

NORDOFF & ROBBINS  
MUSIC THERAPY



# Fundraising Guide

# Welcome to the team

## Thank you for choosing to do something amazing for Nordoff and Robbins!

Music is a powerful thing. A universal language which we all have a connection to. And the way in which our therapists use music can be truly transformational.

Whether you're pushing the pedals, strumming guitar strings for 24 hours or creating your own event, you'll be raising money for music, and the people who need it most.

This guide will:

- Tell you who we are
- Take you through how to plan a fundraiser
- Share some fundraising ideas
- Give you tools to help promote your activity or event
- Explain how to donate the money you've raised



Your fundraising will support some of the UK's most isolated and vulnerable people, train the music therapists of tomorrow, and fund the research that makes our work increasingly effective.





# In music we are equal

**You might already know a lot about us and have your own reasons why you've chosen to support Nordoff and Robbins. Here's some extra information to help explain who we are and why you're fundraising for us.**

## Who we are

Nordoff and Robbins is the UK's largest music therapy charity, with a unique approach shaped by more than 60 years of practice.

## Who we help

By harnessing the power of music, we help break through the barriers caused by life-limiting illness, disability and social isolation.

## The difference we make

Our work can be transformative, from an adult living with dementia reconnecting with family to an autistic child finding their voice.

By raising money for Nordoff and Robbins, you're helping us to use music to create space for people to express themselves and find connection in society – and that's amazing!



Music therapy provides a collaborative space for Alfie to connect, through music.





# Why is your support important?

Alfie is nine years old and is autistic. When Alfie moved to a new school, he found it hard to interact with other pupils or do tasks he didn't enjoy.

He struggled to cope, and his behaviour worried his teachers. Then, he started music therapy with his class, which he really enjoyed, before moving to one-to-one sessions with music therapist Charlie. Find out more about Alfie [here](#).

Without amazing supporters like you, we wouldn't be able to provide music therapy to some of the most vulnerable people in the UK. To showcase what your support means, take a look at what we've been able to achieve already.

## In 2023:

389



Number of partner organisations we worked with

13,776



Number of people we reached with our music therapy

49,129



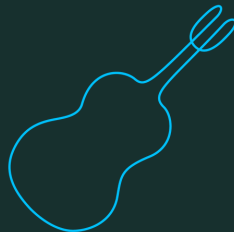
Number of music therapy sessions we held

# How your fundraising can help

Our vision is to live in a world where through music therapy, people's true potential is realised, regardless of disability, illness or social exclusion. Your fundraising will help make this happen.



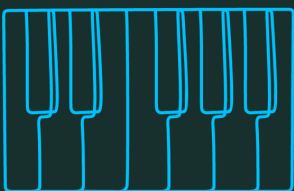
£3 could go towards a pair of drumsticks for music therapy in a school



£5 could go towards replacing guitar strings that often break



£60 could go towards funding one music therapy session



£500 could go towards a full set of instruments for children to use with their music therapist at school



£1,000 could go towards training a new music therapist, bringing the power of music to more people



£5,000 could fund four months of music therapy in a dementia care home, helping individuals to find a meaningful connection

# Get started

**You're feeling motivated and eager to start fundraising, but not sure where to begin? We've got it covered. Follow these straightforward steps for a smooth fundraiser from start to finish.**

## Step 1 – Get ready

- The first step is preparation. Start by thinking through fundraising ideas (if you're stuck, look at page 11 of this guide).
- Set a realistic target to keep you motivated throughout the process and let your supporters know what you're aiming for.
- Set up a fundraising page on Enthuse. This makes it easier for others to donate to your cause and track your progress. Take a look at this helpful guide for some top tips on how to get started.
- Plan the logistics of your fundraiser, including the date, time, and location.

## Questions to help:

- Do you need to book a venue? Can you get a venue for free?
- Will the event work best at a certain time of year? e.g. summer holidays.
- Will the event be impacted by the time of day? (e.g. during working/school hours, in the evening).
- What support do you need from family, friends or Nordoff and Robbins?

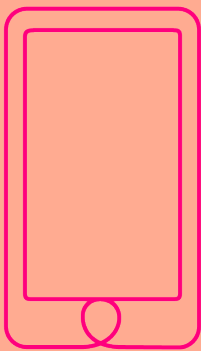
## Step 2 – Shout about it

- Spread the word! Reach out to your local newspaper or radio station to generate a buzz. Check out our template press release and boilerplate.
- Use our template invite.
- Don't forget to request fundraising supplies to help boost your efforts. Email us at fundraising@nordoff-robbins.org.uk
- Share the stories provided on our website to highlight why you're supporting Nordoff and Robbins.
- Share your story – why are you supporting Nordoff and Robbins?
- Update your supporters with photos, videos and let them know what their donations are doing.



## Step 3 – Make it count

- Let supporters know that if they're a UK taxpayer they can increase the impact of their donations with GiftAid, which allows us to claim 25p for every pound you donate.
- If you've done your fundraising online, rest assured that all the funds will automatically be transferred to us. If you collected donations, you can [pay in online](#) (QR code) or send us a bank transfer (enquire about our bank account details at [fundraising@nordoff-robbins.org.uk](mailto:fundraising@nordoff-robbins.org.uk)).



**Don't forget to shout  
about your fundraiser on  
social media**

**Follow us on [Instagram](#), [Facebook](#), [X](#), [TikTok](#) and [LinkedIn](#).**

Share details on social media and keep us in the loop. Tag us on Facebook, Instagram, X and TikTok @nordoffrobbins and use the hashtag #musictherapy.

You can use this template on social media: "I'm excited to be [details of event or activity] to raise money for Nordoff and Robbins, the UK's largest music therapy charity. Music therapy can help people with all kinds of conditions: from autism to dementia, learning difficulties to brain injuries, life-limiting illnesses to mental health issues. Please join me in supporting their work and donate what you can. Thank you!"

# Fundraising ideas

When it comes to fundraising, the possibilities are endless. From hosting an auction to getting crafty, you can do just about anything!

## Open mic night

Step up to the mic and showcase your talent by hosting an Open Mic Night. Sing, perform comedy, read poetry, or play an instrument.

## Organise a gig

From putting on a local gig to a battle of the bands, an acoustic night to a tribute night, gigs are a great way to fundraise.

## School concert

Showcase your school's musical talents with a concert. Create original compositions or choose a theme such as musicals, different eras, or genres.

## Learn a new instrument

Stick with a musical theme – inspire people to donate through music making that relies on spontaneity, collaboration, and audience participation.

## Sweepstake

Sweepstakes are a fun and simple way to fundraise, getting your friends, family or colleagues involved. Charge entry and ask people to guess the results of an event like Eurovision, the FA Cup or Wimbledon.

## Sports tournament

Put on your own sports tournament such as tennis, football or rugby and bring people together with some friendly competition.

## Epic challenge

Take on an epic challenge and push your limits for music therapy. Whether it's an ultra marathon, climbing a mountain, a skydive or something else you've always wanted to do, your effort will inspire others and raise essential funds.

## How your school or university can support

Choose us as the charity to support throughout the academic year. Champion music therapy, share our resources, and most importantly, make lots of music! Fundraise with concerts, tournaments, and challenges. You could even organise a 'Power of Music' day where pupils and teachers dress up as their favourite musicians, take part in interactive music making sessions, explore what music means to everyone involved and sell music themed cakes at a breaktime bake sale.

## Remember to keep it legal – refer to the Fundraising Regulator if in doubt

- Collecting money: Before you begin gathering funds, please reach out to us. We will guide you through the fundamentals and provide you with collection goblets and seals.
- Remember to get consent: If you plan on holding a collection on privately owned premises, such as a shop or train station, it's essential to secure consent from the owner in advance.
- Consider any licences you may need: Everyone participating in food preparation and service should possess fundamental knowledge of food hygiene practices. To vend alcohol, you need an alcohol licence from your local authority.
- If you host a raffle or lottery: Tickets can't be sold to anyone under the age of 16. If you choose to host a public raffle or lottery, you must apply for a licence from your local council. A licence isn't required for a private raffle or lottery, provided tickets are solely available to employees within a workplace or club members. Similarly, no licence is needed for a raffle at a social gathering, under the condition that the raffle isn't the primary purpose of the event, tickets are exclusively sold at the event's location, and winners are selected and announced during the event.
- If you're asking businesses or individuals for prizes, let us know and we can provide a letter of authority.
- You might want to think about insurance: While venues typically have their own insurance, it's wise to confirm if it covers the general public. Our public liability insurance cannot extend to cover your independent events. Please also note that Nordoff and Robbins cannot assume responsibility for events you arrange. Arranging suitable insurance coverage is crucial.
- Remember to prioritise health and safety considerations: Conduct a thorough risk assessment for all fundraising events, looking at ways to minimise risks and check that safety measures can be put in place to ensure overall well-being and manage potential emergencies. The Institute of Fundraising and government websites have useful information on this.
- Nordoff and Robbins branding: Please contact us for permission for you or a third party to use the Nordoff and Robbins name or logo. When referring to any fundraising, please say 'in aid of' or 'proudly supporting' Nordoff and Robbins. Please also reach out if you require a letter of authority from the charity, this shows that we are aware of, and support, your fundraising.



# Helpful links

## Posters

You can use these poster designs in your organisation or use them at your event.

- [A4 poster](#)
- [A3 poster](#)

## Invite

You can print off this template and fill out all the details of your event.

- [Download the template](#)

## Stories

Share some of our stories to highlight the power of music.

- [Our stories](#)

## About us

Here you'll find more information about us that you can share with people.

- [Find out more](#)

## Press release

Want to get your local press involved? Use this template press release to help spread the word.

- [Download the template](#)

## Logos

Here you will find a selection of our logos in different colours that you can use on your materials.

- For digital use:  
[magenta/black](#),  
[magenta/white](#),  
[black, white](#)
- For print use:  
[magenta/black](#),  
[magenta/white](#),  
[black, white](#)

# Thank you

**Thank you for helping us reach more people with music therapy.**

Different ways to pay – if you're fundraising using Enthuse, rest assured that all the funds will automatically be transferred to us.

You can also request our bank account details by emailing [fundraising@nordoff-robbins.org.uk](mailto:fundraising@nordoff-robbins.org.uk)

**Pay on our website here**

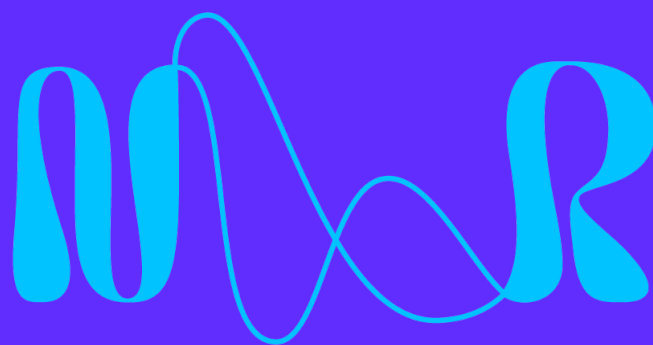
Next steps for fundraisers:

- Follow us on social media (@nordoffrobbins).
- Become a regular giver.
- Sign up to our newsletter (if you haven't already).

For more information or if you have any questions, please do reach out to us on [fundraising@nordoff-robbins.org.uk](mailto:fundraising@nordoff-robbins.org.uk)







**NORDOFF & ROBBINS**

[nordoff-robbins.org.uk](http://nordoff-robbins.org.uk)

Registered in England No. 1514616. Registered Charity No. 280960.

Registered Charity in Scotland No. SC048817

Registered Office: 2 Lissenden Gardens, London NW5 1PQ



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