



For better mental health

Mind Charity Gold Bond Application Form

Thank you very much for your interest in supporting Mind in the Virgin London Marathon 2012. There are two different ways in which you can register for this event. Please indicate which type of place applies to you :

- I would like to be added to the waiting list to secure a Mind Guaranteed Charity place if one becomes available.

This involves a registration fee of £100 (inclusive of VAT) and a minimum sponsorship pledge of £1,650 if we are able to offer you a place.

- I have already secured my own Virgin London Marathon Place

If you have secured your own place from the event organiser and would like to raise money, we'd love to have your support. We do not set a minimum amount of sponsorship but ask you to raise what you can for Mind.

Form with fields: Title, Forename, Surname, Address, Postcode, Telephone (day), Telephone (evening), Mobile, Email, Date of Birth (day/month/year), Age on race day, Name / nickname you would like on your running vest, Expected running time, Running vest (please indicate your size) with options S, M, L, XL, XXL.

About you

Form with three questions: 1. Have you taken part in an event for Mind before? 2. Have you ever taken part in an event for another charity? 3. Do you have any experience of mental health issues, either personally or through friends/family?

Are you applying for this event to run in memory of a loved one?

Yes  No

Why would you like to run in aid of Mind? (Please use a separate sheet if necessary).

Do you have a story that will inspire others? Mind are always looking for newsworthy articles. If so, would you be happy for our press team to contact you?

Yes  No

Mind staff often hire accredited photographers to take photos during an event for promotional use online and in printed advertisements. Please tick this box if you **do not** want your images to be used for this purpose

### Your fundraising

How much do you expect to raise through this event?

Please include a brief fundraising plan below with some ideas of how you will raise this level of sponsorship. *Fundraising can be a challenge so please think carefully about what is achievable .*

Fundraising idea	Target £

## Work details

Name of employer	Type of business	Position held
Will your employer sponsor you or match your fundraising total? Yes <input type="checkbox"/> No <input type="checkbox"/>		
Does your company have an intranet site or newsletter?	(Please give name of publication and editors contacts)	

## Mind Marketing

Which newspapers or magazines do you regularly read?	
How did you hear about Mind's involvement with this event?	<input type="checkbox"/> Poster (where?)..... <input type="checkbox"/> Advertisement..... <input type="checkbox"/> Editorial..... <input type="checkbox"/> Friend (who?)..... <input type="checkbox"/> Internet (which site?)..... <input type="checkbox"/> Mailing (which one?)..... <input type="checkbox"/> Email (who from?)..... <input type="checkbox"/> Other (please specify).....

## Your pledge

1. I confirm that I will be 18 years or over on race day
2. I confirm that to the best of my knowledge my general state of health and fitness is good and I take full responsibility for my fitness to take part
3. I agree any information provided by me in connection with Mind Events, may be recorded and used by Mind in accordance with the Data Protection Act 1998
4. All funds raised from this event will support the work of National Mind.

## Gold Bond charity place requirements :

1. I understand that if I am offered a guaranteed charity place with Mind, I will be required to pay a non-refundable registration fee of £100 (inclusive of VAT).
2. I will raise a minimum of £1,650 (exclusive of Gift Aid). 50% of this will be paid four weeks before the race date and the remaining 50% will be paid four weeks after race date.
3. I understand that if I am not able to meet the 50% sponsorship requirement four weeks before the event date I may forfeit my place.
4. I understand that if I am not able to raise the full pledged sponsorship amount 4 weeks after the event I may choose to make up the balance myself.
5. I understand that Mind is required to report participants who fail to raise the pledged amount to the Virgin London Marathon race organisers and are placed on a 'charity low performers' list and will be unable to take part in another Mind event.

Signed \_\_\_\_\_ Date \_\_\_\_\_

All information will be treated in strictest confidence and will be used for our administration purposes to assist us with our internal marketing or to supply you with further information on Mind and different ways you may wish to support us. If you would prefer not to hear from us, please tick here

**Thank you for showing you Mind.**

**Please return your completed application to :**

**Mind Events, 15-19 Broadway, Stratford, London, E15 4BQ.**

**Alternatively you can fax it to the Events Team on 0208 215 2468  
or email it as an attachment to Sarah : s.himelfield@mind.org.uk**