



MAKE YOUR MARK

Get involved and fundraise for OTR

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GET TO KNOW OTR

OTR opened its doors in 1965 and can justifiably claim to be one of the first young people's mental health and wellbeing services in the country.

OTR isn't just a charity providing mental health services, it's a movement mobilised to support, promote and defend the mental health, rights and social position of young people!

We provide free, confidential and self-referral information and support to young people aged 11-25 in Bristol and South Glos. We don't consider young people to be "broken" - we think it's often the systems and environments around them that make things difficult. For that reason, it's super-important to empower young people to learn resilience skills, and how to look after their wellbeing - and the wellbeing of their friends and communities too.



**OUR BASE IN OLD MARKET,
BRISTOL**

WHY OTR?

Donations and fundraising activities for OTR are always welcome. As a local charity committed to diversifying and innovating the way we support young people, you can be sure you're making a real difference to young people's lives by raising money for OTR.

Your support allows us to shape our activities by placing young people at the heart of the process. For instance, our young 'Peer Navigators' are the first point of contact for young people in need of mental health support - and they are also the sounding board for how we operate.

All of OTR's projects and services have been designed with the help and consultancy of young people. Quite simply, they know what works for them! Supporting OTR allows us to continue building projects that empower and accommodate young people from all walks of life.

HOW ARE WE DIFFERENT?

No young people turned away. We're really flexible - and we link up with other agencies to signpost young people to other help if it's more appropriate

Confidentiality - all our services are free and confidential

We address social and structural causes, which are often the framework for individual distress

We place an emphasis on wellbeing and resilience programmes but we are still flexible to work with distress

Self-referral model (young people sign up to our projects online and in drop-in spaces called Hubs)

We are super-friendly people to work with!

We have a 3:1 pay ratio for our staff because we value equality in the workplace

Self-criticism - we look hard at ourselves, improve and innovate

We have a dedicated Community Champion to support our fundraisers

We invest in business and solid structures and secure reserves

MENTAL HEALTH MATTERS!

We have over 50 years of experience in providing youth mental health support. In 2019/2020 we reached 13,304 young people. Here are some highlights:

4,438 young people attended our Resilience Lab

7,424 Membership Team reach


934 young people supported with 1:1 Therapies

601 parents supported


We reached a further 112K individuals online.

“It’s helpful with my anxiety and has taught me ways to cope - as well as with friendships and school”


OUR APPROACH




We believe that mental health is social and political as well as personal, so our approach embraces social action and tries to influence systems and policy




We believe that relationships are what make the difference - so our approach is fundamentally relational




We believe in the power of networks, and so we emphasise peer relationships, professional partnerships and organisational collaboration in our approach




We believe enabling young people starts with recognising their capabilities before their vulnerabilities, so our approach is fundamentally strengths based



We believe that in the face of contemporary diversity, all theoretical models are wrong, but all of them are useful. As a result, we build our team from diverse backgrounds, experiences and disciplines



We believe what we do should be a vocation - and we love what we do! So our approach and team are full of enthusiasm, imagination, curiosity, and talent



We believe participatory services are more sustainable than transactional ones, so young people play a large and active role designing, delivering and communicating our work - not just consuming it

THE VALUE OF YOUR DONATIONS

£10

buys a young person
a one-to-one session
with a counsellor

£50

buys a creative group
workshop on
understanding and
managing stress

£100

buys a six-week group
for young people who
self-harm

***"OTR HAS REALLY HELPED ME UNDERSTAND MY
FEELINGS AND I NOW KNOW THAT I DESERVE RESPECT
AND CARE. MY SELF-WORTH HAS IMPROVED."***

SO. THE FUNDRAISING BIT...

Thank you for considering fundraising for us. There are many ways to raise money for us, so get creative and let us know of your plans.

You can choose a personal challenge to raise funds for us as an individual supporter. Run a marathon, learn a new skill, shave your hair. The opportunities are endless!

You can team up with friends or use an existing group to fundraise for us too. We had support from a group of friends who decided to cycle to Paris. We also had a group of friends running a gamethon for us. It can be a lot of fun to 'do good' together! Talk to your friends about OTR and set up a group challenge!

You can also nominate us at work for Charity of the Year. That way, we can work with your employer for longer and develop ideas together. So go ahead and mention us!

We also love it when people help us save money by offering time, skills or free space. Donating your spare equipment, stationery or food can help us massively! You can also connect us with other people who might be able to help us too. If you wish to make a donation from your sales, you will need to have a signed agreement with us in place, so please just get in touch directly.

If you have any other ideas, do get in touch and let us know you want to help. We appreciate all your support!

FUNDRAISING IDEAS

Sponsored sports events: Marathons, runs, walks, 5-a-side football matches, group competitions, bike rides

Event proceedings and donations: Concerts, opera evenings, auctions, art projects and exhibitions

Sponsored personal and group challenges: a month without chocolate, 100 days of craft projects on Instagram, 10 days of blogging, walking the distance of a marathon in your office, family bike ride, group dog walk in your local park

Sponsored fun activities: dress down day or fancy dress day at work, pub quiz, raffle, talent contest

Money collection at smaller events: film night, tea party, cake sale, dinner party, sports day, networking event

Seasonal activities: sports sweepstake for current major sports events, Easter egg hunt, Christmas jumper activity, Movember activity, Birthday fundraising (you can now do this on Facebook!)

OTR is also a listed charity on Amazon Smile - if you select us as your charity then we'll receive money each time you shop!

TELL YOUR STORY

- ▶ Use our brand, story and testimonials (feel free to take text from this pack and our website) to tell your friends that you are supporting us and you are awesome!
- ▶ Feature us on your website - use our logo, link to our website and social media. Embrace your own story. What moved you to action for us?
- ▶ Use our logo as per our brand guidelines. Include our copy in your communication channels: email signature, newsletter, printed assets.
- ▶ Make it easy to donate: Use sponsorship forms, OTR's JustGiving page, the Facebook button.
- ▶ Make the most of social media - share your preparations, thoughts and photos from the event. Explain the impact of the collected totals. Share your personal experiences.
- ▶ Use #OTRBristol to tag your content. Use @otrbristol and@otrfriends to talk to us. Email us your updates from before, during and after your fundraising activity. We will promote them too!
- ▶ Don't forget to update your supporters and say thank you!

IT'S TIME TO GET STARTED!

Email sylwia@otrbristol.org.uk
for more info and ideas

www.otrbristol.org.uk

Call 0808 808 9120 (option 4)

Talk to us on social media:
[@otrbristol](#) and [@otrfriends](#)

***"A HUGE THANK YOU TO ALL
OUR FUNDRAISERS FOR MAKING
OUR WORK POSSIBLE!"***

