



The voice of  
learning disability



#StepUp4Mencap

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[www.mencap.org.uk/  
belfasthalfmarathon](http://www.mencap.org.uk/belfasthalfmarathon)

# Step up for Mencap

Belfast City half marathon fundraising guide

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[www.mencap.org.uk/belfasthalfmarathon](http://www.mencap.org.uk/belfasthalfmarathon)



# Thank you!

Thank you for supporting Mencap Northern Ireland. The money you raise will help us support more people with a learning disability to live life as they choose.

We couldn't do the work we do without fantastic supporters like you – we really appreciate it.

This guide gives you advice on training, fundraising tips, and highlights the positive impact you will have on people with a learning disability.

We're here to help you prepare for your half marathon challenge and ensure you have a great time when you **#StepUp4Mencap**.

I want to thank all of our supporters for the time and dedication you have put into fundraising for Mencap. The money you raise will enable us to make further steps towards a world where people with a learning disability are valued equally, listened to and included. We truly value your commitment to Mencap and we hope your fundraising is a great success.

**Vanessa Elder**  
Head of Fundraising  
Northern Ireland



# Raising money for Mencap

Where your money goes

The more money you raise, the more children and young people with a learning disability we can help to have a brighter future and live a fulfilling life.

**£50**

Could pay for someone to attend a training session and learn how to use the bus on their own for the first time, so they can be more independent and have the confidence to do more things, like find a job.

**£100**

Could pay for a Makaton language programme training session. This may be the only way some parents can communicate with their children and also the only way some children can understand their world.

**£200**

Could pay for a special day out at an activity centre for young people with a learning disability, helping to boost their confidence and learn new skills.

**£500**

Could provide a specialist one-to-one carer for two months, helping a young person with a learning disability to get the support they need.

**£1,000**

Could help provide two months of learning therapy for children with a learning disability - allowing them to learn in a fun, interactive and vibrant way; as well as giving them a chance to express their feelings and have a better understanding of the world around them through music.

**£2,000**

Could pay for equipment which fits with a child's specific needs, for example a specialist frame or chair. These items give children the chance to engage with classroom activities in a comfortable way.

# Lucy and Laura's Story

Lucy was nine weeks old when she was diagnosed with Williams Syndrome; a rare development disorder. Lucy attended Mencap Children's Centre for over a year and graduated from Mencap's early intervention service in June 2016.

This is Lucy's story.

When Lucy was nine weeks old, Laura, Lucy's mum noticed her daughter wasn't feeding and she discovered she had a heart murmur. She took her daughter to a cardiologist and a week later Lucy was diagnosed with Williams syndrome, a rare developmental disorder.

"That week was the longest week of my life," Laura said. "Once we got the diagnosis for Lucy, I was worried and anxious, and just didn't know what the future was going to bring."

When Lucy was six months old, a therapist told Laura about Mencap's Children's Centre, a children's service designed for 2-to 3-year-olds with a learning disability, autism or developmental delay.

Lucy started at Mencap Children's Centre at age two and since then,



Laura has seen amazing improvements. She said:

"When Lucy started at Mencap, her skills were limited and she couldn't walk. All she could say was "Mummy", "Daddy" and "hiya".

After a year at Mencap's Children's Centre, Lucy is an absolute chatterbox and can walk freely on her own.

"The year she spent at Mencap was vital. It was crucial for my husband and me as well. The Mencap Team advised us on any problems we shared and they introduced us to other parents of children with a learning disability."

I encourage anyone who is thinking of fundraising for Mencap to take on the half marathon challenge. The team at Mencap is excellent and their work with Lucy transformed her life and ours. Lucy can now say "I love you, Mummy."

"I can't thank Mencap enough for believing in Lucy and knowing what she was capable of."

# Fundraising - getting started

There are many ways to fundraise for your half marathon challenge. Below are just a few tips, but make sure you also check out Mencap's A-Z guide to fundraising ideas at [www.mencap.org.uk/nifundraising](http://www.mencap.org.uk/nifundraising) or come up with your own – the more wacky and wonderful, the better!

## Here's our top tips to make fundraising easy!

### Host a Mencap Big Tea Party

This classic fundraising party idea is always a favourite. Find a venue, invite your friends, family or colleagues, organise refreshments and fundraising activities, like a raffle, tombola or cake sale. Check out our marathon pack for tips on how to maximise your fundraising: [www.mencap.org.uk/belfalthalfmarathon](http://www.mencap.org.uk/belfalthalfmarathon). There are some great tips to help you maximise your fundraising activities - after all, this is why you're doing it for Mencap.

### Dress up/down day

Who doesn't love to take off that uniform and get glammed up for the nine to five, or kick off the heels for a casual wear day? Whether it's at work, school or uni – having a dress up/down day and charging people to take part is a tried and tested winning formula. You could even double the charge for those who don't join in!

### Organise a Quiz Night

This event will need a venue, but don't worry – most pubs are usually willing to let you hold an event in a room for free as long as you meet a minimum bar spend. Then all you need to do is come up with the questions and invite your friends.



# Go digital!

## Social media

Social media is a very powerful fundraising tool that enables you to promote your fundraising challenge to friends, and thank them for their donations and sponsoring you.

You can follow Mencap's accounts by clicking on [www.twitter.com/mencap\\_NI](https://www.twitter.com/mencap_NI) and [www.facebook.com/mencapNI](https://www.facebook.com/mencapNI) to keep up to date with all of our news.

## Online giving

Online giving has revolutionised the way we give to charity. If you have not yet set up an online giving page for your Deep RiverRock Belfast City Half Marathon challenge, we would love you to use our preferred online giving platform, Everyday Hero. You can find our event specific page here: [www.everydayhero.co.uk/event/belfasthalfmarathon](https://www.everydayhero.co.uk/event/belfasthalfmarathon)

There are many more online giving sites available such as [www.justgiving.com](https://www.justgiving.com) and [www.virginmoneygiving.com](https://www.virginmoneygiving.com). The main thing is to ensure you set up your page as soon as possible and then share the link with your family, friends and colleagues.

## Top tips for your fundraising page

- Post your link on Facebook, Twitter and any other social media channels.
- Keep your page updated with training and fundraising progress so that your supporters feel involved in what you are doing

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- Thank your supporters on Facebook, this is a great way to remind people who haven't yet sponsored you to do so without being too pushy.
- Continue fundraising after your event by updating your page with your results and photos.

## Text to donate

If you use the JustGiving page, you can set up a personalised text to donate code, which can be used to donate between £1 and £10. Visit [www.justgiving.com](https://www.justgiving.com) for more information.



# Make your money go further!

Make sure you do all that you can to bring in those extra pounds!

## Gift Aid

Mencap can claim Gift Aid on donations made by cheque, cash, credit card, bank credit and foreign currency. We receive an extra 25p for every £1 raised, which is hugely valuable to us. When asking sponsors to donate either online or via our sponsorship forms, as long as they are a UK taxpayer and declare their name, address and post code, we can claim the Gift Aid. When donating online they will be asked if they wish to donate Gift Aid and just need to tick 'yes'.

## Match giving

Many companies have a match giving scheme where they will either match or contribute towards your fundraising target. Contact your HR or Corporate Social Responsibility Team to find out what your organisation's policy is. Let us know if they need confirmation from us that you are fundraising for Mencap and we can send you an authorisation letter.



# Top tips for our Mencap marathon mates

Whether you are a beginner, intermediate or advanced runner, we have a series of useful guides for you at [www.mencap.org.uk/nifundraising](http://www.mencap.org.uk/nifundraising)

Need more information or advice? Get in touch at [fundraising.ni@mencap.org.uk](mailto:fundraising.ni@mencap.org.uk) or give us a call on **028 9069 1351** – and we'll be more than happy to help.

If you're new to running and need some extra support, we have events across Northern Ireland which will help you prepare and train for your half marathon. Get in touch to find out more.



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For more information:

 028 9069 1351

 fundraising.ni@mencap.org.uk

 www.mencap.org.uk/belfasthalfmarathon

This document is available in other accessible formats on request at [www.mencap.org.uk/ni](http://www.mencap.org.uk/ni)

Mencap is the official charity partner of Deep RiverRock Belfast City Marathon and Half Marathon 2017

