



charity number 1085351

PARTNER WELCOME PACK

Thank you for your support



WELCOME



Who we are	3
Our Beliefs	4
Our Goal	5
Our Priorities	6
Our Offer	9
What we do	11
Case Study: Nature Works	12
Where your fundraising goes	13
A-Z of Fundraising Ideas	15
Mental Health awareness	18
Fundraising tips	20
Other ways to work with OTR	21

WHO WE ARE

OTR isn't just a charity providing mental health services, it's a mental health movement mobilized to support, promote and defend the mental health, rights and social position of young people. We support young people aged 11-25 in Bristol, South Gloucestershire and North Somerset.



OUR BELIEFS

OTR's beliefs, collectively developed across the organisation, underpin our work as a mental health social movement. At all times, OTR strives to give a choice and a voice to young people:



- ✓ ***WE BELIEVE THAT OUR OFFER SHOULD BE INCLUSIVE OF ALL CULTURES AND IDENTITIES***
- ✓ ***WE BELIEVE IN PLACING YOUNG PEOPLE AT THE HEART OF OUR WORK***
- ✓ ***WE BELIEVE IN INNOVATING & EVOLVING TO IMPROVE OUR OFFER FOR YOUNG PEOPLE***
- ✓ ***WE BELIEVE THAT YOUNG PEOPLE HAVE UNIQUE STRENGTHS, INTERESTS & CIRCUMSTANCES***
- ✓ ***WE BELIEVE THAT THE WORLD AROUND US IMPACTS OUR WELLBEING***
- ✓ ***WE BELIEVE THAT RELATIONSHIPS ARE WHAT MAKE THE DIFFERENCE***
- ✓ ***WE BELIEVE IN THE POWER OF PARTNERSHIPS***

OUR GOAL

Our goal is for all young people to have a choice of timely and meaningful opportunities to improve their mental health and wellbeing, and for their communities to help them to flourish.

We want to see:



A MAJOR INCREASE IN YOUNG PEOPLE'S INFLUENCE ON THE LOCAL MENTAL HEALTH ECOSYSTEM



THE NUMBER AND DIVERSITY OF YOUNG PEOPLE SUPPORTED BY OTR INCREASE



WAITING LISTS FOR SUPPORT REDUCE



FUNDING FOR COMMUNITY AND PREVENTATIVE MENTAL HEALTH SUPPORT INCREASE



OTR BECOMES AN EMPLOYER OF CHOICE, WITH EXCELLENT EXPERIENCE OF STAFF AND VOLUNTEERS FROM ALL BACKGROUNDS



OUR PRIORITIES



***MAGNIFY
YOUNG
PEOPLE'S
PARTICIPATION
AND VOICE***



***CREATE A RICH
AND WIDE
MENTAL
HEALTH OFFER***



***REACH YOUNG
PEOPLE
EXPERIENCING
INEQUALITY***



***CREATE
SUPPORTIVE
COMMUNITIES***



***POSITIVELY
DISRUPT THE
LOCAL MENTAL
HEALTH
ECOSYSTEM***

OUR OFFER

Our Projects are built upon the mental health benefits of art, sport and nature, outreach and engagement work like hubs that operate at OTR premises and in the community, including schools.

Hubs act as the shop window of OTR, introducing young people to our services. Through OTR Engagement work, our staff provide specialist guidance, signposting, and mental health support for care leavers. The project works as a safety net, working with and networking between careers, schools, and parents.

Spaces for vulnerable groups to come together, including 'Freedom' for LGBTQ+ young people and 'Zazi' for black young people and young people of colour.

Therapeutic groups that empower young people, such as 'Resilience Lab' (for individuals experiencing stress, anxiety, low mood or depression). A range of one-to-one therapy at our premises in inner city Bristol, in schools, within communities in North Somerset, in nature and in an online, virtual world.





WHAT WE DO

Each year we support over 20,000 young people who are able to access our mental health services for free, thanks in large part to our generous donors.

They present to us with a range of symptoms, from anxiety and depression to self-harm and feelings of suicidality. We don't believe they are 'broken' and need fixing; it is often their environments and a lack of support that create these challenges.

Through our services, we offer empowering and holistic support. This includes one-to-one and group work, outreach in educational settings and a range of community-based interventions.

These include:

-  Outreach and engagement work like hubs that operate at OTR premises and in the community.
-  Spaces for vulnerable groups to come together, including 'Freedom' for LGBTQ+ young people and 'Zazi' for black young people and young people of color
-  A range of one-to-one therapy at our premises in Bristol, in schools, within communities, in nature and online.
-  Therapeutic groups that empower young people, such as 'Resilience Lab'
-  Projects built upon the mental health benefits of art, sport and nature



NATURE WORKS: HOW YOUR SUPPORT CAN HELP



George was 19 when he first engaged with Off The Record. He was experiencing **high levels of anxiety** and **not leaving the house**. His anxiety meant he was not in education or work. Through a GP recommendation, George signed up for OTR's Nature Works - Green Influencer Programme to boost his wellbeing through connection and developing skills. This project is run in partnership between OTR and Action for Conservation.

George **attended the weekly sessions for 3 months**. The group of young people provided George a sense of belonging and gave him access to nature. It gave him a purpose and drive as focused on improving local community spaces. **He was able to build valuable connections to the organisations and make lasting friendships.**

George was given time to build connections and friendships, create new habits and the feeling of safety that an established routine can provide. OTR's Nature partnership work has helped him build a legacy with Action for Conservation, giving him the opportunity to improve his quality of life through reduced anxiety, greater connections and a future job prospect.

“

You've helped me grow into the person I am today. I feel like I have gained so much confidence and happiness from all this, and I feel it's made me a much better person. I genuinely wouldn't be doing a lot of the things I am now if it weren't for these sessions.

”

George

Since the end of the project, George has continued to attend Nature Works programmes, he has become part of the WildEd project, attending the residential camp with OTR staff and delivering a primary school workshop. **George wants to train to be a Ranger and is considering further studying options.**



WHERE YOUR FUNDRAISING GOES

Our services are funded and supported by generous donations from our community, but it's crucial that we reduce waiting times, and reach more young people. Whether you partner with OTR for 1 or 2 years, every donation is invaluable.

Here are some examples of where your fundraising can go!



Could help run our ProReal program for one year. Pro-real is a computer-based program delivered in a secure, virtual world. A trained therapist supports participants in exploring different perspectives and situations that affect their well-being.

They work together to alleviate poor mental health through problem-solving and developing coping strategies.



Could help run a Hub at OTR and in the community. OTR hubs are weekly drop -ins for young people. Participants are signposted and informed of the support OTR has on offer.

Hubs are a relaxed and safe space where young people self-refer. This ensures participants get the support they need when they need it. OTR Engagement Workers deliver hub drop-ins at OTR premises and in schools.



Could help us reach care leavers who would otherwise find it difficult to access vital support.

Through engagement work, our staff provide specialist guidance, signposting, and mental health support for young people with complex needs.

The project works as a safety net, working with and networking between careers, schools, and parents.

This support is crucial in connecting the dots and helping vulnerable young people.



Could provide crucial support for black people and young people of colour through Project Zazi.

Project Zazi helps young people experiencing economic, social and health-related inequalities through one-to-one support and group work.

They do this by exploring identity and tackling issues surrounding inequality and racism. Zazi also provides vital practical support. This includes advocating on young people's behalf with schools, and help with personal development and CV's.



Could help run Freedom, OTR's social action project for young people who identify as LGBTQ+ or who are questioning their sexuality and/or gender identity.

Sadly, LGBTQ+ people go through experiences that can adversely affect their mental health.

This might be experiences of discrimination, homophobia, transphobia, isolation, rejection, and difficult experiences of coming out.

The project works to create a safe space that enriches community and improves wellbeing; by providing supportive spaces, information, help, advice, regular groups, one-to-one work, and training.



Could enable activities based on therapeutic support through Sports, Art, and Nature work.

The project includes activities that are proven to improve mental wellbeing and target specific groups.

Places are prioritised for at-risk young people for whom traditional support is less accessible.

This includes young men, young people of colour and young people with experience of the criminal justice system.

Practitioners work to upskill partner organisations so they can support young people in the longer term.

A-Z OF FUNDRAISING IDEAS

OUR TEAM ARE HAPPY TO HELP WITH YOUR EVENT! FROM GUIDANCE ON PLANNING YOUR EVENT AND PROVIDING OTR MERCHANDISE, TO HANDS ON SUPPORT ON THE DAY!

A **Artist Event:** Showcase local artists, poets, and comedians at an event and raise money through an entry fee.

B **Bake sale:** Get together with your friends or colleagues and run a bake sale. You can approach local businesses to ask for some donations with the help of our raffle and donation letter.

C **Cycling:** Set up a giving page to sponsor a cycling challenge! That could be London to Paris, the Lands End to John O'Groats Cycle Challenge, or a challenge for a set distance for one month over strava!

D **Dinner:** Host a dinner or a catering event in aid of OTR! If you work in a restaurant, donate a portion of certain dinner courses on the menu to us! Or gift donated meal vouchers when running a raffle!

E

Easter Party:
Organise an Easter egg hunt!



F

Football match / 5-a-side football: Set up a summer tournament with teams of your friends or colleagues. Charge an entry fee for each team and have a BBQ and raffle on the day!

G

Games Night: Organize a board game night or Host your own livestream game Twitch event.

H

Head shave: Grow your hair and facial hair long and shave with sponsors!

I

Iron Man challenge: Take on the Iron Man challenge, which consists of a 2.4-mile swim, a 112-mile bicycle ride and a marathon 26.22-mile run completed in that order, a total of 140.6 miles!

J

Jog for OTR: Enter the Bristol 10K, half and bath half. The Bristol races take place in May, and the Bath half takes place in March!

K

Knitting: Knit-themed items and sell them for donations! Children's beanie hats, gloves, mittens and hot water bottle warmers are popular.

L

Laser Quest: Organize a laser quest party with colleagues or friends, have raffle prizes for the winning team, and donate the entry fee!

M

Marathon Events: Take on a Marathon for OTR, that could be London, Brighton, personally using Strava! Or cover the distance and decide if you want an activity that will take you 26.2 miles or hours over a set time challenge!

N

Name the baby: Get colleagues to submit a photo of them as a baby, and get everyone to vote and guess the babies! Charge per entry and provide a percentage of the money raised as a prize or try to get one donated.

O

Open mic night: Host an event in aid of OTR! Book local poets, comedians, musicians. Ask for an entry donation fee and donations on the night. Run this event during a mental health awareness date, for example, in October, for World Mental Health Day to raise awareness.

P

Poker Night: All money won gets donated!



Q

Quiz night: Organize an online quiz with your colleagues on a Friday lunchtime! Ask for donations and get a donated prize! Or if you work in the food and drinks industry, host the quiz at your bar or restaurant, charge a donation to enter and award free drinks or a bar tab to the winning team!

R

Raffle: A raffle is great to have at a charity fundraising event. Just charge a fee for tickets, and the winner gets a prize. [Request our raffle letter template by clicking here.](#)

S

Spoken Word Fundraiser: The South West is brimming with local talent, whether that's comedy or poetry. A lot of creative arts and community care deeply about mental health as there is such a strong link between expression and improving wellbeing. Put on a night in aid of OTR!

T

Tuck shop: Running workplace tuck shop! Order some sweets and treats (cash and carries offer great discounts when you buy in bulk) and run a daily tuck shop for a week!

U

Uniform free/dress down day: Run a weekly dress-down dress day and swap your usual work attire for fancy dress could help you raise even more money.

V

Variety show: Hold a local variety show and enjoy an evening of entertainment!



W

Walk: Last year we supported over 20,000 young people with their mental health. This was achieved through our free services that boost wellbeing, confidence and resilience. Support our services by walking, trekking or cycling for a month of movement. Simply set up your JustGiving page, connect to Strava and set your own goal for one month - you will be amazed at what you can do!

X

Xmas Fayre: Organize a Christmas fayre or get a stall in a market and sell crafty goods in aid of OTR! That could include Christmas Cards & Pictures, and Festive Biscuit Baking.

Y

Yoga Marathon: Know your tree pose from your downward dog? Lots of fundraisers use skills they already have to successfully raise money. So if you're a self-confessed Yogi, why not run a not-for-profit class?

Z

Zumba: Some of you did it with the girls, while others went boys only. Others did it in water, and some did it wearing only pink. But one thing stayed the same. They all Zumba'd their way to fundraise for OTR.

FUNDRAISING TIPS

We are here to support you from kicking off the partnership, assisting with ideas and being on hand for events if available!

We recommend that you fundraise through [Just Giving](#) and with our partnership card reader machines. We are on hand to provide support with things like posters and can provide copies and letters for collecting raffle and auction prizes.

Remember to take lots of photos and tag us on social media, so we support your events!

RUN FOR OTR! We have regular bond places in both Bristol and Bath run events, so let us know if you are interested in entering a team. Popular partner events include coffee mornings, tuck shops, tap and donate in office, dress-down days, combining staff social events with charity events, matched giving and workplace giving. More info about Benevity can be found [here](#).

To set up a QR code for your giving page, check out: [JustGiving fundraising QR code](#)

OTR BLURB ABOUT US YOU COULD INCLUDE ON YOUR WEBSITE:

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. They offer a variety of projects to promote good mental health and wellbeing, and empower young people to support themselves and their communities. However, they're not just a charity providing mental health services - they're a mental health social movement mobilized to support, promote and defend the mental health, rights and social position of young people. OTR is free, confidential and self-referral - they give young people a choice and a voice. Find out more at otrbristol.org.uk



I started running in April. I never really liked exercise, sport or running, so I started with the couch to 5k, and I caught the running bug and worked my way up to the Bristol Half for OTR.'

- Dorrie

OTHER WAYS TO WORK WITH OTR



TRAINING

At OTR, we run a variety of training, workshops and consultancy services for professionals to give people the confidence, knowledge and skills to improve our collective mental health. We can arrange an introduction to our Diffusion training team to tell you more about our engaging, relevant and practical mental health training.

DOING
MENTAL HEALTH
DIFFERENTLY
DIFFUSION
BY OTR

GIFTS IN KIND

Offering a “Gift in Kind” donation is a way of supporting OTR without making a cash donation. Giving a gift of goods, services, time, or expertise can be a vital way of supporting us.

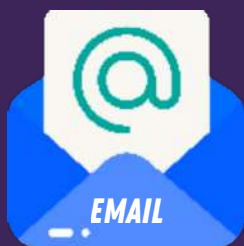
In-kind donations can include raffle or auction prizes, professional services, Volunteering time, or even rent-free spaces for us to use for fundraising events.

If you believe you have advice, a product or service you can offer us and you would like to discuss this, please email us at leilah@bristol.org.uk

WORKPLACE GIVING

When supporting OTR, please register for the workplace giving site **Benevity**. Benevity is a donation-processing platform that your company can use to power workplace giving, matching and volunteering programs. Simply search OTR through our charity number, 1085351, and let the Benevity do the rest.

THANK YOU



You can connect with our fundraising accounts @otrfriends on [Facebook](#), [LinkedIn](#) and [Instagram](#).
Use the hashtag #OTRBristol in your posts.

Please send us pictures of your events; we love to receive these and share them on our socials.
We will promote your fundraiser through our social media channels as often as possible!

For more information on fundraising, visit <https://www.otrbristol.org.uk/support-us/fundraise/>
For more information on our services, visit, <https://www.otrbristol.org.uk> & <https://otrnorthsomerset.org.uk/>