

# Fundraising Pack

Empowering people  
affected by bipolar  
to live well



# Understanding bipolar and Bipolar UK

Bipolar is a devastating mental health condition characterised by high and low moods and energy levels. Bipolar UK's **Mood Scale** (see page 3) is a useful resource to help people understand the symptoms.

The highs can lead to delusional thinking and psychosis.

The lows can tragically lead to suicide.

**1 in 50** people in the UK are estimated to be living with bipolar  
The risk of suicide is **20 times higher** for someone with bipolar  
It takes an average of **9.5 years** to get a diagnosis

With the right treatment and support, people with bipolar can live well and fulfil their potential.

Bipolar UK is the only national charity dedicated to supporting those affected by bipolar.

“

My aunt has bipolar and she's been in and out of hospital for the past 26 years. She didn't have children. She's overweight. She doesn't work. When she becomes unwell it's really hard to get hold of her crisis team. I was terrified when I was diagnosed with bipolar at 18.

I thought my life was over. But now I've met lots of people with the condition who work, who have children. I've realised that if I'm determined to find the right combination of medication, support and self-management techniques I can live a good life. I just wish everyone with bipolar could have the same.

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## Bipolar UK offers a range of support services for everyone affected by the condition:



Website accessed by 300,000+ people every year



National and local peer support groups both online and in person



A moderated 24/7 eCommunity with over 11,000 members



One-to-one peer support by telephone and email



A free Mood Tracker app to help manage the condition

# The Bipolar UK Mood Scale

Mood Scale		Numbers
MANIA	Total loss of judgement, exorbitant spending, religious delusions and hallucinations	10
	Lost touch with reality, incoherent, no sleep, paranoid and vindictive, reckless behaviour	9
HYPOMANIA	Inflated self-esteem, rapid thoughts and speech, counter-productive simultaneous tasks	8
	Very productive, everything to excess (phone calls, writing, smoking, tea), charming and talkative	7
BALANCED MOOD	Self-esteem good, optimistic, sociable, and articulate, good decisions, need less sleep and get work done	6
	Mood in balance, no symptoms of depression or mania	5
	Slight withdrawal from social situations, concentration less than usual, slight agitation	4
MILD TO MODERATE DEPRESSION	Feelings of panic and anxiety, concentration difficult and memory poor, some comfort in routine	3
	Slow thinking, no appetite, need to be alone, sleep excessive or difficult, everything a struggle	2
SEVERE DEPRESSION	Feelings of hopelessness and guilt, thoughts of suicide, little movement, impossible to do anything	1
	Recurring suicidal thoughts, no way out, no movement, everything is bleak and it will always be like this	0

# Bipolar UK Peer Support Groups

Bipolar UK's support groups are facilitated by trained volunteers who are personally affected by bipolar. The groups are led in person and online and provide a safe space for those affected by bipolar to meet and talk with others who have shared experiences.

For those who use them, Bipolar UK's peer support groups are one of the most effective ways of keeping our community well. 81% say they are "more able to manage their condition" due to attending groups<sup>1</sup>.

“

The groups are like a life preserver. I've been coming to the support meetings for five years and they keep me afloat. The groups are so supportive because you are amongst people who live and breathe bipolar. They make me feel I'm not alone in living with this condition. When you are first diagnosed with bipolar, these support groups provide you with clarity and understanding about this illness, at a very scary time.

Oilly

“

The group began to share one by one, and I started to realise that this may be the right place for me after all. I shared my experience of a time that I was feeling invincible and on top of the world. I felt a huge weight lift from me, along with a lifting of shame, embarrassment, and fear of being judged. I realised I didn't need to hold these thoughts and beliefs about myself. I wasn't alone!

Emma

“

The groups are like a life preserver...  
They make me feel I'm not alone

<sup>1</sup>Bipolar UK Services Evaluation. Fiveways 2020

# Fundraising events

You can take part in a selection of events and choose Bipolar UK as your charity at **Run For Charity\***.

Runs you can sign up for include the Brighton Marathon, Royal Parks Half Marathon and Manchester Marathon.

Other events include local 5k and 10k runs, as well as mud runs and inflatable 5K challenges. Have a look and see what best fits you and your fitness level!

Choose from a number of cycling events – ranging from challenges such as London to Brighton, to smaller city cycling events.

**We also help arrange skydives if you want to take on a truly memorable challenge! Interested? Contact the fundraising team at [fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)**

“

I've lived with bipolar since my late teens and like many went without a firm diagnosis for some years. I've been running for 15 years or so and have found it to be an invaluable way of managing my health – in particular creating time for myself to think and reflect, burn off excess energy, or conversely gain a sense of achievement and a mental reset when I'm feeling low.

I'm looking forward to raising as much as I can, increasing awareness of the condition and charity and representing Bipolar UK through completing this iconic race.

**Will – London marathon runner for Bipolar UK**

\*[www.runforcharity.com](http://www.runforcharity.com)

5 Fundraising Pack

## Get involved

There are many other ways you can get involved and raise money – from organising events to sharing skills, or just having a get-together.

Below are a few ideas our community has shared with us.

- Sponsored Walk/Run
- Golf Day
- Bingo
- Quiz
- Fete Stand
- Coffee Morning
- Charity Dinner/Gala
- Bake Sale/Bake Off
- Sweepstake
- Raffle with local businesses providing prizes
- Auction/Silent Auction
- Photo/Art Competition
- Car Boot Sale
- Music Event – Choir, Brass Band, Orchestra
- Scavenger Hunt
- Dance Event – Dance Night, Barn Dance, Zumba
- Easter Egg Hunt
- Workshop – Craft Workshop, Repair Workshop

## Spread the word!

To take your fundraising further, share your story and photos on social media and link to your JustGiving page.

Or why not promote your event in the local paper and on your regional radio station?

**For more fundraising ideas, see [www.bipolaruk.org/fundraising-stories](http://www.bipolaruk.org/fundraising-stories)**





# Fundraising Inspiration

## Walking the Pan American Highway

Thankful for their bipolar community during the Covid-19 pandemic, the facilitators of Bipolar UK's Blackpool Peer Support Group, Lou and Andy, created a fundraising challenge called 'Bootiful Soles'. The aim was to reduce isolation, get active outdoors and motivate the group to raise money for Bipolar UK as the charity means so much to them.

They created a 'Virtual Pan American Highway Walk' challenge crossing through Alaska, Canada, Mexico and South America. Every step counted towards the goal of 15,039 miles – everything from walking the dog on the beach and shopping, to extra steps around the house.

Two years and two months later, after collectively walking 35,292,320 steps, the group of nine finally completed their epic challenge. They also **surpassed their fundraising target by 161%**, raising a fantastic £1134 for Bipolar UK.

“

Throughout the pandemic the Blackpool Peer Support Group worked as a team to support each other through the challenges of lockdown. Together through friendship, understanding, tears and laughter we adapted to a community online with regular Zoom groups and the bipolar eCommunity.

**Member of Blackpool Peer Support Group**



Please tell us your fundraising ideas and share your stories at [fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)

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Being part of this walk has been a great experience. Contributing steps every day and working as part of a team to do this makes me feel like I'm achieving a greater good.

It has motivated me to walk more and exercise more which helps my mental health. I feel very fortunate to be part of this walk and this support group.

**Steffi – Bootiful Soles walker**

# Fundraising Inspiration

## Team Caz's Story

Team Caz ran the Brighton Marathon in honour of their late friend and family member, Caroline Hinchliffe, who lived with bipolar. Brighton held special memories for them all and they were motivated to complete the challenge knowing that the funds they raised would help others affected by bipolar as Caroline had been.

The team were not only committed to training, they also wanted to raise as much money as possible. They did this by amplifying their message through JustGiving and social media and hosting a fundraising event for family and friends after the run. **Team Caz got in touch with the team at Bipolar UK who were there to support them all the way** – from providing t-shirts, resources and moral support to sharing their story on social media. Through their dedication and determination, Team Caz managed to raise more than £10,000. Many of the team are now taking on individual fundraising activities and supporting the charity in other ways.

**If you have a fundraising idea and would like to find out how we could support you, please get in touch at [fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)**

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Bipolar UK helped us all find some light in the darkness left by our amazing friend Caroline's tragic death. Bipolar UK was totally on board with our marathon plans from the start, and guided us every step of the way on our fundraising journey. Crossing the marathon finish line in our Bipolar UK vests with Caroline's name on the back was one of the proudest achievements of all our lives, a completely unforgettable experience.

**Team Caz**





# We'll support you every step of the way

Would you like to chat through any of your ideas? Or do you need help setting up a fundraising page?

Whatever you need – from Bipolar UK t-shirts, collection boxes or Bipolar UK merchandise to support your fundraising activities through to plenty of encouragement and motivation – **please get in touch with our team: [fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)**

## How you can donate

- If you're taking part in a fundraising activity and wish to use a fundraising platform, such as JustGiving or Enthuse, you can create a page and donate to us directly
- You can donate directly through our website using the 'donate' button at the top of the screen
- You can pay by cheque or donate via BACs – email us at [fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org) and we'll send you the details

“

The Bipolar UK Support Line got me through my most difficult time. Without those calls – where I could share anything and everything without judgement – I honestly don't know if I would still be here.

HH

## The impact you can make

**Every pound you raise will help us reach and support more people affected by bipolar.**

**£10**

helps someone get peer support from our 24/7 eCommunity

**£50**

helps someone get peer support via call-back or email

**£500**

helps 820 people find information via our website

**£1000**

helps 13 people get peer support on Zoom

**£5000**

helps 560 people use all our services for a month to keep well



**We are here to help at  
[fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)**

**Happy Fundraising!**




## Get in touch

If you would like to find out more about Bipolar UK, or to discuss the ways we can work together, please get in touch.

Fundraising Team:  
[fundraising@bipolaruk.org](mailto:fundraising@bipolaruk.org)

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