

# Ready for anything

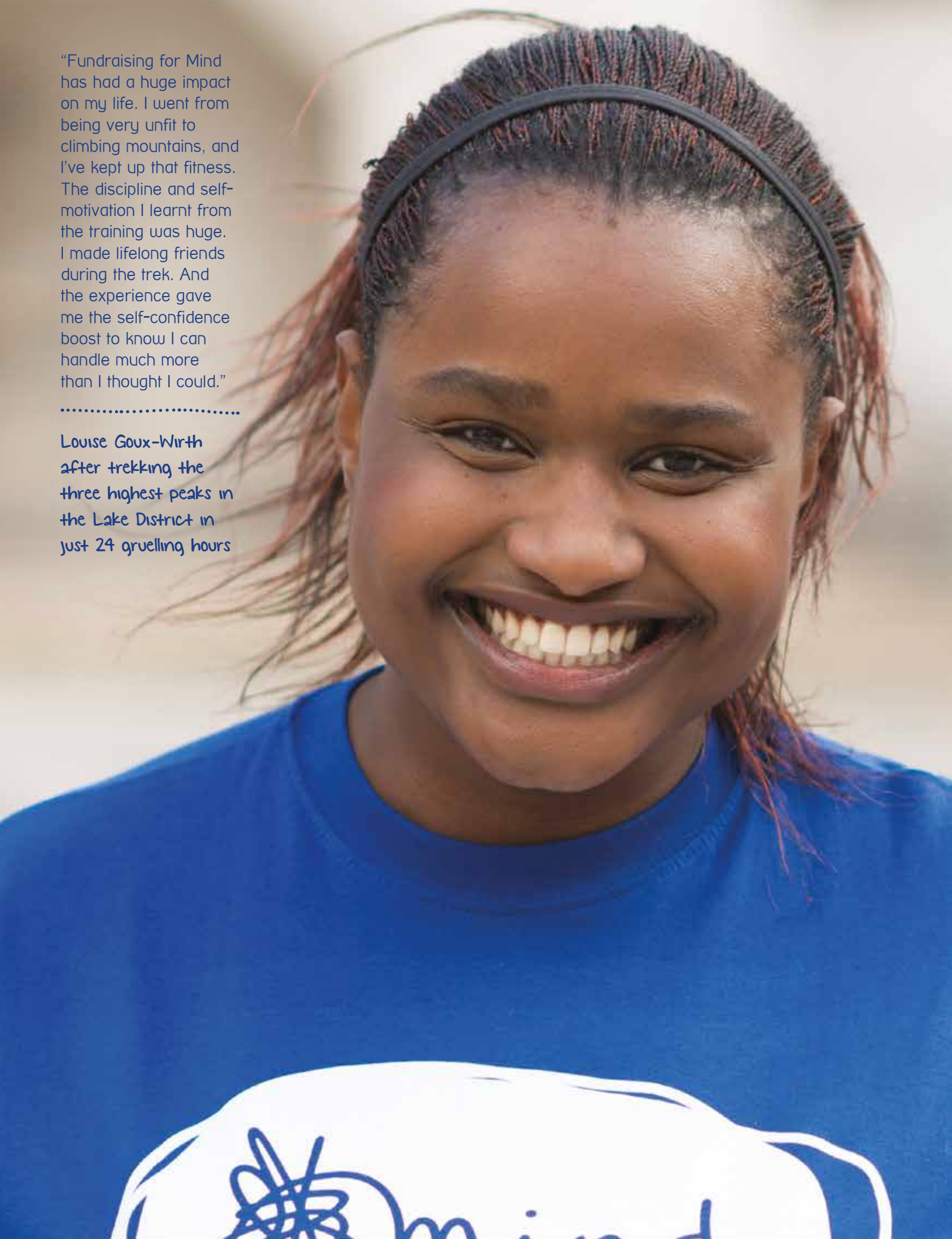


Your guide to fundraising for Mind...  
and loving it.



“Fundraising for Mind has had a huge impact on my life. I went from being very unfit to climbing mountains, and I’ve kept up that fitness. The discipline and self-motivation I learnt from the training was huge. I made lifelong friends during the trek. And the experience gave me the self-confidence boost to know I can handle much more than I thought I could.”

.....  
Louise Goux-Wirth  
after trekking the  
three highest peaks in  
the Lake District in  
just 24 gruelling hours





## Welcome to the Mind team!

We'll do everything we can to show you how happy we are to have you on our side.

# Thank you

By raising money for Mind, more people with mental health problems get the support they need and the respect they deserve – and that's a very big deal. So thank you.

Now we know getting started can be nerve-racking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little bit daunting.

So here's the good news... Louise, over there on the opposite page, is absolutely right. You're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help make sure you reach your target.

If you need anything at all, just let us know. We'll do everything we can to show you how happy we are to have you on our side.

This guide will be a handy starting point – it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

And it also features plenty of inspiration from other Mind fundraisers who know exactly what it takes to reach whatever goal you set yourself.

**Thank you so much for caring about mental health, from Mind's community fundraising team**

One in four of us experiences a mental health problem each year – you're part of the solution.

Whatever you need, we're here

➤ Call: 0300 999 3887 ➤ Email: [community@mind.org.uk](mailto:community@mind.org.uk)



# You're helping change lives

By fundraising for Mind, you're bringing us closer to a world where no one faces a mental health problem alone. Here's what you helped us to achieve in 2014/15.

**I'm a real person with a real issue and received real advice. Thank you for providing answers that others couldn't or wouldn't.**

Infoline caller

65,000

Queries answered by our Helplines.



460,000

Free mental health information booklets given out by our local Minds and charity shops.



**I found it incredibly difficult to find any encouraging stories of recovery, and then I found Mind.**

Nikki

**Mental illness is a very dark and lonely place in the real world, but Elefriends is a safe and healthy virtual world where you can give and receive support. It really has been a life-saver.**

Helen

27,000

People in our Elefriends community.





Jo ran the Great South Run for Mind and is now training for the London Marathon.



"There are no words to express how amazing and inspiring it was to read people's blogs and journeys on the Mind website. Reading through them made me realise that there were others out there – who worked, had families, and had partners – who understood. The blogs and the A-Z guides were a fantastic support to me. I finally felt that I was not on my own."

## How your fundraising helps

£8

could offer a lifeline to someone in desperate need of support by letting the Mind infoline team answer their call.

£15

could help us campaign for better access to talking therapies, crisis care and other essential mental health services.

£21

could keep Elefriends, our online support community, running for one hour.

# Getting started

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start.

## Enjoy it

The first three letters of 'fundraising' are no coincidence – so do everything you can to enjoy yourself, and keep the five ways to wellbeing in mind as you're getting ready for the big day.

## Find a venue

If you're organising an event or challenge, sort out the location first. Once that's done, you can decide on a date and start spreading the word. And make sure you tell the venue owner you're fundraising for Mind – you never know what discounts or freebies could come your way...

## Make a plan

We love a fundraising plan at Mind. It's the perfect way to avoid any nasty surprises further down the line. You can download ours at [mind.org.uk/resources](https://mind.org.uk/resources) then add fundraising deadlines, event timings, people to contact and so on.

## Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 10, but from the very beginning make sure you've set up a fundraising page and you're online telling people what you're doing. It means less effort to reach more people. Win-win.

## Shout about it

If your friends, family and colleagues don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why. Find out more on page 9.

## Don't forget your posters

Add your fundraising details to our template poster ([mind.org.uk/resources](https://mind.org.uk/resources)), then head to local libraries, cafes, leisure centres, shops and community halls to get busy with the blu-tack.

## The Five Ways to Wellbeing

Look after your own mental health while you're fundraising with these handy tips.

### > Connect

Contact us whenever you need us, and connect with everyone who might be willing to get involved and help out.

### > Be active

Clear your head with a walk, run, cycle or swim – solo or with friends.

### > Keep learning

Fundraising is a great way to try new things and to discover talents you didn't know you had.

### > Give to others

You're already doing this one, so take time to reflect on the lasting difference you're making.

### > Take notice

Make a conscious effort to appreciate the world around you and take time out so your fundraising doesn't start to seem overwhelming.



“Doing a 24-hour livestream was an incredible rollercoaster psychologically and emotionally, and I think it showed you can do virtually anything to fundraise.

I used something I know I can do to raise money for a cause I really believe in.”

Mike, who organised a 24-hour video game livestream on his YouTube channel, playing dozens of games non-stop while talking to viewers about mental health



>Top  
Tip

#### Gift Aid

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!



# Supercharge your moneymaking

We're full of ideas to give your fundraising a boost.

Try these simple suggestions and in no time you'll be quids in.

## To raise £50

- > Hold a sweepstake – on the Grand National, Strictly, Bake Off or whatever else is happening. Download our sweepstake template from [mind.org.uk/resources](http://mind.org.uk/resources)
- > Share your online fundraising page on payday. Who doesn't feel more generous when they've just been paid?
- > Ask for donations for your birthday instead of gifts. You don't really need any more socks, after all.

## To raise £100

- > Arrange a bake sale at work or school. Why not choose a theme – like Halloween – and give a prize to whoever makes the best cake? Nothing like a little healthy(ish) competition.
- > Contact your local supermarket and ask to pack bags and collect donations while you do it. You can read our guide to holding a collection on p12.
- > Have a clear out and head for a car boot sale. You'll be amazed at how much your long-forgotten loot will raise.

## To raise £250

- > Organise a raffle. Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.
- > Hold a pub quiz. Always a popular choice. Use our pub quiz template which you can download from [mind.org.uk/resources](http://mind.org.uk/resources), plan your questions and give everyone a great night while watching your fundraising total soar.
- > Contact your talented friends and relatives. Best friend in a band? Sister in a ceramics group? Organise a gig/craft workshop/whatever you fancy and ask them to get involved.



Jayne, who ran the London Marathon for Mind in the year she turned 60.

I have a friend who's a member of the Rotary Club and who contacted local companies for me. They came up with some really good raffle prizes for my quiz night, and that evening alone raised £1200!



# Make headlines

Local papers. Regional radio stations. Community TV stations. There are all kinds of places where you can let the world know you're fundraising for better mental health. Here's how to make it happen.

## Be original

You're more likely to grab a journalist's attention if your story has an interesting angle, so think what yours could be. Are you fundraising for personal reasons related to mental health? Or wearing fancy dress? Or hoping to break a record?

## Perfect your press release

Take time on your press release to make sure it gets noticed. Send it two weeks before your event to give reporters time to contact you. Say who you are, what you're doing, why, where and when in the first few sentences. And keep it short and to the point.

## Focus on photos

Let journalists know if you're doing anything that will make a great picture, and arrange for someone to take high-resolution photos before and during your event too. Don't forget to wear your Mind t-shirt or vest and pin up some posters!

## Get ready for radio

Give your local stations a call to tell them about your brilliant plans and they may well want to interview you. Planning what to say beforehand can help you stay calm, so think about why you're fundraising for Mind, how people can sponsor you and how people can come and support you.

>Top  
Tip

Download  
our press kit

Our online fundraising kit contains press release templates, tips on speaking to the media and more. You'll find it at [mind.org.uk/resources](http://mind.org.uk/resources)



Want us to take a look at your press release? No problem.

> Call: 0300 999 3887 > Email: [community@mind.org.uk](mailto:community@mind.org.uk)

# Online = on target

Fundraising online is great – it's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media and you'll hit your target in no time.

## Setting up a fundraising page

We recommend using [virginmoneygiving.com/charities/mind](http://virginmoneygiving.com/charities/mind)  
Or you can head to [justgiving.com/mind](http://justgiving.com/mind). Both sites take you through the process of setting up a page step by step.



### Ten steps

to an irresistible fundraising page

#### 1 Make it personal

Let people know why you've chosen Mind and what your challenge means to you. It'll help people relate to what you're doing.

#### 2 Say thanks

When you set up your page, follow the steps to write a personal thank you message. This will then be sent to everyone who donates.

#### 3 Get snapping

Upload a photo of yourself (or the person you're raising money to remember or celebrate). Mind t-shirt definitely recommended.

#### 4 Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too. Turn to page five for a few examples of exactly what donations could pay for.

#### 5 Don't be shy

Email the link to your page to everyone in your contacts list and ask everyone to pass it on. When you're fundraising, more is definitely merrier.

#### 6 Ask and ask again

Don't let people forget – send the link to your page around more than once, particularly as your event gets nearer.

#### 7 Get social

Remember to add a link to your fundraising page on your updates on Facebook, Twitter, Instagram and any other social networks you use.

#### 8 Sign off with style

Add a link to your fundraising page to your email signature, along with a short explanation of what you're doing.

#### 9 Add cash and cheques

If people give you donations in person, add them to the offline section of your online page to keep that fundraising total climbing.

#### 10 Don't stop too soon

Once your event is done and you're justly feeling proud, update your fundraising page and post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate.





## Three tips to shine on social media

### Share your motivation

Is this the first time you've done something like this? Has anything funny or moving happened? Do you have personal reasons for fundraising for Mind that you're happy to share? Bringing to life what you're doing and why on Facebook and Twitter can really boost your fundraising total.

### Become a film star

You don't need special kit to make brilliant videos – a smartphone is fine. You can be funny, cheeky, serious, at home, out running. The most important thing is to be yourself. You can upload to YouTube, Vimeo, Facebook or Twitter (which has a 30-second limit). Or there are apps like Vine (which has a seven second limit) or Hyperlapse (for easy editing and speedy footage). Have a go and see what happens...

### Be proud

People often worry they'll annoy their friends by asking for donations, but you're doing something amazing – and the trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter, Instagram and Snapchat and people will always be happy to hear from you.



"With any fundraising activity, you've got to think about something that's slightly unusual that will grab the public's attention. We've done concerts at the top of Pen Y Fan in the Brecon Beacons!

We do a lot of communication through Facebook and Twitter already, and it's great that those channels are so interconnected with the fundraising sites. You register for an account for JustGiving and then can

publish updates to all of your social pages simultaneously, adding the JustGiving link.

I think this age of digital communication is brilliant for fundraising. I remember the bad old days of having to take a sponsor form around to your granny's house! I'm glad we don't have to do that anymore!"

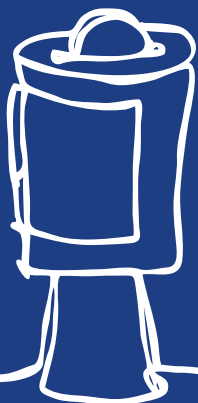
**Nick from the South Wales Gay Men's Chorus**  
which chose Mind as their charity of the year.

Whatever you need, we're here

➤ Call: 0300 999 3887 ➤ Email: [community@mind.org.uk](mailto:community@mind.org.uk)

# Keep it legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board.



If you collect money, give us a call first. We'll take you through the basics and send you collections tins and seals. The key things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money.
- If you're planning a collection on private property – like a shop or train station – you need to get permission from the owner.
- You need a licence from your local authority or police to collect donations on the street or any other public property.

## If you organise a raffle or lottery...

- You can't sell tickets to anyone under 16.
- You'll need to apply to your local authority or council for a licence if you want to run a public raffle or lottery.
- You don't need a licence for a private raffle or lottery, as long as tickets are only sold to staff at a workplace or members of a club.
- You don't need a licence for a raffle at a social event, as long as the raffle isn't the only reason for the event, you sell tickets where the raffle is held and you draw and announce winners at the event.

## If you're putting on a spread...

- Everyone involved in preparing and serving food needs a basic understanding of food hygiene.
- You need an alcohol licence from your local authority to sell alcohol.

## If you're putting on a show...

- You might need a Public Entertainments Licence from your local authority if you're organising entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence. Licences are free for charity events.

## Don't forget health and safety...

- Do a risk assessment for any fundraising events, looking at how risks can be reduced and what's in place to keep everything safe and to deal with emergencies.
- Don't do solo endurance events without the right support team. Take the time to thoroughly consider your safety and make sure you've got adequate back-up.
- Make sure you keep things safe and legal. Mind can't be held responsible if you don't, and we really don't want you getting into trouble.

## You might need insurance...

- Venues usually have their own insurance, but check whether the public are covered.
- You can't use Mind's public liability insurance to cover your own events.
- Mind can't accept any liability for any event you organise, so it is important to sort out appropriate insurance cover.

**Mind  
brand**

Make sure you only use Mind-branded fundraising materials (in print or electronic form) for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.



# Any questions?

Here are some answers to the queries we're most often asked. If there are others on your mind, just let us know.

**What happens if for some reason I can't do my fundraising event anymore?**

We hope this doesn't happen as much as you do but sometimes it can't be helped. Maybe you're training for a challenge and picked up an injury, or you're organising an event but life has got so busy all of a sudden you don't have time. That's okay, let us know as soon as you can and maybe we can help.

**How can I order more fundraising materials?**

There should be a form in the back of this pack. If not, give us a bell and we'll get on it.

**Is there a deadline for paying sponsorship money in?**

There is – you need to get all money to us within two months of your event.

**Can I fundraise as part of a group or in a team?**

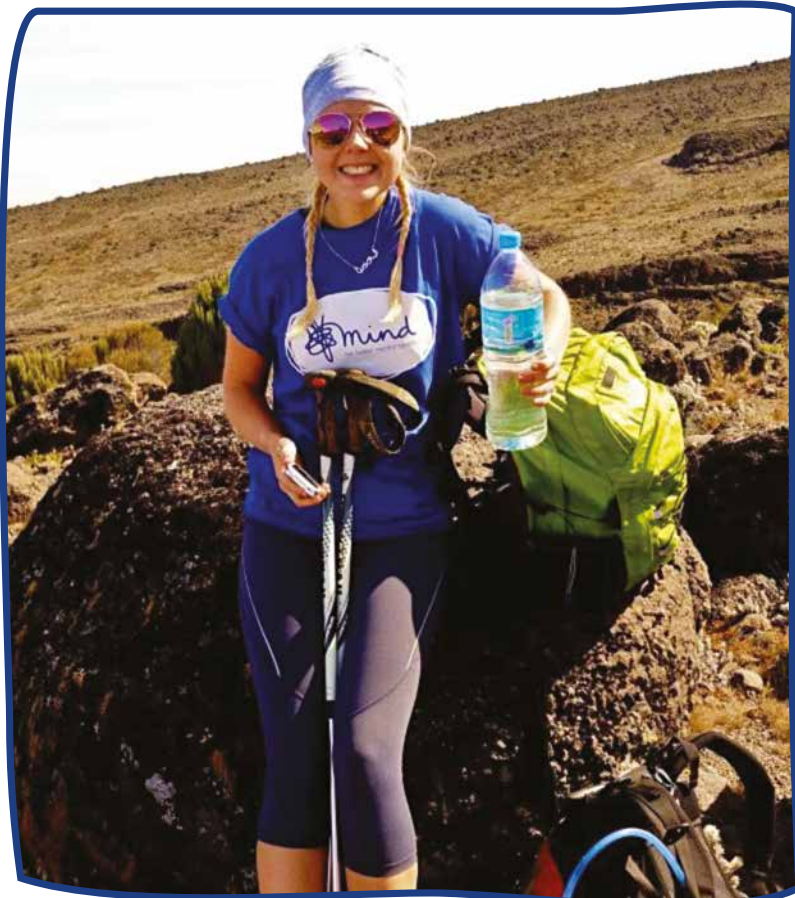
Absolutely. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page, so, don't forget to let us know the name of your page too.

**Can I do this?**

Yes. There might be times when you doubt yourself, but we know you're up to whatever challenge you've taken on. So yes, you can definitely do this.

**Definitely?**

Yes.



Mind fundraiser Lauren on her way up to the summit of Mount Kilimanjaro



"Climbing Mount Kilimanjaro is hands down the most life-changing experience. I know a lot of people say that, but for me I went from being unable to get out of bed for a month to standing on top of Africa. It not only changed my life, it brought me back to life".

# Job done? Well done!

This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.



So now what? Well, a cup of tea and a slice of cake, obviously. But there are a couple more things you also need to do while you reflect on your achievement.

## Send the money our way

### JustGiving / Virgin Money Giving

If you've raised money online, you don't need to lift a finger. The money comes straight to us, so you can get back to your tea and cake.

### Payment by cheque or card

If you want to send cheques or credit or debit card details to us, fill in the form tucked into the opposite page. Remember to complete your details and include your Mind contact number, and make sure that all cheques are made payable to Mind. And please don't send cash through the post.

If you want to make a credit or debit card payment over the phone, drop us a line on 0300 999 3887

Please Make sure you send all money to us within two months of your event.

Don't  
forget  
to...

- > quote your Mind contact number when you make any payments so we can track how much you've raised. Your contact number should be emailed to you shortly after you register with Mind, so let us know if you've not received one.
- > send completed sponsorship forms to us so we can collect Gift Aid and make your donations go even further.



You're helping us to  
give mental health  
advice and support  
to more people, to  
keep pushing for  
better services, and  
to raise awareness  
and understanding  
of mental health.



Congratulations!  
You're doing something wonderful.

## Get closer to Mind

After your fantastic fundraising, we'd love you to stay with us as we work to create a world where everyone with a mental health problem is treated with support and respect. You could...

- Become a member and join the growing group of people who play a part in everything we do.
- Campaign with us and help to fight stigma and push for better mental health services.
- Volunteer with us, from cheering on fundraisers to talking to the media.
- Fundraise for us again. Go on, you know you're tempted...

Find out more at [mind.org.uk/get-involved](https://mind.org.uk/get-involved)

Thank you again for  
being on our team.

Mind  
15-19 Broadway  
Stratford  
London  
E15 4BQ

0300 999 3887  
[community@mind.org.uk](mailto:community@mind.org.uk)  
[mind.org.uk](https://mind.org.uk)

 @MindCharity  
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