

A close-up, low-angle shot of a field of golden wheat. The wheat stalks are in sharp focus in the foreground, with their heads of grain clearly visible. The background shows a vast field of similar wheat stretching towards a clear, bright blue sky. The overall lighting is warm and natural, suggesting a sunny day.

asto.

for better mental health, not for profit

fundraisers pack

hi from asto.

Thank you so much for fundraising for asto. Your fundraising efforts will go a long way to helping people with mental health issues regain their lives.



My name is Steve Turnock, I am the Chair of Trustees of Asto Clinics Charity Ltd (“asto”), and I have suffered from OCD for over fifty years.

Early in 2017, I started to suffer with a form of OCD that was completely debilitating, and eventually caused me to put my life on hold. Having undergone a series of group therapy sessions at a private clinic in Manchester, I was declared OCD free in November 2018. This traumatic time gave me an insight into the lack of provision for the care of people suffering with mental health problems. I decided that I would devote my time and energy into finding a potential solution.

That solution is asto clinics.

I can't thank you enough for showing your support for what we are doing at asto, by your fundraising efforts. Keep up the good work, and good luck.

Steve

support for your fundraising.

This pack is aimed at giving you some tools to help you with your fundraising.

This pack includes the following

- Some guidelines
- Background information on asto
 - Vision
 - Why asto is different
 - A few statistics
 - Donation value
 - Social impact

After the information pack there is a:

- Sponsorship form
- and a
- Fundraising agreement form

If there is anything else that you need to help with your fundraising, please contact us. See the last page for contact details.

guidelines.

Asto Clinics Charity Ltd is a fully registered charity, as such, we adhere to “best practice” where fundraising activities are concerned.

We have agreed to abide by the Code of Fundraising Practice published by The Fundraising Regulator. As such, all fundraising should also follow these guidelines. The full Code can be found at www.fundraisingregulator.org.uk/code.

By agreeing to fundraise for asto, you are agreeing to abide by this code. If you are unsure, or want to discuss your fundraising activities, please contact us.



vision.

To give people suffering with anxiety based mental health issues, the courage and confidence to reclaim their lives.

To do this, we have four guiding principles ...

primary purpose

To improve the mental health of people in the UK suffering with OCD, and provide better access to treatment. This will be done by the provision of free group therapy sessions, based on tried and tested cognitive behavioural therapy and mindfulness techniques for people who suffer with OCD, and don't have the means to pay for effective treatment.

accessibility

Having been through a group therapy programme myself, we wish to provide an enhanced therapy programme, with a higher level of support. We intend to provide 34% of all the places on the programmes for free, the balance either being paid for privately, or being insured. The goal is eventually to provide 60% of all group treatment programmes for free.

clinical excellence

We will deliver the highest levels of clinical excellence in the field of the treatment of mental health conditions, giving our patients the best possible chance of overcoming their problems and taking back control of their lives

not for profit

Profit is not our driver and never will be. As the number of patients coming through our doors grow, we will increase the number of patients that are not being charged for the group therapy sessions. The eventual aim is to have the number of free programme patients reaching 60%.

why asto is different.

We exist to provide support to the people living with mental health issues who fall through the gaps of mainstream provision. Our aim is to catch them.

There are a number of key factors that will differentiate us from other mental healthcare providers.

1

No other virtual clinic in the UK will be providing group therapy sessions with so much support.

2

We will adopt standards of clinical care, which we believe to be unrivalled in the UK at present.

3

We won't be focusing on profits and return on capital, but patient treatment outcomes

4

A significant number of our patients will be treated for free.

a few statistics ...

Approximately 1 in 5 of all adults in the UK suffer from mental health issues.

31%

Only 31% of individuals in the UK with a mental health problem are in treatment.

750,000

It is estimated that **750,000** people are thought to be living with severe, life impacting and debilitating OCD in the UK.

6th

In a 2017 report - **Depression and other common mental disorders** - the WHO says that anxiety disorders are the **sixth largest contributor** to non-fatal health loss globally, and they are in the **top 10 causes** of YLD (years lost to disability) in all WHO regions.

When people do get treatment, the average time they have suffered from their disorder is 16 years for social anxiety disorder, 9 years for generalised anxiety disorder, and 8 years for depression.

The percent of the UK population reporting common mental disorders in 2018 are as follows.

General anxiety disorder	5.9% (4.4%)
Depressive episode	3.3% (2.3%)
Phobias	2.4% (1.4%)
OCD	1.3% (1.1%)
Panic disorder	0.6% (1.1%)
Other / not specified	7.8% (9.0%)

donation value.

We want the donations to go as far as possible in turning the tide on the state of the nations mental health

asto is a very "lean" charity

Our overhead base is minimal, and we have had tremendous support from a number of suppliers giving their services for free. With the privately paid for treatments subsidising the charities activities, it means that with the donations, we can treat a significant number of people for free..

How do donations translate into patient treatments provided for free.

For every **£1,000** donation, we will be able to provide **1** place on our group therapy programme.

social impact.

Receiving effective treatment for mental health illnesses spans all aspects of your life. It is how you can get your life back and start to function again.

Benefits of the asto treatment programme for:

those suffering

- Making life more manageable
- Feeling of being less vulnerable
- The ability to 'function' again, domestically and socially
- A potential return to work if the illness had led to a leave of absence
- A reduction in the general level of anxiety

family members

- A reduction of tension and stress in the home
- A feeling of getting your loved one 'back'

employers

- Reduced absence from work
- Employees more effective and productive when at work
- Reduced absence from work for carers

society

- Reduced impact on the NHS
- A better, more balanced and happier society

These benefits are just the tip of the iceberg when you consider the wider implications of the benefits noted above.

Contact details

sue@astoclinics.com

Tel: 02843444110

For more information visit www.astoclinics.com

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Sponsorship and Gift Aid declaration form

Please sponsor me (name of participant) _____

To (name of event) _____

In aid of Asto Clinics Charity Ltd

If I have ticked the box headed 'Gift Aid?' ✓, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & ✓ Gift Aid for the Asto Clinics Charity Ltd to claim tax back on your donation

	Sponsor's Full Name <i>(First name & surname)</i>	Sponsor's Home address <i>Only needed if you are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.</i>	Postcode	Donation Amount £	Date paid	Gift Aid? ✓
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
Total donations received			£			
Total Gift Aid donations			£			
Date donations given to Asto						



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Fundraising Agreement

As Asto Clinics Charity Ltd (“asto”) has agreed to abide by The Code of Fundraising Practice published by The Fundraising Regulator, all fundraising activities entered into to raise funds for asto, need to be adhere to the same Code.

The full code can be found at <https://www.fundraisingregulator.org.uk/code>.

Please could you read through this code, and ensure you are happy with its contents. By signing this form, you are agreeing to adhere to this code.

We are sorry to appear all “formal” on this, but we really do want to ensure that all our fundraising activities adhere to best practice. Thanks for your understanding.

Please could you complete the following:

Your Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____

Nature of fundraising activity (Description)

Date of activity _____

I agree to adhere to The Code of Fundraising Practice.

Signature _____

Date _____