



H

# FUNDRAISING PACK.

TACKLE THE STIGMA.

## Thank you for choosing to support LooseHeadz.

Your help & support truly matters. Our incredible community continues to power the work we do to save lives.

The messages we hear on the ground - in clubhouses and changing rooms - remind us every day that what we do matters. Our most powerful moments are always the same. When someone tells us LooseHeadz has changed their life, or even deeper, when we have saved lives. Nothing matters more than that. It's the reason we exist.

When we stood at the end of Wilmslow Rugby Club bar in 2017 having that conversation that led to the birth of LooseHeadz, we said if we could help just one person, then that would be a win. And we have done so much more than that thanks to your support.

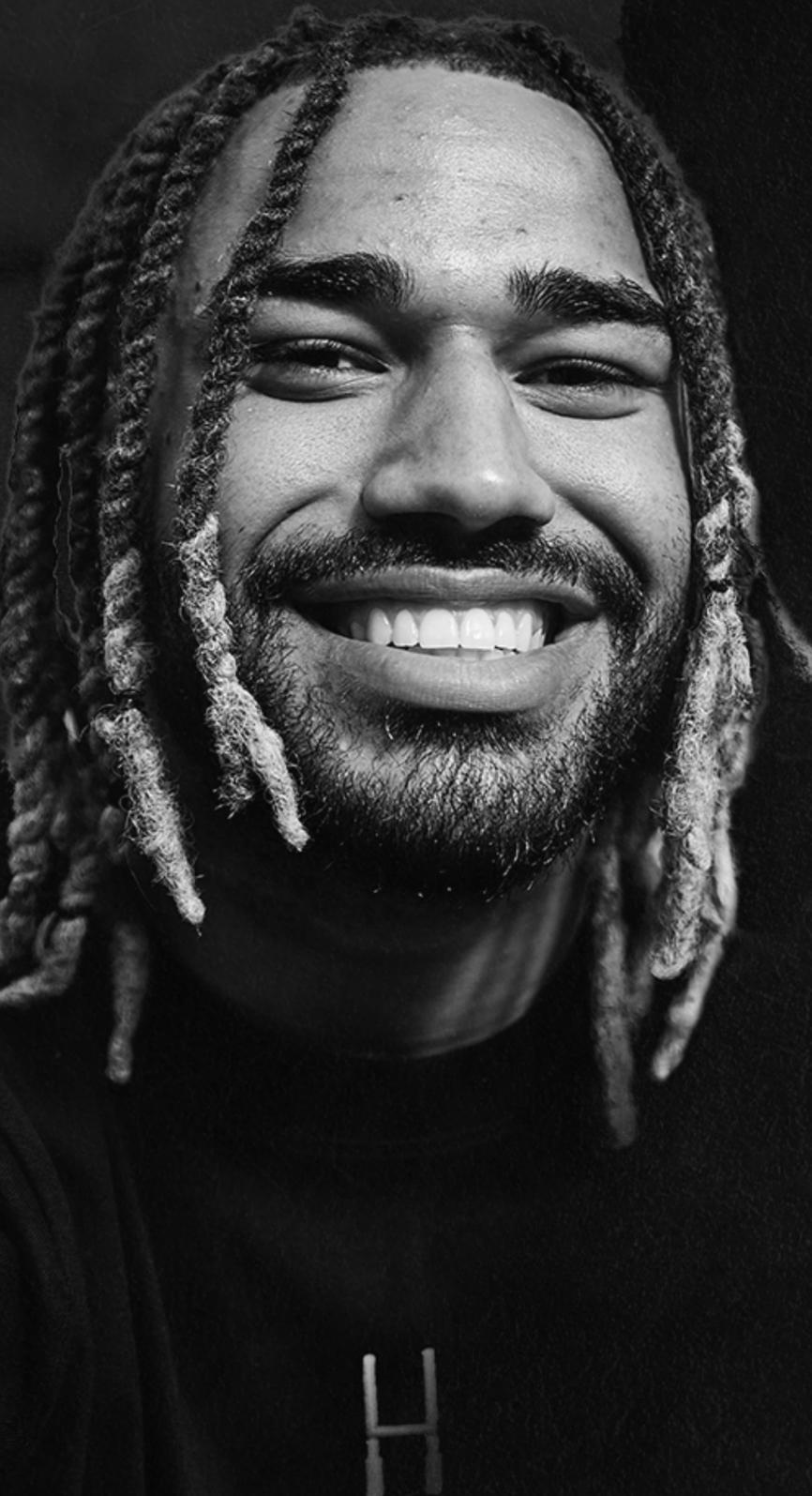
We believe that no one should ever have to struggle alone, so whether you raise £10 or £10,000, know that it all makes a huge difference to the community we support. So before you jump into your fundraising journey, have a read of this pack; it contains everything you'll need to pull off your fundraiser, and maximise your support for the community you're a part of.

Go safe,

**THE LOOSEHEADZ TEAM**

 **LooseHeadz**  
#TackleTheStigma

# CONTENTS.



## WORK WE DO TO SAVE LIVES.

03

HOW LOOSEHEADZ  
MAKES A  
DIFFERENCE

04

OUR 'WHY'

05

OUR IMPACT

06

OUR WORK IN  
ACTION

07

HOW YOUR  
FUNDRAISING

## OVER TO YOU.

08

GETTING STARTED

09

MAKE A PLAN

10

THE LEGAL BITS

12

PROMOTING YOUR  
EVENT

14

ON THE DAY & TIPS

15

FAQ's

# HOW WE MAKE A DIFFERENCE.



Our mission is to SAVE LIVES by placing a trained mental health champion at every rugby club in the world - Not therapists.

Just someone who understands rugby culture, can spot the signs, start conversations, and can help when a clubmate isn't okay.

We help in three ways:



## CONNECT.

We've created a virtual hub that brings our global community closer than ever before.



## DELIVER.

We're delivering a rugby-specific, evidence-based mental health workshop to provide education for the rugby community. Built by the rugby community, for the rugby community.

CONNECT - A virtual hub designed to bring the community closer than ever before.

DELIVER - Rugby-specific health training designed for the community, by the community.

SUPPORT - Extending our gold-standard support services to be rapid, & potentially life-saving support to those in most need.



## SUPPORT.

We're piloting a clinical support service so that the rugby community can access potentially life-saving treatment.

# THE PROBLEM WE ARE TRYING TO FIX.



**EVERY 40 SECONDS**  
someone dies by suicide.



**1 IN 4**  
people are affected by mental illness.



**14.3%**  
of deaths worldwide are attributed to mental illness.



**92%**  
of our followers believe rugby helps their mental health.  
  
Only 54% think their clubs do enough.



**50%**  
of people we surveyed report a good understanding of mental health support.



**1 IN 7**  
LooseHeadz followers currently feel part of a supportive community within their clubs.

# OUR 2025 IMPACT AT A GLANCE.



1,345

Clubs in 36 countries.



16

Players through therapy and discharged.

45



People now have LooseHeadz tattoos.



2,000

People signed up to our 'Introduction to Mental Health' training module.



400+

Workshop participants.

106K

Social followers,

20K

Monthly website views,

30K

Email subscribers.



22

LooseHeadz RFC games.



Raised through donors, fundraisers & partners.



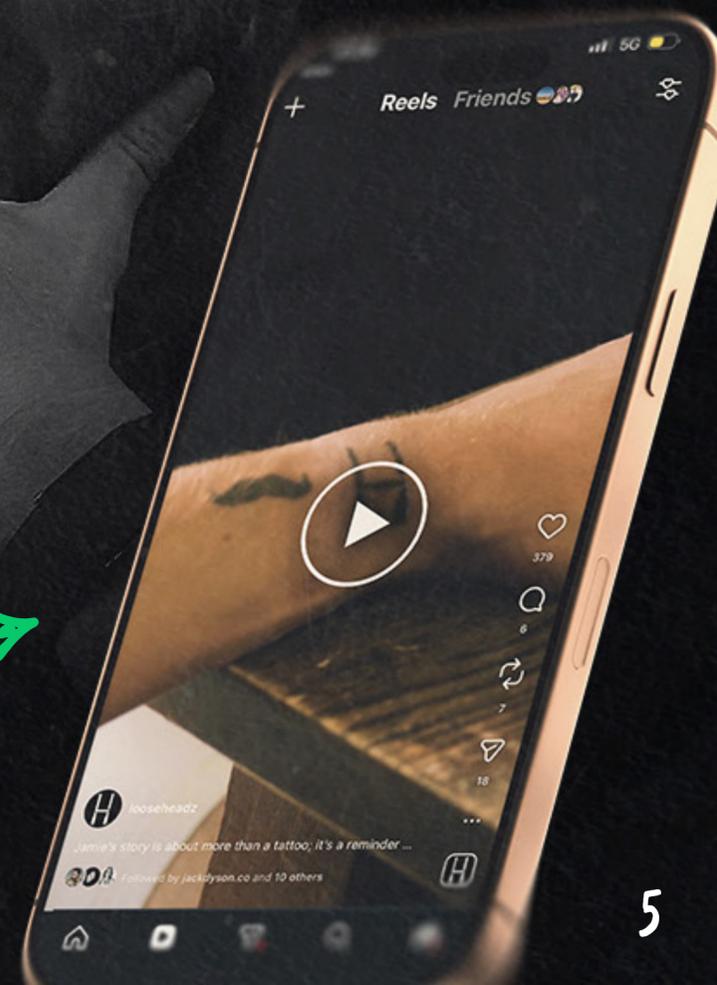
Partnership with The British & Irish Lions.



2

Guinness World Records.

JAMIE'S TATTOO STORY



# OUR WORK IN ACTION.



## SIDMOUTH RFC

"I didn't think this club could get any better, but the work that LooseHeadz has done has made it a thousand times better."

- GLENN CHANNING



## STEVE'S STORY

"Thank you so so much to Looseheadz and all the others that have picked me up, put me back together and got me to where I am today. I'm the most mentally strong I've ever been."



## CHESTER RFC

"We know that we've got experts in our corner now. We've got people we can go to for extra advice "

- SABRINA



## BETH'S STORY

"LooseHeadz basically saved my life"



# MENU.



## MENU



- £4 COULD PROVIDE SIGNPOSTING CONTENT FOR A CLUB.
- £17 COULD DELIVER ONLINE MENTAL HEALTH TRAINING.
- £29 COULD PROVIDE A KITBAG OF RESOURCES FOR A TRAINER.

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£57 COULD PROVIDE AN INITIAL CLINICAL ASSESSMENT.

£104 COULD FUND A COUNSELLING SESSION.

£384 COULD PROVIDE AN IN-PERSON MENTAL HEALTH TRAINING SESSION.

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£1,078 COULD PROVIDE A FULL COURSE OF THERAPY.

£10,365 COULD DEVELOP ADDITIONAL TRAINING RESOURCES.

£36,852 COULD FUND A COMMUNITY ENGAGEMENT PROJECT.



# GETTING STARTED.

There's no right or wrong way to fundraise - but there are plenty of ways! If you are looking for some pointers to get you started, you're in the right place.

## DO WHAT YOU LOVE!

From bake sales and race nights to something more physical - we've seen our fundraisers do it all!

- **Play rugby?** Host a friendly rugby game.
- **Need something slower paced?** Try a walk for LooseHeadz.
- **Want a family event?** Organise a quiz night.

Whatever your passion, hobby or a to-do on your bucket list, do it for LooseHeadz.

If your passion is something a little more physically challenging, we have a range of events in the UK you can sign up for.

To find out more and sign up for a LooseHeadz event place, click **HERE**.

## IN MEMORY

Lots of our supporters fundraise in memory of a friend or loved one. Whether you are doing a challenge, throwing an event or just collecting donations, you can set up an "In Memory" page through JustGiving. Other people will also be able to create a page in that person's memory.

Find out more **HERE**.

If you have lost someone and need some support, you can head to **our support page**.

## OTHER WAYS

If a physical challenge or organising an event isn't your thing, there are lots of other ways you can fundraise for LooseHeadz. These can be set up alongside your other fundraising too!

You can buy our merch! Profits from sales from our store go to our foundation. You can shop **HERE**.

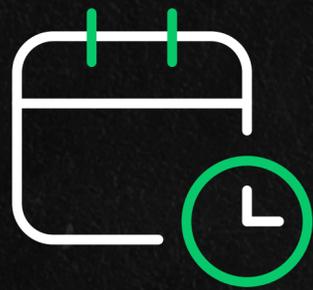
Offload unwanted goods on eBay for charities. For information, head **HERE**.

Do a birthday donations fundraiser! Set up a JustGiving page and share the link to your friends and family.

Get your club involved with LooseHeadz branded team stash! Submit your enquiry **HERE**.

# MAKE A PLAN.

Organising an event is hard work, believe us! Make a plan- we know this works and it will make your life easier. Here's a list of to dos to make sure everything is covered.



## SAVE THE DATE!

Give yourself enough time to organise and promote your activity.

Have a look and see what else is going on nearby, like similar events or fundraisers.

When you've decided, either let us know [HERE](#) or tag us on social media!



## PICK A LOCATION!

Choose a venue that has everything you need for your activity.

Don't forget things like health and safety or legal requirements like licences to play music or selling alcohol.

Have a look at our next page for things you may need to think about.



## YOUR BUDGET

This might already be something you've thought about - or it might be completely new. Either way, taking a bit of time to plan ahead can make everything run far more smoothly.

Start by listing the costs associated with your event or activity. Are there ways you can reduce them? Could volunteers lend a hand, or could local businesses support through donations or sponsorship?

It can also be helpful to show why your fundraising matters. Share how your support helps LooseHeadz by using our impact report [HERE](#), so people understand the difference they're making by getting involved.

# THE LEGAL BITS. (i)

We know you want to get stuck in, but let's get the boring (but important) stuff out of the way. Here's a few things to think about:

## 1. START WITH WHY?

Every LooseHeadz fundraiser is about connection, community and conversation.

Before you dive into logistics, ask yourself:

- How does this bring people together?
- How does this support mental wellbeing?
- How can we create a safe, inclusive environment?

Keep the mission front and centre - the rest flows from there.

## 4. KEEP IT SAFE

Big energy. Safe delivery.

- Have a first aid kit available.
- Know the fire exits and procedures.
- Make sure equipment is safe.
- Carry out a simple risk assessment.
- Check guidance from your local authority or HSE if needed.

Preparation doesn't kill the fun - it protects it.

## 2. PLAN IT PROPERLY

A little prep goes a long way. Think about:

- What's your event or activity?
- Who's it for?
- Where will it take place?
- Who's helping you?
- What could go wrong - and how would you handle it?

A simple plan and basic risk assessment will help everything run smoothly.

## 5. INSURANCE

LooseHeadz can't accept liability for events organised by supporters.

If you're involving the public, consider public liability insurance.

If you're using a venue, check what their insurance covers and whether it's appropriate for your activity.

## 3. LICENSANCES & PERMISSIONS

If you're fundraising in public, running entertainment, selling food or alcohol, hosting a raffle, or collecting donations - you may need permission from your local authority.

- Public collections require a council licence.
- Private collections require written permission from the venue.
- Some raffles need a licence depending on costs and ticket sales.
- Certain venues may need additional approvals.

When in doubt, check with your local council. It's always better to double-check early.

## 6. SAFEGUARDING & WELLBEING

This one matters most.

LooseHeadz stands for mental wellbeing, so think about:

- What you'd do if someone becomes distressed.
- **Signposting** support services if needed.
- Making sure volunteers know they're not counselors.
- Creating a respectful, welcoming environment.

You're building a community - safety and empathy come first.

# THE LEGAL BITS. (ii)

## 7. INCLUSIVITY & ACCESSIBILITY

LooseHeadz is for everyone.  
Consider:

- Step-free access where possible.
- Clear, inclusive language in promotions.
- Alcohol-free options.
- Flexible pricing where you can.
- Making newcomers feel welcome.

Small details make a big difference.

## 10. RESPONSIBLE HOSTING

Especially if your event involves alcohol:

- Promote responsible drinking.
- Avoid encouraging excessive behaviour.
- Provide alternatives where possible.
- Keep well-being at the heart of the event.

Connection > chaos.

## 8. FINANCES & TRANSPARENCY

Trust is everything.

- Keep clear records of money raised.
- Be transparent about costs.
- Keep fundraising money separate from personal funds.
- Use secure donation platforms where possible.

People give because they believe in the cause - honour that.

## 11. DATA & PRIVACY

If you're collecting names, emails or taking photos:

- Get consent.
- Be clear how information will be used.
- Store data securely.
- Don't add people to mailing lists without permission.

Respect builds long-term support.

## 9. BRAND & MESSAGING

You're representing LooseHeadz - and we're proud of that.

- Use approved **logos** correctly.
- Be clear that you're fundraising for LooseHeadz.
- Avoid altering brand messaging.
- If unsure, ask before publishing.

Consistency protects the mission.

## 12. HAVE A PLAN B

Sometimes things change.

- Weather backup?
- Cancellation process?
- Refund expectations?
- Who to contact at LooseHeadz?

Thinking ahead reduces stress later.

# PROMOTION. (i)

PROMOTE YOUR FUNDRAISER | The LooseHeadz Way - **You've planned it. Now let's fill it.**

Promotion doesn't need to be complicated - it just needs to be clear, consistent and confident. Here's how to spread the word and drive donations.

## 1. USE THE LOOSEHEADZ BRAND PROPERLY

You're fundraising for LooseHeadz - and we're proud of that.

### Keep it simple:

- Use official LooseHeadz logos only (no stretching, recolouring or editing).
- Don't alter the logo or add it to cluttered backgrounds.
- Be clear in your wording: "I'm fundraising for LooseHeadz."

Avoid implying your event is officially organised by LooseHeadz unless agreed in advance.

Consistency protects the mission.



## 2. SPREAD THE WORD

Start with your inner circle and build outwards.

### Friends & Family

- Share why you care about LooseHeadz.
- Be personal - people give to people.
- Send a direct message rather than just posting once.

### Social Media

- Announce your event clearly (what, where, when, why).
- Post regular updates - countdowns, training, behind-the-scenes prep.
- Share your fundraising link in every post.
- Don't be afraid to repost - people need reminders.

### Simple formula:

- Why I'm doing it → What I'm doing → How to donate → Thank you.

## 3. CAPTURE THE MOMENT (PHOTOS & VIDEO)

### Content drives donations.

- Take clear, high-quality photos.
- Capture people, community and connection.
- Short videos work brilliantly for social media.
- Share progress updates on the day.

### Important:

Always get permission before posting identifiable photos or videos of others - especially children. A quick verbal "Are you happy for this to go on social?" goes a long way.

Make sure to tag LooseHeadz so we can reshare and amplify your impact.



# PROMOTION. (ii)

## 4. TELL THE STORY

Facts raise awareness. Stories raise money.

- Why does LooseHeadz matter to you?
- What impact do you want to make?
- What will donations help achieve?

Keep it real. Keep it human.

## 5. DRIVE DONATIONS

Make giving easy.

- Use a secure online donation platform.
- Put your link everywhere - bio, posts, emails, posters.
- Add QR codes to printed materials.
- Set a clear fundraising target (people like helping you reach a goal).

And remember - it's okay to ask more than once.

## 6. BUILD MOMENTUM

Don't just post once and hope. Try:

- Countdown posts
- "We're 60% to target!" updates
- Match-funding shoutouts
- Sponsor spotlights
- Post-event thank you posts

Momentum builds momentum.

## 7. SAY THANK YOU

Gratitude builds long-term support.

- Thank donors publicly (where appropriate).
- Send direct messages to major supporters.
- Share final totals.
- Show the impact.

People who feel appreciated are more likely to support again.



# ON THE DAY & TIPS.

## ON THE DAY

A few simple things on the day can really help drive donations and spread the word.

- Take Great Photos
- Capture people, smiles and action.
- Mix group shots with close-ups.
- Short videos work great on social.

Always get permission before posting photos of others.

People support what they can see.

## MAKE DONATING EASY

### Keep it simple.

- Have your donation link ready to share.
- Display a QR code if you can.

Remind people they can still donate after the event.

When energy is high, people are more likely to give.

## POST AS IT HAPPENS

### Don't wait - share it live.

- Post when you kick off.
- Share a mid-event update.

Celebrate the final total.

Tag [@LooseHeadz](#) and include your donation link every time.

## SHARE YOUR PROGRESS

### Let people know how you're doing.

- "We're halfway to our target!"
- "Just £100 to go!"

Momentum builds momentum.

### Say Thank You

Thank supporters, volunteers and sponsors publicly - gratitude goes a long way.



# FAQS.



Hopefully we've covered the stuff you need to know- but here are some other things we get asked quite a bit.

**I need a letter confirming I am fundraising for LooseHeadz.**

Let us know [HERE](#) and we will email you a copy.

**I need a sponsorship form.**

The easiest way to fundraise these days is through an online platform like JustGiving, you can set up your page [HERE](#). You can even add offline donations to this too.

If you'd still like a sponsorship form, it can be found [HERE](#).

**I need materials for my event.**

Once you have set up your event on a fundraising platform, you can use our logos for whatever you need- whether it's buckets, bages, posters etc. Stick to the brand guidelines and you can create whatever you'd like! If you are unsure or have questions, you can ask us [HERE](#).



**Can LooseHeadz help me find raffle prizes or help fund my event?**

Unfortunately not. Speak to your club, local community and friends or family who may be able to donate materials, refreshments, venues or publicity. Have a look at our tips on the page above.

**Can LooseHeadz help publicise my event?**

We can try. We have a huge team of people helping to #TackleTheStigma by supporting LooseHeadz which means there are lots of stories to tell.

We'll share your content & posts on our social media feeds when we can, but we have to make sure the important things we do don't get lost.

**Can LooseHeadz come to my event?**

We'd love to attend every fundraiser we could- but as a small team of 5 our capacity is limited. We may be able to send volunteers or a speaker on a case by case basis.



# FAQS.

## What happens if I need to cancel my event?

Sometimes, things happen and we get it. Let us know **HERE** so we can update things our side.

## Can I use your logo for my event?.

If you are holding an event in support of LooseHeadz then you can use our Logo. Just made sure you follow the guidelines which can be found **HERE**. If you want to discuss or ask anything, you can **contact us**.

## Can I use your logo on our team kit?.

Absolutely- make sure you follow the guidelines and if you want us to have a look at your design, just get in touch with us. We can also make the team stash for you, fill out this **enquiry form** to get your designs created!

## How do I pay in a cheque/cash donations?

If you have collected cash or cheques, **contact us** and we will discuss the best way to get this paid in.

## Can I declare Gift Aid?

Don't forget to ask your sponsors to declare Gift Aid where appropriate - it will increase the amount LooseHeadz receives from your activity without any cost to you. LooseHeadz can claim back the basic tax rate on your sponsored donation- currently 25p for every £1 given.

Find out if you can declare Gift Aid **HERE**.



## How do I get a LooseHeadz training tee?

Our tees are not sent out automatically. Once your fundraiser is set up through JustGiving, you'll get an email with a link to order your size/colour preference after you have raised £100. You can **contact us** if you have raised £100 and not received the email.

## Can I get one of the LooseHeadz boards for my activity?

Unfortunately not - these are quite costly and are difficult to ship. We have a limited number that we use at events we attend.





LooseHeadz started as a conversation at the end of the bar at Wilmslow Rugby Club.

With your support, we can make mental health a conversation at every rugby club in the world and  
**SAVE LIVES.**

[DONATE HERE](#)

[GET IN TOUCH](#)