

# A guide to fundraising for NABS

# NABS

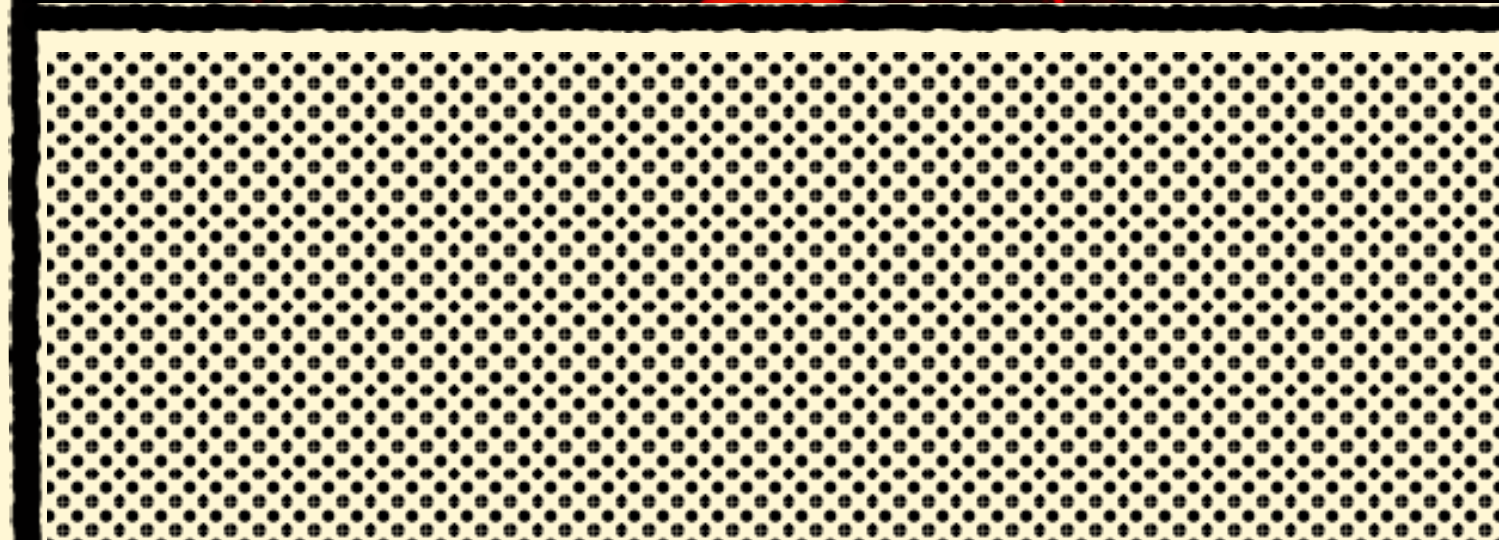
Your guide to doing something brilliant  
for mental wellness in our industry

Charity registration number 1070556



# Thank you for being in our corner!

It's incredible to know people in our industry support our mission to advance mental wellness for everyone working in it. This guide is designed to help you raise money and have fun while doing it.



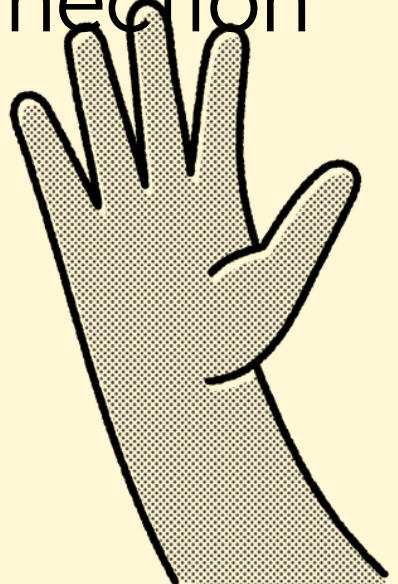
# But first - what do NABS do?

Our purpose: to **advance the mental wellness** of our industry, so we can all keep moving forward. →

We support people at every level, across every part of the industry.

- **Confidential Advice Line** - for when you need to talk things through
- **Coaching** - to help you grow and navigate your career
- **Therapy and counselling** - deeper support when things feel overwhelming
- **Financial grants** - a safety net during difficult times
- **Workshops and group sessions** - practical tools, to build confidence, connection and community

Get started at the NABS website: [nabs.org.uk](https://nabs.org.uk)



# Why your fundraising matters

**Demand for support is growing, and becoming more complex.**

People are dealing with:

- Work pressure and burnout
- Job instability and redundancy
- Financial stress
- Personal challenges that don't stop at the office door

Your fundraising helps NABS keep showing up, person to person, when it matters most.



# NABS in Numbers

# NABS

**5,300+**  
advice line  
calls

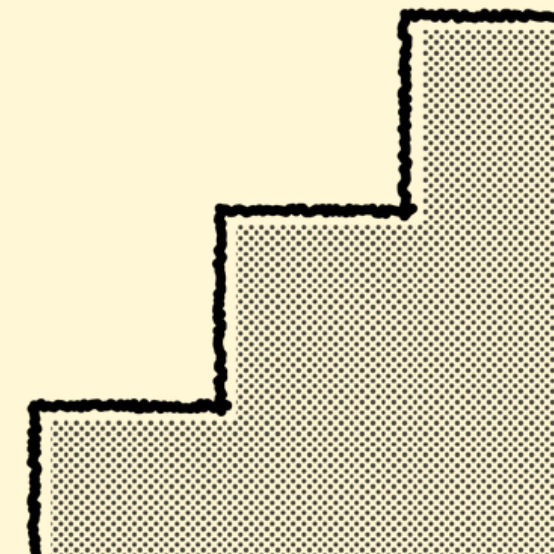
**82**  
financial  
support grants  
awarded

Therapy  
support  
**up 17%**

Workshop  
attendance  
**up 41%**

Over the last 5 years we helped **25,000 people** advance their mental wellness.

**Every number is a person who needed support - and found it.**



# Here's what your fundraising could mean:



- £25 could help fund time on our Advice Line
- £50 could support coaching for someone navigating a difficult moment
- £150 could contribute to a course of therapy sessions
- £500 could help fund a financial grant
- £1,000 could support a workshop or group session
- £5,000 could help keep our services running for hundreds of people

**Every pound you raise matters!**

# **Fundraising ideas for your workplace**

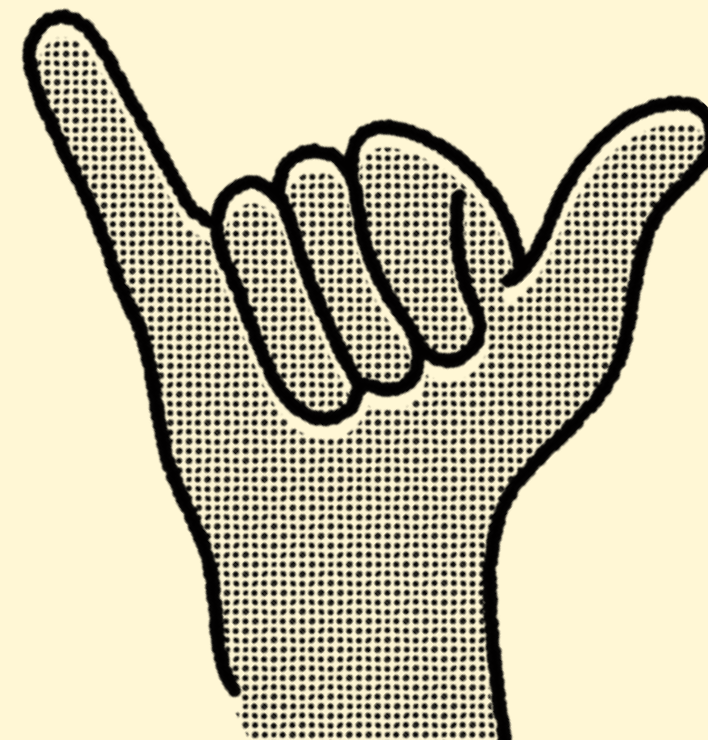
Start simple - the best ideas are often the easiest to run!





# Easy wins

- Bake sale
- Quiz Night
- Raffle
- Sweepstake
- Karaoke
- Second hand clothes sale
- Sponsored sporting event
- Break the dress-code day



# NABS



# Team activities

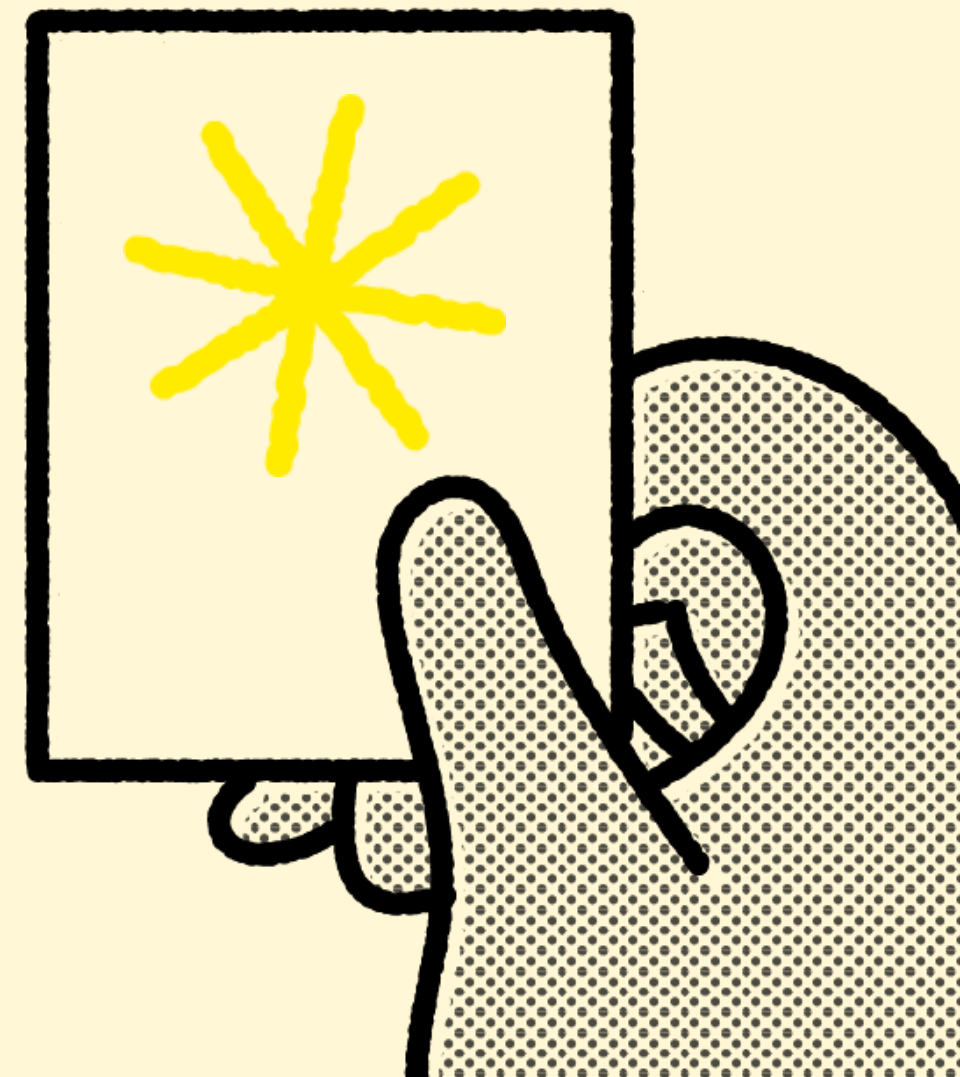
# NABS

- Step challenge or fitness challenge
- Skills swap (teach a skill, donate to join)
- Charity sports day
- Office Olympics
- Christmas Caroling
- Football or netball tournament
- Yoga morning



# Creative industry ideas **NABS**

- Pitch idea roast
- “Pay for perks” auction (lunch with leadership, extra leave, etc.)
- Cycle to Cannes
- Creative showcase or talent show
- Pay for mentoring
- Industry jargon jar
- Gunge the CEO



# Fundraising calendar

# NABS

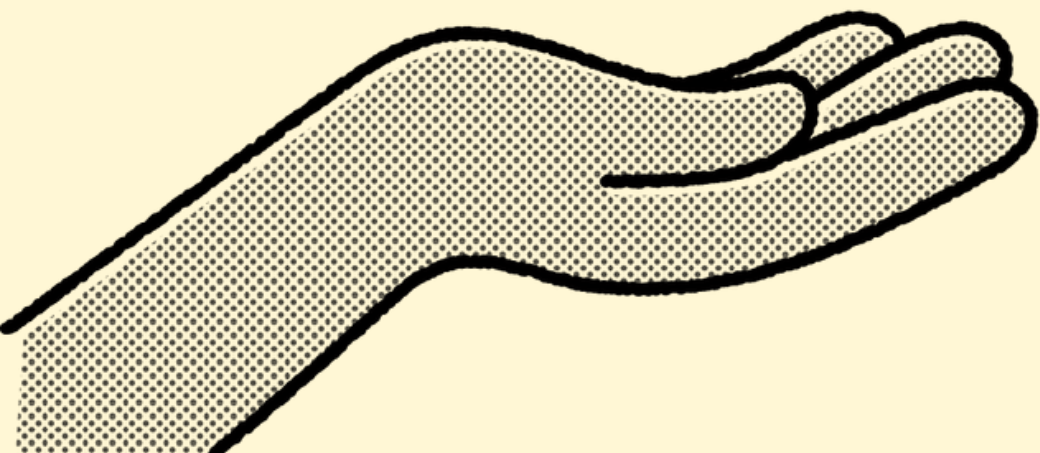
- **May** — Mental Health Awareness Week: fundraise + start a conversation.
- **June** - Summer parties, sporting events and socials
- **October** — World Mental Health Day (10 Oct): simplest workplace hook of the year.
- **December** — festive fundraising: jumpers, raffles, auctions, gift wrapping

**There's never a bad time to fundraise, but these moments make it easy to rally people.**

# Other ways to support

# NABS

- **Payroll giving** (monthly donation straight from salary).
- **Matched funding** (ask if your employer matches what you raise).
- **Charity of the year** (set a goal + run a programme of activities).
- **Spread the word** (share NABS posts, pop a poster in the kitchen, talk about the Advice Line).
- **Training & workshops** (NABS offers tailored training for organisations for a small fee)



# Setting up a JustGiving page

# NABS

1. Start from the NABS Just Giving page: <https://www.justgiving.com/charity/nabs>
2. Click “Start Fundraising” on the right hand side to link your fundraising activity to NABS
3. You’ll be asked what you’re doing:
  - If it’s a NABS-organised event (e.g. Walk and Talk) Select “I’m taking part in an event”
  - If it’s your own idea, choose “Do your own thing”
4. Create your page, following the JustGiving steps to:
  - Add your fundraiser name and set a target
  - Tell your story (why you’re supporting NABS)
5. For team activities,
  - Individuals create their own pages first
  - Then group them into a team page if you’re fundraising together
6. Share your page!
  - Send it to colleagues, friends and clients
  - Add it to internal comms, socials, event pages

**JustGiving™**

# Spreading the word

How to talk about NABS to your  
friends and colleagues



# NABS Social Handles

Tag us in whatever you are doing!



**LinkedIn:** @nabs-2



**Instagram:** @nabs\_uk

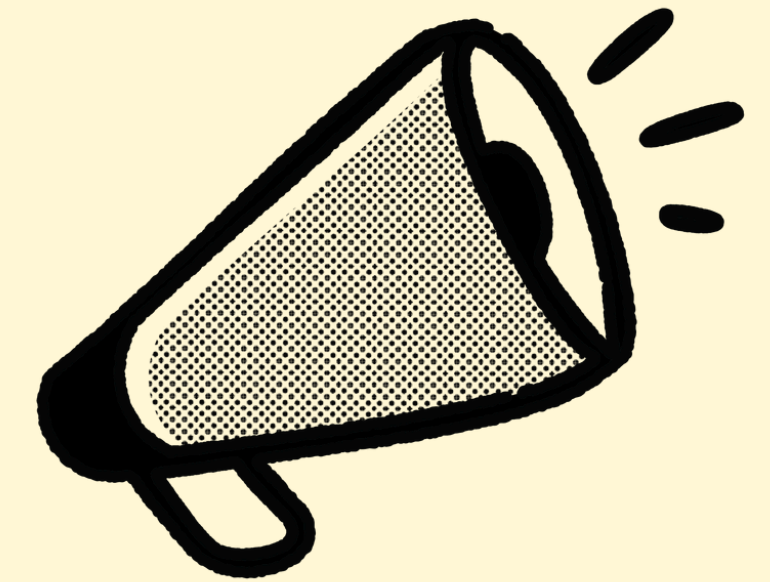
For social media creative and more visit:  
[nabs.org.uk/fundraise-for-nabs/resources](https://nabs.org.uk/fundraise-for-nabs/resources)

# How to talk about NABS

## Descriptions you can copy & paste

### Our purpose

To advance the mental wellness of our industry, so we can all keep moving forward.



### What we do

We support everyone working in advertising, media and marketing – with a confidential Advice Line, coaching, therapy, grants and workshops.

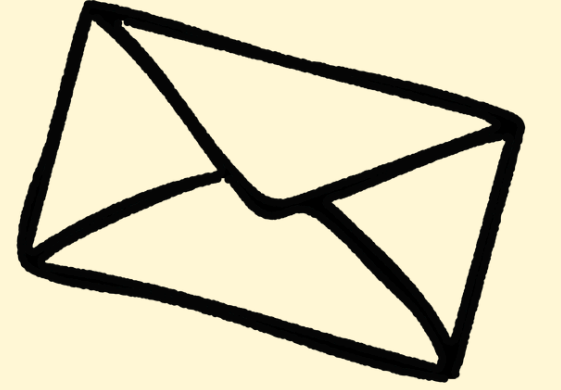
### Short “About us” copy (for posters + intranet):

We are NABS. And we’re here for you - for the great stuff, the tough stuff and everything in between. We’re an independent charity set on advancing mental wellness in our industry and helping everyone find their way forward - wherever they’re starting from. Need a hand? We’re right here.

### Call To Action (always include):

If you’re struggling - or you’re worried about someone else - NABS is here. Call 0800 707 6607 or email [support@nabs.org.uk](mailto:support@nabs.org.uk).

# Keep in touch with NABS



## **Sign up to the biweekly newsletter.**

Free workshops, advice, events - a fresh perspective every two weeks:

[nabs.org.uk/newsletter](https://nabs.org.uk/newsletter)

## **NABS Website**

Expert advice, talks, podcasts and more: [nabs.org.uk](https://nabs.org.uk)

## **Listen to the NABS Podcast**

Listen to the mental wellness journeys of people in our industry, search 'NABS Podcast' wherever you listen to your [podcasts](#)

# Resources

# NABS

Fundraising  
Poster

Sweepstake  
sheet

About NABS  
Leaflet

Email  
template

Bunting

Table Flags

Gift Aid  
declaration

Paying in  
form

To download visit: [nabs.org.uk/fundraise-for-nabs/resources](https://nabs.org.uk/fundraise-for-nabs/resources)



# What to do after your fundraiser

## Getting the money to NABS



### After your fundraiser

Paying in your donation couldn't be easier – if you've been collecting cash donations, please pay them into your own bank account and you can send them to us in two ways:

1. Visit our JustGiving page where you can easily pay in your donation with the details of your fundraiser:

<https://www.justgiving.com/charity/nabs>

2. Pay directly into our RBS account with your name as a reference:

- Name: NABS Ltd
- Sort code: 16-30-24
- Account number: 10062158

Remember to drop us an email at [fundraise@nabs.org.uk](mailto:fundraise@nabs.org.uk) with the details of your fundraiser, so we can acknowledge your unstoppable efforts!

**Gift Aid reminder:** UK taxpayers can add 25p per £1 at no extra cost when eligible.

# Planning checklist

## Essentials for your fundraiser

1. Pick your 5Ws: Who / What / When / Where / Why [Choose your “donation mechanic”: ticket price, suggested donation, raffle, auction, sponsorship
2. Set up a fundraising page: easiest for tracking and payment
3. Make it visible: posters in the kitchen, message in the all-staff channel, leadership shoutout
4. Keep it safe + sensible: do a risk check and keep it inclusive
5. Close the loop: thank people, share the total, share what it helps fund

# Raffles and prize draws

## **In-person raffles/ Prize draws**

If you are running a raffle as part of a larger event (like a fete, coffee morning, or community fair) and draw the winners on the same day, it is classified as an "incidental non-commercial lottery".

- No licence required: You do not need a licence from the council.
- Ticket sales: Tickets can only be sold while the event is taking place, and everyone must be charged the same price.
- Costs: You can deduct a maximum of £100 from the proceeds to cover the cost of the prizes, and up to £500 to cover the expenses of the event.
- Prizes: They cannot be rolled over, and prizes must not be alcohol unless it is in a sealed container.

This is the only type of raffle that can be done by someone on behalf of NABS. Online raffles are not allowed as you'll need a gambling license for this.

If you're unsure drop us a note: [fundraise@nabs.org.uk](mailto:fundraise@nabs.org.uk)



# Keeping things safe

## The legal bit

**Keep activities inclusive,** accessible and workplace-appropriate. Do a quick risk check (space, food allergens, alcohol, equipment, numbers, accessibility).

If you're unsure drop us a note: [fundraise@nabs.org.uk](mailto:fundraise@nabs.org.uk)

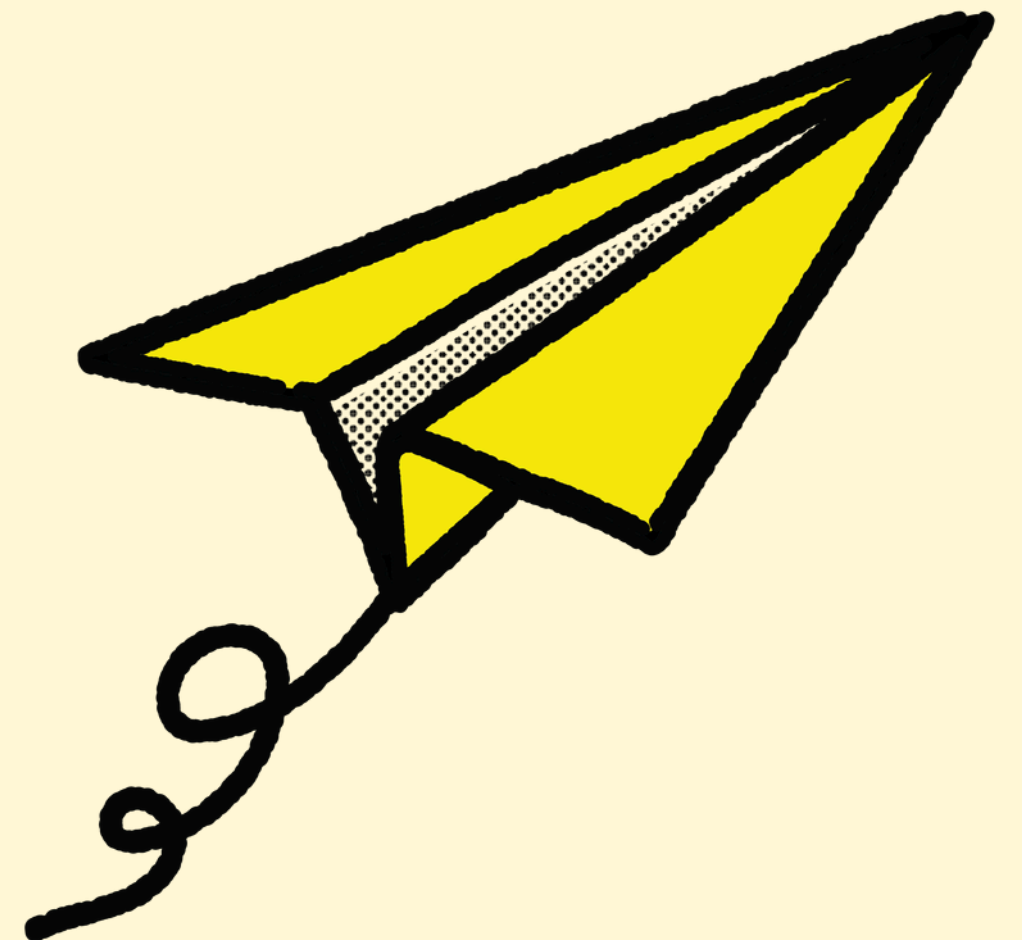
# Any questions?

**We're here to help!**

Chat to our friendly team if you have any questions or need a helping hand.

Drop us an email on [fundraise@nabs.org.uk](mailto:fundraise@nabs.org.uk) and we'll get back to you.

**Thanks for being in our corner, so we can continue to be in yours.**



**NABS**

**Thank you**

[nabs.org.uk](https://nabs.org.uk)

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