

Your fundraising journey starts here



Your guide to fundraising for Mind

Thank you for joining the fight for mental health

Every pound you raise will help people with mental health problems get the support and respect they deserve.

Hello – I'm Sarah Hughes, CEO of Mind.

I wanted to start by saying a massive thank you for joining **#TeamMind**.

Like you, I'm passionate about mental health. At Mind we're fighting for everyone with a mental health problem to get support and respect. But we couldn't do anything without you by our side.

You're having a huge impact for mental health. The money you raise means more people with mental health problems in England and Wales can access the support they need. And don't have to struggle alone. It helps us campaign for better mental health services. It helps us provide vital information online and over the phone. And keep the conversation about mental health on the forefront of everyone's minds.

Together we're unstoppable. Thank you so much for your support.

Sarah Hughes



First things first

We're here to support you as you fundraise. Every step of the way. Get in touch any time.

We know fundraising isn't always easy. If you need support, you can reach out to Mind's fundraising team. We can talk through your options.

And don't forget to look after yourself while you're fighting for others. Your mental health matters too.

This handy guide has everything you need to get going. In these pages you'll find top tips for reaching your target and inspiring stories from fellow fundraisers.

And don't forget – every pound you raise will make a difference for someone with mental health problems. Whatever activity you choose, whatever your goal – you're making a massive difference for mental health.

Thank you so much.

[Find handy tools, tips and resources on the #TeamMind hub](#)

Email: supporterrelations@mind.org.uk

Call our supporter relations team:
020 8215 2243 (Mon Fri 9am 5pm)

You're changing lives

No one should have to face a mental health problem alone.

By fundraising for Mind, you're helping us give people with mental health problems the respect and support they deserve. And thanks to you we can be there for more people. That's life changing.

See what your fundraising helped us achieve in 2022/2023



Our mental health information was accessed

21.4 million times

Mind's resources provided me with more of an understanding of who I am and why I feel the way I do.

- Mind website user

“I've never felt any judgement from Mind – only support and care. For anyone wondering if they should call, just do it.”

- Infoline caller



We answered over

128,000 queries

to our support and information helplines.



23,500 people

signed up to Side by Side, our online peer support community.

“Side by Side has helped me a lot, offering company, peer support, conversation, distraction, self-expression through writing, connection with others over shared experiences, sometimes fun diversion, sometimes serious debate.”

- Side by Side user

Charlotte's story

“I was 19 when my mum took her own life in October 2020. Training for the marathon gave me a reason to get up in the morning. Fundraising for Mind has done so much for me. I've found a whole new community. It's so much more than just raising money.”



Charlotte has raised over £20,000 in total for mental health – completing the London Marathon, the Three Peaks Challenge and hosting various bake sales, raffles and sweepstakes.

Where your money goes

£60

Could help pay our Infoline phone bill for a whole day. Keeping our Infoline running is crucial. The information and signposting it gives people on mental health is vital for people across England and Wales.

Help us keep Side by Side open for 8 hours. Side by Side is Mind's online community where anyone can join, talk and find support. 24/7.

£260

£585

Could help pay the cost of 1 of our Legal Line advisors for 5 days. Thanks to you our advisors will still be here, ready to help anyone who gets in touch.

Help us give vital information to 1000 people, through our information booklets.

They cover all kinds of mental health topics, and give people trusted information when they need it.

£1,040

Fundraising 101

Ready to get going?

Follow our top tips for a flying start.

1. Find the activity for you



It's not one size fits all when it comes to fundraising. [Choose the activity that's right for you.](#) Just head to our website to get some inspiration for ideas. Or start dreaming up something completely unique – it's up to you.

2. Make a plan



Once you've decided how you want to fundraise, it's time to plan. Decide how much you want to raise and how long it will take. [Our fundraising planner](#) could be a handy way of tracking your events, targets and goals.

3. Create an online fundraising page



Set yours up with Justgiving or Enthuse and tell the world what you're doing. Setting it up is easy and it makes things fuss free. Donations are secure and your money comes straight to us.

4. Shout all about it



The more noise you make, the more people will hear. 1 social media post alone could help you raise more money. Not everyone will donate the first time they're asked. So don't be afraid to put yourself out there.

5. Connect with #TeamMind



Talk to your teammates on our Facebook pages. Post updates and meet other members of the team. And don't forget to use #TeamMind across social media so we can follow your journey.

6. Create your own poster



Posters are a great way to let people know about your fundraising. Add your details to our template poster and bingo – you have a poster of your own. Local libraries, cafes, leisure centres, shops and community halls are great places to pop them up. Just make sure to ask permission first.

7. Stay safe and well



Your health, safety and wellbeing come first. If fundraising is having a negative effect on your physical or mental health, it's okay to take a break or stop altogether. We're always here if you need support.

8. Don't forget to Gift Aid



If your sponsors are UK taxpayers, make sure they tick the Gift Aid box when donating. 25% will be added to their donation at no extra cost to them! But remember – events where tickets are purchased ahead of time (like a raffle or tombola) aren't eligible for Gift Aid.

Jim's story

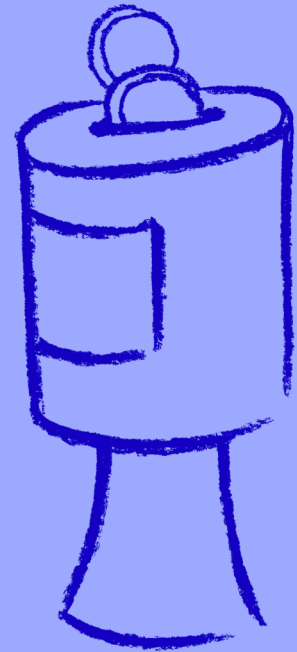
“I'm very open about my mental health journey and I like that my fundraising events let people know they can talk to me whenever they need to. It's so important to keep the conversations going. Mental health issues are real 365 days a year. ”

When Jim completed his first marathon for Mind, he was struck by how much fundraising can serve to raise awareness for mental health – as well as money.



Fundraising that works for you

There are so many simple and easy ways you can fundraise for Mind. Whether you're keen to take on a challenge or host an event of your own – like a bake sale, pub quiz or music gig – find what works best for you and set your target.



To raise £50

✓ Hold a sweepstake.

On your favourite TV show or sporting tournament. Pick whatever works for you and get friends and family involved in the fun.

Download our sweepstake template from mind.org.uk/resources

To raise £100

✓ Arrange a bake sale.

Host your very own bake off. Why not pick a theme – like Halloween – and give a prize to the best baker?



✓ Pack bags and collect donations.

Volunteer as a bag packer at your local supermarket. And you can collect donations at the same time.

✓ Hold a car boot sale.

Declutter and sell the stuff you never use anyway. You'd be amazed how much you can raise from your long-forgotten loot.

To raise £250

✓ Host a raffle.

You can ask local shops and businesses to donate prizes. And we even have a template letter and a note from us you can use to contact them.

✓ Plan a quiz.

It's always a crowd pleaser. Write your own questions and give all your friends a great night. [Use our quiz template to get started.](#)

✓ Involve your talented mates.

Best friend in a band? Sister in a ceramics group? Organise a gig, craft workshop or whatever you fancy and make the most of their talent.

✓ Ask your employer to match what you've raised.

They might double your total. It could be an easy way to reach your target.

Easy fundraising online

Online fundraising is great. And JustGiving and Enthuse are fantastic platforms you can use. They're free, easy to use and secure.



Top tip

JustGiving and Enthuse are fantastic platforms for collecting sponsorship.

If you've got a charity place or your own place in an event, check your welcome email. You'll find a link to take you straight to set up your page.

10 tips to make your online fundraising page successful

1. Share your story.

If you feel comfortable, share why raising money for mental health is important to you. The personal details will help people connect and relate to your cause.

2. Write a personal thank you message.

This will be sent to everyone who donates. People will really appreciate a thank you directly from you.

3. Put your face out there.

Upload a photo of yourself. Seeing a face helps people relate and empathise with your story

4. Set a public target.

Displaying your goal lets you and your donors track your progress. And will encourage donations – fundraisers who set a target raise on average 45% more than those who don't.* Plus adding a profile picture could help you raise 23% more and a page summary 36% more. It'll keep you motivated too.

5. Share, share and share again.

Don't be shy sending your page to everyone you can think of. You never know who might be inspired to donate. And why not ask people to pass it on. The more the merrier! And don't forget to share it more than once.

6. Get social.

Instagram. TikTok. Facebook. LinkedIn. Whatever your platform of choice – make sure to add a link to your fundraising page. You can keep your followers and friends updated on your progress too.

7. Create an email signature.

Add a link to your fundraising page and a brief explanation of your cause to your email signature to sign off in style.

8. Keep track of offline donations.

If people donate with cash or cheques – log these in the offline section of your online page. And keep that total climbing.

9. Celebrate your success.

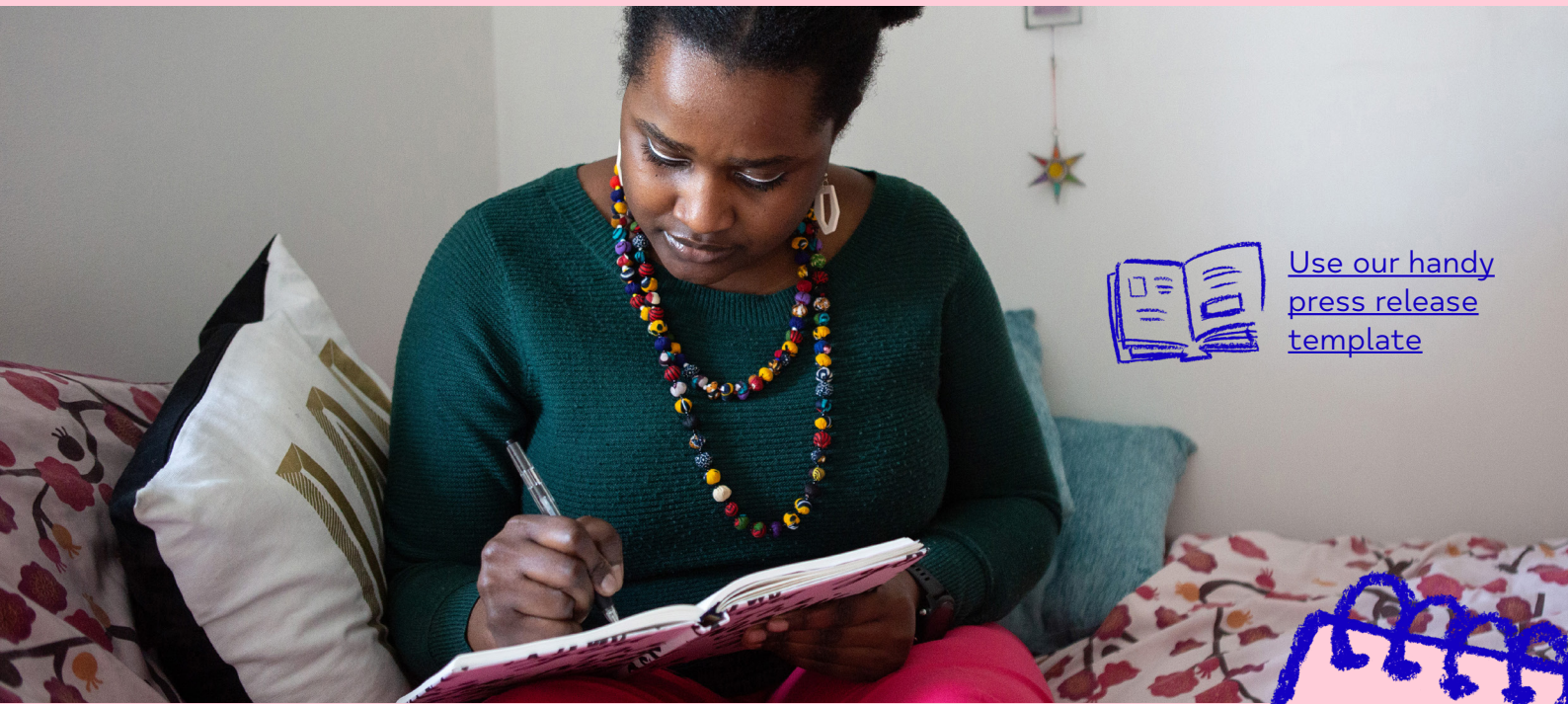
Don't forget to update your donors and shout about your achievements when your event or activity is over. It could be a handy reminder to any stragglers who meant to donate but had forgotten.

10. Create a QR code.

If your page is on Justgiving, simply add 'qrcode' to the end of your fundraising page URL and click enter. And if you're using Enthuse, create your code using a free QR code generator. Screenshot your code so you always have it to hand. And share for a quick and easy way for people to find and donate to your fundraising page.

Get the word out

Think you have an exciting fundraising story?
Here's how to go about getting media coverage.



[Use our handy
press release
template](#)

To get a journalist's attention – you'll need to draft a press release.

Writing your press release:

- **Research similar stories.** You can use examples to shape your own.
- **Write about yourself in the third person.**
For example – Jane Doe hosted a bake sale in aid of Mind.
- **Avoid bias.** Stick to the facts about your fundraising over opinions.
Unless you're using direct quotes.
- **Keep it short.** 2 sides of A4 maximum. Less is more.
- **Use plain English.** This means no slang, jargon or acronyms.
- **Make it easy to read.** Use short sentences. And break up your text with paragraphs.

Sending your press release:

- **Pick the perfect place.** Do some research and find the best fit for your story.
Explore the directory of newspapers, magazines, TV and radio stations to find your perfect match.
- **Be clear and direct.** Use the title of your press release as the email subject line.
- **Avoid attaching files.** Copy your press release and paste into the body of your email.
- **Don't send large images.** If you have great images to share – let them know you have them. If they use your images – make sure to include the names of those photographed from left to right.



Keep your fundraising safe and legal

When you're fundraising in aid of Mind, it's important that you and anyone else involved stay safe and what you're doing is legal.

Health and safety

- Your personal safety comes first. When you fundraise for us – you agree to do so in a way that doesn't put your or anyone or anyone else in danger.
- We can't accept liability for any loss, damage or injury caused by your fundraising. Whether you're doing a personal challenge or organising an event, it's best to do a risk assessment to identify possible risks and how to manage them. If you need help with this, talk to us. You can find advice about how to complete a risk assessment on the Health and Safety Executive website too if you prefer.
- When you're organising a public event, you're responsible for making sure the event is safe. You should check that any venue or equipment that you hire and suppliers that you use have insurance. For public or hazardous events, you might need public liability cover. For private events this may not be necessary. Please seek advice from the Fundraising Team if you're not sure.
- And if you're selling food at your event – you'll need to contact your local council for advice.

Email us: supporterrelations@mind.org.uk before you start fundraising to get a risk assessment form.

Children and young people

- If you're a fundraiser under 16 – we'll need a parent or carer's written consent for you to fundraise in aid of Mind. Email us at community@mind.org.uk and we'll be able to help.
- If there will be children under 16 at your event – you'll need their parent or carer's written consent. And they'll need to be present at the event to supervise them.
- All other adults, who are overseeing the fundraising and management of the event and come into direct contact with children and young people will require a fact check.

Competitions, lotteries and raffles

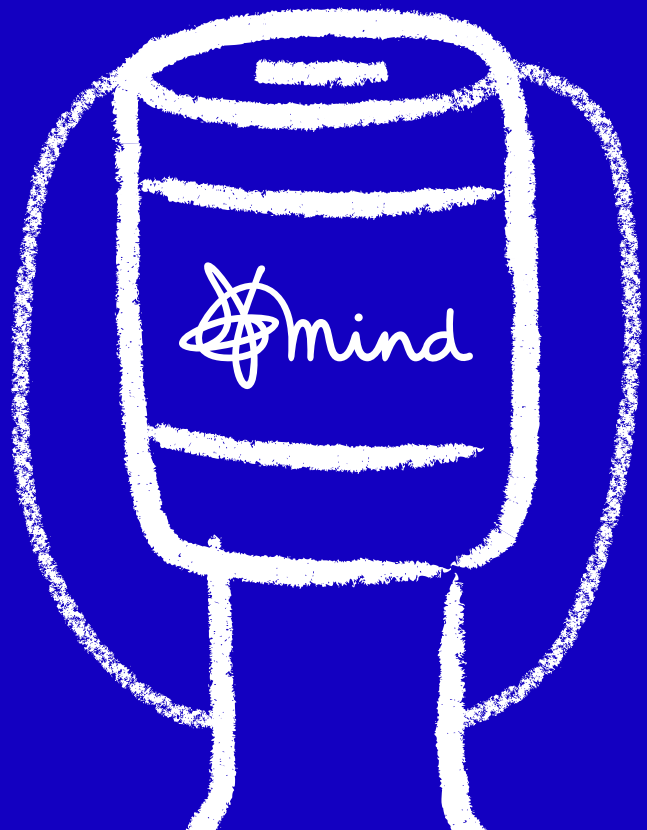
- You might need a special licence to host this kind of event. Check the Gambling Commission to find out what rules apply to your activity: gamblingcommission.gov.uk
- You won't be allowed to sell tickets to any of the above to under 16s.
- Online competitions, lotteries and raffles are subject to the same rules. Your local council can also help advise what you can and can't do. Contact Mind at community@mind.org.uk for more support and information.

Our branding

- Please use our Mind branded fundraising materials. You will need to let us know first if you intend to use any of your own generated promotional material to make sure you are doing so correctly.
- And if you'd like to use our logo – please get in touch. We can take you through how and where you can use it.
- Make sure you're following our national Mind brand – not the branding or name of your local Mind. We're separate charities with different logos and charity numbers, and local Minds do their own fundraising too. [Find out more about local Minds.](#)
- Be clear when creating posters and so on that you're "fundraising in aid of Mind", so that it's clear that your event/activity is volunteer-led, and not organised by Mind directly.

Collecting money

- If your fundraising method is using a collection box – [download the form to get your box.](#) Fill it in and send it back to us using the email address provided. For any accessibility questions or concerns – call our supporter relations team on **020 8215 2243** and we can help.
- Collectors have to be aged 18+
- If you'll be on private property – you must get permission first. This includes places like train stations, shops and any privately owned land.
- If you'll be on the street or another public property – you'll need to check what licence is needed from your local authority.



Useful links



[See fundraising terms and conditions](#)



[Find answers to the most common fundraising questions](#)



[Get guidance on gambling regulations that apply to events like raffles, auctions and lotteries:](#)



[Explore guidance on running events safely from the Health and Safety Executive](#)

Social media tips

Stand out on social media

Get ready for your close-up.

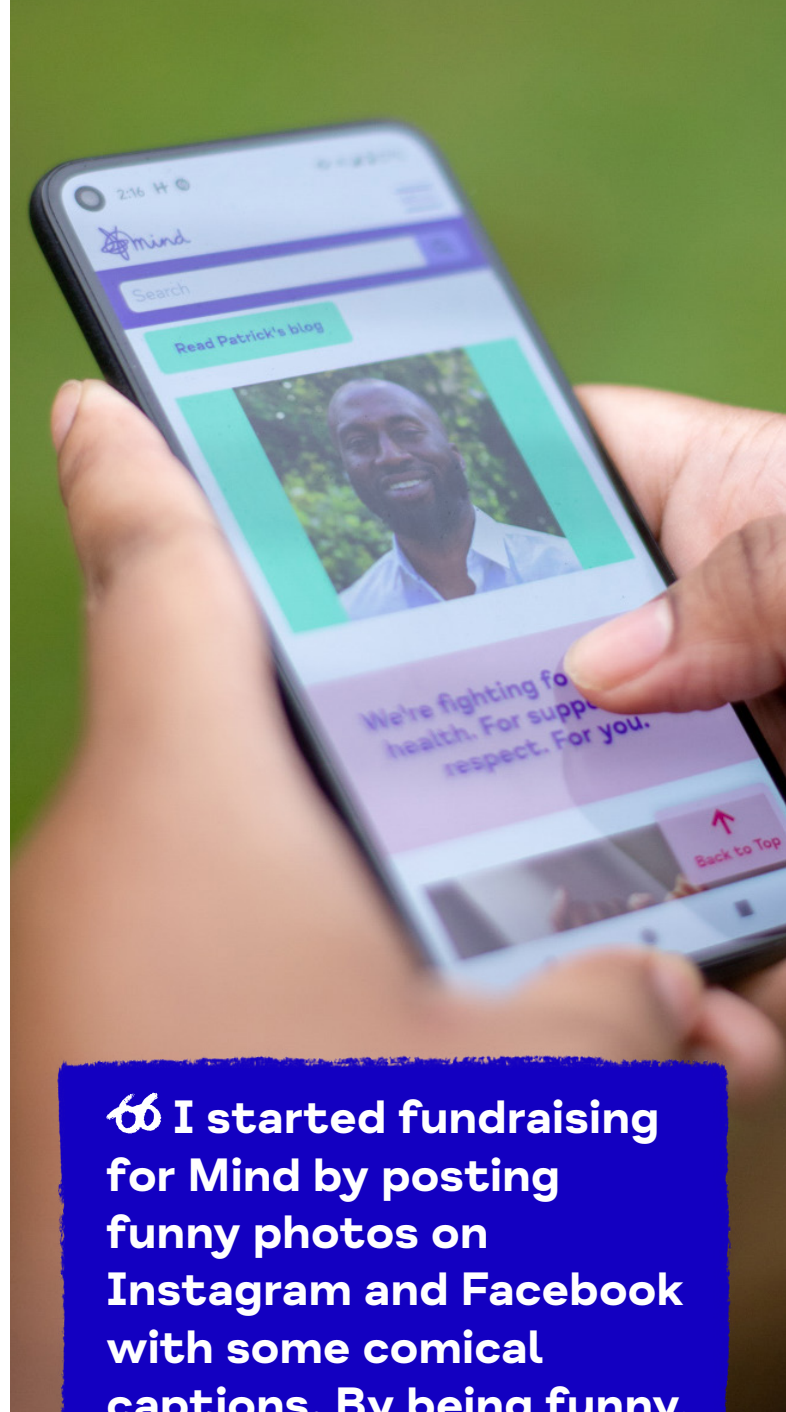
Photos, short video messages and GIFs are a great way to keep everyone updated on your progress.

Follow #TeamMind.

Use and follow the hashtag #TeamMind. You can share what you're up to. And check in with your fellow fundraisers.

Download our ready-made Instagram posts:

[We've done the hard work for you.](#)



“ I started fundraising for Mind by posting funny photos on Instagram and Facebook with some comical captions. By being funny, I would get people's attention and they would donate.

Then I started doing interviews with friends and family about their own mental health. I feel it's necessary to increase the understanding of what it means to have a mental health issue. ”



Question time



There's a lot to take in when you start fundraising. We're here to help. Here are some of the most common questions we get asked. But if you don't see yours here that's okay – just talk to us and we'll help.

Q. Is there a deadline for sending you money?

A. Yes. You need to get all money raised to us within 2 months of your event.

Q. How do I get my fundraising materials?

A. There's lots to choose from. From striking banners to beautiful bunting. Find handy tools, tips and resources on the #TeamMind hub There's a form in the back of this pack. If yours is missing, email materials@mind.org.uk and we'll send you a new one. Or find the form online in our [supporters' hub](#).

Q. Can I fundraise as part of a group?

A. Absolutely. Just let us know and send us the details of everyone taking part – we'll need to know what the event is and the full names of everyone joining in. Remember – if you have a set fundraising target for a paid event, that target is per participant and can't be shared.

Q. How do I make sure the money I've raised goes to my local Mind?

A. You're reading this fundraising pack because you've signed up to raise money for national Mind (that's us). We support people in England and Wales through things like our helplines, peer support community and information. Local Minds are independent charities delivering mental health services in their communities. We work together with local Minds, but we're separate charities and we raise money independently of each other. If you wanted to raise money for your local Mind and think there's been a mix up – please email us to let us know. We'll put you in touch with the fundraising team at your local Mind and get things sorted.

Q. What if I'm finding it hard asking people for money?

A. Raising money can be tough, especially when lots of people are worried about money. But fundraising for mental health has never been more important. If you're struggling to ask for donations – we're here to help. We can suggest different ways to raise money and reach your target. We can explore where you could find other people to help. Or we can talk about trying other events with a lower fundraising commitment too.

Q. What if I can't carry on with my event?

A. Sometimes things happen beyond our control and life gets in the way. We understand that you might need to stop fundraising for us. That's okay. Just let us know as soon as you can.

Q. Can I do this?

A. We know you can. It's normal to doubt yourself. We all do it. If you're worried about meeting your target or just need some support – we're here for you. You've got this.

Got any questions or need to get in touch?

Drop us a line at supporterrelations@mind.org.uk or call us on **020 8215 2243**.

What happens after?

You've raised money for mental health. And you're ready to pay in. We're so proud of you. But what happens next?

Firstly – give yourself a massive pat on the back.

No one should have to face a mental health problem alone. Thanks to you, we can keep fighting for to make sure everyone gets mental health support when the need it.

You're amazing.

Once you've suitably spoilt yourself – find out everything you need to know about paying in your funds.

When to send your money

All money raised is due to us within 2 months of your event. And you can send it any time before that deadline.

If you've fundraised online

If your page is through JustGiving or Enthuse – you don't need to lift a finger. The money comes straight to us. You can get back to congratulating yourself.

If you've used a different platform let us know. We can check if we've received your money.

Sending money by cheque

Download and complete a donation form.

Don't forget to include your unique Mind reference number and remember all cheques need to be made payable to Mind.

Please don't send cash through the post.

For payments over the phone:
Call **020 8215 2243**.

Making a payment by card

Website: Visit mind.org.uk/donate. Choose 'from a fundraising event' in the dropdown menu. And don't forget to **include your unique Mind reference number**.

Phone: Call our supporters relations team to make a payment over the phone on **0208 215 2243**.

Don't forget to:

Quote your Mind contact number. This lets us track how much you've raised. You should have received your number when you registered. If not – let us know.

Don't forget to:

Send your completed sponsorship forms. This means we can collect Gift Aid on your donations. Which will make them go even further.

Congratulations!
Your support is so important.
Thank you!



Keep fighting for mental health

We won't stop until everyone facing a mental health problem gets the support and respect they deserve. We'd love you to keep us company.

Stay connected to #TeamMind:

- **Become a member.** Join a growing group of mental health champions. Our members shape everything we do and give a voice to millions of people facing mental health problems.
- **Campaign with us.** We fight stigma. We demand better services for mental health and hold people in power to account. Join us on the frontline.
- **Volunteer.** Cheer on fellow fundraisers. Work in one of our shops. Or tell your story. There are loads of ways you can get involved.
- **Fundraise again.** Got the fundraising bug? Us too. We'd be thrilled if you raised money for us again. In fact – you can do it any time you want.

[Find out more.](#)

 [@mindforbettermentalhealth](#)

 [@mindcharity](#)

 [@mindcharity](#)

Mind, 2 Redman Place, Stratford, London, E20 1JQ
020 8215 2243
supporterrelations@mind.org.uk
mind.org.uk



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

