

Your guide to fundraising for Solent Mind

Thank you!

By raising money for Solent Mind, you're helping more people with mental health problems get the support they need.

Now 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.

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

**Thank you so much
for caring about
mental health.**



Our fundraisers Joshua, Laurence, Muhamed, Nigel, Marley and Jake completed a Three Peaks Challenge raising **£1,255**

Our fundraiser Peter drove his classic car from Land's End to John O'Groats raising **£750**



Image by Blue Passion Photo

How your donations help

£5 could cover the cost of producing self-help guides and toolkits.



£30 could provide a two hour Peer Support group, helping people to connect and share their experiences.

£1000 could pay for the running costs of a weekly art group for a year.



£10 could cover the cost of craft materials for a creative session at a wellbeing centre.



£200 could fund a new computer at one of our Wellbeing Centres, so people can search for jobs and work on their CV.

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

Put the 'fun' in fundraising and do everything you can to enjoy yourself. Keep the five ways to wellbeing in mind as you are getting ready for the big day.

Find a venue

If you are organising an event or challenge, sort out the location first. Once that is done, you can decide on a date and start spreading the word. Make sure you tell the venue owner that you are fundraising for Solent Mind - you never know what discounts or freebies could come your way.

Get online

When it comes to fundraising, the internet is your best friend. We have more information later in this pack, but from the very beginning make sure you have set up a fundraising page and you're online telling people what you are doing. It means less effort to reach more people.

Shout about it

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

Don't forget extra resources

Get in touch with our fundraising team if you would like to borrow a collection tin for your event. Also don't forget to visit the resource section of our website for bunting, posters, social media graphics and more:

www.solentmind.org.uk/support-us/fundraising/fundraising-pack

Staying safe

Please continue to stay up to date with the latest UK Government Coronavirus guidelines

If your sponsors are UK tax payers, 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!

Fundraise Online

Fundraising online is great - it's free, quick, secure and the donations reach us automatically. Here's some steps to help you with setting up a fundraising page.

Make it personal

Let people know why you have chosen Solent Mind and what your challenge means to you. It will help people relate to what you are doing.

Say thanks

When you set up your page, follow the steps to write a personal thank you message. This will be sent to everyone who donates.

Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too.

Share your page

Email the link to your page to friends, family and colleagues so they can donate, and ask them to share the link for you with people they know too. Don't be afraid to send the link around more than once, particularly as your event gets closer.

Get social

Remember to add the link to your fundraising page to your posts on Facebook, Twitter and in the bio of your Instagram.

Add cash and cheques

If people give you donations in person, add them to the offline section of your online page, as it all adds to your fundraising total.

One last fundraising push

Once your event is done, update your fundraising page and post about your achievements on social media. It's a great way to give that final reminder to anyone who's been meaning to donate.

**Websites like JustGiving will take you through a step by step process to help you set up your page:
www.justgiving.com/solentmind**

Three tips to shine on social media!

1) Share your motivation

Is this the first time you've done something like this? Do you have a personal reason for fundraising for Solent Mind that you are happy to share? Bringing to life and sharing on social media what you're doing and why, can really boost your fundraising total.

2) Become a film star

You can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

3) Be proud

The trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter and Instagram and people will always be happy to hear from you.



Our fundraiser Hannah took on a skydive and raised £750

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. So here are some tips to help keep everything above board.

Solent Mind brand

- Make sure you only use Solent Mind branded fundraising materials for events you have already let us know about.
- As you will be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of Solent Mind (rather than 'on Solent Minds behalf).
- Double check you're using the Solent Mind and not the National Mind logo - local Minds are separate charities who have their own logo and charity number.

Collecting money

- You have to be 18 in London and 16 everywhere else to collect money.
- If you are planning a collection on private property, you will need to get permission from the owner.
- You need a licence from your local authority to collect donations on the street or any other public property.

Health and Safety

- Keep your personal safety in mind while you're planning and on the day. Solent Mind can't take responsibility for your activity, so we recommend doing your own risk assessment ahead of time. This is important even if your event will take place somewhere you know really well like your workplace.
- If you are serving food at your event, everyone involved will need a basic understanding of food hygiene.
- You need an alcohol licence from your local authority to sell alcohol.

If you have any questions, don't hesitate to get in touch with our friendly fundraising team at: fundraising@solentmind.org.uk

Competitions, prize draws, raffles and lotteries

- These are brilliant for raising money, but there are lots of important rules about how lotteries, prize draws and raffles can be run. You might need to apply for a license to hold a raffle or a lottery at your event. You can find more information on the Gambling Commission website.
- You can't sell tickets to anyone under the age of 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Children and young people

- If you are under 16, you will need a parent or guardian to give consent for you to fundraise for Solent Mind.
- If you 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.

The Gambling Commission:
gamblingcommission.gov.uk

The Fundraising Regulator:
fundraisingregulator.org.uk



What is the difference between Solent Mind and National Mind?

Mind is a national charity supporting people all over England and Wales. We are Solent Mind, a local mind who raise awareness and run services across Hampshire.

Although part of the national Mind network, local Minds are separate charities and do their own fundraising and events and have their own charity number. You can find out more about the network by visiting: mind.org.uk/localminds

The 5 ways to wellbeing

Look after your own mental health while you are fundraising with these handy tips.

1. Connect

Contact us whenever you need us and connect with everyone who might be willing to get involved and help out.

2. Be active

Clear your head with a walk, run, cycle or swim - solo or with some friends.

3. Keep learning

Fundraising is a great way to try new things and to discover talents you didn't know you had.

4. Give to others

You're already doing this one with your fundraising! so take time to reflect on the lasting difference you are making.

5. Take notice

Make a conscious effort to appreciate the world around you and take time out so your fundraising doesn't start to feel overwhelming.



Paying in

This is the page to turn to once you have completed your challenge. If you are here, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

So now what? Well, a cup of tea and put your feet up...but first there are a couple more things you need to do while you reflect on your achievement



There are lots of ways you can send the money our way.

JustGiving / GoFundMe

If you have raised money online, you don't need to lift a finger. The money comes straight to us.

Cheque and cash donations

If you have cash donations, you are welcome to drop these off to our head office during opening hours. For cheques, you can hand these into head office, post through the letterbox, or post to the address on the back page of this pack. Please include a note who the donation is from so we can thank you.

Payment by BACs

If you would like to send your donations by BACs transfer, please get in touch with our fundraising team who will provide you with the details you need and a payment reference.

Through our website

Please visit www.solentmind.org.uk and click the donate button at the top of the page.

If you have borrowed Solent Mind collection tins, please return these to our head office as soon as possible after your event so we can lend them back out to other people wanting to support us.

Other ways to support Solent Mind

After your fantastic fundraising has finished, there is a number of ways you can continue to support us.

Volunteer with Solent Mind: Volunteering is a great way for you to make use of your skills, give back, meet new people and gain valuable experience while supporting the work Solent Mind does. For current volunteering opportunities please visit the 'work with us' section of our website: www.solentmind.org.uk/work-with-us/volunteer

Become a corporate partner: Suggest to your workplace about making Solent Mind their corporate partner and get all the staff involved in supporting the work we do. For more information and to make an enquiry, please visit the 'corporate partnerships' section of our website: www.solentmind.org.uk/support-us/corporate-partnerships

Become a member: Our Members are at the heart of all we do, ensuring the voices of those we represent are heard. For more information and to sign up, please visit the 'become a member' section of our website: www.solentmind.org.uk/support-us/become-a-member

Book some training for your workplace: We provide trusted workplace mental health training and development for line managers and employees. To view the courses we offer and get in touch with our training team, please visit the 'workplace wellbeing training' section of our website: www.solentmind.org.uk/training

Leave a legacy: Leaving a gift in your will, large or small, can help us achieve our vision and a better future for the 1 in 4 people experiencing a mental health issue in Hampshire. For more information please visit the 'leave a legacy' section of our website: www.solentmind.org.uk/support-us/legacies

Or you could just fundraise for us again! Go on, you know you want to...



Get in touch

Email: fundraising@solentmind.org.uk

Telephone: 02382 027810

Address: Solent Mind, 15-16 The Avenue, Southampton, SO17 1XF



Thank you for your support!



Our fundraisers Mark, Dean, Briony, Rosa, Gemma, Calvin, Russell and Trevor cycled around the Isle of Wight raising **£1,338**

