



York Mind Fundraising Pack

Supporting better mental
health in York

Welcome and thank you

Thank you so much for choosing to support **York Mind**.

We couldn't be happier to welcome you to our team of amazing supporters, all doing something of their own to raise money for better mental health in York.

As a small, local charity, we rely on the generosity of the public to continue and develop our services, so we can be there for those who desperately need our support. Though we are affiliated to the national charity Mind, we independently raise and spend our funds solely in York and the surrounding areas – so you can be sure that whatever you do to raise money, someone close by will really experience the benefit.

This guide has been written with you in mind, and we hope that it gives you some helpful information about how vital your support is to us, some ideas to get you started, and top tips for making your fundraising successful.

Please keep in touch to let us know how things are going – we'll be on hand to give advice, information and encouragement / high fives when needed!

Thank you so much again for choosing to raise funds for York Mind – your support is hugely appreciated.

Good luck and thank you!

The Fundraising Team

01904 643 364

fundraising@yorkmind.org.uk





1 in 4 of us will
experience a mental
health problem.

We believe no-one should have to face this alone.

We provide a range of both one-to-one and group based services, which enable individuals to continue their lives with a variety of mental health conditions. Anyone can self-refer into our services, without a diagnosis, to access support such as Counselling, Activity Groups, Mental Health Training, Peer Support, Action Towards Inclusion (employability support), Advocacy and Young People's services.

York Mind was formed in 2011 following the merger of 2 charities (Our Celebration and York & District Mind). Together, the two charities have over 70 years of mental health experience in York.

We've been supporting friends, families,
employers, colleagues and the community.

But we still have work to do.

And we can't do it without you.

£10 will pay for the costs of one of our volunteers for a week. Volunteers are vital to York Mind, and enable us to help many more people than relying on paid staff alone.

£26 will pay for an hour of one-to-one Counselling. York Mind delivers a range of Counselling approaches including CBT, Integrative Counselling and Gestalt Therapy.

£424 will fund monthly Befriending socials for 6 months in York. These informal group gatherings complement the one to one befriending sessions, and can encourage long lasting friendships to form between group members.

£571 pays for the costs of our Peer Support network for a month. We have several groups catering for people of different needs, encouraging clients to share and support each other in a safe space.

£3200 would pay for 15 people to attend a 2-day ASIST Suicide Prevention course in the community. Delivered by York Mind's experienced trainers, this course equips individuals to support people having suicidal thoughts.

£5164 will fund an accredited Arts Award Group for Young People aged 13 -16, for one year. The Arts Award Group allows individuals to explore different art forms over a period of 16 weeks, helping to build confidence and self-esteem in Young People.

Shopping
List



We are working all the time to deliver, expand and improve support for people in York with mental health difficulties. Right now, we are being asked to do more than ever before.

Here's Marc's story:



"Hi, I am Marc. I wasn't for years; I was instead a representation of what people thought I was, based on my appearance. I lacked social confidence but lived in a world where I needed to be in front of hordes of people every day. So I hid behind a mask that was basically made for me by the public's own perception.

"Three years ago I was involved in an incident which ultimately left me having my right leg amputated through the knee. I ended up getting counselling to help me with the depression, grief and anger stemming from the incident and resulting life change, but during the counselling what became most apparent to me was that I wasn't happy with myself.

"After having counselling from an amazing lady and attending other support groups at York Mind, I was offered Mentoring. It was daunting at first as I didn't really understand it. I thought I was going to get shouted at a lot like the coaches shout at the football teams in teen college movies!! It wasn't like that at all. My brilliant mentor helped me to remember who I was before I forgot. She reminded me to be proud of my achievements and to celebrate small victories. To challenge myself constantly, to recognise triggers and how to identify positive influences and changes.

"Moreover she helped me to be 'ME'. I gained confidence to do things I was scared of. I learnt the importance of being proud but not too proud. I learnt to realise that I could make a difference to my life and be part of the lives of those I care about in a rewarding and fulfilling way."

**"My brilliant mentor
helped me to remember
who I was before I forgot."**



What shall we do?

Whatever way you choose to raise funds, there's loads of fun to be had!

Check out some of our suggestions or make your own...



Classic Fundraisers

- Music/comedy gig
- Bake off competition
- Raffle
- Quiz night
- Name the teddy
- Car washing
- Sponsored silence
- Dress down/fancy dress day
- Car boot sale
- Sponsored head shave/Leg wax
- Bag packing
- Family fun day
- Christmas concert/carol singing



Active Challenges

Running

York 10k* (Aug)

Great North Run* (Sept)

Leeds Half Marathon (May)

Leeds 10k (July)

Yorkshire Marathon (Oct)

Yorkshire 10 miler (Oct)

Brass Monkey Half Marathon (Jan)

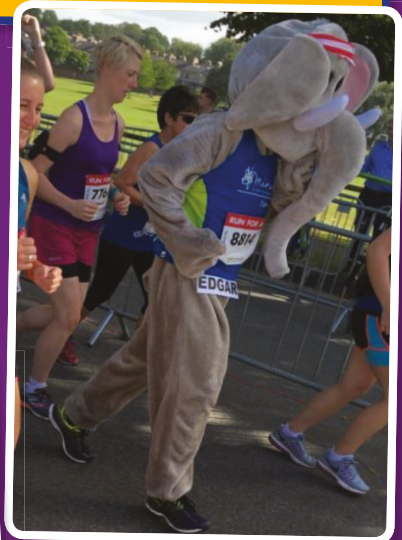
London Marathon (Apr)

Other events to try...

Tough Mudder, Yorkshire Three Peaks, Brimham Rocks Abseiling, Leeds – Liverpool Cycle, York Triathlon, Colour Rush...

Or why not try your own challenge?

*York Mind charity places available



Involve Your Company

If there's one thing we love, it's meeting staff teams and making **great fundraising happen**. See how you can involve your company in raising money, either to support your own fundraising or to partner with us.

York Mind offers tailored opportunities for:

Charity of the Year
partnerships

.....
Employee Mental Health
Training

.....
Staff engagement in
Fundraising, Volunteering
& Awareness activities

.....
Payroll giving

.....
Company donations /
Gifts in kind



THE GOLDEN RULE:

Double check you're raising funds for 'York Mind'

(and not just 'Mind'). We are technically separate charities in terms of fundraising so it's important you select York Mind so the money is spent in York.

Keep your page updated

with pictures, training updates, thank you's, tales of good training, tales of bad training. People like to know you're working hard to earn their sponsorship. Swallowed a fly on your run? Tripped over a dog? Pop it on your page. Every time you add something new on there, re-post the page link to your Facebook / Twitter profiles.

Friends can have short memories

You need to keep reminding them you're in training for a great cause and that they should sponsor you!

Say how important it is that we raise funds for our vital services

York Mind desperately needs extra funds so that we can support everyone who needs our help in York. Every pound you raise will contribute to making things better for people who need our support.

Of course, feel free to grab any info about our services from the website: www.yorkmind.org.uk

TOP TIPS
JustGiving pages

JustGiving™

Fundraising Checklist



Things to think about...

Who are you going to be fundraising with? Are you flying solo this time or are you in a group? Use this to assemble your tribe of followers and supporters.

What are you going to do to raise funds? Are you going for a classic fundraiser or perhaps a challenge – sporty, creative or on-trend? Use your talents and interests to guide you.

Where will your fundraising take place? Are you going to do an event in person, or could you do this all online?

How are you going to fundraise? Do you need equipment, space, permissions, materials? What do you need? Can you get what you need for free?

How can you let people know about what you're doing? Could you use social media, ring your Gran, contact the local Press, make posters? **Tell everyone you know, lots of times** – we humans have short memories and the last thing you want is people saying after you've finished 'Oh I would have donated / sponsored you, but I didn't know about it'.



Key things:

- ✓ Be realistic about your target – better to start off low and exceed it than to miss altogether!
- ✓ Give yourself enough planning time
- ✓ Be silly & have fun! 😊

Paying in the funds

Congratulations, you've done it! Give yourself a big pat on the back.

Now time to get things finished off by paying in the funds. Here's how you do it.

JustGiving online donations

To make a one-off donation from a bank account, visit:

www.justgiving.com/YorkMind
(click on the purple 'Donate' button in the top right).

There is no need to set up a sponsorship page to do this.

If you have set up your own **JustGiving page** for your fundraising, the funds will be transferred automatically to York Mind every two weeks. There is no need to take any action to close your page.

BACS transfer

- Sort Code **40-52-40**
- Account number **00011972**
- Name: **YORK MIND**
(Incorporating Our Celebration)

(Please let us know if you choose to donate this way so we can check when the funds have reached us safely and confirm this with you).

Cheques

**York Mind, Highcliffe House,
Highcliffe Court, York YO30 6BP**

Please make cheques payable to
York Mind

Cash

If you would like to bring cash directly to the office, please telephone us first on **01904 643 364** to ensure a member of the team is available to receive the donation.



Contact us

The Fundraising Team

fundraising@yorkmind.org.uk

01904 643 354

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Website:

www.yorkmind.org.uk

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Facebook:

facebook.com/MindYork

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Twitter:

[@TheYorkMind](https://twitter.com/TheYorkMind)

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Instagram:

[york_mind](https://www.instagram.com/york_mind)



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