

Your guide to: Fundraising for York Mind!



Thank you!

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



Getting Started!

Not sure how to begin your fundraising? No problem! Here are our top tips for getting off to a flying start.

1. Have fun!
2. Find an event location
3. Make a plan
4. Shout about it!
5. Spread the word online



“So many people suffer with mental health issues, probably now more than ever, and charities like York Mind give those people a place to turn to when they feel they can’t open up to those around them. It’s possible to live with mental health issues without suffering - talking will always be the most effective way to do that. If you feel you can’t or don’t want to open up to those closest to you, these charities offer the most incredible lifeline; making it so important to help them out whenever we can **Ryan**, who cycled 800 miles from Land’s End to John O’Groats to raise money for York Mind.

To raise £50

- **Hold a sweepstake** – on the Grand National, Strictly, Bake Off or whatever else is happening. Download (national) Mind’s sweepstake template from mind.org.uk/resources
- **Share your online fundraising page** on payday. Who doesn’t feel more generous when they’ve just been paid?
- **Ask for donations for your birthday** instead of any more socks, after all.

£50

could pay for the food for 3 of our eating well for good health courses.

To raise £100

- **Arrange a bake sale** at work or school. Why not choose a theme – like Halloween – and give a prize to whoever makes the best cake?
- **Contact your local supermarket and ask to pack bags and collect donations**
- **Have a clear out and head for a car boot sale.** You’ll be amazed at how much your long-forgotten loot will raise.

£100

could pay for an adult to attend 3 counselling sessions.

To raise £250

- **Organise a raffle.** Contact local shops and businesses to ask for donations you can use as prizes.
- **Hold a pub quiz.** Always a popular choice. Use our pub quiz template which you can download from mind.org.uk/resources plan your questions and give everyone a great night while watching your fundraising total soar.
- **Contact your talented friends and relatives.**

£250

could support a young person to access 12 sessions of 1-1 mentoring.

Online = On target

Fundraising online is great – it's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media and you'll hit your target in no time.

Ten steps to setting up a fundraising page

1. Make it personal

Let people know why you've chosen Mind and what your challenge means to you. It'll help people relate to what you're doing.

2. Say thanks

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

3. Get snapping

Upload a photo of yourself (or the person you're raising money to remember or celebrate). Mind t-shirt definitely recommended.

4. Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too. Turn to page 4 for a few examples of exactly what donations could pay for.

5. Don't be shy

Email the link to your page to everyone in your contacts list and ask everyone to pass it on. When you're fundraising more is definitely merrier.

6. Ask and ask again Don't let people forget – send the link to your page around more than once, particularly as your event gets nearer.

7. Get social

Remember to add a link to your fundraising page on your updates on Facebook, Twitter, Instagram and any other social networks you use.

8. Sign off with style Add a link to your fundraising page to your email signature, along with a short explanation of what you're doing.

9. Add cash and cheques

If people give you donations in person, add them to the offline section of your online page to keep that fundraising total climbing.

10. Don't stop too soon Once your event is done and you're justly feeling proud, update your fundraising page and post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate.

Top tip!

You can use either Just Giving (justgiving.com/yorkmind) to set up your page. You'll be taken through the set-up process step by step.

If you're on Facebook, Facebook fundraising is also a great option for raising money online.

Paying in

This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

Send the money our way

JustGiving

If you've raised money online, you don't need to lift a finger. The money comes straight to us, so you can get back to your tea and cake.

Payment by cheque or card

If you want to send cheques please write your event, and contact details on the back so we can thank you. Then send to
Highcliffe House
Highcliffe Court
Clifton, York
YO30 6BP

If you want to make a credit or debit card payment over the phone, drop us a line on 01904 643463

Through our website

Go to <https://www.yorkmind.org.uk/>

Please make sure you send all money to us within two months of your event.



FAQ's

What happens if can't do my fundraising event anymore?

Just let us know as soon as you can and maybe we can help!

Is there a deadline for paying sponsorship money in?

Yes - please pay in your money to us within 2 months of your event.

Can I fundraise in a group/team?

Of course! Just let us know everyone's details.

What is the difference between Mind and York Mind?

Mind is a national charity supporting people all over England and Wales. We are York Mind! Although we are part of the National Mind network, we are a separate charity.

Can I do this?!

Yes. You absolutely can. There may be times where you doubt yourself, but we know you can do it. Believe in yourself, you've got this!

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. Here's how to keep everything above board.

Health and safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- Visit [mind.org.uk/resources](https://www.mind.org.uk/resources) to download our risk assessment template and for more guidance on when to do a risk assessment.
- If you're selling food at your event, get in touch with your local council for advice.

Children and young people

- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll 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

Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

York Mind brand

- Make sure you only use York Mind-branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of York Mind' (rather than 'on Mind's behalf').
- Double check you're using our York Mind brand, and not the (national) Mind logo – local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (nation) Mind and local Minds at mind.org.uk/localminds.

Useful links

Health and Safety Executive:
hse.gov.uk/event-safety

The Fundraising Regulator:
fundraisingregulator.org.uk/code/specific-fundraising-methods/events

The Gambling Commission:
gamblingcommission.gov.uk

Collecting money

If you collect money, give us a call first. We'll take you through the basics and send you collections tins and seals. The key things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money.
- If you're planning a collection on private property – like a shop or train station – you need to get permission from the owner.
- You need a licence from your local authority or police to collect donations on the street or any other public property.

Got any questions or need to get in touch? Drop us a line at fundraising@yorkmind.org.uk or call us on 01904 643364, and select option 6.

Contact Us

Find us at
**Highcliffe House,
Highcliffe Ct, Clifton,
York YO30 6BP**

Our phone number is
01904 643364

Visit our website on
<https://www.yorkmind.org.uk/>

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