



Fundraising Pack

We won't give up until everyone experiencing a mental health problem in Salford gets both support and respect.



www.mindinsalford.org.uk

Registered charity no. 1156625

Contents



3) Intro:

-Who we are

-What your fundraising means to us

4) How your money helps

5) What could you do?

6) How we can help

- Fundraising Ideas

7) Fundraising at work

8) Student Fundraising

- At University

- At School/College

9) Online Fundraising



Who we are

Mind in Salford is an independent charity providing vital services that make a positive difference to the wellbeing and mental health of local people.

We represent the voice of Salford in campaigning to dispel stigma and influence political, social and cultural change around mental health.

Above all, we put individuals first and are deeply committed to helping people struggling with their mental to get both support and respect.

What your fundraising means to us

We value everyone that helps fundraise for us and commit to doing all we can to support your efforts.

Your help enables us to maintain our services that reach thousands of individuals in Salford. These include:

Advocacy

Helping vulnerable people to express their views and concerns, access information and services, explore choices and options, and defend their rights.

Advice

Offering free, independent and impartial advice that helps local residents with all aspects of welfare, benefits and debts.

Mindfulness

Providing free resilience building sessions that reduce stress and anxiety, improve mood, and support local people to take control, connect more, and live healthier and happier lives.

Training

Our experienced practitioners train stakeholders in our local community in mental health awareness, wellbeing, and advocacy skills.

How your money helps

£4.25

Covers the cost of a phone call with a trained debt advisor who can provide practical support and advice to release someone from the devastating effects debt is having on their lives.

£13.50

Provides mental health information booklets to 15 people, helping them to understand their symptoms and the treatment and support available.

£42.85

Funds a help session where a trained advocate empowers a vulnerable person in Salford to resolve an issue that is causing them mental distress.

£350

Covers the costs of a mental health awareness course for 30 people, giving them the skills and confidence to support someone who is struggling with their mental health.

£1750

Trains and empowers a Volunteer Mindfulness Champion to deliver free evidence based stress reduction sessions to hundreds of people in their community.



What could you do?

Fundraisers do all sorts of activities, from sponsored cycles to skydives. What will you do?

Swim

Wear

Blue

Day

cycle

Sky dive

Sponsored

Boxing match

Comedy

Night

Battle of the bands

Pub Quiz

Cake Sale

Charity

Raffle

Sponsored

Run

Firewalk

How we can help

Fundraising is all about getting your message out there, but we understand it can be difficult to know where to start! Our team will make life easy by helping you set up your event, give you advice on promotion or even give you some fundraising ideas if you are unsure what you could do.



Sponsored Overseas Challenges

Do you fancy climbing Mount Kilimanjaro, trekking across the Sahara Desert or walking the Great Wall of China? We can support you to make this happen.

Run

Whether you run 1k or an ultra-marathon, let your friends and family get behind your sporting achievement. We have lists of local races and will support you along every step of the way.

Cycle

From the recreational rider to the hardened professional. There are all sorts of cycling events that you could get involved in.

Triathlon

Swim, Cycle and Run, for some people this is the ultimate challenge of endurance.

Handy Tip:

Work as a team!

Fundraising in a team can give you a great sense of support and motivation. It can also lead to greater levels of donations.

Who to contact

Fundraising – If you would like a chat or some advice about your fundraising activities please contact us by emailing: lawrence@mindinsalford.org.uk or by calling the office on 0161 212 6454

Training – Contact the training team by emailing: training@mindinsalford.org.uk or by calling the office on 0161 212 4880

Volunteering – Email: lawrence@mindinsalford.org.uk or by calling the office on 0161 212 4880

Fundraising at work



Supporting Mind in Salford at your workplace can be a great way to bring the team together, get to know your colleagues better and have a bit of fun.

Corporate Social Responsibility (CSR)

Doing your bit for the community doesn't have to be difficult – if you need some inspiration about how to enhance your corporate social responsibility, we've got some fantastic ideas!

Double your fundraising! It's common for companies to support their employees with their fundraising, by matching the amount they have fundraised. Match funding demonstrates a company's commitment to social change and is an encouraging way to support staff initiatives.

Charity of the Year

If holding an event isn't for you, why not host a collection tin - or even better - make Mind in Salford your 'Charity of the Year'. Contact lawrence@mindinsalford.org.uk for information about our Corporate Offer.

Student Fundraising



RAG and University Fundraising:

Fundraising can be a fantastic way of getting your friends together, doing something completely different and **meeting new people**. By fundraising at university not only will you **raise awareness** of mental health, but you will **gain experience** which could prove invaluable when applying for jobs.

Below are some ideas, but we usually find the more original ideas work the best.

-  Student's Union Collection Tins
-  Sports teams
-  Wear fancy dress to lectures day
-  RAG week

Ideas for schools and colleges:

Non-school uniform day

Sports day

School disco

Bake sale

Staff karaoke...

Online Fundraising



To Maximise your fundraising efforts, set up a fundraising page on Virgin Money Giving <https://uk.virginmoneygiving.com/giving/> just click on start fundraising and follow the instructions. If you want any help let us know.

Tips to maximize your online fundraising efforts:

- 1) **Start a page** – Your event will need a platform. So get on social media and tell everyone you know! Facebook is a good place to start; its event pages allow you to invite friends and get the conversation going.
- 2) **Take Photos** – The best campaigns are those that are visual. Make sure you take pictures and put a face to your fundraising efforts – and don't forget to smile!
- 3) **Set a Target** – Pages with a target raise 46% more than pages without.
- 4) **Post updates** – Keep people interested with regular online communications.
- 5) **Tag us!** – Be sure to tag or mention us in all your posts so we can keep our online followers updated and spread the word.

Gift Aid is a simple government scheme to help charities like Mind in Salford get more from the money you donate as a UK taxpayer – we get 25p extra for every pound you donate – in effect reclaiming the income tax that you have paid on the donation. You can include Gift Aid to your donations through our [Virgin Money Giving Page](#).

A screenshot of the Virgin Money Giving website for Mind In Salford. The page features a blue header with the Virgin Money Giving logo and navigation links: 'Make a donation', 'Fundraise', 'For charities', and 'Sign in'. The main content area is titled 'Mind In Salford' and includes a 'Homepage' section with 'What We Do' and 'How Your Money Helps' details. A 'Charity details' section provides contact information. On the right, there is a 'Support us' section with buttons for 'Start fundraising', 'Make a donation', and 'Make a monthly donation', and a 'Gallery' section that currently shows 'There are no photos to see at the moment'.

We are an independent charity responsible for our own fundraising. So when answering which charity you are fundraising for, be sure to answer 'Mind in Salford' rather than just 'Mind'



in Salford



@MindinSalford



Mind in Salford



www.mindinsalford.org.uk