



Fundraising for Bath Mind!

Fundraising guide

 **Mind Bath**

Charity No. 1069403



Thank you!

By raising money for Bath Mind, you'll help more people with mental health problems get the support they need and the respect they deserve - and that's a very big deal. So thank you.

We believe no one should have to face a mental health problem alone. We're here for the local community. Today. Now. We're on your doorstep, on the end of the phone, or online.

We're a local and independent charity. We rely on individual donations and fundraising to support as many people as possible in our area. Anything you raise goes straight back in to the community you live in - your support will help us help your friends, your family and your neighbours.

If you need anything during your fundraising, just let us know.

We'll do everything we can to show you how happy we are to have your support.

This guide will be a handy starting point to fundraising - it's full of useful information to get started, and links to things you need to know.

If you have any questions that are not answered in this pack, please get in touch!

fundraising@bathmind.org.uk
01225 316199

Within this pack you will find information on:

- **What we do**
- **How to donate**
- **Fundraising ideas**
- **Spreading the word**
- **Keeping things legal**
- **FAQs**

There are also 'make your own' fundraising donation box templates; sponsorship forms, and template event posters at the back of this pack.

Thank you for caring about mental health.



What do we do?



Bath Mind are a local and independent mental health charity working across Bath & North East Somerset. We are committed to improving the lives of those experiencing mental ill health, empowering individuals and tackling stigma.

Bath Mind supports the mental health and wellbeing of thousands of people across B&NES.

Our services are easily accessible, and cater to the needs of the individual.

We bring people together to learn from the lived experience of others, and ensure that nobody with mental ill health needs feels alone. We are unlike any other mental health service, unique and innovative in every way!

**From February 2020-21,
people like you helped us:**

- **Take over 3,000 calls via our Befriending Service**
- **Save the NHS £400,000 with our residential recovery care**
- **Prevent 160 suicides via our telephone crisis line**
- **Directly support over 4,500 people across B&NES**
- **Provide 958 hours of affordable counselling**



How to donate!



There are plenty of simple ways to donate to Bath Mind.

Whether you'd like to donate a one-off sum or pay in the funds from your fundraising event, we've got several ways to ensure the safe receipt of your donation.

If you would like to pay funds via BACS transfer, please get in touch at fundraising@bathmind.org.uk.

- **Donate via our website**
- **Donate via JustGiving: create a fundraising page!**
- **Donate via cheque**

Cheques should be made out to Bath Mind, and sent to:

Bath Mind,
10 Westgate Street,
Bath, BA1 1EQ



will pay for someone's vital phone call or face-to-face visit to evening crisis support hub.



will pay for four sessions of 1:1 counselling for an individual needing to access talking therapies



will pay for an individual's support for an entire month, including befriending check in calls, and access to wellbeing groups

Fundraising ideas...

VIRTUAL AND AT-HOME

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.

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.

Workout Wellbeing Challenge -

Take on the challenge to keep fit whilst raising funds! The challenge could be as simple as reaching a certain step count daily or completing a different home workout every day for a week.

You can also connect your Just Giving page with Strava - why not make this a friendly competition amongst friends/colleagues?

Workplace Ideas -

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

Looking for an inter-company challenge? You could do any of the above ideas against other businesses and donate raised funds.

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 [Just Giving page](#) so that those who join your gig can make a donation.

Save the hassle of thinking of all the activities yourself, see our [Virtual Fundraising webpage](#) for free templates.



Fundraising ideas...



FACE-TO-FACE AND EVENTS

Coffee Morning -

Cake, connection, and conversations! We can't think of a tastier way to get together with others and raise money for mental health.

DIY Thrift Sale -

Looking to get rid of some old clothes? Have a few friends or family members that might be interested in buying them? Set up your own online or in-person thrift store! You can sell your unwanted clothes, and donate the profits.

Run, walk, jump! -

Whatever activity you enjoy doing, why not enter a local race? If there's nothing local that interests you, create your own event! We can support you with fundraising tins, guidance, and promotion!

Host a book club -

Looking to get together with friends in a way that can be done both in-person and online? Get together with a book club! Nominate someone each week/

fortnight to choose a book for the group to read, then come together to discuss your thoughts.

Your book club could be mental health themed! This is a relaxed way of connecting with others with plenty of potential for fundraising.

Donate a Skill -

Do you have a skill or small business? Always getting requests for your beautiful paintings or drawings? Whatever your skill, why not sell in return for donations.

Business Donations -

If you're looking for a way to support mental health via your business, why not donate a percentage of sales? You can limit this to a specific product, or donate part of the profits from a mental health and wellbeing inspired collection!

**Whatever you decide,
we're here to support
with your fundraising.**

Spreading the word!



Social media:

Social media is a great way to share the news about your fundraising, and raise awareness of mental health in the local community.

If you're sharing the news about your fundraising, be sure to tag us!

Facebook:

facebook.com/BathMind

Twitter:

twitter.com/BathMind

Instagram:

instagram.com/bath.mind



Write a blog -

Bath Mind have our own blogging platform - **[Your Stories!](#)**

Would you like to share with our audience why you're supporting mental health? You can share information about your event, and discuss your motivations for supporting Bath Mind.

We support our bloggers every

step of the way, so if you're interested **[get in touch.](#)**

Share with press -

If you think your event would benefit from a press release, Bath Mind can support with templates and information on giving your story it's best shot in being featured in local press.

Keeping it legal.



We're here to help with any questions you may have around the ethics of fundraising!

Collecting money -

You have to be aged 16 or over to collect money in the UK - this could mean bringing an adult or parent along to help.

If you're planning on fundraising on private property - like a shop or train station - you need the property owners permission first.

Thinking of doing a street collection? You'll need to double check with your local council first on how to get a license. These are usually free, and bookable online!

Lottery and raffles -

If you'd like to organise a lottery or raffle in aid of Bath Mind, please be sure not to directly sell tickets to anyone under 16 years of age.

Licenses -

For a private raffle or lottery, you will not need a license (as long as your event is not purely a raffle).

If you'd like to run a public lottery or raffle, please get in touch with your local authority or council for a license.

If you're running an entertainment event or show, you may also need a Public Entertainments license. These are free for charity events!

Insurance -

Double check before your event venue has insurance before going ahead with your event. Our own public liability insurance unfortunately does not cover fundraising events.

FAQs:

FREQUENTLY ASKED QUESTIONS



Can I use the Bath Mind logo?

We'd be delighted for you to use our In Aid of Bath Mind logo. Please [get in touch](#) to receive a copy.

How can I get Bath Mind materials such as collection tins?

We're happy for you to borrow a Bath Mind collection tin. Please [get in touch](#) to arrange this.

How can I get a Bath Mind t-shirt or vest?

To ensure we cover our costs here at Bath Mind and have your donations go directly to supporting others, we have Bath Mind t-shirts and running vests available to purchase.

You can purchase your own fundraisers running vest [here](#).

Can you help with an event poster?

Yes! Below you'll find a template poster, ready for you to fill in and make your own.

How can I get in touch?

You can contact the Bath Mind fundraising team via the details below:

01225 316199
fundraising@bathmind.org.uk

FAO: Fundraising
Bath Mind
10 Westgate Street
Bath
BA1 1EQ





Thank you.

Thank you for supporting our work and helping to support the mental health and wellbeing of our community.

Don't forget to sign up to our supporters mailing list!



Charity No. 1069403

We are fundraising for:



Local, independent, here for you.

Event:

Date:

Time:

Location:

Contact:

www.bathmind.org.uk

This event is held in aid of Bath Mind, a registered charity no: 1069403

We are fundraising for:



Local, independent, here for you.

Event:

Date:

Time:

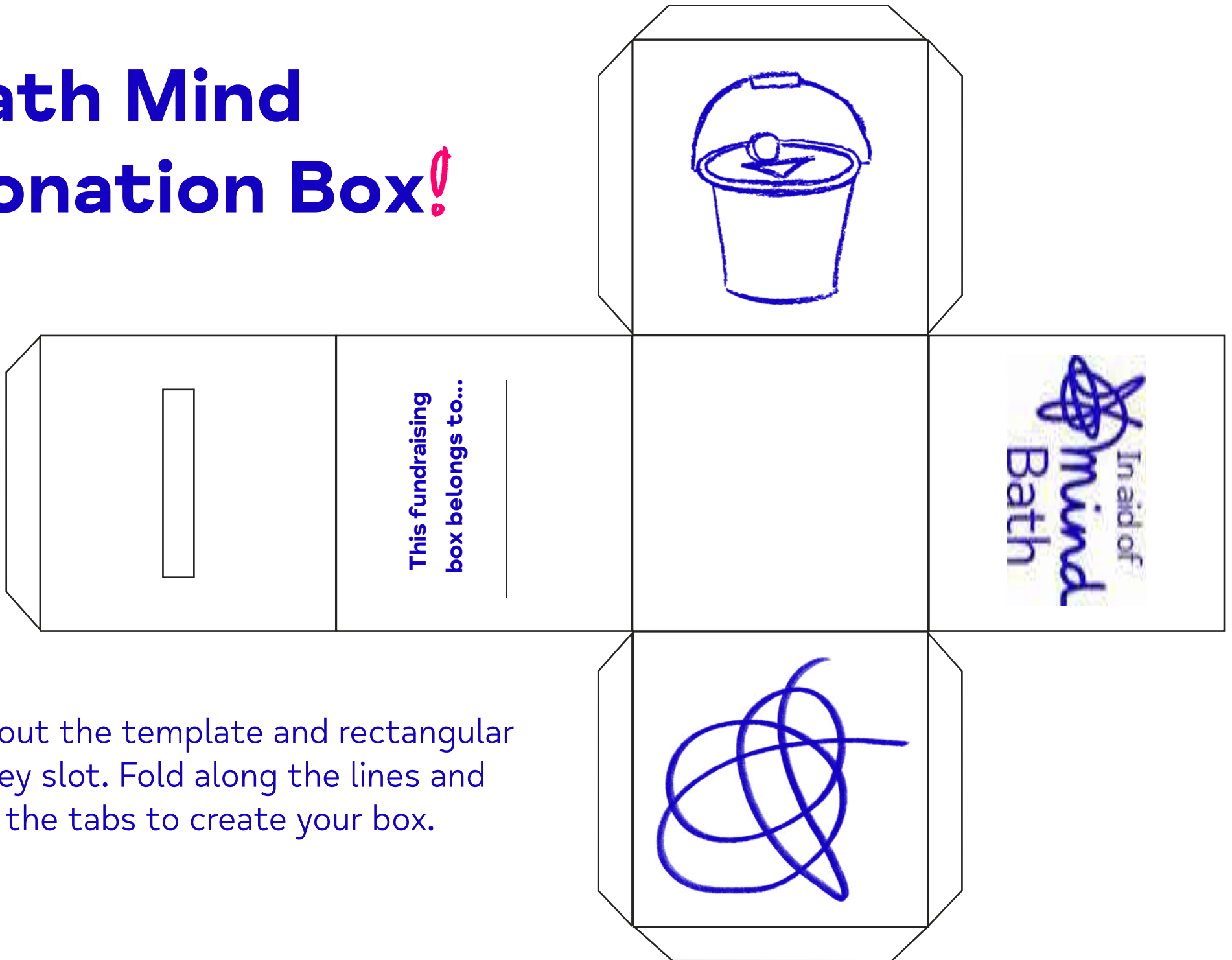
Location:

Contact:

www.bathmind.org.uk

This event is held in aid of Bath Mind, a registered charity no: 1069403

Bath Mind Donation Box!



Cut out the template and rectangular money slot. Fold along the lines and glue the tabs to create your box.



Please Sponsor Me (name)

To (event)

Note to participant: While anybody can sponsor you, the charity may not be able to claim Gift Aid from all your sponsors, for example family members ('Connected Persons'), if you have received a benefit by participating. Please check with the charity or the Institute of Fundraising for further details.

Gift Aid

If you Gift Aid your donation, we will continue to receive an additional 28p. We can claim Gift Aid tax relief of 25p on every pound you give and HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a Government supplement of 3p on every pound you give.

To qualify for Gift Aid, you must pay UK Income Tax and/or Capital Gains Tax at least equal to the tax that the charity claims on your donations in the appropriate tax year. Tax year is 6 April one year to 5 April the next.

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**So just tick here to Gift
Aid your donation.
It's that simple!**

Full name	Home Address (please give your full address including post code or we can't claim Gift Aid)	Postcode
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[illegible]

Amount	Gift Aid	Date Rec'd
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[illegible]**Total Amount**



Sponsorship form continued

Full name	Home Address (please give your full address including post code or we can't claim Gift Aid)	Postcode
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Amount	Gift Aid	Date Rec'd
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[illegible][illegible]**Total Amount**
