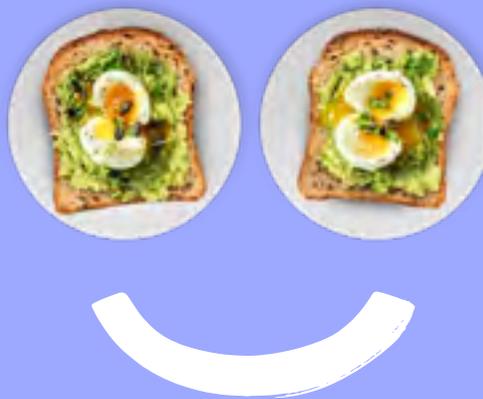


Mind's Big Brunch!



Get ready to host your Big Brunch

World Mental Health Day is 10 October. But a Big Brunch can make life feel better any day. So, gather guests. Butter the bagels. Craft the coffee. Smash the avocados. It's time to host your Big Brunch.

Your Big Brunch will make a big difference. From keeping our Infoline open for crucial calls to campaigning hard for better services across England and Wales. Together, we're making sure no one faces mental health problems alone.

What a brilliant way to **make your catch up, laughter and coffee even more special.**

This letter is full of top tips to guide you through hosting a brunch your guests won't forget. Take a look and **get in touch if you have any questions.**



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 more on our website. You're sure to put a big smile on someone's face.



Plan your menu

Make hosting easy by carefully planning your mouthwatering menu. From avo on toast to eggs benedict, from a stack of pancakes to potato fritters, it's the perfect brunch combo. **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.

People love games. 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 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 and paying in donations

Please send your donations to us within 2 months of your Big Brunch. There are a few ways to do this.

- **Please look out for our emails which will contain a link to your fundraising page.** We recommend this secure, online option as an easy way to collect and track donations.
- Personalise your page by adding a picture and let everyone know why mental health means so much to you.
- Start sharing your page with friends, family and colleagues.
- **Collect donations on the day.** Make a transfer from your bank using one of the following methods:
- **Pay the sum to your fundraising page.**
- **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,

Nikki and Yev
The Mind team

P.S.

Click here for lots more tips and resources including games, decorations and social media graphics.



Scan the QR code or [click here](#) to join our Big Brunch Facebook group!



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

