

# Mind's Big Brunch!



## Get ready to host your Big Brunch

Did you know that **1 in 5 people experience a mental health problem every year?** Mind's Big Brunch is all about bringing people together—at work, with friends, or among family—to spark connection and raise vital funds, so no one has to face a mental health problem alone.

By hosting your own Big Brunch, you'll be helping to fund our helpline, support our trusted online community, and power our campaigns for better mental health services across England and Wales.

So, gather your guests. Butter the bagels. Brew the coffee. Smash the avocados. **It's time to host your Big Brunch—and make a big difference.** Create a moment to remember and **turn an everyday catch-up into something special.**

Inside this letter, you'll find top tips to help you host a brunch your guests won't forget. Take a look—and **if you have any questions, we're here to help.**



### Send out the invite

Confirm your date and then spread the word via WhatsApp, your company's intranet or hand out the invites included in this pack. You can find ready-made templates on our website. You're guaranteed to brighten someone's day.

#### Ready-made resources

Check out our Big Brunch [Resource Hub](#) for lots more tips, posters, decorations and social media graphics.

### Plan your menu

Make hosting easy by carefully planning your mouthwatering menu. From pastries to a bagel bar, from a stack of pancakes to potato fritters, the options are endless! **Remember to ask about dietary requirements.**

**Give yourself enough time to prepare** before the doorbell starts ringing - simple may be better. If preparing food for a lot of people isn't your thing, ask friends to bring their favourite dish to share.

## Make fundraising fun

Donations on the door is a fab way to fundraise, so **ask your guests to donate to join the fun.** We suggest £10. You'd be amazed by how many people are willing to donate to a cause you care about. Tell your guests what their donation does - **£10 could cover the cost of 1 call to our Infoline, connecting people with our expert team.**

Add some fundraising frolics to your Big Brunch to boost your donations. Here are some of our tried and tested techniques.

• **Organise a raffle.** Contact local shops and businesses and ask them to donate prizes. People are often happy to help. Get in touch for an official letter to share with companies if you'd like one.

• **Plan some games.** How about guessing the number of blueberries in a bowl or guessing the secret ingredient in that smoothie. Or we love sweepstakes here at Mind. Plan one that will work well for your crowd.

• **Plan a quiz.** Personalising questions will go down a treat. Your friends will be giggling into their glasses.

• **We're here to help.** If you have any questions or need fundraising support, email our friendly team at [community@mind.org.uk](mailto:community@mind.org.uk) or call 020 8215 2243. We'll be sending out regular emails to offer inspiration and practical advice. Click here to check out our website for more templates and extra resources.

Please turn over



## Collecting donations

- **Use your JustGiving page** – Please look out for our emails which will contain a link to your page. We recommend this secure, online option as an easy way to collect and track donations.
- **Update and share!** Add a picture and let everyone know why mental health means so much to you. Start sharing your page with friends, family and colleagues.
- **Ask your employer about match funding**
- **Create a QR code** - Allow cashless donations on the day. You can print off a QR code that links directly to your JustGiving page. To learn how, click here.
- **Attach your QR code to an event poster.** This way supporters can easily scan to donate with their smart phone.

## Paying in donations

Make a transfer from your bank using one of the following methods:

- Pay the sum to your fundraising page.
- Please send your donations to us within 2 months of your Big Brunch. There are a few ways to do this:
- Call our Supporter Relations team on 020 8215 2243 from 9-5pm, Monday to Friday to make a card payment. Please note that we don't accept AMEX.
- Send us a cheque, payable to Mind. Include a note to tell us your name and contact details, and that you took part in Mind's Big Brunch.
- Post your cheque to:

**Freepost RTUG-HBJJ-RZLT  
Mind Community and Events  
team 2 Redman Place  
London  
E20 1LQ**

## Hosting on the big day

However you do it, we know you and your guests will have a great time. We'd love to see pictures of you and your spread so **share online and add #MindsBigBrunch.**

Remember, every pound you've raised will **make life better for people affected by mental health problems.** That's something you'll always be proud of.

Best wishes,  
The Mind Fundraising Team



Mind (the National Association for Mental Health) Registered charity in England (no. 219830) and a registered company (no. 424348) in England and Wales.

