



# Your fundraising starts now

We're always on hand to help at [events@mentalhealth-uk.org](mailto:events@mentalhealth-uk.org) or [mentalhealth-uk.org](http://mentalhealth-uk.org)





# Introduction

**Your fundraising helps us to continue providing advice, information and support to people affected by mental health problems**

In a rapidly changing world, Mental Health UK brings together the heritage and experience of four charities from across the country who've been supporting people with their mental health for over 50 years.

Working UK-wide, we deliver both national and local services that enable and empower people to understand and manage their mental health in a personcentred and empathetic way.

We challenge the causes of poor mental health and provide people with the tools they need to live their best possible life at home, school and work.

**At Mental Health UK we won't stop until everyone has the tools they need to live their best possible life.**

# Zoe's story

For a year I have been facing my own struggles with anxiety and depression. Fundraising gave me a new sense of purpose which I had temporarily lost.

I signed up for a half marathon, and although I found training almost impossible throughout, **keeping the cause and the charity in mind got me through.** I managed to reach my fundraising target whilst training, but this did not stop me organising future events! So far, I have organised two events as well as the half marathon, with another half marathon and another event pending.

Seeing a large group of people coming together to raise awareness and funds for mental health, is a hugely humbling experience. I was extremely proud of myself and my colleagues. Fundraising gave me a focus during the difficult days, and in total I have raised over £1,500 which is incredible. **I would encourage others to do this as it is such a rewarding thing to take on,** and it also starts a conversation amongst a wide community in regard to mental health!



# Make a difference

£5

could help us to write new online resources to support people manage their mental health.

£10

could allow 25 people to access the Mental Health & Money Advice website to help them improve their financial situation and mental health.

£25

could help us answer multiple calls to our advice and information line, supporting someone in need of mental health support.

£30

could keep our online support group running, connecting people who are feeling isolated and may be experiencing mental health problems.

£50

could enable five young people to take part in our 8-week programme, giving them the tools they will need to manage their own mental health.



# Top tips for getting started

**Thank you for choosing to support Mental Health UK. Fundraising can sometimes seem a daunting prospect, but once you get started it all falls into place!**

- Make sure your fundraising page is the best it can be. See next page for tips on that.
- Kick off by making a small donation to your page yourself (people are more likely to donate to a page that already has a donation on it.)
- Request donations from your nearest and dearest by sending individual messages

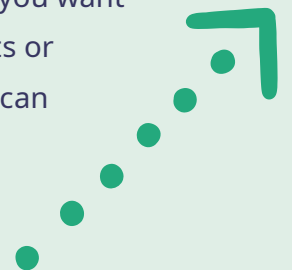
on whatsapp, text or by email and include the link to your page so it is easy for them to support.

- Think about holding a raffle to boost your fundraising. You'll be amazed at the freebies you can source locally by asking nicely!
- Could you bake a cake and take it into work and ask people to donate for a slice?
- Could you have a wardrobe clear out, sell your unwanted bits on Vinted and use that money to add to your fundraised target?
- Could you host a quiz at your local pub?

## Plan

**Now you know what you're doing, it's time to create a plan.**

- **Work out each step of your event.** Use a timeline or calendar and delegate tasks where you can.
- **Be prepared.** Do you need to do any training or preparation? Plan when you'll do it.
- **Consider any issues** you may face and how you might deal with them.
- **Budget.** Keep a log of all the money you're spending and don't be afraid to ask for freebies – some businesses have a charity giving budget.
- **Set yourself a target.** How much do you want to raise? Tickets or donation asks can be based on this figure.



# Making the most of your online fundraising page

Using our online fundraising page is quick, easy and means the money you raise goes to the charity automatically.

Your unique page can be shared via social media with friends, family and colleagues. Anyone can make a donation to your page, and each one will get you closer to your fundraising target.

## Add a profile photo.

Fundraisers who do tend to raise around £200 more than people that don't!

## Tell your story.

Let people know why mental health awareness matters to you.

Collect badges by completing goals throughout your fundraising journey.

The screenshot displays a fundraising page for Joanne Collins on the Mental Health UK platform. At the top, there's a navigation bar with 'About', 'Ways to fundraise', 'FAQ's', 'Get involved', and 'Donate' buttons. The main header features Joanne's profile picture, name, and a goal of £100. A progress bar shows that £371 has been raised. Below this is a 'My Activity Tracking' section with a bar chart showing progress towards a 498 km target, with a current total of 401 km. A 'Select amount to donate' section offers options for £10, £15, and £25, along with a field to enter a custom amount. The 'My Achievements' section at the bottom lists five badges: 'I added a blog post', 'I self donated', 'I shared my page', 'Halfway there', and 'Officially a fundraising hero'.

Add your fundraising target to your page. Target setters raise up to 46% more!

## Supercharge your fundraising

There are more ways than just asking people for donations to reach your fundraising target. You can organise an event! Looking for ideas? Check out what Emily and her team did:

- Hannah used to teach dance so put on 2 dance lessons and a performance at work in return for donations.

- Bryony is a cheese and wine connoisseur – so a cheese and wine evening with her friends was a cynch.



- Emily loves a baking pun so organised a cake morning at work to raise more dough, it proved to be a tasty success!

# Team games

## Taskmaster

Assign silly tasks which colleagues or friends can complete in their own time, paying a donation to enter. Then you judge the best task outcome e.g. make an advert for a tea towel, best advert wins.



## Dress up day

Since every day is dress down day when working from home, why not have a 'dress up day', where you make a small donation and come into the office in your fanciest clothes or host a fancy-dress themed meeting. Bonus points for top hats, tails, and ballgowns. [Download our guide to raffles.](#)



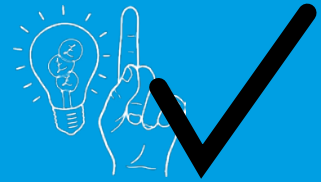
## Guess the baby photo

Ask for baby photos from all your colleagues (or maybe just the leadership team!) send round a file with all the photos in and colleagues have a day to make their guesses in exchange for a donation.



## Host a quiz

A fun and simple way to encourage everyone to test their general knowledge, while helping raise vital funds. Think of some questions or download a ready-made quiz online (such as [quizquizquiz.com](https://www.quizquizquiz.com)), set up a JustGiving page and ask players to donate to enter.



## Virtual bingo

Send everyone who enters a bingo board beforehand for a donation, ask them to dial into the video call and you call out numbers, match the numbers to win.



## Caption competition

Take some funny photos and hold a competition for the best caption for your snaps, asking all entrants to pay a donation.

# Remember why

**While you're busy planning your fundraising activity, remember why you're doing it. For everyone affected by poor mental health in need of advice, information and support.**

1 in 4 of us has experienced a mental health problem. Mental ill health is more common than cancer or heart disease, yet there is still a huge disparity when it comes to support, equality and treatment. You can help to change this.

## Steven's Story

I was diagnosed with anxiety and depression years ago. I was on the road to recovery when I got a letter saying that because my son was turning 5 the income support I was getting would stop. I didn't know what to do, I relied on these payments to live off.

I knew I needed to get financial support as it was seriously affecting my mental health. It just felt like everything came at once, and I had nowhere to turn. I felt as though I had failed as a dad.

I spoke to an advisor on the phone who listened to what was going on and they explained that I should be getting benefits.

They did a welfare benefits check and then helped me to apply for Universal Credit. The advisor gave me advice around the benefits system and arranged a Work Capability Assessment to be done at home. They also booked me a doctor's appointment which meant I could get a doctor's note. I also got a referral to see a psychological wellbeing practitioner.

The journey has been long, but I am now receiving Universal Credit and in a much better financial position. I feel less stressed and my mental health has improved dramatically.

Thanks to the adviser's persistence I now



Posed by model to protect privacy

have coping strategies through cognitive behavioural therapy.

**I'm now able to leave the house and go to the shops and library. I have even started going to the park with my son for a kick-about, which just wasn't possible before. The impact this has had on my life can't be underestimated.**

I know I still have a way to go, but thanks to Mental Health and Money Advice I have improved my confidence and built up skills to better manage my situation. I want to tell my story so that other people can understand that there is help out there.

# Important information

There are several important things you need to consider when organising fundraising. We're here to help, if you have any questions email [events@mentalhealth-uk.org](mailto:events@mentalhealth-uk.org).

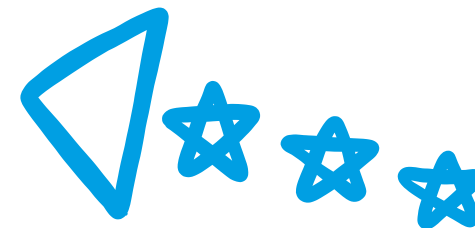
## Using the Mental Health UK name, logo and brand

We're happy for you to use our information and logo as it helps more people to learn about us. We ask that you please show us any promotional materials you make with our logo so that we can check it's consistent with our materials. Contact us for instructions with how to use it.



## Collections

You will need a certificate of authority from Mental Health UK and to follow our collection guidelines.



You can collect money on private premises as long as you have permission from the owner or manager. For collections being held in a public place you will also need a license from the local authority responsible for the area you are collecting in. We can help you to complete any forms you need.

## Licences

You may need a license or permit from either your local authority or through Mental Health UK if any of the following applies to you: holding a public event or collection, a performance event (e.g. music, dance or theatre), selling alcohol, a raffle or tombola, lottery or sweepstake. [Download our guide to raffles here](#)

## Insurance

Check with us if you aren't sure about insurance. As a volunteer fundraiser you'll be covered for public liability insurance as long as you give us all the details of your event in advance and follow our guidance.



## Data protection

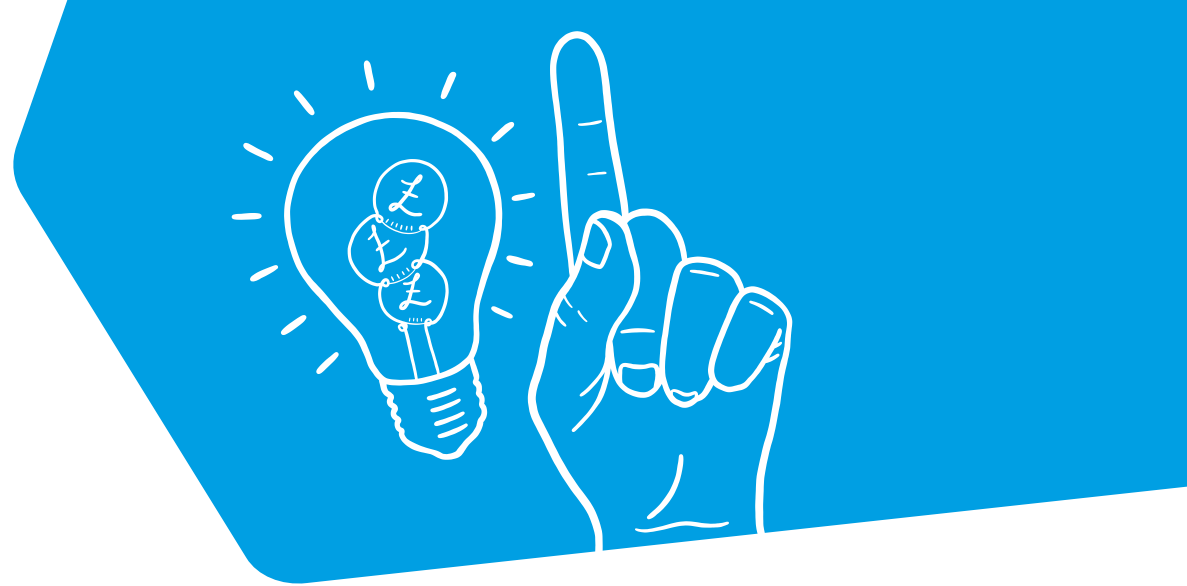
You shouldn't share any personal information or data about people who have supported your fundraising with anyone else. This means that you comply with the Data Protection Act. Talk to us about this if you are unsure what this means for you.

## Health and safety

- Make sure you think about any health and safety issues which could arise from any fundraising you're doing.
- Follow any professional advice relating to your activity as well as any guidance from the staff working at the venue you are at.
- Make sure to use reputable contractors, that your event is child friendly if relevant, and that you have first aiders if you are opening up the event to the public.
- Take extra care if you are handling food and apply the simple rules of preparation, storage, display and cooking. Go to [www.hse.gov.uk](http://www.hse.gov.uk) and [www.food.gov.uk](http://www.food.gov.uk) for more health and safety information.

## Keep the money secure

Make sure you keep any money you collect securely locked away at all times until you pay it in. After your fundraising is over, make sure all the money is accounted for, recorded and counted in the presence of more than one person.



## Gift Aid - Increase your total by up to 25%!

If your sponsors pay Income Tax or Capital Gains Tax the Gift Aid scheme allows us to reclaim tax on those donations. Make sure they tick the Gift Aid box on your sponsorship form at the end of this guide and on your JustGiving page so you can add up to 25% extra to the value of the donation.

## Support in kind and matched funding

Local companies might offer their services for free or at a reduced rate. Your place of work may well operate an employee matched funding scheme for charity fundraising, so don't forget to ask about this too!



# Thank you!

Without you, we wouldn't be able to do what we do.

If you have any questions about fundraising or about Mental Health UK please email [events@mentalhealth-uk.org](mailto:events@mentalhealth-uk.org).



@mhealthuk @mentalhealthuk @mhealthuk @mentalhealthuk

Registered charity number: 1170815. Registered office: 28 Albert Embankment, London, SE1 7GR.





# Sponsorship form

Thank you so much for sponsoring this person to raise funds to help us improve the lives of people affected by poor mental health.

Name of the participant:..... Event:..... Date:.....

*giftaid it*

If you are a UK taxpayer, you can boost your donation by 25p of Gift Aid for every £1 you donate, at no additional cost to you! Please tick the box below to join the Gift Aid scheme.

By ticking this box you are confirming that:

- You have read this statement and want Mental Health UK to reclaim tax on all donations you make or have made to Mental Health UK for the past 4 years, until further notice
- You are a UK Income or Capital Gains taxpayer and that the charity will reclaim 25p of tax on every £1 that you have given
- You understand that if you pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of your donations it is your responsibility to pay any difference, and that other taxes such as VAT and Council Tax do not qualify

Title	Full name	Home address (please don't give us your work address if you're Gift Aiding your donation)	Postcode	Phone number	Email address	Donation amount	Date	Gift Aid my donation (please tick)	I'm happy to hear from Mental Health UK (please tick)			I'd like to opt out of mail
									SMS	Email	Phone	

\* We'd love to keep in touch with you about the work we do, and how your support could help. For communications by post we will use legitimate interest as a basis for writing to you. Please tick the table above to opt out of mail. If you haven't given us consent above, we'll only use your details to process your donation and claim Gift Aid. We'll never sell your details to any third party. You can update your contact preferences at any time, just let us know by contacting us via email to [events@mentalhealth-uk](mailto:events@mentalhealth-uk), calling 020 7840 3008 or writing to us at Mental Health UK, 28 Albert Embankment, London, SE1 7GR. Read our privacy policy at [www.mentalhealth-uk.org/privacy-policy](http://www.mentalhealth-uk.org/privacy-policy) or contact us for a paper copy. **Registered charity number: 1170815.**



# Sponsorship form

Date donations sent to charity

Thank you so much for sponsoring this person to raise funds to help us improve the lives of people affected by poor mental health.

Title	Full name	Home address (please don't give us your work address if you're Gift Aiding your donation)	Postcode	Phone number	Email address	Donation amount	Date	Gift Aid my donation (please tick)	I'm happy to hear from Mental Health UK (please tick)			I'd like to opt out of mail
									SMS	Email	Phone	

Total donations received £

\* We'd love to keep in touch with you about the work we do, and how your support could help. For communications by post we will use legitimate interest as a basis for writing to you. Please tick the table above to opt out of mail. If you haven't given us consent above, we'll only use your details to process your donation and claim Gift Aid. We'll never sell your details to any third party. You can update your contact preferences at any time, just let us know by contacting us via email to events@mentalhealth-uk, calling 020 7840 3008 or writing to us at Mental Health UK, 28 Albert Embankment, London, SE1 7GR. Read our privacy policy at www.mentalhealth-uk.org/privacy-policy or contact us for a paper copy. Registered charity number: 1170815.