

# Your fundraising journey starts here!



Your guide to fundraising for Mind in Salford

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# Who we are

## Charity Status

Mind in Salford is an independent charity with our own board of trustees and financial income. We are proud to have achieved the Mind Quality Mark, and we are accredited by the charity commission.

**We are a company limited by guarantee.**

**Registered Charity Number: 1156625**



**A message from  
our CEO,  
Markus Greenwood**

“ We believe in building a resilient community where we all help each other and strive and campaign for better mental health care. A place where we can talk freely about our mutual mental health struggles and create responsive and welcoming services. A place where multiple marginalised identities are understood and celebrated. ”

# A BIG thank you!

By raising money for Mind in Salford, you're helping more people with mental health problems get the support they need and the respect they deserve.

**We know getting started can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little bit daunting.**

So here's the good news: you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help make sure you reach your target.

If you need anything at all, just let us know. We'll do everything we can to show you how happy we

are to have you on our side. This guide will be a handy starting point – it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

And it also features plenty of inspiration from other Mind fundraisers who know exactly what it takes to reach whatever goal you set yourself.

**Thank you so much for choosing to support us.**





## How your fundraising helps

**£10** could provide someone with an introductory call with our advice team.

**£50** covers the cost of a 1:1 therapy session with our LGBTQIA+ service Rainbow Mind.

**£125** provides someone with a half-day mental health awareness training session.

**£225** enables someone to do a two-day suicide ASIST training course.

**£325** covers the cost of a two-day Mental Health First Aid training course.

**£640** would help us deliver an 8-week mindfulness course.

# Getting started

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start.

## Enjoy it

The first three letters of 'fundraising' are no coincidence – so do everything you can to enjoy yourself, and keep the five ways to wellbeing in mind as you're getting ready for the big day.

## Find a venue

If you're organising an event or challenge, sort out the location first. Once that's done, you can decide on a date and start spreading the word. And make sure you tell the venue owner you're fundraising for Mind in Salford – you never know what discounts or freebies could come your way.

## Make a plan

We love a fundraising plan at Mind in Salford. It's the perfect way to avoid any nasty surprises further down the line. You can download (national) Mind's at [mind.org.uk/resources](http://mind.org.uk/resources) then add fundraising deadlines, event timings, people to contact and so on.

## Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 7, but from the very beginning make sure you've set up a fundraising page and you're online telling people what you're doing. It means less effort to reach more people. Win-win.

## Shout about it

If your friends, family and colleagues don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why.

## Don't forget your posters

Add your fundraising details to our template poster (below), then head to local libraries, cafes, leisure centres, shops and community halls to get busy with the Blu-tack.

## Top tip!

### Gift Aid

If your sponsors are UK taxpayers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!

# Supercharge your money-making

We're full of ideas to give your fundraising a boost. Try these simple suggestions and in no time you'll be quids in

## To raise £50

- Hold a sweepstake – on the Grand National, Strictly, Bake Off or whatever else is happening.
- Share your online fundraising page on payday. Who doesn't feel more generous when they've just been paid?
- Ask for donations for your birthday instead of any more socks, after all.

## To raise £100

- Arrange a bake sale at work or school. Why not choose a theme – like Halloween – and give a prize to whoever makes the best cake? Nothing like a little healthy(ish) competition.
- Contact your local supermarket and ask to pack bags and collect donations while you do it.
- Have a clear out and head for a car boot sale. You'll be amazed at how much your long-forgotten loot will raise.

## To raise £250

- Organise a raffle. Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.
- Hold a pub quiz. Always a popular choice. Use our pub quiz template below to plan your questions and give everyone a great night while watching your fundraising total soar.
- Contact your talented friends and relatives. Best friend in a band? Sister in a ceramics group? Organise a gig/craft workshop/whatever you fancy and ask them to get involved



# Fundraising made easy

Online fundraising is great. collecting sponsorship. And JustGiving and Enthuse. They're free, easy to use and secure.

## 10 tips to make your fundraising page successful

### 1. Share your story.

If you feel comfortable, share why raising money for mental health is important to you. The personal details will help people connect and relate to your cause.

### 2. Write a personal thank you message.

This will be sent to everyone who donates. People will really appreciate a thank you directly from you.

### 3. Put your face out there.

Upload a photo of yourself. Seeing a face helps people relate and empathise with your story.

### 4. Set a public target.

Displaying your goal lets you and your donors track your progress. And will encourage donations – fundraisers who set a target raise on average 45% more than those who don't.\* Plus adding a profile picture could help you raise 23% more and a page summary 36% more. It'll keep you motivated too.

### 5. Share, share and share again.

Don't be shy sending your page to everyone you can think of. You never know who might be inspired to donate. And why not ask people to pass it on. The more the merrier! And don't forget to share it more than once.

### 6. Get social.

Instagram. TikTok. Facebook. LinkedIn. Whatever your platform of choice – make sure to add a link to your fundraising page. You can keep your followers and friends updated on your progress too.

### 7. Create an email signature.

Add a link to your fundraising page and a brief explanation of your cause to your email signature to sign off in style.

8. Keep track of offline donations. If people donate with cash or cheques – log these in the offline section of your online page. And keep that total climbing.

### 9. Celebrate your success.

Don't forget to update your donors and shout about your achievements when your event or activity is over. It could be a handy reminder to any stragglers who meant to donate but had forgotten.

### 10. Create a QR code.

If your page is on JustGiving, simply add '/qrcode' to the end of your fundraising page URL and click enter. And if you're using Enthuse, create your code using a free QR code generator. Screenshot your code so you always have it to hand. And share for a quick and easy way for people find and donate to your fundraising page.

# Keep it legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board.

## Health and Safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- If you're selling food at your event, get in touch with your local council for advice.

## Children and young people

- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised

## Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

## Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Mind in Salford's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

## Mind in Salford brand

- Make sure you only use Mind in Salford-branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of local Mind' (rather than 'on Mind in Salford's behalf').
- Double check you're using our Mind in Salford brand, and not the (national) Mind logo - local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (nation) Mind and local Minds at [mind.org.uk/localminds](http://mind.org.uk/localminds).

## Collecting money

If you collect money, give us a call first. We'll take you through the basics and send you collections tins and seals. The key things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money.
- If you're planning a collection on private property – like a shop or train station – you need to get permission from the owner.
- You need a licence from your local authority or police to collect donations on the street or any other public property.

## Useful links

Health and Safety Executive  
[hse.gov.uk/event-safety](http://hse.gov.uk/event-safety)

The Fundraising Regulator  
[fundraisingregulator.org.uk/code/specific-fundraising-methods/events](http://fundraisingregulator.org.uk/code/specific-fundraising-methods/events)

The Gambling Commission  
[gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

**Got any questions or need to get in touch? Drop us a line at [fundraising@mindinsalford.org.uk](mailto:fundraising@mindinsalford.org.uk) or call us on 0161 710 1070**

# Materials to help you fundraise

Need fundraising materials? We've got you covered.



## QR Code Poster

Hosting an event and don't want to set up a fundraising page? Simply print our QR code poster and display at your event, people can scan and donate directly to us!

1. Print the poster (as many times as you need)
2. Pop up on the walls, entrance/exit, communal areas
3. Done!

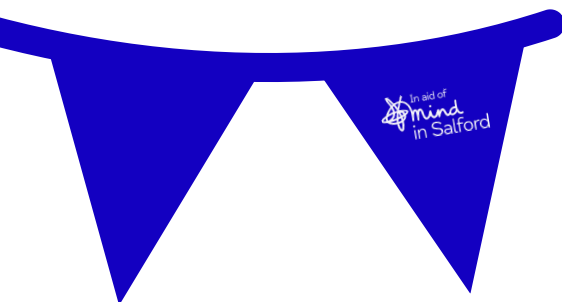
Have your own fundraising page? You can create a QR code [here](#)



## Flags

The perfect addition to your bake sale. Here's how it works:

1. Print the template page (as many times as you need)
2. Cut on the dotted lines
3. Use toothpicks and glue to make flags
4. Pop them in your delicious bakes!



## Bunting

String these up at your fundraising event. Here's how it works:

1. Print the template page (as many times as you need)
2. Cut on the dotted lines
3. Use string, or ribbon, fold each triangle over and glue the tips together
4. Pin or stick the bunting up!



## Quiz

We've got the template covered, your quiz master just needs the questions (and answers!). Here's how it works:

1. Print the quiz questions page/s
2. The quiz master completes the question and answer section
3. Print the quiz answer pages (as many times as you need)
4. Get a group together
5. See who wins!



# Donate:



Mind in Salford is an independent charity, affiliated with National Mind, that works to promote better mental health across Salford & Greater Manchester.

Mind in Salford work to provide advocacy, welfare rights & debt advice, counselling, LGBTQIA+ services, peer support, community awareness & training.

# Mind in Salford flags

In aid of  
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# Mind in Salford bunting



# Mind in Salford Quiz



## Quiz

For the quiz master

Use this template to create the questions and answers for your own quiz. But make sure no one has a sneak-peek at the answers!

### Section 1

1.
2.
3.
4.
5.
6.
7.
8.

### Answers

1.
2.
3.
4.
5.
6.
7.
8.

### Section 2

1.
2.
3.
4.
5.
6.
7.
8.

### Answers

1.
2.
3.
4.
5.
6.
7.
8.

### Section 3

1.
2.
3.
4.
5.
6.
7.
8.

### Answers

1.
2.
3.
4.
5.
6.
7.
8.

### Section 4

1.
2.
3.
4.
5.
6.
7.
8.

### Answers

1.
2.
3.
4.
5.
6.
7.
8.

### Section 5

1.
2.
3.
4.
5.
6.
7.
8.

### Answers

1.
2.
3.
4.
5.
6.
7.
8.

## Section 6

1.
2.
3.
4.
5.
6.
7.
8.

## Answers

1.
2.
3.
4.
5.
6.
7.
8.

## Section 7

1.
2.
3.
4.
5.
6.
7.
8.

## Answers

1.
2.
3.
4.
5.
6.
7.
8.

## Section 8

1.
2.
3.
4.
5.
6.
7.
8.

## Answers

1.
2.
3.
4.
5.
6.
7.
8.

# Quiz

## Answer sheet



### Section 1

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 2

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 3

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 4

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 5

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 6

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 7

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

### Section 8

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
<b>Total</b>	<input type="text"/>

**Grand total:**

# Any questions?

Here are some answers to the queries we're most often asked. If there are others on your mind, just let us know.

## **What happens if for some reason I can't do my fundraising event anymore?**

We hope this doesn't happen as much as you do but sometimes it can't be helped. Maybe you're training for a challenge and picked up an injury, or you're organising an event but life has got so busy all of a sudden you don't have time. That's okay, let us know as soon as you can and maybe we can help.

## **What is the difference between Mind and Mind in Salford?**

Mind is a national charity supporting people all over England and Wales. We are Mind in Salford – although part of a national Mind network, local Minds are separate charities, and do their own fundraising and event. You can find out more about the network at:

[mind.org.uk/localminds](http://mind.org.uk/localminds)

## **Is there a deadline for paying sponsorship money in?**

There is – you need to get all money to us within two months of your event.

## **Can I fundraise as part of a group or in a team?**

Absolutely. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page, so, don't forget to let us know the name of your page too.

## **Can I do this?**

Yes. There might be times when you doubt yourself, but we know you're up to whatever challenge you've taken on. So yes, you can definitely do this.

## **Definitely?**

Yes.

# Paying in

This is the page you turn to once you've completed your challenge. If that's you right now - congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

So what happens now? Well, first of all, celebrate! You've done something incredible and should be so proud. There are a couple more things you also need to do while you reflect on your achievement.

## Send the money our way

### JustGiving

If you've raised money online, you don't need to lift a finger. The money comes straight to us, so you can get back to celebrating your achievement.

### Payment by cheque or card

If you want to send cheques please write your name, event and contact details on the back so we can thank you. Then send to:

Mind in Salford  
The Angel Centre  
1 St. Philips Place  
Salford  
M3 6FA

If you want to make a credit or debit card payment, please drop us a line at [fundraising@mindinsalford.org.uk](mailto:fundraising@mindinsalford.org.uk)

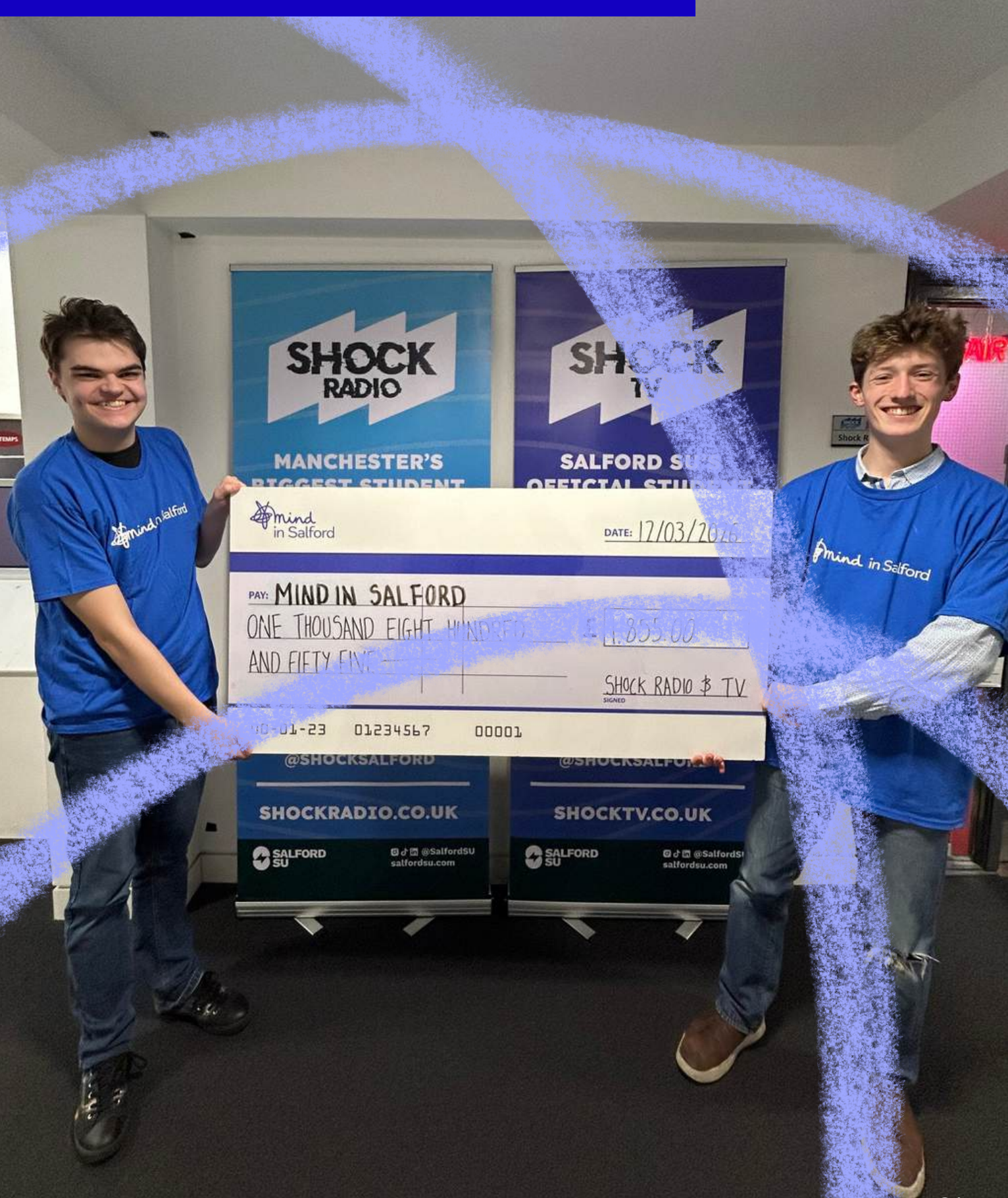
### Through our website

Go to [mindinsalford.org.uk/get-involved/donate/](https://mindinsalford.org.uk/get-involved/donate/)



# Congratulations!

You've done something amazing



**SHOCK RADIO**  
MANCHESTER'S  
BIGGEST STUDENT

**SHOCK TV**  
SALFORD SU'S  
OFFICIAL STUDENT

**mind in Salford** DATE: 17/03/2016

PAY: **MIND IN SALFORD**

ONE THOUSAND EIGHT HUNDRED AND FIFTY FIVE £ 1,855.00

SHOCK RADIO & TV

00-01-23 01234567 00001

@SHOCKSALFORD

**SHOCKRADIO.CO.UK**

SALFORD SU @SalfordSU salfordsu.com

@SHOCKSALFORD

**SHOCKTV.CO.UK**

SALFORD SU @SalfordSU salfordsu.com

# Get closer to Mind in Salford

After your fantastic fundraising, we'd love you to stay with us as we work to create a world where everyone with a mental health problem is treated with support and respect.

## You could:

- Volunteer with us, from cheering on fundraisers to sharing your skills.
- Stay in touch! We have lots of exciting projects, updates and ways to help the local community shared in our newsletter. Sign up [here](#)
- Fundraise for us again. Go on, you know you're tempted...

## Find out more ways to stay involved:





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

**Thank you for being part of Team Mind in Salford!**



**Mind in Salford**  
**The Angel Centre**  
**1 St. Philips Place**  
**Salford**  
**M3 6FA**  
**Registered Charity**  
**Number: 1156625**

**t: 0161 710 1070**  
**e: [info@mindinsalford.org.uk](mailto:info@mindinsalford.org.uk)**  
**w: [mindinsalford.org.uk](http://mindinsalford.org.uk)**

 **Mind in Salford**  
 **@mind\_in\_salford**  
 **Mind in Salford**  
 **Salford Minds**