



# Fundraising Pack

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

[mindinsalford.org.uk](http://mindinsalford.org.uk)

 **mind** in Salford

Registered charity no. 1156625

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# 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 health 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 and expand our services ,that reach thousands of individuals in Salford every year. 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?

You could fundraise alone or in a group and get creative with ideas. Why not tick something off your bucket list?

**Bike ride**

**Wear  
Blue  
Day**

**Sponsored  
cycle**

**Sky dive**

**Take a collection  
tin to your local  
shop or cafe**

**Bungee**

**Jump**

**Comedy Night**

**Pub Quiz**

**Sponsored  
Run**

**Cake Sale**

**Charity  
Raffle**

**Karaoke**

**Golf Day**

# 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! We can make life easier by helping you set up your event, supporting you with resources, giving you advice on promotion, promoting on our social media and even giving you some fundraising ideas if you are unsure what to do.

## Run

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

## For the dare devils

We can help you organise a skydive, bungee jump or Zip wire challenge.

## Cycle

From virtual journeys to 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 [fundraising@mindinsalford.org.uk](mailto:fundraising@mindinsalford.org.uk) or calling the office on 0161 710 1070

Training – Contact the training team by emailing [training@mindinsalford.org.uk](mailto:training@mindinsalford.org.uk) or calling the office on 0161 710 1070

Volunteering – Email: [fundraising@mindinsalford.org.uk](mailto:fundraising@mindinsalford.org.uk) or call the office on 0161 710 1070

# Fundraising at work



**Supporting Mind in Salford at your workplace** can bring the team together, raise awareness of mental health and you will have fun! Get in touch with the Training team for any mental health at work training. Contact [fundraising@mindinsalford.org.uk](mailto:fundraising@mindinsalford.org.uk) for information about our Corporate Offer or any corporate fundraising.

## **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 and a Corporate Offer!

## **Pennies From Heaven**

Sign up so that employees can opt to donate the odd pennies from their salary

each month. It will never be more than £1. Fees can be built in. This is a great way for your employees to feel part of something positive together, whilst donating only a few pence per month. Regardless of the size of your company, it adds up.

Visit [www.penniesfromheaven.co.uk](http://www.penniesfromheaven.co.uk) for more information. Email [info@penniesfromheaven.co.uk](mailto:info@penniesfromheaven.co.uk) or call 01485 210 698 to enrol today!

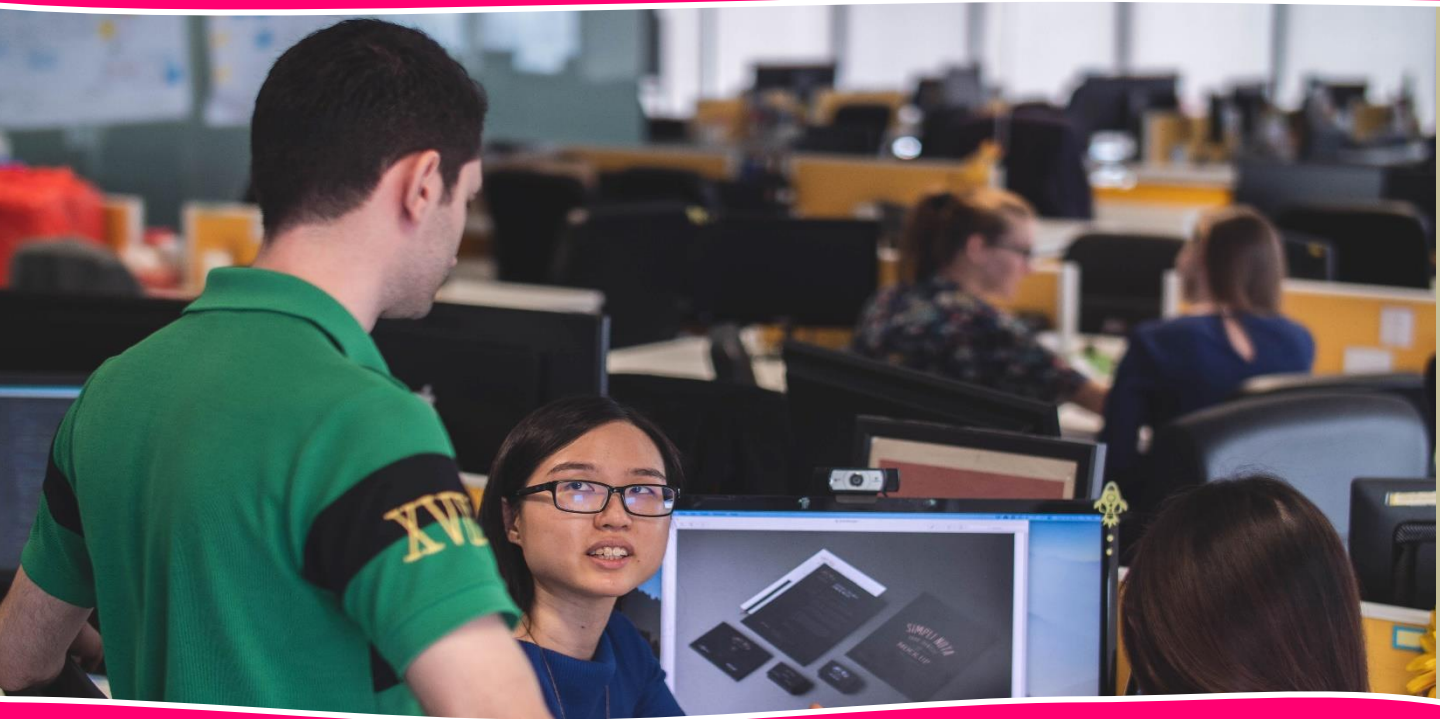
## **Match Funding**

Double your fundraising! It's common for companies to support their employees with their fundraising, by matching the amount they have fundraised.

## **Charity of the Year**

Why not host a collection tin - or even better - make Mind in Salford your 'Charity of the Year!

# 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

Encourage your family and friends to select Mind in Salford on [amazon.smile.co.uk](https://amazon.smile.co.uk) or in the app. We will receive donations when they shop. Or sign up to [easyfundraising.org.uk](https://easyfundraising.org.uk) and we will receive donations when you visit them before shopping with popular retailers online.

## Ideas for schools and colleges:

Non-school uniform day

Sports day

School disco

Bake sale

Staff karaoke



# Online Fundraising



To fundraise online, create a page at [:www.justgiving.com](http://www.justgiving.com) and choose Mind in Salford.

If you want any help, please let us know.

Why not take part in a virtual fundraiser such as an at home bike ride or marathon?

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!
- 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 followers updated and spread the word. We are on Facebook, Linked in, Twitter and Instagram.

**Gift Aid** is a 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 £1 you donate – reclaiming the income tax that you have paid on the donation. Justgiving and Virgin Money Giving collect this automatically. For cash and other donations fundraisers please get in touch to fill out a form.



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 '**Mind**'.



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