



ARE YOU THE NEXT LIVEWELL LEGEND?

FUNDRAISING GUIDE





About us



Chris Davies
Chairman of
The Livewell
Foundation

The Livewell Foundation is a registered charity which was set up in December 2016 by Livewell Southwest CIC. Livewell Southwest CIC is the independent social enterprise providing integrated health and social care services for people across Plymouth, South Hams and West Devon.

The Livewell Foundation was set up to administer the charitable funds to support the services run by Livewell Southwest CIC (Community Interest Company) and to enable the CIC to fulfil its community interest, to distribute funds to fantastic causes and initiatives on behalf of its donors.

The Foundation currently supports projects and proposals that will have a transformational effect on communities living in Plymouth and South West Devon. It provides funding for projects that will have a positive and enduring impact on people, whether that's by reducing social isolation, improving health and wellbeing, or preventing ill-health.

The Livewell Foundation funds are also used to support services and to fund equipment, staff training and staff and patients' amenities which are over and above those that would be funded by the NHS.

We simply could not do this without the support from our local community, so we are incredibly grateful to all our supporters who take the time to volunteer and raise funds in aid of the Foundation.

£100,000
ANNUAL CONTRIBUTION FROM
LIVEWELL SOUTHWEST
92 APPLICATIONS REQUESTING £714,379
21 GRANTS AWARDED
BENEFITTING 10,244
PROJECTED BENEFICIARIES

Recently awarded funds



Gifted Women

Gifted Women were awarded £10,000 to deliver a new employability programme designed for 13 women facing multiple disadvantages. This initiative focused on building confidence and practical skills in a supportive group setting, followed by personalised one-to-one support and access to work experience placements.



Hearts Together

Hearts Together received £5,000 to fund its Supporting You project, which offered counselling support to relatives staying at their accommodation while their loved ones underwent medical treatment.



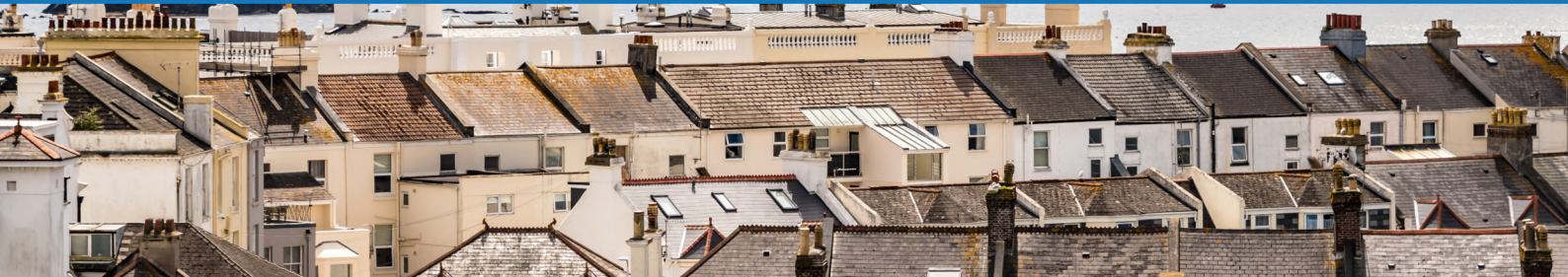
Dementia Friendly Parishes Around the Yealm

Dementia Friendly Parishes Around the Yealm were awarded £1,000 to support 1:1 family care for over 40 families living with dementia across five South Hams parishes.



Farms for City Children

Farms for City Children were awarded £1,000 to support their work enabling disadvantaged children from Plymouth to attend a wellbeing-focused residential farm experience promoting health, personal growth, and connection to nature.



Grants in action

FRIENDS & FAMILIES

Friends and Families shared how their grant enabled them to recruit a full-time Peer Support Worker (PSW) Apprentice and integrate an additional full-time Peer Support Apprentice into their team. Together, they supported every young person referred to the Friends and Families Peer Support Programme, whether through health professionals, support workers, parents/carers, or self-referral.



£10,000
grant awarded



26
young people supported

The Project

Each young person began their journey with a 'Getting to Know Me' appointment — a key first step in building a trusting relationship with their PSW. This also gave the PSW a chance to understand the young person's interests, passions, and needs, forming the foundation of a tailored support plan.

In addition to one-to-one support, the Peer Support Workers took on an outreach role by attending three youth groups each week. These groups, which support young people with disabilities or special educational needs and/or disabilities (SEND) who face barriers to community access, typically welcome 15–20 attendees. Through their regular presence, the PSWs were able to provide additional peer support and, in many cases, also offer support to parents and carers.



**100% live with
special educational
needs or disabilities.**



**65% also
experience mental
health challenges.**



**Over 10 two hour
sessions per
participant.**

The Impact



"Our PSWs have encouraged and enabled them to be independent, confident, develop new friendships, explore new hobbies and learn about themselves."

Support provided included:

- DLA/PIP Applications
- Grant and funding applications
- Group work
- Sensory Learning/workshops
- Social Service referrals
- Emotional wellbeing support
- Learning about their diagnosis
- Social integration
- Parental emotional support
- EHCP advice
- School/education support
- Public transport support
- Activity/group engagement
- And Volunteering





Livewell Foundation grants are available to support internal projects that enhance patient care, staff wellbeing, or service innovation across Livewell Southwest.

These grants help fund items or initiatives not typically covered by NHS budgets - such as therapy tools, outdoor spaces, training resources, or digital equipment.

Whether improving recovery environments or boosting staff morale, each grant is designed to make a meaningful difference. If you have an idea that could benefit your team or service, speak to your line manager in the first instance to explore whether funding through the Livewell Foundation might be available.



"The transformation reminds us why we do what we do. We're deeply grateful for the support that made this possible - it's genuinely enriched lives."

"Rehabilitation is more than recovery - it's rediscovery. Patients come here after life-changing events. We work with them to regain independence, rebuild confidence, and reconnect with their lives."

The Project: A Garden for Greenfields

Greenfields is a nine-bed recovery unit offering 24/7 care for women with severe and enduring mental health challenges. Many of the women supported have spent time in more secure settings or struggled to function at home. In 2024, funding from the Livewell Foundation helped the service transform an underused outdoor space into a safe, calming and accessible garden that promotes healing, choice, social interaction and mindfulness.

The Impact

The garden has quickly become a vital part of daily life for many patients, supporting their routines, recovery journeys and mental wellbeing. Since its completion, staff have observed increased engagement, improved mood, and more moments of joy and connection during outdoor sessions.

The space has also benefited staff morale and strengthened Greenfields' identity as a truly person-centred service. It offers a fresh context for therapeutic conversations and helps build trust between patients and professionals.

The Project: Equipment for Plym Bridge House

Plym Bridge House is a 12-bed, purpose-built psychiatric unit in north Plymouth, providing high-quality, short-term care for young people with severe mental health problems or mental illness. The multidisciplinary team offers compassionate, structured support in a safe and therapeutic environment.

A grant from the Livewell Foundation funded the installation of an interactive wall in the unit's group games room. Designed to promote movement, sensory engagement and social interaction, the wall offers a fun, immersive experience through games that respond to touch, light and motion. The project aimed to get young people more physically active while aligning with trauma-informed approaches and supporting sensory needs—especially for those with autism or difficulties expressing emotions.

The Impact

The wall has transformed the atmosphere of the games room, increasing participation, reducing agitation, and creating joyful moments of connection between staff and young people. Staff have observed increased willingness to join group activities, enhanced mood, and better emotional regulation, with several young people now choosing to use the space daily.

For those who find verbal communication difficult, the wall offers a low-demand but meaningful way to interact and build trust. It has also proven to be a useful tool for supporting assessments of motor coordination and for introducing movement in a non-clinical, engaging way.



We need you!

Our fundraisers and volunteers are a vital part of our Foundation and it's important to us that you feel a part of our cause. There are some amazing and creative things that you and your colleagues, friends and family can do to help raise funds.

Be inspired

Here are some ideas but there are so many more –

Auction off skills	Office or ward cake sale	Desk decorating	Boss bake off
It's a knockout fun day	Name that tune office sweepstake	Dress down (or up!) day	Quiz night
Coffee morning or afternoon tea	Golf day	Christmas jumper day	Raffle

YOUR FUNDRAISING SUPPORTS

FOOD BANKS CHRONIC PAIN CLINICS ACCESSIBLE SAILING CRISIS FOOD PARCELS
BEFRIENDING SERVICES MUSIC THERAPY SOCIAL ISOLATION LIBRARY OF THINGS
COUNSELLING YOUTH & COMMUNITY CENTRES COMMUNITY SPORT GROUPS
SUBSTANCE MISUSE RECOVERY HOSPITAL RADIO ACCESSIBLE THEATRE PARK YOGA
MENTAL HEALTH SUPPORT GROUPS COMMUNITY SOCIAL ENTERPRISE NETWORKS
PRE AND POST NATAL FITNESS LGBTQIA+ YOUTH COMMUNITIES ACCESSIBLE THEATRE

Are you a Legend?



Fundraise. Celebrate. Make an Impact.

Welcome future legends - join our celebration of the incredible people who fundraise to support healthier, happier communities across Plymouth and South West Devon.

Every fundraiser has a story, and every pound raised makes a difference. When you take on a challenge or host a fundraising activity for us, you're not just raising money - you're changing lives.

Fundraise with confidence

Fundraising for The Livewell Foundation isn't about being left to figure things out on your own. Whether you're planning a quiz night, taking on a personal challenge, organising a workplace fundraiser or doing something completely your own, we're here to help you turn a great idea into a successful event.



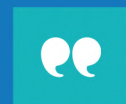
Taking place in the heart of the capital, the London Landmarks Half Marathon is a closed-road, 13.1-mile route through London's most iconic sights. It's designed to be uplifting, inclusive, and unforgettable.

 **£7,000**
raised

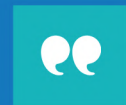
 **5**
runners

The Fundraisers

In 2025, Austin, Lydia, Abi, Tony and Chris took on the 13.1-mile route through the capital's most iconic sights, cheered on by thousands of supporters. Each participant carried their own personal motivation for running - and in Tony's case, a fridge too, symbolising the often unseen burden of mental health challenges.



"It was a true privilege to run with Tony and our amazing team. Their passion, energy, and resilience reflect everything the Livewell Foundation stands for."



"It took me 5 years after having a baby to get back to doing something for myself. Committing to this was a really big step towards reclaiming my own priorities. I hope this has shown my daughter - and others - that mums can have their own goals and achievements."



Planning an event?

If you're planning to organise your own event yourself, then you need to consider a few things first, so here's a few pointers to get you started and you can contact us to guide you further.



Theme or activity

Choose your idea e.g. a dance or sports event



Planning time

Make sure you have enough time to prepare everything for the big day



Budget

work out how much you would like to raise and how much you will need to spend to achieve this



Audience

Who would you like to come along and how many people? This will influence your venue choice



Venue

Where will you hold your event, what venue? Indoors or out?



Permission

Request licences or permission from local council or landowners



Collections

If you're planning on holding a collection you will need a licence to make it legal. Your local council / authority can arrange this for you



Raffles

For a raffle that is ongoing for more than one day, you will require a licence from your local council / local authority



Risk assessments

Identify any hazards that may be involved, how they can be reduced and complete an assessment on how you will monitor this on the day



First aid

You must ensure you have adequate first aid cover at any event



Food and alcohol

Please contact your local council for all food hygiene regulations to adhere to



Publicity

How are you going to publicise your event? Send a press release to your local media. Shout about it!

Ollie's Fundraising



Fundraising doesn't have to be complicated to be effective...

By keeping things simple, affordable and fun, Ollie and his colleagues organised a sell-out Quiz Night that raised £1,400 for The Livewell Foundation while introducing new people to our work.

What made it work?

The number one rule....They kept it simple

Nothing more complicated than it absolutely has to be, from buying tickets to the running order on the night. Good food, a friendly quiz, a raffle and time for people to chat. The focus was on attendees enjoying themselves and keeping the workload sensible for the organisers.

They kept it affordable

Pricing was set to make it easy to fill the room. A full venue meant great atmosphere, strong raffle ticket sales and lots of new faces learning about the Foundation.

They shared the load

Ticket sales, quiz questions, venue logistics - everyone took on a small role. Working with a supportive venue (in this case, a local rugby club) helped keep costs low and stress levels even lower by taking their expert recommendations on set up and catering.

They took up support from the Foundation

Chris Davies, The Livewell Foundation's Chair of Trustees, was invited to give a short, informal introduction to The Livewell Foundation - helping guests understand the impact their support would make. Our Board of Trustees are super engaged and wherever possible are keen to attend and support our community fundraisers. We can also provide leaflets, banners and digital artwork about the foundation for your event, get in touch to see what we can help with.

What would Ollie do differently next time?

Charge just a little more for tables. Operating costs were kept to an absolute minimum, so there was room to raise even more without affecting attendance.

Ollie's takeaway?

Picking the right partners and keeping things enjoyable makes all the difference. When people are having fun, fundraising follows naturally.



"We focused on people having a good time - the fundraising flowed from that."

Money matters

GIFT AID

If gaining sponsorship, please encourage all your sponsors to agree to gift aid if they are a UK Income or Capital Gains taxpayer. The Livewell Foundation can then reclaim 25p of tax on every £1 that you and your sponsors have given. Remember: You and your sponsors must provide your full name, home address & postcode for the Livewell Foundation to claim tax back on your donation.

Top tip – get your biggest sponsor to sponsor you first – watch others follow suit!

Whilst we are here to help you the best we can and appreciate your support, the Livewell Foundation cannot accept any liability for any fundraising activity or event that you undertake. Please ensure that you arrange any necessary insurances and/or licences, that it complies with Health and Safety Regulations and stays within the law.

For help or guidance with any of the above items please contact us at thelivewellfoundation@gmail.com

HOW TO PAY IN YOUR MONEY

To make a donation by cheque or CAF voucher please send it to the address below, please remember to enclose your name, address and telephone number together with details of your event, so that we can thank you for your support.

Remember to return your sponsor forms too if you used them. For any BACS payments, please contact us for our bank details to enable a bank transfer.

Remember, don't send cash in the post.

You can also arrange for one of us to come along and collect the money in person with a cheque presentation and it would be great for you to meet the people that your funds have helped too so please contact us at for further information on a meet and greet opportunity.

Share your fundraising journey



Online

- Create a fundraising page (e.g. JustGiving) and share the link.
- Post regular updates on your socials showing your progress and why the cause matters.
- Share your journey or training with short videos.
- Start a countdown to show how close you are to your goal.
- Tag friends and thank those who've donated publicly to encourage others to do the same.
- Use Facebook Fundraisers if you have a birthday or milestone whilst your fundraising.
- Share impact stories or facts about the foundation from our website to inspire donations



At work

- Organise a dress-down or fancy-dress day with donations to take part.
- Host a bake sale or coffee morning at the office.
- Run a sweepstake (e.g. sports event, Eurovision, your marathon finishing time!)
- Ask your employer about match-funding for what you raise.
- Add a fundraiser link in your email signature.
- Present your cause at a staff meeting to raise awareness and support.



In your community

- Host a quiz night, games tournament, or open mic in a local venue.
- Do a sponsored challenge (e.g. walk, run, silence, give-up challenge).
- Organise a car boot sale or street long tabletop sale with donated items.
- Hold a raffle or tombola with small prizes from local businesses.
- Have a brunch or dinner party and ask for donations.
- Put up posters in local cafes, libraries, and community centres.
- Offer something in return for a donation—e.g. a drawing, poem, thank-you card, or baked goods.



Let's do this!

Thank you for your support, it could make a real difference to you and the people in your community.

Don't forget to tell us about what you are doing, we would love to hear about it and help you share your news on our social media and website.

Please tag us on all your social media activity.



[TheLivewellFoundation](#)



[the-livewell-foundation](#)

We can provide you with collection tins, sponsor forms, fliers, t-shirts, running vests, posters, letters and our logo can all be provided.



www.livewellfoundation.org.uk



thelivewellfoundation@gmail.com



The Livewell Foundation

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The Livewell Foundation is a charity registered with the Charity Commission, registration no. 1172401.

