



# Your guide to fundraising for Mind



# Thank you!

By raising money for Mind, you're helping 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 nervewracking. 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: 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.

**Each year one in four of us experiences a mental health problem. You're part of the solution.**

**Whatever you need, we're here.**

**Call: 020 8215 2243**

**Email:**  
[supporterrelations@mind.org.uk](mailto:supporterrelations@mind.org.uk)



# You're helping to 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 2018/19.

**“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

Our mental health information was accessed over

**18 million times**



**“I'd like to thank everybody who worked to put this platform up. To make a safe place for people who need love and support, to form friendship and to heal from any illnesses or trauma they may be going through. Side By Side has quite literally saved my life, and made me feel less alone in the world.”**

Side by Side user

We responded to over

**119,000**

people seeking information and support from our helplines



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

Nikki

Over

**120,000**

people used our online support communities





💬 **We thought of all the people who would be benefitting from our fundraising, and that spurred us on, especially as the JustGiving donation notifications were pinging as we walked. We'd cheer with satisfaction every time someone left a donation!** 🎉

Imani took on a hiking challenge to raise money for Mind.

## How your fundraising helps

**£20** could run our online peer support community for an hour, helping people connect with others and feel less alone.

**£40** could help our Infoline answer calls, providing someone with vital support and information about help available for them.

**£50** could help us campaign for better mental health services from the Government, ensuring people get the support they need, as soon as they need it.

**£100** could pay the cost of one of our Infoline or Legal Line advisors for a whole day. Thanks to your amazing support, we can maintain our advisors, ready to answer calls for support and help.

# 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 9, 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.

## Staying safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus, including from devolved nations of Scotland, Wales and Northern Ireland. Safety advice is likely to change over a period of time so it's important that you keep up to date with announcements.

## 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!



**“As I see it, it’s not about the distance or how quickly I complete it, it’s about standing with others who might struggle with mental health problems, and who want to be heard. I want to show my support and thanks for the wonderful work that Mind does, and I want to be a part of bringing people together and showing support to others.”**

Mind fundraiser Jo walked 10k to raise funds and awareness

## The Five Ways to Wellbeing

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

### 1. Connect

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

### 2. Be active

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

### 3. Keep learning

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

### 4. Give to others

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

### 5. 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.

# 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 page 12.
- **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.



“It was a no brainer to raise money for Mind. If we could raise money and awareness for a cause that can save lives and positively impact people then that's great for me. We had so many positive comments on the day. The event took place on the hottest day of the year and we raised over £1,100 for Mind.”

Dan, who raised over £1,100 through performing with his choir

# Read all about it

From local papers and regional radio stations to TV, there are all kinds of places where you can let people know you're fundraising for better mental health.

## Be original

You're more likely to grab a journalist's attention if your story has an interesting angle. Are you fundraising for personal reasons related to mental health, and happy to share your experience with the media? Is your challenge unusual? Are you getting friends, family, your community, even a pet involved?

## Perfect your press release

Use our press release template as a guide and say who you are, what you're doing, why, where, and when in the first few sentences. Keep it short and to the point and include your contact details. It's a good idea to send it to journalists two weeks before your event, and you can also follow up afterwards.

## Think about photos

Make the most of any good photo opportunities by getting high quality snaps. Don't forget your Mind t-shirt! It's best not to send photos unsolicited, so let journalists know you have images if they want them. If they do, include names of anyone photographed from left to right.

## Get ready for radio

Give your local radio station a call to tell them about your fundraising plans, and have your press release ready to send if they want more details. If they want to interview you, plan what to say beforehand to help you stay calm. Think about why you're fundraising for Mind and how people can sponsor or support you.

## Top tip!

### Download our press kit

Our online press kit contains a press release template with guidance and tips on writing and sending it. You'll find it at [mind.org.uk/resources](https://mind.org.uk/resources)



# 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.

## Ten steps to setting up a 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 4 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.

## Top tip!

You can use Just Giving ([justgiving.com/mind](https://www.justgiving.com/mind)) to set up your page. Their site will take you through the set-up process step by step.

If you're on Facebook, Facebook fundraising is also a great option for raising money online. Create a page at [facebook.com/fund/mindforbettermentalhealth](https://www.facebook.com/fund/mindforbettermentalhealth).



**“I ran the Brighton Marathon for Mind and did most of my fundraising through JustGiving. I found it very easy to set up the web page, and then all I had to do to fundraise on social media was copy the JustGiving link into my Facebook page, add a few lines and it was done. In the week leading up to the marathon I was constantly plugging my fundraising page, trying to get as much sponsorship money as possible. For people who may not be overly confident, fundraising online can be less daunting than asking people face to face – as nobody likes to hear the word ‘no’ and it takes away any awkwardness.”**

Jonathan, who sprinted past his fundraising target while raising life-changing donations online

**Whatever you need, we're here.**

**Call:** 020 8215 2243

**Email:**

[supporterrelations@mind.org.uk](mailto:supporterrelations@mind.org.uk)

## 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 can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with 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.

# 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 walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- Visit [mind.org.uk/resources](https://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](https://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.

## Mind brand

- Make sure you only use Mind-branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of Mind' (rather than 'on Mind's behalf').
- If you'd like to use Mind's charity logo to help advertise your fundraising, please get in touch with us first. We've got some important house rules around how our logo can be used, so make sure to contact us before putting it on your fundraising materials, website, or social media.
- Double check you're using the national Mind brand, and not your local Mind logo – your local Mind is a separate charity, does their own fundraising, and has a different logo and charity number. Find out more about local Minds at [mind.org.uk/localminds](https://mind.org.uk/localminds).

## Collecting money

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.

**Got any questions or need to get in touch? Drop us a line at [supporterrelations@mind.org.uk](mailto:supporterrelations@mind.org.uk) or call us on 020 8215 2243**

## Useful links

**Our FAQs, terms and conditions, risk assessment template and more fundraising resources:**  
[mind.org.uk/resources](https://mind.org.uk/resources)

**Health and Safety Executive:**  
[hse.gov.uk/event-safety](https://hse.gov.uk/event-safety)

**The Fundraising Regulator:**  
[fundraisingregulator.org.uk/code/specific-fundraising-methods/events](https://fundraisingregulator.org.uk/code/specific-fundraising-methods/events)

**The Gambling Commission:**  
[gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)

# 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.

## **Can I request for my fundraising to be spent locally?**

Mind is a national charity supporting people all over England and Wales. Your fundraising helps us make a real difference where it's needed most. You may have a local Mind nearby – although part of a national Mind network, local Minds are separate charities,

and do their own fundraising and events. If you want to support your local Mind's work, please contact them directly. Find your nearest local Mind at: [mind.org.uk/localminds](http://mind.org.uk/localminds)

## **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.

# Paying in

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

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, download a donation form from [mind.org.uk/resources](https://mind.org.uk/resources). 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 020 8215 2243.

### Through our website

Go to [mind.org.uk/donate](https://mind.org.uk/donate) and choose 'from a fundraising event' from the drop down list. Please include your Mind contact number so we can track your total and say thank you.

**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.



**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

020 8215 2243  
[supporterrelations@mind.org.uk](mailto:supporterrelations@mind.org.uk)  
[mind.org.uk](https://mind.org.uk)

 @MindCharity

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

 Follow us on LinkedIn



Mind is a registered charity in England  
(no. 219830) and a registered company  
(no. 424348) in England and Wales.