

Fundraising Support Pack

We are Bath Mind, the mental health charity.
We're here to make sure that anyone with a
mental health problem has somewhere to turn
for advice and support.

In this pack, you'll find:

- Tips on how to make the most out of your fundraising efforts
- How to raise money online
- Ways to get the word out
- Information on the Mind brand
- Legal notes
- How to send in the money you raise



Registered Charity Number: 1069403

Why support us?



Mental health affects us all and the chances are you have dealt with a mental health problem or know someone who has. Mental health problems are indiscriminate. They can affect anyone - rich or poor, young or old, at work, within your family or circle of friends. Poor mental health can shatter the lives of the people affected and the lives of those close to them.

According to Mind, one in four people in the UK experience a mental health problem every year. While that number has not changed significantly over time, new evidence

suggests it's getting harder for individuals to cope. Research published in 2016 revealed that the numbers of men and women reporting self-harming, or having suicidal thoughts, has increased in recent years.

Unlike a physical illness or injury, mental health can be very difficult for people to talk about and access the appropriate help and support, but with your help we can change this.

Demand for our services is increasing... with your help, we can support even more people.

Why support your local Mind?

Whilst Mind is a national charity, many communities are often unaware that local Mind charities are independent charities. Although they receive national Mind support in certain areas, they receive no funding from them. Local Mind Charities depend on funding from local government grants, generosity of business/community donations and voluntary support.

As a charity, Bath Mind welcomes any fundraising plans that support our work and raise awareness of the important work we do.

All the money that people raise or donate to us goes directly towards helping others and improving our services.

HERE ARE A FEW EXAMPLES OF HOW THE MONEY COULD HELP BATH MIND:

- £20 could pay for a counselling session for someone on a low income.
- £50 will cover a volunteer placement and mentor at our Greenlinks allotment project or Food for Thought project.
- £100 will buy materials and pay venue hire for 2 sessions of peer support work.
- £200 will buy Mental Health First Aid (MHFA) training to support someone with a mental health issue.
- £500 will buy a side by side befriender to help someone who most needs it to build confidence to join community activity.
- £2000 could help us deliver a service or small project for a short period of time.



**£20 could pay for a counselling session
for someone on a low income.**

Getting started



How we can support you...

No matter how big or how small your fundraising is we are committed to supporting anyone who raises money for us... the support of local people is essential for us to continue the great services we provide.

We can promote your event on social media, within our contacts which reach over

600 people. In addition, we can also provide the following:

- Leaflets and mental health information
- Banners
- Collection boxes
- Our representatives where possible

Publicising your event...

We can promote your event or activity on our Facebook page, twitter feed and our website. If you make a film this is a great way to promote your fundraising campaign and we can link this to our You Tube account.

CONNECT WITH LOCAL MEDIA

- Write a press release
- Produce posters and advertise in local communities
- Get your friends and colleagues to spread the word!
- Get talking to people!

PRESS COVERAGE

Contact the local newspaper and let them know what you are doing. Google search for your local paper, radio and TV contacts to send any press releases. Some PR agencies will often support charity events for free to help you.

SOCIAL MEDIA

Social Media can really help you gain support, so please do share your event through as many social media channels as you can.

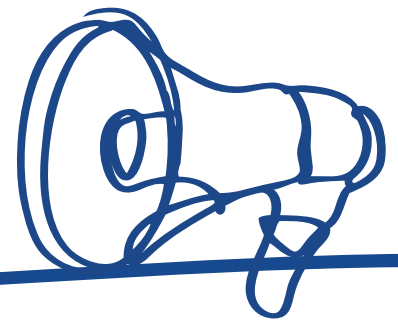
Twitter: It's easy to spread the word about fundraising in just 140 characters.

- Use @BathMind
- Tweet regularly to keep followers interested but don't ask for money in every tweet
- Use hashtags # to group your tweets by subject and them easy to find
- Use TwitPic to post your photos
- Retweet others and ask them to retweet your messages
- Link your Twitter account to our online sponsorship page
- Follow us on Twitter - and we will retweet your posts

Facebook: You can also spread the word about your fundraising activities using your friends on Facebook.

- Please tag @BathMind Facebook page
- Use status updates to keep everyone informed about your progress
- Always put a link to your online sponsor page
- Create a "group" or "event" and invite your friends
- Share your story: tell people why you are fundraising

Making money



If you are running an event set yourself a budget and stick to it!

Cover every opportunity of raising funds; charging an entry fee, holding a raffle, selling refreshments.

Ask organisations - people can be very generous and will often donate what you need to make your event successful, most people will be more than happy to help you raise money for a worthwhile cause!

Get family, friends and colleagues to get the ball rolling on your donation page and others will follow!

If you are organising an event at work or with work colleagues then try and give your fundraising activity a team building ethos, this will not only raise important funds for us but raise awareness around mental health in the workplace and help create a healthy workplace culture!

Organisations will like the idea of improving employee stress resilience and their productivity! Some employers may also have a match giving incentive whereby they will match the amount you raise - it's worth asking!

Top tips for fundraising

MAKE IT FUN OR ENGAGING!

It is important that you enjoy your fundraising. Make sure that the fundraising activity, as an organiser, has an element of fun in it for you and others.

TEAMBUILDING

As we mentioned earlier, if you're organising an event with work colleagues, try and give your fundraising activity a team building element. This way, not only are you raising vital funds but you are also building a better team.

GET PEOPLE TALKING

The best way to get people interested in fundraising is to encourage people to find out about Bath Mind and the services we provide in the local community. This will help to raise awareness and engage people to get involved with your fundraising event.

GET PEOPLE INVOLVED

Involve your family, friends and work colleagues in the fundraising. Also, remember that some employers have a match giving incentive so please do check with your HR or CSR department as to what is available to support your efforts.

CALENDAR EVENTS

Base your events around memorable dates or holidays. These could be national holidays, memorial days, anniversaries, birthdays and you may find more people are available to take part in your event if you coincide with, for example World Mental Health Day (10th October 2018).

**Cycle or walk to work and donate what
you would otherwise have spent on
transport whilst also saving the planet!**

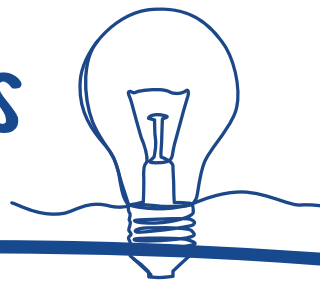


Fundraising at work



- Add Bath Mind online giving page to your signature footer - and watch the donations come in from internal and external work colleagues and suppliers.
- Charity of the Year': nominate Bath Mind and work with us for 12 months – fun!
- Cake sale at work every Friday: divide the cake into 8 slices and sell them for £2 a slice. In six months you'll have raised over £384 and won the undying love of your workmates.
- Coffee free challenge: go without your daily for a week/month and donate the money you would have spent to Bath Mind
- Green work route: cycle or walk to work and donate what you would otherwise have spent on transport whilst also saving the planet!
- Director service: sponsor the directors to dress as waiters and waitresses and serve lunch to staff members.
- Fines box: set fines for people at work- every time they mention their favourite TV program or celebrity, going to the pub or swearing! Set a day and publicise it in advance. Appoint an independent arbiter to monitor performance. Charge £1 for each offence.
- Guess the baby competition: ask everyone in your office to bring in a baby photo and charge people £2 to guess who it is. The person with the most right wins a donated prize.
- Jars of money: if you work in a large organisation, place a jar for coins in each department and give a prize at the end of the collecting period to the department donating the most.
- Lift toll - if you work in a high rise building introduce a 'lift toll' for the day and charge everyone a £1 each time they travel up or down in the lift.
- Matched funding: some employers will match your fundraising total pound for pound. Make sure you ask your employer about this - it could be the easiest money you raise!
- Night In! Persuade colleagues who frequent pubs and clubs not to go out on one Friday or Saturday night and to donate the money they save.
- Non-female beauty pageant: ask the men in your office to dress up as women (you will be surprised how many volunteers you get!) and sell tickets for the event and let the audience be the judge. They vote for their favourite by putting money in a collection tin labelled with the contestant's name.
- Pocket Money: ask everybody to donate an hour's pay or request that they come into work with only a pound coin in their pocket, this money to be given to Bath Mind.
- Skills auction: get your colleagues to donate their 'skills'. Why not ask your Manager to offer to make the tea or wash someone's car...watch the bidding shoot up!
- Sponsored headshave/chest wax: you or a willing volunteer from your office gets sponsored to do a head/moustache/beard shave or a leg/chest wax.
- Sponsored stairs: do you work in a high-rise building? Get your colleagues to sponsor you to use the stairs instead of the lift for a set period.
- Sweepstake: if you are running, organise your own sweepstake. Set up a grid of times and ask each person to bet £2, the person nearest to your race time wins £25 or a bottle of bubbly.

A-Z of fundraising ideas



A

- Auctions: to be successful, items must be of good quality. A variation on this idea is the blind or silent auction where each item has a bidding sheet on which people write their pledges. Run an auction of promises: contact your friends and see what they can offer up; babysitting, washing, hairdressing, gardening, photography, decorating, a ride in a Rolls, or on a 'Harley'; the list can go on and on.

B

- Bag packing/collection at local supermarket: ask a few friends. You will need to get permission from the supermarket manager, and book in a day for you to come in. You will need to contact them as soon as possible as they book up in advance.
- Board Games Evening.
- Bric a brac stall/Car boot sale: bring in your old items and sell – one person's trash is another person's treasure!
- Bake: have a bake off.

C

- Collections at local sports matches: You will need to get a group of about 10 people together.
- Contact any sports clubs in your area and ask them if you can do a collection at the start, half time and the end. If they agree then ask if they would mention it in the programme the week before or on the day and announce it over the tannoy. Fancy dress would be good for this as it always attracts attention and therefore means you

will collect more. Third and fourth division football clubs are especially good for this.

- Collections at service stations or train stations: Fancy dress and friends to help are again a very good idea. You will need to contact the individual service or train stations' manager for permission.

F

- Fiver draw: each person writes their name on a £5 note. The winner gets 25% of the total and the runner-up gets their £5 back. With 40 participants, that's £50 to the winner and £145 for Manchester Mind!

G

- Giving Up! Persuade your friends to give up a favourite food (e.g. chocolate) for a period of time and give the money saved to Bath Mind.

M

- Messy events: baked bean baths, gunge tanks, wet sponges!
- Murder Mystery evening: book a local package and sell tickets to friends and family.

P

- Piggy back other events: Look out for local events such as summer fates or local dances where you can hold a tombola, raffle or cake stall to raise donation money.

Q

- Quiz night at local pub: If your local pub already holds a quiz night, ask if the proceeds can be donated to Bath Mind.

R

- Raffle your services! A days ironing, cleaning, cooking, dog walking. Sales: e.g. jam, jumble, knitting, plant (as part of an open garden event). Auctions works really well in the workplace, get your colleagues to donate their 'skills' from dressmaking to tea making and everything in between! Get your boss to offer to make the tea or wash someone's car and watch the bidding shoot up!

S

- Sponsored Event: swim, run, walk, diet, shave, leg wax, sunflower growing, silence! Set up an online donation form and email everyone.

- Sports Day: organise a 5-a-side, netball, cricket or sports match, charge a team entry fee, sell refreshments and run a sweepstake at the same time.

T

- Themed evenings: Invite your supporters to a - a night of Indian, Chinese or Mexican food - you serve tapas, tacos and enchiladas. Get people to bring a bottle of wine and charge £5 to cover the cost of the food.

AND REMEMBER....

We also love to receive your fundraising photos and news, which we can share to inspire others, so please be sure to drop us a line after the event!

Thematic (wellbeing)

A review of the most up-to-date evidence suggests that building the following five actions into our day-to-day lives is important for well-being. Why not draw inspiration from the "Five Ways to Wellbeing" to think up some new and interesting themed fundraising... www.wellbeingcollegebanes.co.uk/FiveWays.

Keeping it legal!



As with most things there are rules and regulations and unfortunately fundraising for a charity doesn't escape this! The information on this page may or may not affect you depending on the type of activity or event you are planning. Please note this section is general guidance only.

We cannot accept liability for your fundraising activity. We hope the notes below help outline your responsibilities to ensure the activity is safe and complies with all relevant legislation.

- First Aid: Adequate cover available for the scale of your event. If you're not sure, check with your local council.
- Food: Contact your local council for food hygiene regulations, or visit www.food.gov.uk
- Alcohol: is the venue is licensed? Or contact your local council for a temporary licence.
- Risk Assessment: Identify any hazards and evaluate risks
- Licenses—permissions—compliance

There are a number of activities which you will need a license for. You need to research and check relevant websites when you are planning an event to make sure you have covered any licensing requirements. For example, permissions will probably be required for:

- Lotteries or raffles
- Selling alcohol
- Public entertainment
- Activities involving under 18's
- Food sold meets and complies with the Food Safety Act
- Collecting funds on the street
- Insurance
- Raffles & Lottery: Check the latest

information and advice at www.gamblingcommission.gov.uk

- Collections: It is illegal to carry out house to house or public street collections without a licence. Contact Manchester Mind if you would like to organised a collection.
- Photography: if you take any photos of your activity, especially involving children, please obtain the permission of the parent/guardian.

Bath Mind's insurance does not cover events organised by our supporters. You must make sure that you have an appropriate level of insurance for the activity or event if applicable. The venue or organiser may well have their own insurance to cover what you are planning, as a minimum you need to ensure that public liability insurance is in place for any event in which members of the public will participate.

HEALTH & SAFETY

For any event you must ensure that appropriate risk assessments are carried out. There is a useful summary regarding risk assessments on the Health & Safety Executive website www.hse.gov.uk

USEFUL WEBSITES:

- Institute of Fundraising: www.institute-of-fundraising.org.uk/home/
- Raffle & Lottery regulations: www.gamblingcommission.gov.uk/Home.aspx
- Food Safety: www.food.gov.uk
- Local authority directory: www.gov.uk/find-your-local-council

Our Fundraising Promise

WE WILL COMMIT TO HIGH STANDARDS

- We will adhere to the Code of Fundraising Practice.
- We will monitor fundraisers, volunteers and third parties working with us to raise funds, to ensure that they comply with the Code of Fundraising Practice and with this Promise.
- We will comply with the law as it applies to charities and fundraising.
- We will display the Fundraising Regulator badge on our fundraising material to show we are committed to good practice.

WE WILL BE CLEAR, HONEST AND OPEN

- We will tell the truth and we will not exaggerate.
- We will do what we say we are going to do with donations we receive.
- We will be clear about who we are and what we do.
- We will give a clear explanation of how you can make a gift and change a regular donation.
- Where we ask a third party to fundraise on our behalf, we will make this relationship and the financial arrangement transparent.
- We will be able to explain our fundraising costs and show how they are in the best interests of our cause if challenged.
- We will ensure our complaints process is clear and easily accessible.
- We will provide clear and evidence based reasons for our decisions on complaints.

WE WILL BE RESPECTFUL

- We will respect your rights and privacy.
- We will not put undue pressure on you to make a gift. If you do not want to give or wish to cease giving, we will respect your decision.
- We will have a procedure for dealing with

people in vulnerable circumstances and it will be available on request.

- Where the law requires, we will get your consent before we contact you to fundraise.
- If you tell us that you don't want us to contact you in a particular way we will not do so. We will work with the Telephone, Mail and Fundraising Preference Services to ensure that those who choose not to receive specific types of communication don't have to.

WE WILL BE FAIR AND REASONABLE

- We will treat donors and the public fairly, showing sensitivity and adapting our approach depending on your needs.
- We will take care not to use any images or words that intentionally cause distress or anxiety.
- We will take care not to cause nuisance or disruption to the public.

WE WILL BE ACCOUNTABLE AND RESPONSIBLE

- We will manage our resources responsibly and consider the impact of our fundraising on our donors, supporters and the wider public.
- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. We will listen to feedback and respond appropriately to compliments and criticism we receive.
- We will have a complaints procedure, a copy of which will be available on our website or available on request.
- Our complaints procedure will let you know how to contact the Fundraising Regulator in the event that you feel our response is unsatisfactory.

How to send in your money...

Donate directly via our website.

See here....

www.bathmind.org.uk/product/donate.

By post

Please send a cheque payable to

Bath Mind

10 Westgate Street,

Bath BA1 1EQ

Remember to send any sponsorship forms and let us know who you are, contact details and what you did for us!



Terms and Conditions.

In raising funds for Bath Mind, I will...

Use my best endeavours to raise money for Bath Mind, and not do anything to bring Bath Mind into disrepute

Obtain and pay to Bath Mind all money raised within three months of my fundraising activity

Get approval in advance from Bath Mind of any use of Bath Mind's logo in print or digital materials

Ensure that all materials include 'Registered charity: 1102058'

Obtain prior approval from Bath Mind before approaching any companies, press or celebrities to support my event

Sign the relevant form for the use of collection tins if required

Not carry out house-to-house collections

Not collect in any public place without first obtaining a collector's licence from the appropriate local authority (usually the police or the council)

Not collect on private property (including shops, pubs etc) without first obtaining the permission of the owner

Not hold a raffle over more than one day without obtaining a licence from my local authority

Not sell alcohol at any event without having the appropriate liquor license

Make sure my event, and any third parties involved are fully insured and not take unnecessary personal risks

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