HEADSTOCK × shout 85258 here for you 24/7

Present

THE GREAT BIG SHOUT OUT

FUNDRAISING PACK

#TGBSO25
#BigShoutOut25

MAKE SOME NOISE FOR... THE GREAT BIG SHOUT OUT

01 - 30 APRIL 2025

Supporting the mental health
of the music industry



WHAT IT'S ALL ABOUT

Taking place throughout April 2025, The Great Big Shout Out is going to be a truly memorable campaign that will see the music community come together to support the mental health of those in the industry.

WHAT IT'S ALL ABOUT

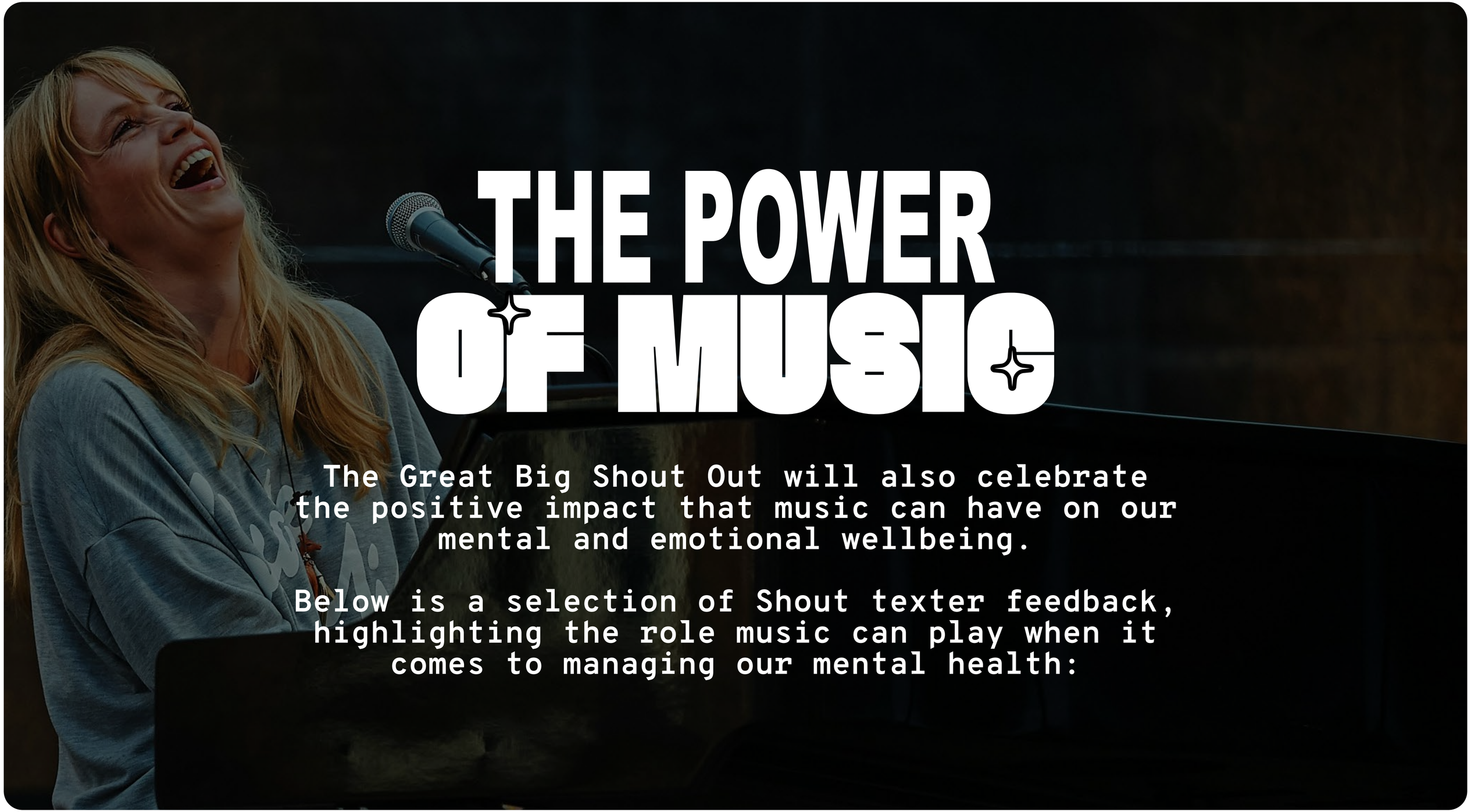
The campaign will raise essential funds to support the ongoing delivery of 'MUSIC' 85258 - a partnership between Headstock and Shout to offer free, confidential, 24/7 mental health support to anyone in the music industry - from musicians through to the incredible people working tirelessly behind the scenes.

The UK music industry is facing an unprecedented mental health crisis. A staggering 73% of independent musicians struggle with mental illness and people working within music are three times more likely to struggle with anxiety or depression compared to the general population.

That's why life-saving services such as Shout are so vitally important.

So whether you're a musician, student, or live music venue, this is your chance to come together, help us raise awareness, and raise the roof for an important cause. By hosting or participating in fundraising activities, you'll help ensure that no one in the music industry faces their mental health challenges alone.





THE POWER OF MUSIC

The Great Big Shout Out will also celebrate the positive impact that music can have on our mental and emotional wellbeing.

Below is a selection of Shout texter feedback, highlighting the role music can play when it comes to managing our mental health:

THE POWER OF MUSIC



“I APPRECIATE YOUR HELP AND SUPPORT, AND I LOVE HOW WE EVEN TALKED A BIT ABOUT MUSIC AS I LOVE THAT TOPIC! IT HELPED DISTRACT ME WHILE GIVING ME SUPPORT AT THE SAME TIME.”

“BEFORE I MESSAGED IN, I FELT OVERWHELMED WITH ALL THE THOUGHTS GOING ON IN MY HEAD AND IT MADE ME FEEL ANXIOUS - BUT I AM SO THANKFUL YOU HELPED ME TONIGHT AS I ALREADY FEEL SO MUCH BETTER AFTER TALKING AND I HAVE A PLAN TO TELL A FRIEND AND LISTEN TO SOME MUSIC.”

“THANK YOU FOR BEING SO KIND AND FOR LISTENING TO ME. I’M CURRENTLY SAT RELAXING, LISTENING TO MUSIC, AND FEELING ONE THOUSAND TIMES BETTER!!”

“IT REALLY CHANGED MY DAY. I AM GOING TO LISTEN TO SOME MUSIC AND JOURNAL. THANK YOU FOR BEING YOU!”

“YOU WERE AMAZING, CALMED ME DOWN AND DISTRACTED ME. GREAT TASTE IN MUSIC TOO!”



WHAT YOUR SUPPORT CAN HELP US ACHIEVE

Every 60 seconds, someone reaches out to Shout for support with a mental health crisis and has a text conversation that could save their life.

WHAT YOUR SUPPORT CAN HELP US ACHIEVE

The money you raise by participating in The Great Big Shout Out will ensure that support is available 24/7 for anyone texting ‘MUSIC’ to 85258.

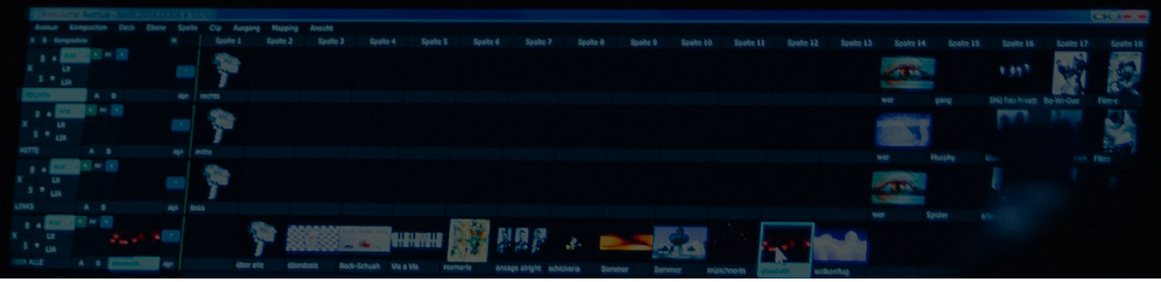
We’re grateful for every single penny you raise. Whether it’s £10 or £1,000, your support will help make sure that nobody working in the music industry will have to face a mental health crisis alone.

Here’s how your donations will help change people’s lives.

- → **JUST £10 CAN HELP SOMEONE IN DISTRESS TO ACCESS AN HOUR OF MENTAL HEALTH SUPPORT BY TEXTING THE WORD ‘MUSIC’ TO 85258**
- → **£25 CAN FUND A CLINICIAN TO PROVIDE EXPERT SUPERVISION OF CONVERSATIONS WITH TEXTERS ON SHOUT’S DIGITAL MENTAL HEALTH PLATFORM**
- → **£250 CAN TRAIN A NEW SHOUT VOLUNTEER TO TAKE LIFE-SAVING CONVERSATIONS**

HOW TO GET INVOLVED

Whether you’re a musician, student or live music venue, here are some ways to get involved.



HOW TO GET INVOLVED

MUSICIANS



→ **Organise a gig or concert** - a fun, rewarding way to fundraise whilst showcasing your talent.



→ **Choir or band** - if you're in a choir or band, why not donate proceeds from a performance to support the cause?



→ **Busk-a-thon** - take your talent to the streets or a venue near you. Gather your friends and busk for donations together.



→ **Club night** - if you're a legend behind the decks or simply know how to throw a party, you could put on your own club night.

If you're a musician or student looking to get involved, we'll provide you with all the materials you need to help promote your event!

Branded posters with QR codes, flyers and beer mats will be provided to help you spread awareness of the campaign and encourage smaller donations.

MUSIC STUDENTS



→ **Student events** - consider putting on a gig, music event or club night at your student union or favourite student bar.



→ **Themed quiz night** - hold a music-themed quiz, with the entry fee being donated.

→ **Music-themed bake sale or coffee morning.**

→ **Talent shows** - hold a talent show at your college or university, collecting donations from performers and a small entry fee to attend.

→ **Skill swaps** - Offer short coaching sessions to share your skills with friends and other students in exchange for a small donation.



→ **Karaoke nights** - host an open mic or karaoke night with your class or society - talk to your college to see if there's a venue or room you could use – or take over the Student Union bar.

MUSIC VENUES



→ **Voluntary ticket add-ons** - add an optional small donation (£1 - £2) at checkout for any gigs in April.

→ **Round-up campaign** - ask customers to round up their bar or ticket purchases to the nearest pound, with the difference donated.

→ **Open mic or 'unplugged' nights** - Host a night where artists make a small donation to play, or a portion of entry fees are donated.



→ **Percentage of bar sales** - dedicate a portion of bar sales (say 5 or 10%) from a specific night in April.

→ **Charity pint or cocktail** - dedicate one drink with a portion of sales going to charity in April.

→ **Donation wall of fame** - create a space in your venue where customers can leave messages or dedications in exchange for a small donation.


PROMOTING YOUR
EVENT

PROMOTING YOUR EVENT

ALL OF OUR RESOURCES

are accessible at

giveusashout.org/thegreatbigshoutout

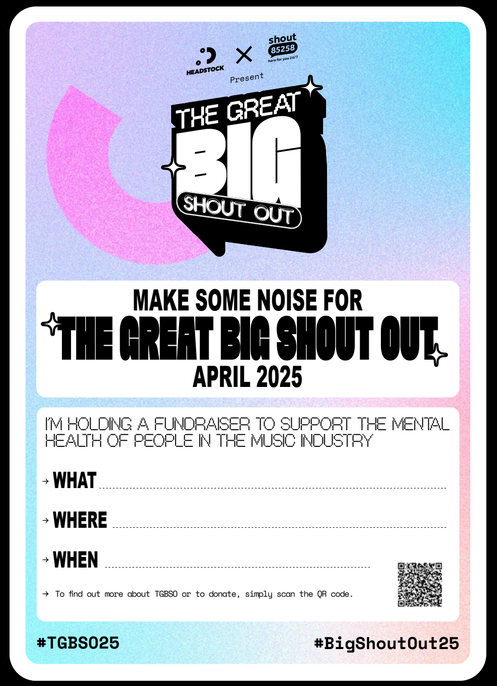
To help you get the most out of your fundraising activity, we've created a number of free resources for you to use to promote your event.

If you are a music venue and would like to be sent a fundraising kit which includes which includes branded A3 poster, flyers and beer mats please get in touch.

And finally… whenever you're posting about your event on social media, remember to use the hashtags #TGBSO25 and #BigShoutOut25 so that we can champion your brilliant fundraising efforts.



→ Beer Mats



→ Poster templates



→ Flyer templates



→ Social media graphics



→ TGBSO logos and email signature



TOP TIPS FOR HOSTING YOUR EVENT

TOP TIPS FOR HOSTING YOUR EVENT

STAY SAFE (AND LEGAL!)

Whilst you're having fun, don't forget about health and safety. If you're planning a sizable event, it's a good idea to have a trained First Aider available. If you are expecting a lot of people, make sure the crowds are managed properly and that alcohol is sold responsibly. Make sure it's a night people will never forget. Not a night they won't remember.

GET PERMISSION



If you're planning on busking in a public area, please check with your Local Authority to see if a busking license is required. You will be responsible for ensuring that you adhere to your Local Authority's busking code.

If you intend to collect money in any other public, outdoor space you might need permission from your Local Authority. For some events you may also need Public Liability Insurance - this may be covered by the venue, but do ensure you check. Anyone under 16 must get permission from a parent or guardian before they start fundraising and they cannot take part in door-to-door collections.

BE INCLUSIVE



Make sure your event is inclusive and accessible so that they can be enjoyed by as wide an audience as possible. Here are a few useful links to sites, which can offer help and advice.

- How to improve access for deaf and disabled people www.attitudeiseverything.org.uk
- A service for music lovers with learning disabilities www.gigbuddies.org.uk
- How to create safe events for women sgfw.org.uk

And finally, it's important to remember that you are responsible for your own event, so please make health and safety a priority at ALL TIMES. Unfortunately, neither Headstock nor Shout can accept liability for independently-run events.


HOW TO PAY IN YOUR
FUNDRAISING

HOW TO PAY IN YOUR FUNDRAISING

You've put in the hard work. Now for the important part.

Paying in the money you've raised couldn't be easier with two options available – online or via BACS. We'd be grateful if any funds raised could be paid in no later than 31st May 2025.

GIFT AID

Make sure you encourage people to tick the Gift Aid box on Justgiving if they are eligible UK taxpayers as this will add an extra 25p for every £1 raised… How amazing!

ONLINE

You can pay in your fundraising online at justgiving.com/campaign/TheGreatBigShoutOut. This will make it easy for you to forward all monies raised from your friends, family and colleagues or make additional donations.



BACS

Alternatively, you can make an electronic bank payment (BACS) directly to Shout, which is powered by Mental Health Innovations, registered charity no. 1175670.

Name: Mental Health Innovations
Bank: Barclays Bank
Sort Code: 20-47-34
Account Number: 33855678
Ref: TGBS025

Please DO NOT SEND MONEY IN THE POST. If you have gathered cash, simply pay it into a bank account then transfer to the JustGiving page or make the BACS transfer. If you require any help or have any questions don't hesitate to contact Shout's fundraising team at fundraising@giveusashout.org.

THANK YOU SO MUCH

for choosing to get involved in The Great Big Shout Out – and for making a real difference to the lives of people in the music industry.

Our team is on hand to support you every step of the way, so if you've got a question, please contact us at hello@headstock.live - we'd love to hear from you!

#TGBSO2 #BigShoutOut2





Registered with FUNDRAISING REGULATOR

Shout and The Mix are powered by Mental Health Innovations, a charitable incorporated organisation registered at the Charity Commission for England and Wales. Charity No: 1175670.

Registered address: Mental Health Innovations, PO Box 78319, London, W10 9FE.