



Do your own run

Your guide to fundraising



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Welcome to Team Mind

So you want to do your own run for Mind? Whether you've found an event online – or want to create a completely new challenge - it's great to have you on our team.

This pack will help you prepare, and share lots of fundraising tips and ideas. You've got our support every step of the way.

Together, we're fighting for better mental health. Thank you.

If you have any questions, we're here to help.

Get in touch at community@mind.org.uk

“ I am running for Mind in the hope that it makes people more aware that it's OK to speak up for mental health and in the process lesson the stigmatisation and discrimination many people with mental health problems still feel. ”

Carl



Checklist

Are you ready for your run? Here are some things to do before the big day.

- [Register](#) for your chosen run, or organise your own
- Start training
- Set-up a [JustGiving page](#)
- [Email us](#) to get banners, flags, and more to promote your run
- Tell people about your run



Raise money online

Raising money online makes it easy for people to donate – wherever they are. You can do this by setting up a [JustGiving page](#). The money will come straight to us, and the page will keep track of your donations. Here are some tips for your page:

Share your story

Tell people what you're doing, and why you're running for Mind.

Add a profile picture

Pick a photo of yourself so people know it's your page.

Update your supporters

Let people know how things are going by posting updates on your page.

Set a target

Tell people how much money you want to raise. When you've hit your target, raise it!

Donate to yourself

Donate to yourself – it helps get bigger donations from other people.

Share your page

Spread the word on social media. JustGiving says every share can raise £10.

Keep it going

Keep asking for donations when you've finished. 20% of money comes in after your run.

We've got more tips for online fundraising on [our website](#).

Fundraising offline? Download our [sponsorship form](#).

What Mind does

Campaigning

We believe everyone with a mental health problem should get support and respect. Our campaigners work hard to hold the people in power to account, pushing for better care and services across England and Wales. Together, we're always here – fighting for mental health.

Information and support

When you or someone you know has a mental health problem, reliable information and support is vital. We'll always make sure that information and support is available for anyone who needs it – both on our website, the helplines we run and through our online community, Side by Side.

Media

How mental health is shown in media can have a huge impact on how we think about it afterwards. That's why we work closely with journalists and programme makers to push for accurate, respectful portrayals of mental health. We want to make sure that what we see and read in the media doesn't promote discrimination or stereotypes, but helps people understand instead.

Local Minds

Local Minds are independent charities that we work with across England and Wales. With over a 100 local Minds spread across both countries, our network covers every region with tailored, quality mental health services and support for anyone that needs it.

Membership

Members are at the heart of what we do. They feed back on our work, share their mental health experiences with us and join in on local and national campaigns. That's not all either – our members vote on our trustees, get a special magazine every quarter, an exclusive newsletter and more.

Fundraising

At Mind, we'll never give up until everyone with a mental health problem gets support and respect. And to make that happen, we need people and organisations across England and Wales to raise money for Mind. Running, cycling, walking or baking – it all helps us fight for mental health.

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

Nikki



“Side by Side has quite literally saved my life and made me feel less alone in the world.”

Side by Side user

How your fundraising helps

£20

pays for our online community
Side by Side for an hour – helping people connect and feel less alone.

£40

helps answer calls to our Infoline.
This gives people vital information and support.

£50

helps us campaign for better mental health services. We're making sure people get the support they need, as soon as they need it.

£100

pays for an Infoline or Legal Line advisor for a whole day. Your support means we have advisors ready to answer calls when people need help.

Mark's story

I think Mind is a fantastic charity as it supports people that are going through very tough times without others around them really knowing anything about their struggles.

I have a close friend that lost his brother a few years ago when life got too much for him and I've always wanted to raise money for Mind since then.

I believe it is important to do something that is outside of your comfort zone and push yourself to ensure people support your cause and donate.



I was about halfway through my training plan before I started raising funds, which showed people how much effort I was putting in and helped build some momentum in my fundraising efforts and keep me focused on training.

During COVID, I started to get into my running again after years of playing football and decided the time was right to take on the Marathon des Sables. 24 weeks of training, 1,000 miles, a treadmill session in 40 degrees heat, a few sports massages and saunas at the end to get used to the heat and I was ready.

The race was one of the best experiences of my life. My training had paid off and I managed to enjoy the whole race and really embrace desert life. An incredible experience with the added bonus of raising some fantastic funds for a brilliant charity, Mind.

Mark

Fundraising ideas

There are loads of ways to boost your fundraising. Here are some ideas to get you started.

If you need more tips, fundraising materials, or want to check your fundraiser meets our terms and conditions, just get in touch at community@mind.org.uk.



Eco-friendly

Litter pick

Get people to donate based on how many kg of litter you collect.

Zero waste challenge

Try and live for a week with zero (or hardly any) waste.

Upcycle craft evening

Get creative with old jars, furniture, or whatever you fancy. People can donate to take part.

Used book swap

Look through your bookshelf and swap books you don't need (for a donation). This is also great virtually – ask friends and family if they want a surprise book in the post for the cost of a donation and postage.

Unique

Lend your furry friend

People can donate to borrow your pet or take it for a walk.

Tour of the houses

If you have family and friends nearby, plan a run that goes past their houses (and give them a wave). People can donate to be on the route.

Pick an outfit

Ask people to donate and choose ridiculous/fun outfits for you to train in. Don't forget to take photos!

Ready Steady Cook

Get into teams and see what you can rustle up with 5 ingredients. Ask for donations to take part.

At work or community groups

Hold a sweepstake

You can do a sweepstake on the Grand National, Strictly, Bake Off - or whatever else takes your fancy.

Arrange a bake sale

Why not pick a theme and give a prize for the best cake? Nothing like a bit of healthy(ish) competition.

Dressing-up competition

Dig out your best costume – and get your friends or colleagues to do the same. You can sell tickets and give a prize to the winner.

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 the media'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?

Something that is new, novel, different, or extreme (e.g. a world record) will have a better chance of getting media attention.

Perfect your press release

Your press release should read like a news story in a newspaper. Write about your story in third person. 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.

Send it two weeks before your event to give reporters time to contact you.

Get ready for radio

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

Blogs

Fancy writing a blog? Tell us why you're fundraising for Mind and how everything's going – we love to hear from you.

Start by taking a look at [how our blogs work](#). Then you can get writing. Have a read of [other people's stories](#) for inspiration.

If you have any questions, let us know at 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.



Health and safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo run), anything involving food or drink, and any in-person event involving the public.
- Visit mind.org.uk/resources to download our risk assessment template and for more guidance on when to do a risk assessment.
- If you're selling food at your event, get in touch with your local council for advice.

Children and young people

- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised.

Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

Paying in your money

There are a few ways to send us the money you've raised – just choose what works for you. If you've got cash donations, you'll need to put the money in your bank first.

Call us

Call us on **0208 215 2243** to pay by debit or credit card.

Use our website

You can pay the money [as a donation](#).

Send a cheque

Make out a cheque to Mind and send it to:

FAO Supporter Relations
Mind
2 Redman Place
London
E20 1JQ

Bank transfer

Send the money to our bank account:

Mind

Account number: **58896961**

Sort code: **60 - 40 - 02**

Reference: your name and postcode, or Mind number

Use your online giving page

If you use [JustGiving](#) the donations come straight to us.

If you're using another online giving page, you can donate the money through [our website](#).



Useful links

- [Training tips](#)
- [Fundraising online](#)
- [Fundraising offline](#)
- [Sponsorship form](#)
- [Paying in options](#)

You can find more fundraising support on our [Supporter Hub](#).



Thank you for joining us in the fight for mental health.

We won't give up until everyone experiencing a mental health problem gets both support and respect.

mind.org.uk

Phone 020 8519 2122

Infoline 0300 123 3393

Text 86563

Email info@mind.org.uk

 @MindCharity

 [mindforbettermentalhealth](https://www.facebook.com/mindforbettermentalhealth)

 [mindcharity](https://www.instagram.com/mindcharity)

 [mind_2](https://www.linkedin.com/company/mind_2)

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