

York Mind Corporate Fundraising Guide

Thank you

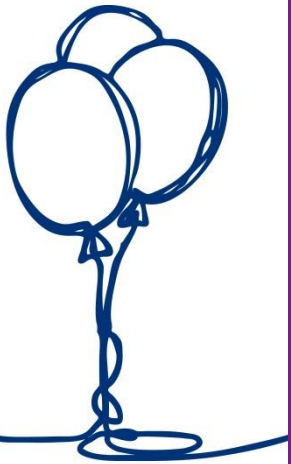
On behalf of everyone at York Mind, thank you for choosing to partner with us for better mental health in the local area.

Every penny you raise and every person you help us to reach is greatly appreciated, and we're looking forward to working with you for a mutually rewarding partnership.

Contact us:

fundraising@yorkmind.org.uk

07483 167 930



Fundraising Ideas

Not sure where to start? You can download our full **Fundraising Pack** from the link on **this page** for lots of ideas, information and inspiration to get going.

It contains lots of handy info about how we raise and spend donations, tips on how to fundraise, and what to do with the money once it's been raised.

Of course, our Fundraising Team will be on hand to help you as needed throughout the year, but hopefully this is a good resource to refer to.

Materials to help you fundraise

Let's get you kitted out! Please let us know if you would like a supply of any of the following items:

- DIY bunting
- York Mind banners
- Mental health information leaflets
- Hand waving flags
- T-shirts
- Collecting boxes
- Collecting buckets
- Pens
- Running vests



We have recently altered the materials we offer so that we can ensure our fundraising is as environmentally friendly as it can be. If there is anything else you think might help, please ask us and we'll try and source it for you!

Setting up a JustGiving page

A good idea to get things started is to create an official Charity of the Year JustGiving page.

Please see our guidance sheets 'How To Set Up a JustGiving page' and 'Top Tips for JustGiving' for information on getting started (it's super-easy).

You can use your JustGiving page to:

- Keep a log of all offline donations you raise as a company throughout the partnership
- Pay in / transfer funds to York Mind

You can also edit and amend a JustGiving page as much as you like, to reflect your activity during the year and keep all your staff and supporters up to date.

Using the York Mind logo

We will email you our 'In Aid Of York Mind' logo in various formats for you to use on any promotional posters/ website/ email footer.

It's advisable to display the following text showing the charity registration number nearby, whenever you display the logo:

'Registered charity no. 1006759'

Partnership launch (social media & websites)

We're excited to be working with you and we'd like to let others know about it!

If you are happy for us to, we will pop a Tweet, Instagram and Facebook post to launch our partnership online (once the Corporate Partnership Agreement has been finalised).

We will also add a short article to the 'News' section of our website (<http://www.yorkmind.org.uk/news>)

Please let us know if you'd like to do this on a certain date, and we can co-ordinate our activity.

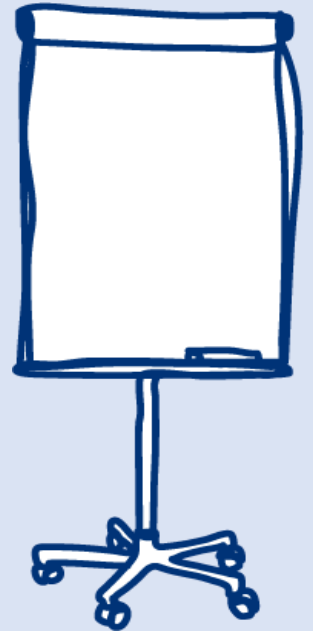


Mental Health Training Courses

York Mind currently offers a range of **Mental Health training courses** ([click here to view](#)), which are provided either as courses for groups, or for individuals to attend pre-arranged community sessions. These are delivered in person / online, dependent on current guidelines.

Our Training Manager Mark can work with you on our existing courses suite, but can deliver sessions suited to your unique company requirements too.

If you or any colleagues are interested in accessing training courses, or wish to find out more, please contact Mark at training@yorkmind.org.uk / 07772 620 543 to find out more.



'Welcome to York Mind' talk & information stalls

If Training isn't right for your organisation at the moment and you'd like a shorter presentation about the work of York Mind or a lunchtime Mental Health Information stall, please let us know and a visit to your workplace can be arranged at a time to suit you.



Visiting York Mind

We'd be delighted to welcome a small group of staff from your organisation to visit York Mind, so that you can see first-hand where and how we operate our services.

Naturally, we can accommodate a small group of up to **5 people** per visit, and there may be limitations on visiting times due to the client activities happening that day.

Please let us know some potential dates that you would like to visit, and we can work together to find a time to welcome you to York Mind.

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Annual Fundraising & Awareness Dates

York Mind engages in a number of annual fundraising & awareness events (both nationally and locally), which it can help to structure your staff fundraising calendar around.

You could try out:

- It's OK To Be Blue month (March)
- Mental Health Awareness Week (May)
- Mind Your Mates campaign (Sept-Oct)



[Check out our full Events Calendar here](#)

Volunteering Opportunities

As part of any partnership, we'd like to let you know about upcoming **Volunteering Opportunities** at York Mind.

If you'd like to volunteer as a staff team, we can help to identify appropriate one-off opportunities for this, based on the needs of our organisation. Contact us if you have a particular idea in mind!

Our individual Volunteer vacancies are also listed & regularly updated on our **website here**



Corporate Fundraising Agreement – To review

As with all new Corporate Partnerships, we would ask for you to please review a draft of our **Corporate Fundraising Agreement**, which will outline the main intentions and terms of the partnership before any money is raised.

Once we are both happy with it, we will prepare paper copies for us both to sign.

We will estimate a fundraising target for you, based on your ambitions and early plans - but please do correct us if you'd like to aim for higher / lower.

There is no pressure to raise a set amount from us – we are grateful for all donations received.

Thank you so much for your support for York Mind. We look forward to working with you!