

BATH MIND COVID-19 APPEAL

Virtual Fundraising



Your guide to Virtual Fundraising for Bath Mind



 @bath.mind

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Charity number 1069403

www.bathmind.org.uk

Why support us?



We are Bath Mind, a local and independent mental health charity operating in Bath and North East Somerset (B&NES) supporting all with their mental health and wellbeing.

Due to the COVID-19 outbreak, the demand for our services is increasing daily. With your help, we can support even more people, and make sure that anyone needing support with their mental health and wellbeing has somewhere to turn to.

WHAT WE DO

With the UK now facing unprecedented isolation measures and historical restrictions to life, Bath Mind believes that we need to consider more than ever the mental health and wellbeing of our community.

For many with existing mental health problems this is a particularly stressful and challenging time. Bath Mind's mental health support services are therefore more critical than ever, and a life line for so many in our community. Bath Mind supports the essential mental health and wellbeing needs of hundreds of people across B&NES.

We have [adapted these services](#) to include remote support and care wherever possible, [however we urgently need funds](#) to enable us to meet the increasing demand for mental health support in B&NES, and help support the strain placed on our services by COVID-19 measures.

WHAT YOU CAN DO

£20

will pay for a someone's vital phone call to our daytime and evening crisis support phone line.

£80

will pay for 4 sessions of 1:1 counselling via phone/Skype

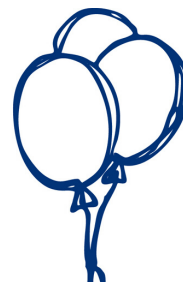
£160

will pay for someone to join weekly Wellbeing virtual coffee mornings and access to our online Get Creative sessions.

£250

will pay for a person's support package for a whole month, including regular counselling/phone support, access to online keep active resources, and tailored nutritional support and recipes from the Food for Thought team.

Virtual Ideas



1 Virtual Pub Quiz

Use Skype, FaceTime, Zoom or Google Hangouts to hold a virtual pub quiz. Set up a [JustGiving page](#) and ask the participants to make a donation to take part. Save the hassle of thinking of all the questions yourself, see our Virtual Fundraising webpage for examples and answers.



2 Virtual Crafternoon

Get together with your favourite people online for a virtual creative afternoon or evening. You'll be able to do something creative and take some time for yourself, while helping raise funds for better mental health. Set a date and time, find ideas, and ask participants to donate either directly to our website or if you set up a [JustGiving page](#). See our Virtual Fundraising webpage for examples!



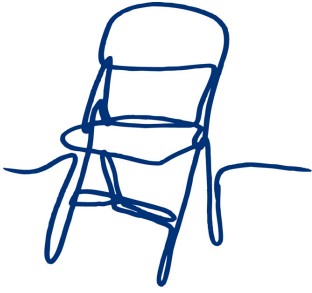
3 Home Workout Wellbeing Challenge

Take on the challenge to keep fit whilst raising funds for Bath Mind! The challenge could be as simple as reaching a certain step count daily or completing a different home workout every day for a week. Simply set up a [JustGiving page](#) ask family, friends and colleagues to sponsor you. You can also connect your JustGiving page with Strava - why not make this a friendly competition amongst friends/colleague?

Tips:

- Ask your friends to donate the value of their gym membership
- Ask your family to suggest fun and wacky ways for you to get your steps in around the house and garden

4 Virtual Classes



If you have a skill why not share this with friends and lead an online class through Facebook Live or Youtube? It could be anything from yoga to French, or singing to cooking. Set up a [JustGiving page](#) and ask for a donation for people to join. This could be done in groups or 1-1.

5 Green Fingers Sweepstakes

Choose your favourite plant and encourage your friends 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 bears its first fruit or flower wins half the sweepstake donation, and [donate](#) the other half to Bath Mind. You could even compete on who sees green shoots first.



6 Online Gigs



If you have a musical talent or have a comic flare, take it online to a virtual gig through Facebook live or Youtube. Set up a [JustGiving page](#) so that those who join your gig can make a donation.

7 Virtual Book Club

Take your book club online or set up your own online book club. [Donate](#) the money that you would have spent on drinks and snacks to Bath Mind.



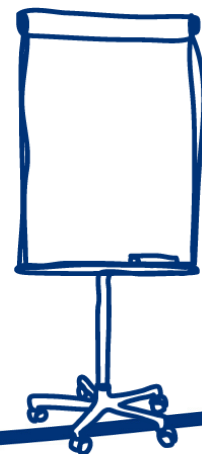
8 Inspired Swear Jar

Why not take on the challenge of a Coronavirus-inspired swear jar? Put £1 into the jar whenever you or someone in your household says the word “coronavirus” and [donate](#) the collection to Bath Mind.

9 Workplace Fundraising Ideas

- Silly hat team meeting
- Virtual coffee morning
- Great British office bake off!
- Lunchtime activity - a group yoga session?

Looking for a inter-company challenge? You could do any of the above ideas against other businesses and [donate](#) raised funds.



Donating to Bath Mind

You can take part in a virtual fundraising activity, or just donate!

Many of us are now working from home and all activities/events outside of the house have been cancelled. This may mean that you're saving money on travel or other expenses. If you can help, please consider donating those savings to Bath Mind.

Ways to Donate

via our Website:

www.bathmind.org.uk/product/donate

via our JustGiving campaign:

www.justgiving.com/campaign/bathmind-covid19appeal

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 website to show we are committed to good practice.

WE WILL BE CLEAR, HONEST AND OPEN

- We will tell the truth.
- 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.
- 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 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.

If you're inspired to take up a virtual fundraising activity, please contact Jodie and let us know and tag us in any social media posts!

Contact Jodie at jodiehoskin@bathmind.org.uk

Thank you, from

