



**DERBY CARES**  
Wear a Rainbow



# A GUIDE TO FUNDRAISING FOR SCHOOLS

Our city's pledge to 'Bridge the Gap' in children's mental health.

10/11 St. Mary's Gate, Derby DE1 3JR



[www.jwbridgethegap.com](http://www.jwbridgethegap.com)



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**Jennifer Wyman**

*Founding Director*

# Introduction

Dear Friends and Supporters,

Bridge the Gap has grown into a trusted, compassionate space for families across Derby, but the need for mental health support is rising and so are the costs of keeping our services running. While some community groups are being forced to close, we are determined to remain strong, stable, and here for the long haul.

That's why we've launched the Friends of Bridge the Gap scheme, inviting individuals and businesses to support us with small monthly donations. It's about more than funding. It's about ensuring children know they matter, they are loved, and they are not alone.

Your support helps us build a future where no child falls through the cracks. Where families can access 1:1 support when they need it. Where safe, welcoming spaces remain open to all.

Together, we can sustain something truly special.

**"Without you I wouldn't be here, how  
can I possibly find the words to say  
thank you for that?"**



# Statistics

**Our city has some of the highest statistics for children suffering with mental health in the UK.**



51% of children and young people are not receiving support across Derby and Derbyshire.



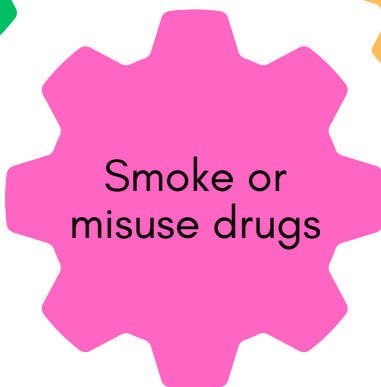
In the last six months, we've seen a 50% increase in emergency support calls from parents who need help right away. In Derby, this national trend is reflected in the growing strain on local services, with many families still facing long waits and difficulties accessing timely mental health care.



Children and young people are more vulnerable to mental illnesses in Derby when compared nationally.



**Children and young people with a mental health condition are more likely to...**





# Community Impact

## Why we matter:

- **Support for Children & Families:** We provide essential mental health support for children, helping them thrive academically and socially. Our services also equip families with the tools they need to support their children effectively.
- **Community Well-being:** By raising awareness and reducing stigma, we foster a more understanding and supportive community. Early intervention helps prevent more serious issues later on.
- **Educational Impact:** Our support enhances school performance and social skills, creating a more inclusive and empathetic educational environment.
- **Economic Benefits:** Investing in mental health now reduces long-term costs and builds a stronger future workforce.
- **Stronger Community Services:** We collaborate with schools and local organisations, boosting the network of support available to families and children.

When other services turn away children because they don't meet the threshold for support then we can help, even offering informal support can make a huge difference. Accessing group sessions and our adult and child workshops can improve the outcomes and life of the child and also their family.



# Why we are fundraising

Our current focus is on sustaining essential services and developing a funding pot to help parents access subsidised 1:1 sessions, making support more affordable and accessible.

While our drop-in service is paused, we are committed to building a stronger foundation so that, within 18 months, we can expand long-term support for families in Derby.

## How we'll spend the money raised

- To create a funding pot for families to apply for to access 1:1 support.
- Bid writing for funded projects.
- Day-to-day running of our expanded services
- Renovating and maintenance of our building.







# Wear a Rainbow Day



## #WearARainbow

**'Wear a Rainbow Day'** is a part of our ongoing Derby Cares campaign, which aims to raise funds for Bridge the Gap Child Mental Health, who support the mental wellbeing of children and young people in Derby.

Support our Wear a Rainbow Day campaign by wearing a colour of the rainbow at your school **on November 18<sup>th</sup> 2025**.

To support our campaign, we recommend a minimum donation of £1. However, every contribution helps, so please feel free to donate any amount you can. Your support is greatly appreciated!



### What to wear:

To take part in Wear a Rainbow day, you are free to wear the whole rainbow, or just one specific colour of the rainbow if you prefer. **Some ideas include:**

- A rainbow pin badge/ accessory
- A brightly coloured top
- Rainbow/stripey socks
- Rainbow hair ribbons
- Rainbow jewellery







# Sharing **#WearARainbow**

**#WearARainbow is the official hashtag of Wear a Rainbow Day.**

We would love to see what you are wearing on the day! Show us what you are wearing by using the hashtag and tagging @bridgethegap\_cmh in any posts or stories on Instagram, or tag Bridge the Gap Child Mental Health C.I.C. on Facebook.

With parent/carers consent, we would be delighted to feature your photos in our future marketing materials and social media content.



# All about Crowdfunding

We have set up our own Crowdfunder which you can donate to here - <https://www.crowdfunder.co.uk/p/derby-cares---early-child-mental-health-support>

## Derby Cares - Early Child Mental Health Support

by Bridge the Gap Child Mental Health CIC in Derby, England, United Kingdom



Derby Cares Video | Child Mental Health | Early Intervention

Watch on YouTube

Provide immediate, accessible mental health support for Derby's children & families through on-call services and a welcoming community space

**£0**

**£45,000** target 23 days left

**0%** 0 supporters

[Support Us](#)

Keep what you raise – this project will receive all pledges made by 13th September 2024 at 4:30pm

Share

Please share our link with as many people as you can. Your support can help us bridge the gap in Derby's child mental health services, ensuring that no child or family has to wait for the help they need.

Join us in making Derby a place where all children can thrive.



# Setting up your online donation page

You can fundraise for us by setting up your own online donation page. The quickest and easiest way to do this is to set up a **JustGiving** page.

Begin by going to the JustGiving website <https://www.justgiving.com/> and click 'Start Fundraising'. You will need to click 'No, I'm raising money for my own cause' as JustGiving does not include C.I.C.s in the charity category.

**Are you raising money for a charity?**

This helps us to determine Gift Aid eligibility. [Learn more](#)

<p>Yes, I'm fundraising for a charity</p> <p>Choose from thousands of local and national charities</p>	
<p>No, I'm raising money for my own cause</p> <p>Donations go directly to a personal bank account</p>	

Once you have set up your donation page and have raised money, you need to transfer us the money yourself via a bank deposit or cheque.



# Tips for Fundraising

- Share your page with family and friends on social media or via email.
- Fundraisers with pictures or videos on their page raise 13% more per photo. A perfect excuse for a #selfie!
- Get started and add a donation to your own page. This way, you could raise 84% more.
- Sharing your story on your JustGiving page helps your supporters understand the reasons behind your fundraising efforts. By doing so, you could potentially increase your donations by 65%.
- Be sure to include your event date so that people know when it is.
- Aim high and set yourself a target as pages with a target raise 17% more!



# Branding

We offer branded merchandise that you can use during our fundraising week. **These include:**

- Derby Cares x Wear a Rainbow logo window stickers
- Derby Cares x Wear a Rainbow logo T-shirts
- Pin badges
- Information leaflets

Use these items to show your support for the campaign and raise awareness throughout the city.

Get our branded merchandise through our Shopify.



## Using our logo

We encourage you to use both our Derby Cares logo and our Bridge the Gap logo in any of your branding.





# Free Resources

We have lots of downloadable free emotional literacy resources on our website that you are welcome to make use of at your event. These include posters, worksheets and booklets.



*"Bridge the Gap very quickly became somewhere that my child felt safe and understood. For the first time she found people outside of her family who believed her and gave her space to explore how she felt instead of telling her that she was wrong or should just ignore it. We are very grateful for the space that was given to my child and for the unconditional love and support that she received."*

# The difference **YOU can make**

To make this service a reality, we need to raise a minimum of £900 per week to cover the cost of our duty worker, supervision, administration, and essential resources like our custom-designed activity books. Additionally, we require funds to cover the costs of our move and the renovation of our new premises to create a suitable and supportive environment for all who come through our doors. Here is what it looks like broken down:

**£10**

Print three resource books.

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**£85**

Contributes towards the extra time a Duty Worker will need to carry out liaison with other professionals.

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**£300**

Covers the cost of **one full morning** of a Duty Worker being available to speak to vulnerable children.

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**£900**

Contributes to a weeks worth of overall running costs allowing us to keep our doors open and serve the community in a safe and welcoming environment.

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**£1800**

Covers the cost of **one full week** of a Duty Worker being available to speak to vulnerable children.





# Keeping your fundraising **safe and legal**

## GDPR (General Data Protection Regulations)

If you manage any data containing personal information, such as names, addresses, and other sensitive details, it's essential to ensure this information is securely protected and properly disposed of when no longer needed, in strict compliance with GDPR regulations.

## Food and Drink

When providing food and drinks, it's crucial to follow safety guidelines diligently. Ensure proper storage and handling of all items to maintain safety standards. For the latest regulations, visit [www.gov.food.uk](http://www.gov.food.uk).

## Clear Communication

Be transparent about how funds will be used. Avoid making misleading statements about the cause or the impact of donations.





*Thank you for  
your support!  
#WearARainbow*

## Our Contact



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