



Fundraising in your workplace

Registered with



FUNDRAISING
REGULATOR

Contents

- 3** Welcome
- 4** About Mind
- 5** How your money helps
- 6** Getting the most out of your fundraising
- 8** Top 10 fundraising ideas
- 9** Fundraising and the law
- 11** Paying in your donations



Welcome

Thank you so much for supporting us. It's great to have you by our side in the fight for better mental health.

We want you to get the most out of your fundraising. This pack is full of tips, ideas and information to help you out. There's even more on our [fundraising hub](#).

Your dedicated Mind contact is also on hand to help – and can answer any questions. You can get in touch with

at

We're here to fight for better mental health services. And we want a fairer system for those of us with mental health problems. Every pound you raise helps us get there.

Good luck and thank you.

The Mind Fundraising Team

Quick tips for a great start

- Set up a [JustGiving](#) page.
- Choose a fundraising target and use our totaliser. You can find that – and lots more – on our [supporter hub](#).
- Check your fundraising meets our [terms and conditions](#).

About Mind: Why we need you

1 in 4 people experience a mental health problem in any given year. But most of us don't get the help we need. This must change – and it's why we need your support.

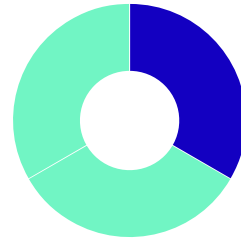
Mind is here to fight for mental health. We campaign to change minds by working hard to hold the people in power to account – pushing for better care and services.

We are there to offer information and support for anyone who needs it – on our website, through our online Side by Side community and through the helplines that we run.

With a network of over 100 local Minds spread across both England and Wales, tailored, quality mental health services and support is available for anyone that needs it within their community.

We won't give up until everyone experiencing a mental health problem gets both support and respect. And to make that happen, we need people like you.

Running, cycling, walking or baking – it all helps us fight for mental health.



**Around
a third**

of adults and young people said their mental health has got much worse since March 2020

40%

of GP appointments involve mental health

1 in 6



employees are affected by common mental health problems each year

1 in 3

people get worse waiting for a mental health appointment



How your money helps

Our work depends on people like you. Thanks to your energy, passion, and fundraising, we can be there for anyone who needs us.

Together, we'll improve services and support – and change lives.

£20

could run Side by Side for an hour. Side by Side is Mind's online community where anyone can join, talk, and find support. 24/7.



£40

helps our Infoline answer calls – giving someone vital support and information about where to get help.



£50

helps us campaign to get a better deal for people with a mental health problem. That means better services. Better benefits. And real reforms to laws that affect people with a mental health problem.



£100

pays for one of our Infoline or Legal Line advisors for a whole day. Your help means they're ready to answer calls from people who need support or legal advice.



£120

pays for 8 people to get in touch with our Legal Line. Our Legal Line gives people crucial advice on mental health law. That includes everything from discrimination to your rights if you go into hospital.



Getting the most out of your fundraising

Here's some top tips to get your fundraising off to a great start. We've also got ideas to boost your fundraising along the way.

1 Use our fundraising hub
On [our hub](#) you can download an events planner, sponsorship forms, a fundraising plan template, and loads more.

2 Order fundraising materials from us
Collection tins, leaflets, posters – there's all sorts we can send to help you raise money. Just talk to your Mind contact before your fundraiser to get this sorted.

3 Set up a fundraising page
JustGiving lets you easily raise money online. If you'd like to create a page for your company, all you need to do is visit justgiving.com/mind and follow the instructions to start fundraising. Please reference your company name in your URL and let your Mind contact know when you've set it up. If you need any support, we'll give you a hand.

You can also set up a team JustGiving page. This gives you an overall company total, and lets you create separate pages for different events. Employees can also create their own pages. [Here's how to do it.](#) And if you want, you can [create a QR code](#) for your page too.



4 Gift Aid

To maximise your fundraising efforts, make sure you ask colleagues and supporters to use GiftAid in their donations. Under the Gift Aid scheme, every £1 you give will be worth an extra 25p at no extra cost to your supporters – as long as the donor is a UK taxpayer. For cheques or cash, just ask your Mind contact for a Gift Aid form.

Please note, payments for goods and services – like a concert ticket, raffle ticket, or auction item – cannot be gift aided.

5 Social media

Use your online channels and relationships to shout about your fundraising efforts. Make the most out of your Facebook, LinkedIn, and Twitter pages by telling everyone about your fundraising activity.

Facebook

- Create your own Facebook group or event and invite your friends to join.
- When your friends sponsor you, ask them to share it so their friends know too.
- Share updates from your fundraising page.
- Don't forget to tell your story – the people you know will care about why you're raising money for Mind.

Stay in touch with us at: facebook.com/mindforbettermentalhealth

LinkedIn

- Share stories and photos of your fundraising journey.
- Connect your LinkedIn account to your online fundraising page.
- Invite colleagues and your wider network to events.

Follow us at: linkedin.com/company/mind_2

Twitter

- Tweet regularly to keep followers interested. But don't ask for money in every tweet.
- Use hashtags to make your tweets easy to find. For example, #MentalHealth or #FundraisingForMind, or #FundraisingFriday.
- Link your Twitter account to your online sponsorship page.

Follow us at: [@mindcharity](https://twitter.com/mindcharity)

Blogging

- Start a blog – what are you doing and why? Use it like a diary and keep people up to date.
- Include links to your sponsorship page, Twitter, and Facebook. And don't forget to include photos!
- Use free blogging websites – like [Blogger](https://www.blogger.com) and [WordPress](https://www.wordpress.com).



Top 10 fundraising ideas

Sometimes it can be hard to get started with your fundraising.

We've put together some fundraising ideas to give you a helping hand.

A lot of these events can be virtual too. That way you can get everyone involved, even if you're working from home or in different places.

International food day

Share your culinary talents. Cook your favourite dish and sell it to your colleagues.

It could be a dish that's been in your family for generations, or something you just love to cook. Sit down for lunch together and connect with colleagues you don't normally chat to.

Green fingers sweepstake

Choose your favourite plant and ask your colleagues to sow seeds at the same time as you.

Ask them for a donation and, over time, you can watch your seeds change from seedlings into grown plants.

The gardener of the plant that flowers or fruits first wins half the sweepstake donation. Donate the other half to Mind.



Coffee morning

Hold a cake sale in your coffee break – a perfect excuse to eat, drink and have a chat with colleagues.



Dress down day

Swap the tie for a t-shirt and ask everyone who dresses down to give a small donation.

Extreme challenge

Why not swim the distance of the Channel in your local pool, or run the length of the marathon in your garden?

Karaoke night

Which colleague has a beautiful voice? Pick a venue, charge an entry fee, and sing the night away for Mind.

Lunch-less

Ask everyone to bring a packed lunch into work – and donate the money they would normally spend on lunch.

Quiz night

Host a quiz night and be creative with quiz rounds, musical bingo, or Family Fortunes. Teams can donate to enter. Fine people for checking mobiles and organise a raffle or auction on the night. Prizes go to the team with the highest points and best team name.

Time to Talk Day

Round up colleagues for an afternoon tea and chat on Time to Talk Day each February. On Time to Talk Day, we want everyone to have a conversation about mental health. Whether that's texting a friend, chatting to a colleague, or organising an event to raise funds and awareness.

Unwanted gift sale

One man's trash is another man's treasure. Sell off your unwanted gifts for a donation to Mind. You can also donate any unwanted items to your local Mind charity shops.



Fundraising and the law



Everything you do when you are raising money for Mind needs to be legal and safe. To make things go as smoothly as possible, please read the important information below.

Competitions, prize draws, raffles and lotteries

There are strict and complex laws relating to raffles, lotteries and betting. There are also legal requirements about prizes, the cost of running a raffle or lottery, and the way they're organised too.

- 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.
- 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.

Find out more from the Gambling Commission – [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

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. Please, email us at community@mind.org.uk to receive tips, guidelines and your risk assessment form.
- If you're selling food at your event, get in touch with your local council for advice.

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.

If you put on entertainment such as a film night, a play, or perform or use recorded music, please check the copyright provisions.

Our logo

If you want to use the Mind logo for your fundraising activity, you need to get our permission first. When companies use our logo, they're getting a benefit. So HMRC requirements and charity law mean we need a contract with you - and you have to pay a logo licence. The logo is part of our intellectual property and needs to be used correctly so it doesn't infringe our trademark. We can give you the right logo to help promote your fundraising.

Companies that use our logo without permission will be asked to remove it from everywhere it's featured.

Collecting money

If you collect money, give us a call first. We'll take you through the basics and send you collection 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.

Useful websites

Fundraising Regulator: fundraisingregulator.org.uk

Raffle and lottery regulations: gamblingcommission.gov.uk

Food safety and hygiene: food.gov.uk

Paying in your donations

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.

Send a cheque

Make out a cheque to Mind
and send it to:

FAO Supporter Relations
Mind
2 Redman Place
London E20 1JQ

Use our website

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

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](#).

Let us know your company's Mind number when you pay in.
If you're not sure what it is, just email community@mind.org.uk




From all of us here at Mind, thank you!

For your continued support, fundraising and dedication to mental health. We won't give up until everyone experiencing a mental health problem gets the support and respect they deserve. You're helping make sure that happens.

Mind

2 Redman Place
Stratford, London
E20 1JQ
020 8519 2122

 @MindCharity

 mindforbettermentalhealth

 Follow us on LinkedIn

Infoline: 020 8215 2243

Text: 86563

Email: