

Everyone KNOWS someone

# Do something awesome

and support someone on their recovery journey



## Your **FUNDRAISING** pack

This pack is full of tips to make your fundraising a big success. No matter how you are raising money, we will help you every step of the way.

**open road**  
your journey to recovery

We can't thank you enough for choosing to support Open Road. You're going above and beyond to help us provide vital support to those who are struggling with drug and alcohol addiction.

Thank You!

**Over  
12,500**

people we helped,  
in 2019/20,

This includes those who suffer with addiction, mental health issues, and their family members.

**2789**

of those received support through our structured treatment programme.

**75%**

successfully completed their treatment.

# What we do

Open Road is a leading charity in East Anglia and Kent providing wellbeing initiatives, counselling, and practical help for people affected by drug or alcohol addiction.

We have seven main treatment centres across Essex and Kent including Clacton, Colchester, Chelmsford, Basildon, Harlow, Chatham and Gillingham, as well as offender victimisation support services in HMP YOI Cookham Wood. We also provide services from a number of outreach points, including GP surgeries, schools, community centres and other facilities.

As well as our structured recovery programmes supporting people who are using substances, we also provide a range of other welfare services to support those most in need.

**SOS Buses** – Support vulnerable people accessing the weekend night time economy's in Colchester, Chelmsford and London. Providing them with support and medical attention.

**Drink Aware** – Providing support to customers within local venues who are potentially vulnerable due to excessive alcohol consumption.

**Street Drinkers** – Assertive outreach offering assistance to street drinkers to tackle their alcohol intake and homelessness.

**Festival Welfare** – Providing welfare services at various festivals nationally.

**Women's Refuge** – Delivering drug and alcohol support to women with complex domestic abuse and substance misuse problems.

**MCTC** – Providing counselling and Drug and Alcohol Awareness Sessions to those within the Military Corrective Training Centre in Colchester.

**Appropriate Adult Service** – Supporting vulnerable adults and young people under the age of 17 in police custody.

**Individual Placement Service (IPS)** – Proactively supporting people in recovery back into employment, liaising with a network of local employers and matching people with jobs that are right for them.

**HMP YOI Cookham Wood** – Supporting young people who have individual experience of offender victimisation, to improve wellbeing and their life chances.

**Wellness and Recovery Service** – Supporting clients leaving structured treatment to promote the benefits of maintaining abstinence and returning to employment or education.



Our mission is to empower a diverse range of individuals, families and communities to lead healthy and more meaningful lives, free from addiction, offending behaviour and disadvantage, to ensure healthier, happier lifestyles.

# FUNDRAISING ideas...

If you are entering an event and would like to raise money on behalf of Open Road then please get in touch with the fundraising team who will be more than happy to support you along the way.

- 1** Gather up all of your unwanted belongings for a car boot sale.



- 3** Why don't you get the whole office involved with a 'Swear Jar'.

- 2** Get your family and friends involved for a Fancy dress night.

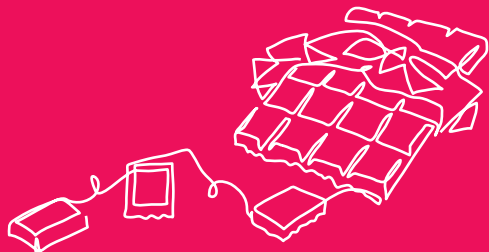


**4**

Why don't you host a quiz night.



- 5** Bake sale – who doesn't like eating cake?



- 6** Give up something you love for a month, such as biscuits, chocolate or smoking.



**7**

Run, walk or cycle over a period of time or distance – go on, challenge yourself to go further than before.

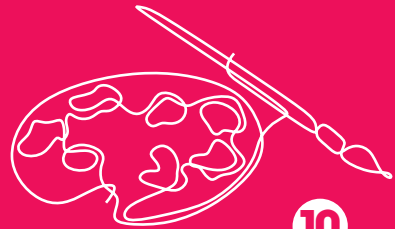
**8**

An Easter egg hunt around the town.



**9**

A sponsored sleep out.



**10**

An art work or poetry competition.



Instead of purchasing Christmas cards this year – why don't you donate the money instead.

**11**



**13**

Birthday fundraising – Ask your friends and family to donate to Open Road as your birthday wish.



Volunteer for 30 hours.

**12**



# Top TEN FUNDRAISING tips

These top tips will help your fundraising be the best it can be and achieve the outcome you wish.

1

Pick something you enjoy. You might have to spend extra time planning or training so make sure you're enjoying it along the way.



2

Create a list of all the groups of people who can help you with your fundraiser. Start close to home with family and friends and work your way out to colleagues and local businesses.



3

Make sure you plan ahead. Keep your target in mind and factor in any materials you have to buy or training you have to complete. Create a training programme, if you're running a marathon, so you're prepared for the big day.



4

Let us know about your fundraising efforts and we will give you as much support as we can. Call the fundraising team on 01206 369782 or email at [info@openroad.org.uk](mailto:info@openroad.org.uk)



5

Don't do it alone – there is strength in numbers. People who are part of a team tend to raise 10% more.



6

Get ready for your close up! Fundraisers with pictures on their page raise 14% more.



7

Smash your target – Pages with a target raise 46% more, and if you hit that target before the end of your event – raise it up again.



8

Tell your story. People will give more if they know you care. Add your story to your page.



9

Share your page – Share it on all social media platforms and get family and friends to share it too.



10

Regular updates – make sure you keep your audience interested in your fundraising event.



# Make a difference!

Fundraising helps us to promote our message and goals, while encouraging others to get involved and spread the word. We want to be able to offer help, advice and support to anyone who is struggling with substance misuse, and in doing so, we need your help.

## Previous fundraising stories



Michael, Jamie, Paul, John and Luke who are part of our Open Road team, climbed Mount Snowdon, **raising £458 for Open Road.**



Beatrix, the daughter of one of our Trustees, Tim Field – scooted over 30 miles during lockdown, **raising £255 for Open Road.**



In September 2021, our Chief Executive, Sarah Wright, through an Afternoon Tea event for our 30for30 campaign, **raising a whopping £2561 for Open Road!**

## How your support makes a difference

**£1** makes 5 cups of tea or coffee at our drop-in centres.

**£5** buys a welfare pack for a vulnerable woman.

**£10** provides 1 acupuncture therapy session.

**£20** helps to transport a vulnerable person to safety.

**£30** provides our SOS Bus volunteers with appropriate clothing.

**£100** provides training for one recovery support mentor.

**£500** puts the SOS Buses on the road for one night, providing a vital welfare service to the night time economy.

If you need any further help or additional fundraising resources, then please **call the Fundraising Team on 01206 369782** or **email us at [info@openroad.org.uk](mailto:info@openroad.org.uk)** who will be able to help you plan, prepare and promote!

## Make a donation!

**Text: OPENROAD 70450**

to donate £5

**Online: [openroad.org.uk/donate](https://openroad.org.uk/donate)**

or scan the QR code and you will be automatically directed to the donation page on our website.

**Call: 01206 369782**



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