



**The King's Award  
for Voluntary Service**



# A GUIDE TO FUNDRAISING FOR BRIDGE THE GAP

For Every Child to ***Feel*** Hope....

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



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



**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 fundraising 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. For every child to **feel** hope.

Your support helps us build a future where no child falls through the cracks. Where families can access early 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.



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...**

Have lower school attendance

Have lower academic success

Be bullied

Smoke or misuse drugs

Have poor employment prospects





# 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.
- Our volunteer programme – Compassionate Crafts
- Bid writing for funded projects.
- Day-to-day running of our expanded services
- Renovating and maintenance of our building.





# 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](#)

Yes, I'm fundraising for a charity  
Choose from thousands of local and national charities

No, I'm raising money for my own cause  
Donations go directly to a personal bank account

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. Please contact us for details.



## What is a Community Interest Company (CIC)?

Bridge the Gap Child Mental Health CIC is a Community Interest Company (CIC). A CIC is a special type of not-for-profit organisation that exists solely to benefit the community.

People often ask how this differs from a charity, so here's a simple explanation:

- Like a charity, **a CIC must work for public benefit**, not private gain
- Unlike a charity, **a CIC is designed to be flexible, sustainable, and community-led**, allowing us to respond quickly to local need
- **Any profit we make is locked into the organisation and must be reinvested back into our services** for children and families

We are legally bound by an asset lock, which means:

- Funds raised cannot be taken as personal profit
- Money can only be used to support our mission and community work



# What is a Community Interest Company (CIC)?

## Why we are a CIC, not a charity

Being a CIC allows Bridge the Gap to:

- Deliver early-intervention mental health support in a responsive, practical way
- Combine funded, commissioned, and community-supported services
- Remain accessible to families who might otherwise fall through gaps in support

Our structure supports **long-term sustainability**, ensuring we can continue helping children without relying solely on short-term grants.

## Transparency and regulation

Bridge the Gap Child Mental Health CIC is:

- Registered with the Fundraising Regulator, following the Code of Fundraising Practice
- Committed to ethical, transparent, and responsible fundraising
- Clear about how funds are raised, managed, and spent

This means supporters and fundraisers can be confident that:

- Donations are used for their intended purpose
- We are accountable, regulated, and community-focused
- We operate with integrity, safeguarding, and strong governance at our core



# 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:**

- Pin badges
- Information leaflets

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

If you're fundraising for us and are asked whether Bridge the Gap is "a charity", it's okay to say: **"Bridge the Gap is a not-for-profit Community Interest Company. This means all money raised is reinvested directly into supporting children and families in the community."**



## Using our logo

We encourage you to use our logo in any of your branding. If you let us know you are fundraising we will happily create your own personalised images for social media.

**Thank you** again for supporting our work, your fundraising helps us provide early, compassionate support where it's needed most.





# 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 have a revenue of £30,000 per month 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 the maintenance of our premises to ensure we remain 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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**£140** Contributes towards the extra time a Duty Worker will need to carry out liaison with other professionals.

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**£280** 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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**£2800** 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!***

# Our **Contact**



[/jwbridgethegap](https://www.facebook.com/jwbridgethegap)



[@bridgethegap\\_cmh](https://www.instagram.com/bridgethegap_cmh)



[@BridgetheGapFW](https://twitter.com/BridgetheGapFW)



[@bridgethegap.cmh](https://www.tiktok.com/@bridgethegap.cmh)

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Registered with  
**FUNDRAISING  
REGULATOR**