

 **MOVEMBER®**

SCHOOL FUNDRAISING GUIDE





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ABOUT MOVEMBER

Around the globe, men are dying too young. It doesn't have to be like this.

We're thrilled that you - a champion of the mighty Mo, an inspiring innovator, a fired-up change agent - are supporting Movember.

Movember started in 2003 as a bit of fun between friends in Melbourne, Australia. Today, we're the leading charity changing the face of men's health around the globe.

Mental health and suicide prevention, prostate cancer, and testicular cancer - we're taking them all on.

Over the years, with the help of our global community - seasoned Mo veterans, first-time Mo growers, passionate Mo sisters, school kids, university students, corporate executives - we've built a treasure trove of inspiring, fun and creative event and fundraising ideas.

The Movember Fundraising Guide is years of community ingenuity distilled into one easy to read guide. Figure out what works best for you, then run with it.

Always remember, the funds you raise support groundbreaking men's health projects all over the world, changing and saving lives - and that's something to be proud of.



WHY DOING MOVEMBER IS GOOD FOR YOU

(AND YOUR SCHOOL)

Movember isn't just about raising funds, having fun and doing good. It's also good for your physical and mental health.

Mo's who do Movember tell us they feel better about their mental health, when compared to the rest of the male population. They're more likely to open up to a friend or a professional if they're struggling. They're also more informed about the risks of prostate cancer and testicular cancer. They're even more active.

It's another great reason to get onboard this Movember – and a fantastic reason to get others to join you.

Here are some fascinating Movember stats to help you recruit more Mo's to your team.

DID YOU KNOW?

94% OF SCHOOL MOS

said taking part in Movember created a sense of camaraderie amongst colleagues or students.

86% OF SCHOOL MOS

agreed they felt happier and healthier as a result of taking part in Movember.

84% OF SCHOOL MOS

saw a positive impact on students/peers as a result of doing Movember.

44% OF MO BRO'S

said they confided in a friend about mental health when struggling (compared to 17% of the general population).

29% OF MO BRO'S

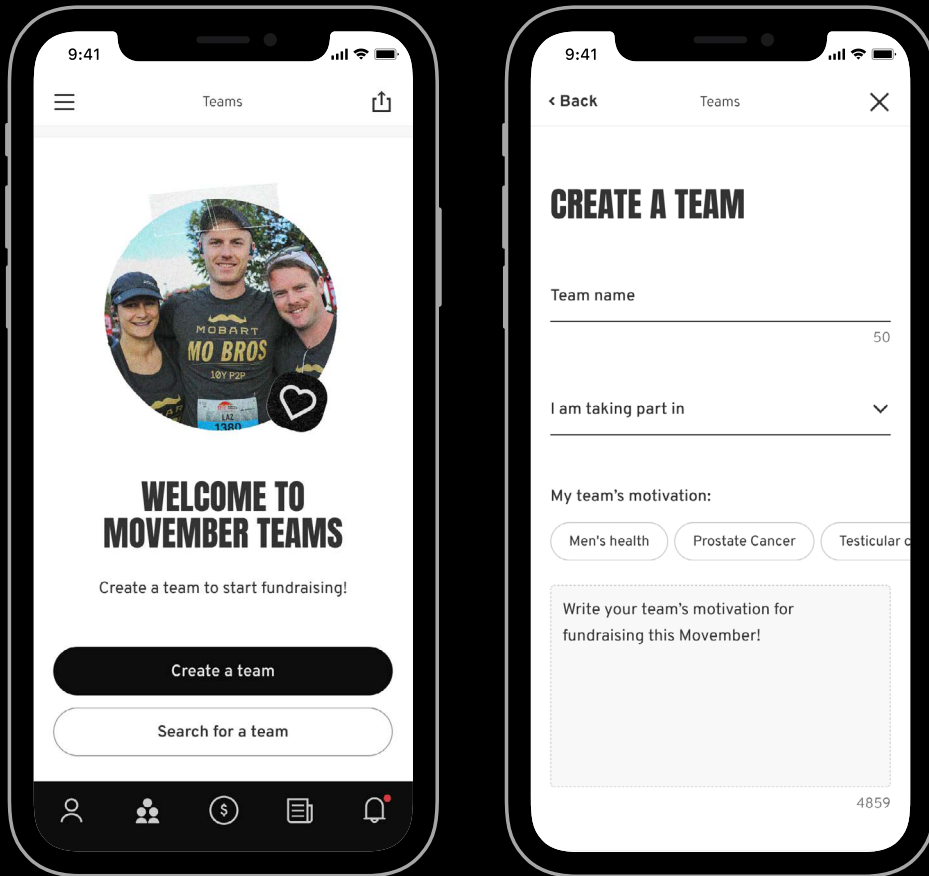
spoke to a health care professional about something that didn't look right (compared to 18% of the general population).

MO BRO'S ARE 14%

more likely to talk about prostate cancer.

MO BRO'S ARE 10%

more likely to talk about testicular cancer.



Did you know that your school can raise funds as a team? You'll have fun, build connections and strengthen camaraderie with colleagues.

First, make sure you've set up your personal Mo Space. Once you're logged in, head to the team section of your Mo Space. Choose to join an existing team (if your school has one) or set up a new team for your fellow staff members to join.

Every team has a page that shows the Team Captain, fundraising target, and tally. You can also check out the feed to see donations, messages and photos from the team.

STARTING A TEAM

To start a team, head to the team section of your Mo Space.

Starting a team makes you the default Team Captain. The chief motivator. Champion recruiter. The one who leads by example.

- Your first responsibility is a team name. Beardless Dragons? The Hairy Marys? Choose wisely. A good name makes recruiting team members easier. The bigger your crew, the bigger your impact.
- Set a fundraising target with your team and make a plan to blow past expectations.
- Set the team's motivation. Like a personal Mo Space, make it meaningful.
- Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.
- Activate the team feed. Some healthy banter is a fun way to get started.

WHO'S AN IDEAL TEAM CAPTAIN?

There are only two prerequisites for Movember Team Captains:

- Enthusiasm for moustaches (which, of course, includes female admirers of the mighty Mo).
- A passion for men's health.

SETTING UP YOUR SCHOOL TEAM



“If you can really positively impact the students that come to schools, they’re taking that message home to their families, they’re passing that on to their families, you are directly impacting a lot of people.”

JEFF GOY, DEPUTY HEADTEACHER - EASTBURY COMMUNITY SCHOOL

TIME TO SHINE

Team Captains are legendary Movember supporters. Change agents. Chief motivators. Champion recruiters.

You lead by example, inspiring and motivating others to shake things up and get behind the cause. As Captain you’ll recruit and build a team on [movember.com](https://www.movember.com). Together, you’ll **Grow, Move, Host or Mo Your Own Way**, raising funds and awareness to help change the face of men’s health.

BE MORE LIKE JEFF

Deputy head teacher, 10-year Mo Bro and top class Team Captain. Jeff has spurred his school on to raise over £16,000 in the past 5 years and passed on vital health information to the next generation.

HERE ARE JEFF’S TOP TIPS TO RALLY YOUR SCHOOL BEHIND MOVEMBER AND START VITAL CONVERSATIONS:

01 Foster a lifelong affiliation with Movember and men’s health by involving students of all ages. The primary school created fake moustaches and the older students grew Mos and spread awareness of men’s health. In 2021, students that first engaged with Movember in year 7 loved the opportunity to lead the fundraising at school, now as sixth formers.

02 Drum up some healthy competition amongst local schools. Jeff and his school have appeared in the local newspaper sporting some impressive Mos, aiming to encourage other schools in the area to get onboard to try to match their fundraising efforts. They also joined the Movember Schools Challenge to see how they stacked up against schools nationwide.

03 Spread awareness of the cause. Jeff made use of Movember resources during their daily pastoral lessons to teach students about key men’s health issues. Movember lesson plans were adapted to suit each age group and used in PSHE lessons. Students said that taking part in Movember made them look after their own health better and check in on friends and family.



THE MO CALENDAR

A little planning can go a long way to making you a legendary Movember Team Captain.

Check out your [schools' digital toolkit](#) for lots of resources to help you raise awareness and funds.

Here are some key dates and pointers to help you create some noise for men's health.

SEPTEMBER

- 10** World Suicide Prevention Day.

- 18** Spread the word and encourage students and teachers to join your school team.

- 25** Recruit senior leadership at your school to back the campaign. It helps to have friends in high places.

- 29** Give your Mo Space a personal touch with pictures, videos, plenty of updates and team members' personal stories.

OCTOBER

- 02** Get vocal. Send shout-outs on the school intranet, speak at assemblies and in classes to get colleagues and students excited and joining your team.

- 06** Start organising Mo-ments (Movember-style gatherings) that you'll Host during Movember (call or email MoHQ for ideas).

- 08** Choose a moustache style or auction off the styling rights to kick-start your fundraising efforts. Not Growing? Make sure you're prepped to Move, Host or Mo Your Own Way instead.

- 13** Big plans? Recruit 2-3 other teachers to help recruit teammates and coordinate events.

- 24** Post on your school social media channels and display Movember posters in the hallways, staff room and changing rooms.

- 31** Don't forget to tag @movemberschools in all your Movember activities on Twitter to be in for a chance of winning our Mo of the week.



NOVEMBER

- 01** Start the 1st of Movember clean-shaven -to kick off fundraising, why not Host a Shave Down on the school playing field?

- 02** Email parents and carers, friends, family and colleagues letting them know you're taking part as a school and how they can donate.

- 11** Use Movember's bespoke lesson plans to educate your students on key men's health topics and start vital conversations.

- 13** Host a non-uniform day, bake-off or sports day to engage students and get people supporting your efforts.

- 15** Share your Mo Space and team page URL through email and social media.

- 20** Send weekly updates to staff and parents highlighting your team's fundraising efforts, moustache growth and kilometres clocked by Movers. Don't forget to thank them for their support!

- 30** Organise an end of Movember shave-off celebration or awards ceremony.

DECEMBER

- 04** Deposit any cash funds and ensure they are reflected on your team page so they count towards your school total, rally the team for those final donations.

- 12** Send out a final 'thank you' email to everyone who has supported your efforts. You could include pictures of all your fundraising activities, including those glorious Mos.

- 13** Don't forget to make sure your team know how appreciated they are. Maybe even test the waters on round two the following Movember?

- 15** Don't forget to tag @movemberschools in all your Movember activities on Twitter to be in for a chance of winning our Mo of the Week.



FRIENDLY COMPETITION

FOR A GOOD CAUSE

Everyone loves some friendly competition for a good cause.

Who will come out on top of the team leaderboard in terms of fundraising? Who will grow the strongest Mo? Who will move the furthest?

Check out the [Schools Challenge UK](#) to see how your school compares to others across the country. Maybe you can even get a rival school signed up and go head to head? To join the challenge, get in touch at education@movember.com



FUNDRAISING IDEAS

The best way to raise funds is to build a strong team, inspire them to get involved, and have fun while you're at it. Get creative – the sky's the limit.

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PARTY ON DOWN

Host a Movember kick-off party on November 1st with A Shave Down, morning coffee or themed lunch.

GET MOVING

Get sponsored to walk or run throughout Movember. Maybe take on our 60km challenge - if you got your whole school involved maybe you could make it round the world? (40,075km!)

BAKE SALE

Put your apron on and get baking. Along with your students and colleagues, bake a selection of cakes, cookies and cupcakes to sell at school.

BATTLE OF THE BANDS

Who's got the most epic band in school? Find out with your own Battle of the Bands. Entries can be sold, with money going to Movember.

FANCY DRESS

Host a fancy dress day where everyone comes dressed as their favourite moustachioed movie or book character.

SHAVE DOWN

Is there a teacher at school who's known for their glorious beard? Ask them to sacrifice their existing facial hair for donations and invite the school to watch the beard disappear.

AUCTION OF PROMISES

Promise to do favours for your friends, family and teachers – anything from mowing lawns to making lunches. Then auction them off to the highest bidder.

SWEEPSTAKE

Use the sweepstake in your fundraising pack for an easy way to raise some cash.

RUGBY WORLD CUP FEVER

Get your competitive juices flowing with a school-wide rugby tournament. Each team must donate to enter, of course. Maybe you can even do a student V teachers match?

TALENT SHOW

Everyone's got a talent whether it's singing, interpretive dance or training your cat to use a tiny bike. Pick the best of the best to perform in a show and charge entry.



STATISTICS, FACTS AND GOALS

Use statistics about men's health to inspire conversations and more donations.

MENTAL HEALTH AND SUICIDE PREVENTION

- Globally, a man dies by suicide every minute.
- There's no single reason why men take their own lives, but we do know that by improving overall mental health we can reduce the risk of suicide.

PROSTATE CANCER

- Globally, prostate cancer is the second most commonly diagnosed cancer in men.
- Early detection has a **98%** chance of survival beyond five years.
- Late detection only has a **26%** chance of survival beyond five years.
- Early detection is key. To give yourself every chance against prostate cancer, talk to your doctor at 50 or at 45 if you're of African or Caribbean descent, or if you have a family history of the disease.

TESTICULAR CANCER

- Testicular cancer is the most common cancer in younger guys.
- Almost half of guys don't know how to do a testicular self-examination.
- The **95%** chance of survival is no comfort to the 1 man in 20 who won't make it.
- Men should check their nuts monthly in the shower for pain, lumps, or swelling.



KEEPING IT LEGAL

Fundraising can be great for helping a young person develop new skills, gain experience for future employment, and help their local community, and we'd love to have your school involved this Movember.

When you're fundraising with children, you will need to provide extra support and guidance. For some fundraising, adults must be involved for the activity to be legal, as well as for good safeguarding.

The age at which children may engage in fundraising activities may vary by type of activity, geographic location and law. Check out [Fundraising involving children](#) on the Fundraising Regulator website for more information about how these laws differ, but we have provided some topline guidance for you.



RAFFLE/LOTTERY

- Small and private lotteries, at a fete or dinner for example, don't need a licence.
- Society lotteries, such as stand-alone raffles do require a license and there are legal requirements on the level of prizes, the amount that can be charged and how the activity is organised.
- If you organise a competition or quiz where skill is involved in determining the outcome, no licence is required and there is no limit on what prizes can be offered.

Regulations regarding lotteries can be complicated but don't worry.

The best thing to do is check with your local authority or the Institute of Fundraising. www.institute-of-fundraising.org.uk

HOLDING A COLLECTION

Children under the **age of 16 are not legally allowed to take part in public collections or house to house collections**. These activities also need a Collection License from your local authority. This differs slightly in different regions, check out the fundraising regulator website for more information.

HANDLING DONATIONS

Always have two adults present to count any money raised. All donations collected should be sent to the charity within six weeks of collection. You can pay in your donation [online](#) or find information on other ways to donate on our [Sponsorship Form](#). Children under 16 **should always be supervised when handling or counting collected money**.

PHOTOGRAPHY

We'd love to see photos from your fundraising but please make sure you have the permission of a child's parents, guardians and the child before taking and sharing any photos.

PERMISSIONS

Please ensure that parents and guardians are aware of and give consent for fundraising activities which their children are involved with by sending a letter home or including information in your school newsletter. Please make sure they are properly supervised by an adult when taking part in fundraising activities.

SUITABILITY & SAFEGUARDING

Fundraising for Movember could be upsetting for children and young people who have been impacted by Movember's cause areas. So please be aware of age suitability when discussing issues concerning mental health and suicide prevention, prostate cancer, and testicular cancer. To navigate any difficult conversations, please make use of [Movember's ALEC tips](#), as well as the [NSPCC's useful tips](#) to having difficult conversations with children. Don't forget to consult your school's escalation process if you have any concerns about a student.

Got a question?
Drop us a line.

Email
education@movember.com

Phone
0207 952 2060



Katy Martins
Community
Fundraising
Executive

Thank you to Know How, the Fundraising Regulator and the NSPCC for providing the above guidance, please check out the websites below for more information.

www.knowhow.ncvo.org.uk

www.fundraisingregulator.org.uk

<https://learning.nspcc.org.uk/safeguarding-child-protection>

<https://learning.nspcc.org.uk/safeguarding-self-assessment-tool>

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