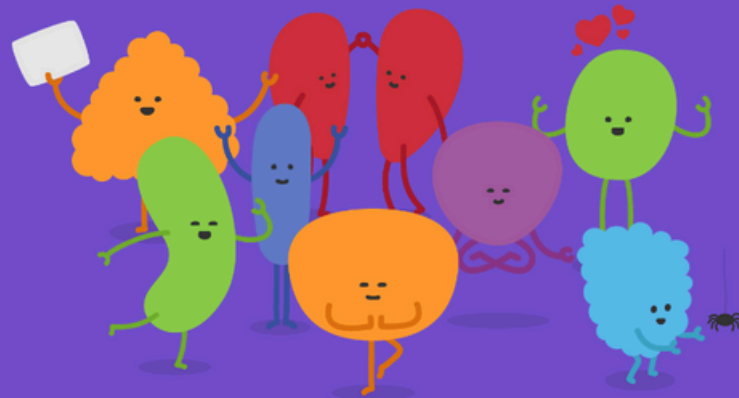
Date and time:

Any further information:



We are fundraising for

stem4
supporting teenage mental health



✉ fundraising@stem4.org.uk

🌐 stem4.org.uk

📷 stem4org

stem4, 51 St George's Rd, Wimbledon, SW19 4EA

Registered Charity No. 1144506

enquiries@stem4.org.uk

Yes, I want to make a regular donation to stem4 to achieve their vision of supporting young people with positive mental health.

Please pay stem4 the sum of £5 £10 £25 Other

(Please specify in £)

Monthly Quarterly Annually on the of each month

Please complete your details below

Title	First Name	Last Name
Address		
Postcode	Email	
Bank/Building Society		
Name of Account Holder		
Bank/Building Society account number		
Branch Sort Code		

Signature Date

Please tell us if you would be happy for us to contact you to hear about our latest news, activities and appeals. We will never share your information with third parties. You are free to change your mind at any time.

By email By post By phone By SMS



[]

Yes, I am a UK taxpayer* and I wish stem4 to claim Gift Aid on all donations I have made for four years prior to this year, and all donations I make from the date of this declaration until I notify you otherwise. If my status as a tax payer changes, I will inform stem4.

You can also visit stem4.org.uk to make an online donation

Your donation makes a positive impact.

giftaid it

* To qualify for Gift Aid, you must pay an amount of UK income Tax and/or Capital Gains Tax at least equal to the tax that stem4 and all other charities and Community Amateur Sports Clubs (CASC's) you donate to will reclaim on your donation in the given tax year (currently 25% for each £1 given). Council tax and VAT do not count.



£10

Places one of our apps into the hands of 10 young people



£30

Prevents 10 instances of self-harm



£50

Manages an incident of anxiety in 30 young people



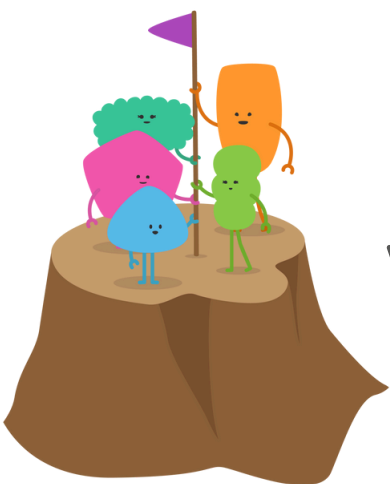
£100

Hosts our apps for a week, supporting 10,000 young people



Thank you for choosing to
fundraise for stem4

Every penny you raise will
help improve the mental
health of young people



Any further questions or to let us know
what you have planned please get in touch
fundraising@stem4.org.uk