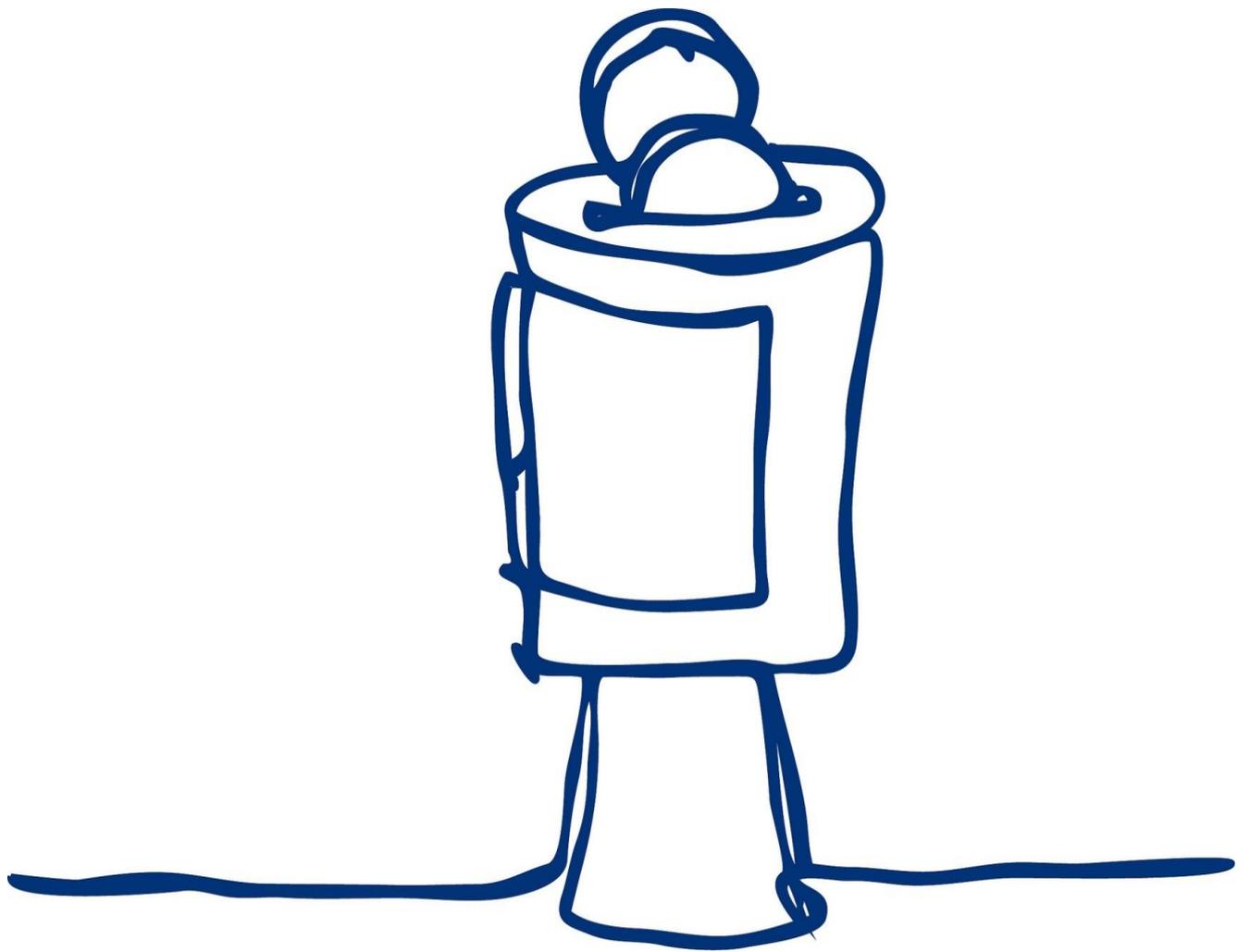


# Fundraising Guide





## Note from the Chief Executive

Hello my name is Jane Perry and I'm the Chief Executive of Doncaster Mind.

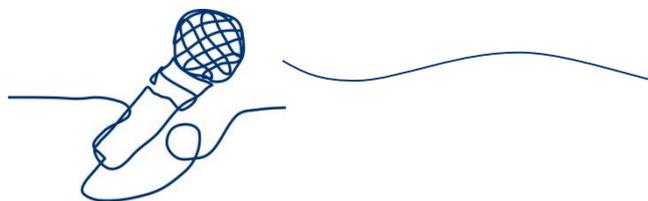
Doncaster Mind was formed in Doncaster in 1979 and since then we have been providing much needed support and advice to people vulnerable to, or experiencing, mental health difficulties – and to their family and friends.

We know that what we do is appreciated by the many people who have used our services and their stories and experiences make us who we are. We also know that other local mental health services, including statutory services, see us a vital part of the whole network of support that people in Doncaster need when mental health issues affect them and their families.

However, as an independent local charity we depend on fundraising to enable us to be able to continue to provide support to everyone who needs it. We therefore hope that you will help us in any way you can to carry on our work.

We know that 1 in 4 people in the UK will experience a mental health problem each year and many more are affected by mental health difficulties through their family and friends. Any money you can help us raise will go towards supporting some of these people.

# About Us – Doncaster Mind



Doncaster Mind is an independent local charity and is affiliated to Mind, the leading mental health charity in England and Wales.

As part of the Mind network, we adhere to Mind's ethos, aims and quality standards and this means that, wherever you are, you can depend on Mind to support you and your friends and family. As a local independent charity, we are responsible for raising all of our income but we ensure that all the money we raise goes into our services to support the people of Doncaster and the surrounding areas.

Doncaster Mind needs the support of the local community to help us to carry on our much needed work.

Our wide range of services help individuals as they recover from a variety of mental health difficulties. We are a leading local provider of services supporting individuals recovering from mental ill health by promoting awareness and aiding personal wellbeing. We also work with people who are vulnerable to mental health difficulties by helping them to become mentally stronger and more able to manage their difficulties.

We believe that no one should have to face a mental health difficulty alone. Whether you are stressed, anxious, depressed or in a crisis we'll listen and offer support.

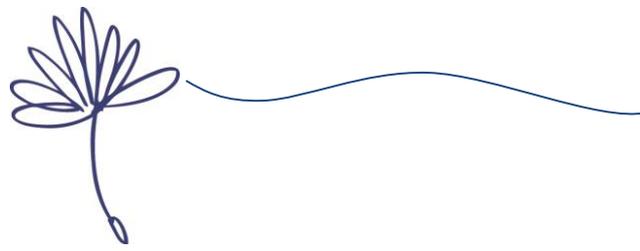
We won't give up until everyone experiencing a mental health difficulty gets both the support and respect they need and deserve.

## Who we are:

- A local charity
- Run by local people
- Part of local mental health services
- Part of the local community
- Part of a national network

## What we do:

- Provide Services and Support
- Take part in planning of local services
- Campaign for better services for people with mental health needs
- Provide information about mental health matters
- Challenge stigma and discrimination



# Thanks for your support!

Thank you for requesting our fundraising pack for Doncaster Mind.

We really value your help and support and want to make sure you have everything you will need for your fundraising activity or event. Every penny you raise will help us to continue to support the people of Doncaster and surrounding areas and to make sure that no one faces a mental health difficulty alone.

If you are part of a community group, member of a school or college, or just fancy getting involved, you could help us in the following ways:

- Organise your own event – get creative, the sky is the limit!
- Host a collection box
- Take on a challenge – run, swim, climb, cycle for sponsorship
- Run a competition

This list is not exhaustive, there are plenty more events/activities that you could choose from.

This guide is full of hints and tips to help you organise your fundraising event and make it as successful as possible:

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If you need further help or advice about your event or you want to know more about Doncaster Mind, please get in touch with us.

# Why do we need your help?

Doncaster Mind is reliant on donations and fundraising of people like you to help ensure people are getting the support they need. Without the support of fundraising we wouldn't be able to continue some of the support and services that we provide to people and their families who are experiencing or who have experienced mental ill health.



**“We fundraised for Doncaster Mind by running the Yorkshire Half Marathon in memory of our brother Keiran. We raised over £1,000 to help Doncaster Mind provide vital services.**

## Ways your fundraising can make a difference

Your fundraising will contribute directly to Doncaster Mind's vital services for people experiencing mental ill health, families, carers and professionals. Below are some examples of how the money can be spent:

- £5** Information Pack to be sent out to someone who has recently been diagnosed with a mental health condition.
- £10** Will pay for a client to have an initial assessment to find out about our services and what we can provide and how we can help them to gain mental wellbeing.
- £20** One to One Therapy Session i.e., Self harm , hearing voices, counselling
- £60** Will pay for one individual to attend a four week personal development course i.e. Anxiety Management, Stress Awareness or Confidence Building

# Getting started



From baking cakes to organising a quiz there are lots of different ways to raise money. Here are some top tips to get you started.

## Do some research

Think about who you are going to be asking donations from and what might interest them into giving. Talk to your family, friends, colleagues and neighbours about your plans and ask them for some advice.

## Make a plan

Decide what you're going to do, when you're going to raise it. Set yourself deadlines and review your progress regularly to make sure you're on target.

## Don't be afraid to ask for help

Don't do it all by yourself! Ask your friends and families if they want to join you in fundraising. If they don't you could ask them to help you do the planning. Delegate some jobs.

## Don't waste anytime

The earlier you start, the more you'll raise – and the less chance there'll be of a last minute panic just before your event.

# Raising Sponsorship

## Ask everyone

The more people you tell about what you are doing the more you are likely to raise. Ask your friends and family to ask people for you. You could give them a sponsorship form and challenge them all to raise a certain amount for you, say £20. Involve your local community including any groups or clubs you belong to, and ask them to raise money on your behalf with an event or collection.

## Matched Funding

Why not ask your employer if they will sponsor you or give a product or prize for a raffle item? You may find that your workplace will even match the amount you raise up to a certain level. If they don't, you could ask them to sponsor you with a one off donation. Don't forget to use your office intranet or email to spread your fundraising message so that other departments can get involved. Why not add your message to your email signature while you are raising money?

## Paper Sponsorship Forms

Some people don't like to use online donation sites so instead of losing out on these funds use a paper sponsorship form. We have attached a copy of a paper form in this pack. Please feel free to photocopy this or we can send you out some, so please get in touch.

## Go Online

The easiest way to raise money is online. You can set up a BT My Donate Page or a Just Giving Page and all the money collected comes straight to us. The best option is to use the BT My Donate Page as we get 100% of the funds that are raised where Just Giving take a small percentage of the funds. You can then share this on Facebook and Twitter. Get in touch with us as we can promote your event too.

## Gift Aid

Thanks to Gift Aid, the taxman will top up every £1 given to Mind with an extra 25p – so you raise £100, but we receive £125. For donations to be eligible for Gift Aid, the Person who sponsors you must be a UK taxpayer and have paid as much in Income or Capital Gains Tax as they are sponsoring you for.

# Raising Money Online



The internet can help you raise money online. It gives you the option to reach dozens, hundreds or thousands of people. It also gives the person sponsoring an option to use paying through a debit or credit card securely. The easiest and most efficient online site for raising money online is through Just Giving. We already have a page set up so you can attach your fundraising page to ours and then all the donations come straight to us, saving you time and effort collecting the money.

You can then email, share your page on FaceBook or Twitter and raise funds from people you don't always see (i.e., family or friends abroad).

The Just Giving sites has different types of fundraising pages (ie, Remembering your loved one, standard fundraising page, event page) it also has plenty of tips advice to make whatever you chose to do a success.

## Top Tips for Fundraising Page

**JustGiving™**

### Make it personal

Tell people why you are raising money for Doncaster Mind. Tell your story and add a photo of yourself (or the person you are raising money in memory or celebration of). Set your fundraising target and keep it up to date with your offline fundraising.

### Don't be shy

Email everyone in your address book with a link to your page and get them to forward the email to their contacts. And don't be afraid to ask, ask and ask again. People with good intentions can also be forgetful, so remind them by sending your link more than once.

### Share

Post a link to your fundraising page on Facebook and Twitter. Add a link to your fundraising page on your email signature, your company intranet and your own website if you have one.

### Keep going

Remember to keep raising money after your event. Add photos, updates and achievements to your fundraising page. And resend the link to anyone who hasn't sponsored you so far. Say 'thank you' – write a personal 'thank you' that will automatically be sent to everyone who sponsors you.



# Fundraising and the law



Everything you do when you are raising money for Doncaster Mind needs to be both legal and safe. There are a number of guidelines you will need to follow. If you are unsure about any aspect of your fundraising, please contact us on Laura on 01302 812190 or email [laura@doncastermind.org.uk](mailto:laura@doncastermind.org.uk)

## Raffles & Lotteries

Lottery or raffle tickets must not be sold by, or to, anyone under 16.

You'll need to apply to the local authority or council for a licence to hold a public lottery or raffle.

Private lotteries and raffles do not need to be licensed as long as tickets are only sold to members of a club or to staff within a workplace.

Raffles held at social events do not need to be licensed as long as the raffle is not the sole reason for the event, tickets are only sold on the premises and the winners are drawn and announced at the event.

## Collecting money

The legal minimum age for collecting money is 16. To collect on private property (like a supermarket, station or pub) you need to get the permission of the manager.

To collect on the street you need to get a licence from the local authority or police. Please contact us if you are planning to hold a collection so we can provide you with more information on collecting guidelines and issue you with collection tins.

## Health & Safety

Please do not do anything unsafe or illegal as we cannot be held responsible. If you are unsure please contact us for advice.

## Insurance

Mind cannot accept any liability for any event you organise, so it is important that you secure appropriate insurance cover. Most venues will have their own insurance and you will need to check any liabilities to the public are covered to protect yourself as well as your audience.

## Entertainment

If you are planning on having any form of entertainment (music and dancing) at a venue that does not have a Public Entertainments Licence, you will need to get one from your local authority (licences are free for events with charitable purposes).

## Food & drink

If you are providing food at your event, every person involved in the preparation must have a basic understanding of food hygiene. If you are selling alcohol at your event, you must get an alcohol licence from your local authority.

## Useful websites

### Fundraising

[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

### Raffle and lottery regulations

[www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### Food safety

[www.food.gov](http://www.food.gov)

## The Mind brand



The Mind look is based around our logo, which is very well known. It is important for the logo to be used consistently so that people recognise it and understand who we are and what we do.

We have poster templates which we can email or post to you. We can also provide you with an electronic version of the logo displayed on the right of this page.



### Please remember:

- Please do not use capitals (MIND) as our name isn't an acronym
- Please do not stretch or re-size our logo
- Our core colours are blue and white. The logo should always appear in the core colours, or in black and white.
- You can use Tahoma font in promotional materials as it is easy to read.

### Some tips on writing

- If you're comfortable telling your own story, do – it's likely to encourage people to support you.
- You can (and should) tell this in your own words, but you should make it clear that you're speaking and not Doncaster Mind.
- Keep it simple and avoid jargon, abbreviations or clinical language.
- Talk about 'mental health' or 'mental health problems' – be careful not to use any terms which might cause offence (such as 'madness' or 'mental illness').
- Remember, our work is about people and not conditions, and our focus is on how we can support and empower people.
- Always state that you are fundraising in aid of 'Doncaster Mind'.

### Branded merchandise

We also have lots of resources which we can send to help you with your fundraising activity.

These include, Balloons, Sponsorship forms, t-shirts, buckets and collection tins.

If you would like any of the above please get in touch.

## How to return the money you raise

We really appreciate your decision to raise money in support of Doncaster Mind. People like you make a huge difference to the lives of people who suffer from mental ill health and their families.

Please complete the 'Your fundraising donations Form' enclosed in this pack & return it to us with any cheques made payable to 'Doncaster Mind' & any monies to Doncaster Mind, Oracle House, 2- 5 Princes Street, Doncaster, DN1 3NJ. If you have any questions, call us on 01302 812190.

Remember, supporters could also pay by credit/debit card on your online fundraising page.

# Fundraising ideas



Put the fun back in to fun-raising with quirky, tried and tested or challenging fundraising ideas.

## At work:

- Cake sale
- Book sale
- Dress-down day
- Guess the baby photo competition
- Wake-up-your Mind breakfast
- Pot luck lunch
- Sweepstake (football, horseracing, Eurovision)

## In your community:

- Quiz night
- Karaoke night
- Race night
- Street party
- Face painting at local event
- Our collection tin in shops or pubs

## In a group:

- Coffee morning
- Car-boot sale
- Pamper party
- Dinner dance
- Fashion show
- Bring and buy sale
- Auction of goods or promises

## Seasonal:

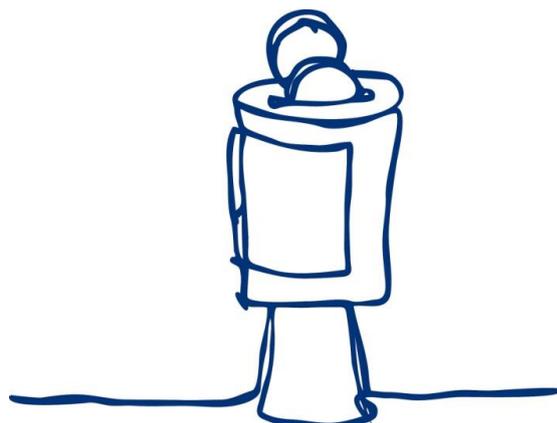
- Sponsored New Year's resolution
- Valentine's Day ball
- Burns Night supper
- Pancake-tossing party
- Easter egg hunt
- Summer BBQ
- Halloween party
- Fireworks party
- Christmas...fair, carol singing, mulled wine & mince pie evening, present wrapping....

## At home:

- Get sponsorship to give something up – talking, chocolate, alcohol...
- Get sponsorship to do something new – headshave, leg wax, slim...
- Come dine with me dinner party
- Swap-shop party at school
- Non-uniform day
- Spellathon

## Sports day

- Sponsored Walk
- Sponsored Run
- Sponsored egg and spoon race
- Half Marathon
- 5km or 10km run
- Biking



# My Fundraising – Money Return Form

Thank you for raising funds for Doncaster Mind.  
All the money you have raised will be used for the people of Doncaster Mind and will make it possible for us to continue our vital work.

**Section 1: Your Information**

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Telephone \_\_\_\_\_ Mob \_\_\_\_\_

Email \_\_\_\_\_

**Section 2: Your donation (please tick and fill in the relevant section)**

I am enclosing a cheque made payable to Doncaster Mind for £

I transferred £  from my bank account to Doncaster Mind on  /  /  (date)

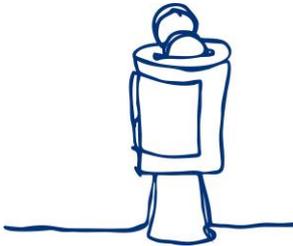
Transferring Funds to Doncaster Mind – CAF Bank Ltd, 25 Kings Hill Avenue, Kings Hill, West Mailing, Kent, ME19 4JQ

Online: Sort Code: 40-52-40    Account Number: 00021488

In person: if depositing direct to the Doncaster Mind please visit your nearest HSBC and use the bank details above.

**Remember to enclose any Sponsor forms you have used.**

**Please do not send cash through the post.**



### Section 3: About my event

Please use the space below to give as much information as possible about how the money was raised, especially if this is the first time you have contacted us about your fundraising.

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### Section 4: Personalise my donation

**Please let us know if there is a specific area of our work you'd like to support.**

I would like my fundraising to support:

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**We can also register your funds in memory of a loved one.**

I am fundraising in memory of:

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You will receive a letter of acknowledgement and thanks.

Please return this form to our office:

Fundraising  
Doncaster Mind  
Oracle House  
2 – 5 Princes Street  
Doncaster  
DN1 3NJ

Tel/Fax: 01302 812190  
[www.doncastermind.org.uk](http://www.doncastermind.org.uk)  
[office@doncastermind.org.uk](mailto:office@doncastermind.org.uk)

You can help us to achieve our vision of a better life for everyone affected by mental health issues by donating through Just Giving at <http://www.justgiving.com/DonMind/>  
Or help us by volunteering, contact us for more information.

Find us on Facebook:  
Doncaster Mind  
Company Registration  
Number: 07433894  
Registered Charity No. 1141145

And ....

Good Luck!



We are sure it will be a success



