



Quarterly Fundraising Toolkit

April-June 2020



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**FUNDRAISING
REGULATOR**



Quarterly Fundraising Toolkit

Welcome to our Q2 2020 fundraising toolkit. Whether you're a regular fundraiser or a first timer, we've got you sorted. We've created some topical fundraising ideas to help you organise fun activities to start the summer in the best way possible and to raise vital funds for Mental Health UK.

Your commitment and generosity will help us to make an impact on people's lives through crucial support, advice and information.

Did you know? 1 in 4 of us has experienced mental health problems – that's more than cancer or heart disease.

If you have any further questions, you can contact the Corporate Partnerships team on **0207 840 3038** or by emailing partnerships@mentalhealth-uk.org.



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Make a difference

£50

...could provide art materials to a support group, helping members relax, open up and build new friendships during art therapy sessions.

£100

...could pay for a group of people to visit a local attraction to give them the confidence to get out and about again.

£80

...could enable a specialist advisor to help someone experiencing both mental health and money problems with tailored information.

£600

...could pay for 12 months' room hire, giving a support group a safe, private place to meet for a whole year.



Gill's Story

I set up a JustGiving page and wrote my story. I shared it with family then I shared it with my work colleagues and something incredible happened.

My colleagues didn't know that I live with panic disorder, so it was terrifying to be open with them. They could not have been more supportive, and it started some of the most vulnerable conversations that I have ever known in a workplace where others began to share their struggles. It was a defining moment in my recovery where I shed 16 years of shame that I felt.

Twice a week I would go out in my running gear and pant my way along the same route. Gradually my fitness increased, and I was managing 7k with a few weeks until the race. If people pledged money then this meant I really, REALLY had run this race! It meant facing so many fears of panic attacks, intrusive thoughts because I had made it public and people had invested in me.

I was also determined, I was running this race for everyone who has ever struggled. In the end, I raised over £800 for Mental Health UK!





STEP BY STEP

This summer host your very own walking and talking event, Step by Step. We have a How-To guide, posters, conversation starters and lots of other resources to get your Step by Step underway, and our events team are always on hand to help too. Let's go!

What?

A 5km, 10km or 20km walk with colleagues, family and friends (and furry friends too!). Get outside, get walking and talking and raise money for Mental Health UK.

Where?

Use the [Ramblers Route Finder](#) to find your perfect location and length for your walk by using the filters on the right-hand side. Tip: make sure to select the Routes filter and select Free routes.

When?

Host your Step by Step during Mental Health Awareness Week, 18th -24th May, or on the longest day of the year, Saturday 20th June.

Why?

1. Exercise can have great benefits for our mental health, so let's all get outside and get walking!
2. Talking about our mental health is so important. However, we know that it can still be difficult for some people to open up. Walking side by side instead of facing each other can sometimes make it easier for people to chat, and we have also created conversation starters to help on the day.
3. Raising money helps us support people across the UK who are affected by mental health problems. Create a [JustGiving](#) page and start collecting sponsorship straight away!

[Sign up on our website now and get started!](#)



April

Stress Awareness Month

Too much stress can be detrimental to our mental health. This month make an extra effort to look after your own wellbeing at work and encourage others to do the same. Email us at partnerships@mentalhealth-uk.org for our list of Wellbeing Moments, 5-minute tasks that you can use to improve wellbeing. Ask colleagues to donate £5 to receive a Wellbeing Moment for each week in April.

The Grand National

4th April

Do a sweepstake with colleagues for The Grand National. **Tip:** Email us at partnerships@mentalhealth-uk.org to get a letter of authority to show you are fundraising for Mental

Health UK that you can use when asking local businesses to donate the winner's prize.

Easter Egg Hunt

This one is for all ages! Set up at a local park and request a donation for registration. Hide mini chocolate eggs for everyone to find, or paint the letters of a word or a phrase on to individual cardboard eggs and hide them – everyone who figures out the chosen word or phrase wins an Easter prize! **Tip:** Check with the local authority in case of restrictions for putting on an event in a public park.

National Tea Day

21st April

We love tea in this country. Show your appreciation on National Tea Day and host a trolley with an array of teas (and cake!) and visit everyone's desks asking colleagues to donate for their cuppa and a treat.



May

Cinco de Mayo

5th May

Celebrate all things Mexican by having a themed feast. Have a “build your own taco” station, tortilla chips and dips, margaritas and the traditional Tres Leches Cake. You could also get a piñata and ask for a small donation for everyone to have a few whacks!

National Schizophrenia Awareness Day

9th May

50 years ago this month John Pringle wrote an article in The Times about his son’s experience of living with schizophrenia and the need for better understanding and support. The article inspired families with similar experiences to come together and the charity they formed is part of the history of Mental Health UK. Join us on the 9th of May to help change the picture for the next 50 years.

Rough Runner – Oxford

23rd/24th May

This year we are the main charity partner for Rough Runner and we want to invite you to join the Rough Runner team! If you’re based near Oxford sign your team up to take on The Travellator and either a 5km, 10km or 15km obstacle course for the ultimate team challenge. Email us at events@mentalhealth-uk.org to find out more.

Mental Health Awareness Week

18th-24th May

This year the theme for Mental Health Awareness Week is sleep. Follow us on social media and keep an eye out on our website near the time for tips and resources to help your sleep and your mental health. This week is the perfect time for your Step by Step, choose the day of the week that suits you best. See page 4 for more info.



June

Summer Fête

Why not run your local community's Summer Fête in support of Mental Health UK? Get some old-school games going, think lucky dip, treasure hunt, tombola, hoopla, coconut shy, hook the duck, guess the sweets in a jar or even balloons in a car!



Summer Solstice

20th June

Mark the longest day of the year with your Step by Step walking and talking event. Choose a route that ends in the perfect spot to watch the sun set on the longest day of 2020. See page 4 for more info.

Father's Day

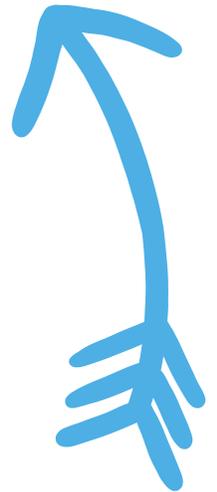
21st June

We know that men can find it difficult to be open about their mental health. Instead of buying a present this Father's Day you could donate to Mental Health UK in his name instead to help us support men across the UK experiencing mental health problems.

Rough Runner - Salford Quays

20th/21st June

This month Rough Runner heads up north, so if you're nearby get a team together to take it on together. Email us at events@mentalhealth-uk.org to register your interest.



Top tips for successful fundraising

Getting started

There are so many ways to fundraise, find an idea to suit you.

- **Keep it simple.** The best events are the simplest ones.
- **Play to your strengths.** If one of your hobbies is sport, set yourself a physical challenge. If you like music, put on a live music event.
- **Forward planning.** Be realistic with timings and leave plenty of time to organise your event.
- **Ask nicely.** Try to avoid spending too much money on a venue or merchandise. You'll be amazed how much you can get for free or discounted by asking nicely.
- **Friends and family.** A great source of support, their ideas and contacts can help open doors for you.
- **Keep it fun.** The most enjoyable events are the ones that are fun!
- **Take your place.** Have a look at our website for sporting events we have places in. We would love to have you on #TeamMHUK!

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.



Paying in donations

Online

Set up a JustGiving fundraising page at www.justgiving.com/mental-healthuk.

You can do most of your fundraising on your online page. Share it via social media and ask your friends and family to do the same and watch the donations start to come in!

Offline

Use the sponsorship form at the end of this guide for anyone that gives you money in person. Don't forget to ask sponsors to fill in their details and tick the Gift Aid box. If they're a taxpayer this means their donation will be worth 25% more!

You can add the cash onto your JustGiving page as an offline donation and transfer the balance to the Mental Health UK bank account:

Bank Name: Natwest

Address: 309 High Street, West Bromwich,
B70 8LX

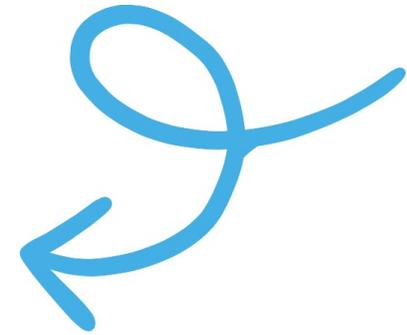
Sort code: 01-09-31

Account Number: 59428945





Thank you



Mental Health UK relies on support like yours to help more people across the nations. Every donation makes a difference.

Share your fundraising ideas and pictures with us.



@mhealthuk



@mentalhealthuk



@mhealthuk



@mentalhealthuk





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:.....



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, calling 020 7840 3008 or writing to us at Mental Health UK, 15th Floor 89 Albert Embankment, London, SE1 7TP. Read our privacy policy at 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, 15th Floor 89 Albert Embankment, London, SE1 7TP. Read our privacy policy at www.mentalhealth-uk.org/privacy-policy or contact us for a paper copy. Registered charity number: 1170815.