

FUNDRAISING PACK 2019

Thank you for your interest in raising awareness and funds for your local mental health service, Manchester Mind. **We raise all our own funds each year**, so all donations are gratefully received.

We hope this information pack is useful in planning your fundraising activities....

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Please get in touch and ask for our “Sponsorship Pack 2019” if fundraising through sponsored challenges or events this year...we’ll help you every step of the way!

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I. ABOUT US

Background

In Britain in any one year, 1 in 4 of us will experience a mental health problem. Mental health problems are indiscriminate. They can affect anyone - rich or poor, young or old, at work, within your family or circle of friends. Poor mental health can shatter the lives of the people affected and the lives of those close to them.

What does Manchester Mind do?

Manchester Mind (formerly HARP) was established in 1989. We provide a portfolio of advice and support services to alleviate the impact of poor mental health on young people, adults and families living in Manchester.

We are an affiliate member of national Mind and adhere to its quality standards. We are not a local branch of a national charity - as with all local Mind associations across the UK, we're an independent charity (1102058) and totally self-financed. **We receive no funding from national Mind.**

Our strategic aims are...

- To address the effects of poverty, insecurity and poor physical health on mental health
- To enable people to manage their lives and make positive choices with skill and confidence
- To promote and create opportunities for people to contribute to their communities
- To provide information and advice to people to meet their particular needs and raise awareness about mental health issues within the city

We give support and advice to over 4000 people every year.

Manchester Mind recognise the impact of poverty on mental health and works to improve the lives of some of the most vulnerable residents in our city. Many of our service users have multiple and complex needs, including housing issues, debt, alcohol and substance misuse.

We also support over 80 volunteers every year at our cafe, office, eco-therapy projects and young person's service. We encourage this form of regular, ongoing engagement as a safe and positive route for people recovering from mental health issues.

Our Projects and Services...

- Advice Team: a flexible and creative approach to delivering welfare benefits, debt and housing advice for people with mental health issues. We also attend tribunals and work in partnership with 5 other advice agencies to deliver the "Manchester Volunteer Advice Project" (MVAP).
- YASP: supporting children and young people aged 11-25 through volunteering, mentoring, befriending, welfare advice, counselling and awareness sessions
- Community Café: (based at the Zion Community Centre) offers supported training placements to people with mental health issues with the aim of improving mental health by tackling social isolation, building confidence, skills and social networks.

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- Volunteering Project provides supported volunteering in administration, advice work, social media, mentoring and befriending, to help people build new skills and refresh old skills, so encouraging confidence and social networks.
- Good Mood Food: successful catering social enterprise. A highly viable business, offering volunteering and employment for people wanting to return to work.
- Training for community groups/ volunteers in mental health awareness; professional boundaries, interviews, presentation skills. We also offer training for private, public and third sector employees
- Assertive Outreach: partnership with Manchester Mental Health & Social Care Trust. Statutory provision for 308 people with a) long-term psychotic illness AND other complex issues (i.e. substance misuse, homelessness); b) forensic histories AND multiple hospital admissions; c) who also lack engagement with mainstream statutory provision.
- Food for All: a dignified alternative to food banks, supporting hundreds of young people, adults and families who're at risk of food poverty. We offer emergency food, weekly free hot meals and batch cooking sessions where people learn to cook in our kitchen and take home all the dishes they make (large batches). Now operating at 2 venues across the city.
- Building a Healthy Future: free 6 week emotional resilience courses for older people.
- Give Help Get Help: 3 peer support groups in North and South Manchester
- Big Manchester: family intervention work, in partnership with Barnardo's, Women's Aid, Lifeline and Homestart

Demand for services is increasing....with your help, we can support even more people....

"Before I came here I'd been in three different psychiatric hospitals. I'd just have kept being stuck inside the house, but working in the cafe gets me out and around people. It means I've become much more comfortable around people and developing catering skills makes me feel like I'm getting somewhere in life." **CAFE VOLUNTEER**

"Thank you for all your help and support over the last 12 months. The area of tribunals and appeals were unknown to me. The worry and stress would have tripled if I had to face it alone." **Manchester Mind Advice Service User**

"The experience I gained has been invaluable - it has given me a chance to grow in confidence and develop new skills. All the staff are helpful and friendly and this allows volunteers to reach their full potential. The supervision has been extremely useful as regular emotional support. Volunteering has made me more confident in my personal life, but also aided me to be more successful in my work life too. The training I received was excellent and enabled me to get a job. My current employer values my training provided through Manchester Mind and sees this as a great asset that I can bring to the team." **VOLUNTEER**

"Prior to the first meeting with this client he had contacted me by phone, telling me that he could not go on and was going to 'do something to himself'. Without wishing to sound dramatic, without your help on this occasion, I am sure my client would have made a further suicide attempt and perhaps completed". **Mental Health Practitioner on our Advice Team**

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"I was on anti-depressants for 3 years. I've been twice to A&E and also spent eight days in a crisis point - nothing helped. In case I couldn't find help I left a goodbye note inside a kitchen cupboard for my friends. I got support at YASP, who recognised what was wrong and notified my GP. Receptionists in my health practice started treating my complaints seriously and gave me emergency appointments. My counsellor made me feel that I am not alone I learnt how to take care of myself, change my false beliefs, think reasonably and don't despair. For the first time in years I gained hope and belief that I can be healthy and happy. I saw that it was my mental health that had caused my pain. Six months into therapy I can say that this is the best time in my life. Finally, I solved the problems that had been swept under the carpet for years with anti-depressants. I can enjoy life like every other person. I look positively into the future and I am not afraid of failure. I know there will be days when things will go wrong but it is OK, because thanks to counselling I received at YASP there will be no more suicide notes ever. I live a new life now."

YASP SERVICE USER

"You have helped me to spend more time out of my bedroom and with my children. Now I am getting out of bed and sitting in the living room with them instead of staying in my room. I also remember the trips we did, things I would not have done if it weren't for you."

PARENT, FAMILY INTERVENTION PROJECT

How your donation will help...

- ✓ £10 will offer 3 people in need a hot meal
- ✓ £25 will pay for a YASP counseling session
- ✓ £50 will cover a volunteer placement and mentor support
- ✓ £200 will pay for advice drop in sessions (1 day)
- ✓ £250 will pay for essential gardening equipment at our allotment
- ✓ £500 will buy a new equipment for our community cafe

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2. Fundraising Ideas

You don't have to take part in a scheduled event to raise money for Manchester Mind. It's easy to support us by organising your own activity or get together with friends to raise money Manchester Mind. There are plenty of different ways you can raise money for us, and have fun whilst you are at it! If you are keen to raise money amongst your friends, family, workplace or school, Manchester Mind has some great ideas to get the ball rolling...

Thematic (wellbeing)

A review of the most up-to-date evidence suggests that building the following five actions into our day-to-day lives is important for well-being. Why not draw inspiration from the "Five Ways to Well being" below to think up some new and interesting themed fundraising...

- ❖ **Give:** Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.
- ❖ **Be Active:** Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.
- ❖ **Connect:** With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.
- ❖ **Keep Learning:** Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.
- ❖ **Take Notice:** Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

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A-Z of Fundraising Ideas

- ❖ **Auctions:** to be successful, items must be of good quality. A variation on this idea is the blind or silent auction where each item has a bidding sheet on which people write their pledges. Run an auction of promises: contact your friends and see what they can offer up; babysitting, washing, hairdressing, gardening, photography, decorating, a ride in a Rolls, or on a 'Harley'; the list can go on and on.
- ❖ **Bag packing/collection at local supermarket:** ask a few friends. You will need to get permission from the supermarket manager, and book in a day for you to come in. You will need to contact them as soon as possible as they book up in advance.
- ❖ **Board Games Evening**
- ❖ **Bric a brac stall/Car boot sale:** bring in your old items and sell – one person's trash is another person's treasure!
- ❖ **Cake bake: have a bake off**
- ❖ **Competitions:** art or short story. Good for schools. Pupils pay a small fee to enter.
- ❖ **Collections at local sports matches:** You will need to get a group of about 10 people together. Contact any sports clubs in your area and ask them if you can do a collection at the start, half time and the end. If they agree then ask if they would mention it in the programme the week before or on the day and announce it over the tannoy. Fancy dress would be good for this as it always attracts attention and therefore means you will collect more. Third and fourth division football clubs are especially good for this.
- ❖ **Collections at service stations or train stations:** Fancy dress and friends to help are again a very good idea. You will need to contact the individual service or train stations' manager for permission.
- ❖ **Dress down day/non uniform day:** charge each person £1/£2 to come in for the day in non uniform or casual dress.
- ❖ **Fancy dress pub crawl:** This can be great fun and is very popular with our supporters. Again grab a few mates for this, and do it in fancy dress, it can be great fun. You will need to plan your route before hand and get permission from all the pub managers involved; you will not need a license, as this is private property. Ask the pubs to provide you all with a free drink when you go in and then charge your friends £10 to join the pub crawl.
- ❖ **£Fiver draw:** each person writes their name on a £5 note. The winner gets 25% of the total and the runner-up gets their £5 back. With 40 participants, that's £50 to the winner and £145 for Manchester Mind!
- ❖ **Funky hair day:**
- ❖ **Giving Up!** Persuade your friends to give up a favourite food (e.g. chocolate) for a period of time and give the money saved to Manchester Mind.
- ❖ **Monthly Quiz:** Produce a quiz and sell it for £1. This could include Pub Games Nights (e.g. darts, skittles, dominos). An entry fee has to be paid for each game played.
- ❖ **Messy events:** baked bean baths, gunge tanks, wet sponges!
- ❖ **Murder Mystery evening:** book a local package and sell tickets to friends and family
- ❖ **Piggy back other events:** Look out for local events such as summer fates or local dances where you can hold a tombola, raffle or cake stall to raise donation money.
- ❖ **Quiz night at local pub:** If your local pub already holds a quiz night, ask if the proceeds can be donated to Manchester Mind. You will need to advertise this on posters beforehand, so that

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people will dip in to their pockets more readily on the night! If your pub doesn't already hold a quiz, speak to the landlord about your idea. If you choose a mid-week night the quiz should bring in more business for the pub, so ask the landlord if he will throw in a basic buffet for free and/or donate a percentage of the bar takings.

- ❖ **Raffles:** ask local shops if they will donate any goods that can be used as prizes. Do you know a hairdresser, mechanic or gardener who would donate their service as a prize? Other ideas for prizes are a trip in a hot air balloon and air miles. It is not a good idea to hold a raffle where the tickets are on sale to the general public as it will have to be registered with the Local Authority. A raffle held at a workplace or club does not have to be registered and there is no limit on its size, though tickets can only be advertised on the premises. A third category of raffle is one that is held as part of another event. Tickets for the raffle can only be sold and issued at the event itself and no more than £250 may be spent on purchasing the prizes. However, there are no limits on the value of donated prizes. Alcohol may only be included in the prize list if the event is being held on licensed premises.
- ❖ **Raffle your services!** A days ironing, cleaning, cooking, dog walking. Sales: e.g. jam, jumble, knitting, plant (as part of an open garden event)
- ❖ **Skills auction:** Works really well in the workplace, get your colleagues to donate their 'skills' from dressmaking to tea making and everything in between! Get your boss to offer to make the tea or wash someone's car and watch the bidding shoot up!
- ❖ **Special days:** whether you're getting married, celebrating a birthday or commemorating an anniversary, ask people to donate to Manchester Mind rather than give you presents
- ❖ **Sponsored Event:** swim, run, walk, diet, shave, leg wax, sunflower growing, silence! Set up an online donation form and email everyone.
- ❖ **Sports Day:** organise a 5-a-side, netball, cricket or sports match, charge a team entry fee, sell refreshments and run a sweepstake at the same time.
- ❖ **Themed evenings:** Invite your supporters to a - a night of Indian, Chinese or Mexican food - you serve tapas, tacos and enchiladas. Get people to bring a bottle of wine and charge £5 to cover the cost of the food.

And remember....

- ✓ Let us know if you need help and we'll support you all the way
- ✓ And if your fundraising event if it is open to the public, we'll help you promote it
- ✓ We also love to receive your fundraising photos and news, which we can share to inspire others, so please be sure to drop us a line after the event!

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Fundraising at Work

- ❖ **Add Manchester Mind online giving page to your signature footer** - and watch the donations come in from internal and external work colleagues and suppliers.
- ❖ **'Charity of the Year'**: nominate Manchester Mind and work with us for 12 months – fun!
- ❖ **Cake sale at work every Friday**: divide the cake into 8 slices and sell them for £2 a slice. In six months you'll have raised over £384 and won the undying love of your workmates.
- ❖ **Coffee free challenge**: go without your daily for a week/month and donate the money you would have spent to Manchester Mind
- ❖ **Green work route**: cycle or walk to work and donate what you would otherwise have spent on transport whilst also saving the planet!
- ❖ **Director service**: sponsor the directors to dress as waiters and waitresses and serve lunch to staff members.
- ❖ **Fines box**: set fines for people at work- every time they mention their favourite TV program or celebrity, going to the pub or swearing! Set a day and publicise it in advance. Appoint an independent arbiter to monitor performance. Charge £1 for each offence.
- ❖ **Guess the baby competition**: ask everyone in your office to bring in a baby photo and charge people £2 to guess who it is. The person with the most right wins a donated prize.
- ❖ **Jars of money**: if you work in a large organisation, place a jar for coins in each department and give a prize at the end of the collecting period to the department donating the most.
- ❖ **Lift toll** - if you work in a high rise building introduce a 'lift toll' for the day and charge everyone a £1 each time they travel up or down in the lift.
- ❖ **Matched funding**: some employers will match your fundraising total pound for pound. Make sure you ask your employer about this - it could be the easiest money you raise!
- ❖ **Night In!** Persuade colleagues who frequent pubs and clubs not to go out on one Friday or Saturday night and to donate the money they save.
- ❖ **Non-female beauty pageant**: ask the men in your office to dress up as women (you will be surprised how many volunteers you get!) and sell tickets for the event and let the audience be the judge. They vote for their favourite by putting money in a collection tin labelled with the contestant's name.
- ❖ **Pocket Money**: ask everybody to donate an hour's pay or request that they come into work with only a pound coin in their pocket, this money to be given to Manchester Mind.
- ❖ **Skills auction**: get your colleagues to donate their 'skills'. Why not ask your Manager to offer to make the tea or wash someone's car...watch the bidding shoot up!
- ❖ **Sponsored headshave/chest wax**: you or a willing volunteer from your office gets sponsored to do a head/moustache/beard shave or a leg/chest wax.
- ❖ **Sponsored stairs**: do you work in a high-rise building? Get your colleagues to sponsor you to use the stairs instead of the lift for a set period.
- ❖ **Spot the baby**: embarrassment guaranteed when you collect colleagues baby photos. Charge people £1 to guess the identities!
- ❖ **Sweepstake** : if you are running, organise your own sweepstake. Set up a grid of times and ask each person to bet £2, the person nearest to your race time wins £25 or a bottle of bubbly.
- ❖ **Weekend draw**: treats to be won every Friday. Sell raffle tickets (£1 for five). The first ticket drawn gets the most expensive prize. Run the draw on a rota if you've many departments.

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Fundraising at School

- ❖ **Art Attack:** ask pupils' to create artwork as gifts for parents to purchase for Mother's Day, Father's Day or Christmas
- ❖ **Bake off:** have a bake sale at school during a break - 2 classes could bring in cakes and see who raises the most money
- ❖ **Battle of the Bands:** ask older pupils to lead on organising the event – sell tickets for the event
- ❖ **Be Active:** Choose something challenging - walking 5 miles, swimming 100 lengths – and get sponsored to have fun!
- ❖ **Be Creative:** design a Christmas card or other craft that is easy to make in bulk, then sell to family and friends.
- ❖ **Be Helpful:** How many of your neighbours have dogs? Ask them if they would be willing to donate to Manchester Mind in exchange for walking their dog for two weeks. Or offer to water their garden when they go on holiday for a donation
- ❖ **Bring-and-buy:** hold a bring-and-buy sale for your class, or even the whole school! Bring in your old toys and books to sell, and donate the profits to Manchester Mind.
- ❖ **Car Wash:** Get together with your friends to clean the cars in the school car park during lunch hour during the Summer term
- ❖ **Casual Friday:** have a charity 'own-clothes' day and ask everyone to pay £1 to wear their own clothes
- ❖ **Coin Snake:** Organise a money snake – mark out a long wiggly line (30 meters) and ask people to donate their 2p pieces to complete the money snake. When it is finished, you will have £25 to donate to Manchester Mind. See how far around the school you can get!
- ❖ **Come Dancing:** Ask your teacher if they can help you organise a school disco, and donate the proceeds to Manchester Mind.
- ❖ **Cookbook:** gather healthy recipe contributions from pupils, then sell your cookbook to staff and parents or display in a local shop
- ❖ **Fashion Show:** Ask your parents/friends to donate their old clothes and hold a 'recycled' fashion show for your school or neighbourhood. You can charge for admission, refreshments and sell clothes too
- ❖ **Flying High:** Have a paper plane competition. Ask if you can use the school hall, and charge a small entrance fee. You can have all sorts of different classes - furthest distance flown, most unusual design, most accurate flier to project their plane through a hoop etc.
- ❖ **Gift List:** Ask friends, relatives and Father Christmas to donate to Manchester Mind for a Christmas or birthday present.
- ❖ **Go Without:** Give up something you would really miss, like sweets, TV, games consol or your mobile and get people to sponsor you for each day that you manage to go without.
- ❖ **Grow your Own:** Buy a packet of seeds, plant them and let them grow. Then sell the bigger plants for a profit. Get the whole class to join in.
- ❖ **Magic Show:** invite a magician to the school or ask budding magicians in your school to get together and hold a magic show
- ❖ **Pantomime:** organise a show and donate ticket sales and programme profits
- ❖ **Share Culture:** Get together with friends and hold a recital for your family and neighbours. You could sing songs, play an instrument, recite poems or tell jokes.
- ❖ **Spelling Champion;** a sponsored spelling bee for your class, using 'healthy' words?

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- ❖ **Stop Talking:** Hold a sponsored silence. Ask your parents and neighbours to sponsor you to keep quiet! You could ask them to sponsor you for the whole day or per hour.
- ❖ **Talent Contest:** hold a talent contest for pupils to showcase their skills! You could make it TV show style by nominating judges to pick the winners
- ❖ **Tea Party:** Organise an afternoon tea party - bring cakes, biscuits and drinks, and charge people £3 entrance.
- ❖ **Treasure Hunt:** split pupils into pairs or teams and let the detective work begin! Ask a local business to donate a prize for the winning pair/team, and set a suggested donation amount for entering
- ❖ **Washing Up:** offer to wash up for the school canteen if staff will sponsor you!
- ❖ **Wet sponge stocks:** teachers are held in the "village stocks", with pupils paying £1 to throw 3 wet sponges!

Sponsorship....

If you're raise awareness and funds for Manchester Mind through a sponsored event, thanks to purchase your place, set a fundraising target – and remember to take out personal injury insurance is your undertaking a skydive or any form of extreme physical challenge!

Please contact us for a copy of our "SPONSORSHIP PACK" which has useful information, top tips and paper sponsorship form.

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Seasonal Fundraising

Spring

- ❖ **Bunny bingo:** organise a bunny bingo at school - bingo tickets are priced five for £1. There are six games of bingo, the first five games have a prize of a large egg for a line and a cuddly toy for a full house (buy in the January sales!). The last game is slightly different - sell the bingo ticket at £1, and a quarter of what is taken is the prize money.
- ❖ **Design an egg competition:** Get people to decorate an egg. This might be the most detailed and beautiful ornamentation or the funniest face and accessories (wooly wigs, felt hats etc). You can use real eggs or cover balloons with papier mache. Display the eggs with a bucket in front of them and ask people to vote for their favourite with their spare cash - the egg that collects the most cash wins.
- ❖ **Easter Bonnet competition and parade:** cute fundraising idea for kids as they all get dressed up in hats too big for them and a few of Mum's accessories. Easter Bonnet. All entrants then parade at your fundraising event before a winner is chosen. The local press love this sort of thing at Easter make sure you let them know!
- ❖ **Easter Duck Race:** gather 50-100 rubber ducks and number them. Participants pay to receive a number (raffle ticket), then the race down the river begins...the first duck over the finishing line wins a prize!
- ❖ **Easter egg/treasure hunt:** Small wrapped chocolate / candy eggs and hide in a garden, playground, sports field. Children then hunt for the eggs. Charge a fee to take part or use the Easter Egg Hunt as a free event with a raffle, food/refreshment stall.
- ❖ **Ladies Luncheon:** cook the food yourself and host at your home or negotiate a fixed rate with a local café or restaurant, then sell tickets
- ❖ **Pancake breakfast:** guests, after paying a flat fee, are invited to enjoy a hearty breakfast of pancakes of every kind, complete with a smorgasbord of succulent toppings! Ask grocery stores will often donate all supplies
- ❖ **Prepare an Easter feast:** Cook your friends and family a delicious homemade meal, and ask your guests to make a small donation
- ❖ **Shrove Tuesday Pancake Race.** A team based event. Spectators can eat the pancakes afterwards but only if they make a donation.
- ❖ **Spring Clean:** offer to tidy gardens, garages or people's homes – use homemade eco cleaning products to save money and charge a £5 fee per job

Summer

- ❖ **Summer Fete:** Organise a summer fete in your community. Ask if you can use your local school playground or village hall as the venue, and ask your friends, family and neighbours to get involved by arranging face painting, music, a raffle, cake stalls and games – such as welly wanging!
- ❖ **Cleaning golf clubs:** approach a golf course and ask if you can set up an area to clean people's clubs for a fee. This has proved very popular and a great money spinner in the past. Alternatively you could offer yourself as a caddy during games. Not only will you raise some money but you will improve your fitness
- ❖ **Summer BBQ or picnic:** invite friends and family to eat al fresco (£5 ticket per person)
- ❖ **Bike-a-thon:** What's better than feeling the fresh wind through your hair? Participants

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pay a small entrance fee then collect sponsorships for the number of miles cycled.

- ❖ **Car washing:** Get together with your friends to clean the cars in your neighbourhood
- ❖ **Ice cream feast:** Who doesn't love ice cream on a hot summer day? Approach a local ice cream or frozen yogurt shop and ask if they would provide the ice cream and cones. Many shops will host a charity ice cream cone day where with each cone sold, a portion of the proceeds goes to charity.
- ❖ **Karaoke night:** everyone loves to sing – however badly!
- ❖ **Mini music festival:** ask small acoustic trios to perform in your kitchen, charge £10 entry
- ❖ **Outward-bound weekend:** go wild!
- ❖ **Summer preening:** sell tickets to a pamper session – get ready for the beach!
- ❖ **Swimathon:** see if you can collectively swim 21 miles – the channel...!
- ❖ **Watermelon Eating Contest:** appealing to many ages (and healthy, too), watermelons provide the perfect texture and messiness that makes an eating contest fast and fun!

Autumn

- ❖ **Curry night:** cook up a hot and spicy treat to warm your dinner guests
- ❖ **Ghost walk:** draw the group a map, hide clues in spider webs or slime and watch the fun unfold...
- ❖ **Halloween Bake Off:** a haunted gingerbread house, ghost cupcakes or skeleton gingerbread?
 - ❖ **Halloween disco:** award a prize for the best "Thriller" dance, spooky poem/song or fancy dress
 - ❖ **Pumpkin carving competition:** get creative and compete to be the best!
 - ❖ **Quiz night:** have themed rounds as well as spooky team names
 - ❖ **Scream-a-long:** get your friends to each bring along their scariest film -no hiding behind the sofa!
 - ❖ **Soup-a-licious** - why not make up a cauldron of hot delicious soup to sell for £1 per cup - perfect for a crisp evening.
 - ❖ **Trick or Treat:** create a lucky dip and charge £1 a go...
 - ❖ **Wear to Scare:** a change from the traditional non-uniform day!
 - ❖ **Witch Sport:** for some light entertainment, hold a small game of football/hockey/rounders where participants dress up as witches. Charge a fee to take part!

Winter

- ❖ **Bag packing:** Pack bags at your local supermarket in return for donations, a great opportunity with all of the Christmas shoppers.
- ❖ **Cardless Christmas:** donate the money that you would have spent on Christmas cards to Manchester Manchester Mind.
- ❖ **Carol singing:** local shopping centres or stations are great places to sing carols, but remember to ask for permission first!
- ❖ **Christmas cards:** if you do send cards, include a short letter with every one, asking for their support. Set up an online fundraising page on Virgin Money Giving, and include your link in the card so that they can sponsor you wherever they are

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- ❖ **Christmas collections:** Organise a collection at your local shopping centre or supermarket - in festive fancy dress of course!
- ❖ **Christmas dinner party:** Have a dinner or drinks party and ask guests to bring a donation to Manchester Mind. You can give your party a Christmas theme or the theme of your choice
- ❖ **Dodgy Christmas Jumper Day:** Christmas isn't the same without those classic dodgy jumpers. Ask your friends, family and work colleagues to donate £1 to wear their Christmas classic to work, school or a social event. Send us in your photos and we'll feature them on our website!
- ❖ **Wine tasting**
- ❖ **Mulled wine and mince pie evening:** speaks for itself – why not add a raffle to the occasion?
- ❖ **New Year party:** ask guests to bring a donation to Manchester Mind. Add a fancy dress theme to encourage a sense of fun!
- ❖ **New Year's resolution incentive:** to give yourself some extra motivation this year, why not get sponsored to make the change? Whether it's changing a bad habit, doing more exercise or trying something new, sponsorship can be a great way of making sure you achieve your goals and support us!
- ❖ **Non-uniform day:** ask a local school to hold a Christmas fancy dress/non-uniform day with pupils donating £1 to Manchester Mind to take part
- ❖ **Office party:** hold a raffle or quiz, charge an entrance fee a 'skills' auction - who knows what secret talents your colleagues have!
- ❖ **Santa's Grotto**
- ❖ **'Piggy back' existing events:** ask your local school/community group/church if you can have a stall or organise a raffle at their Christmas Fair
- ❖ **Sponsor money for your Christmas event:** ask for sponsorship rather than Christmas presents
- ❖ **Lonely Christmas presents:** you know that CD you'll never listen to in a million years or those shocking 'comedy' socks? Someone might like them! Take them to work or College and sell them. Give a prize for the most awful gift!
- ❖ **Xmas wrapper:** offer your services as a gift wrapper for a small fee.

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3. Fundraising Top Tips

Manchester Mind appreciate your efforts to fundraise for our charity. Whatever your fundraising idea, most importantly, **please LET US KNOW what you are planning.**

We can help in many ways, such as...

- ✓ Help developing your ideas
- ✓ Ongoing support
 - Sponsorship forms
- ✓ Donation envelopes
- ✓ Template posters
- ✓ Promoting your event to all our supporters

Here are a few general top tips to help make your fundraising event really great...

- ✓ Know about Manchester Mind: When people are asked to give money to a charity they want to know how it is going to be spent. Therefore it is important that you know what Manchester Mind does and where the money you raise will go. By having an insight into the problems and how your money will help, you will gain good motivation and commitment to the cause. To get further background information, take a look at our **Annual Report** and visit **www.manchestermind.org**
- ✓ Imagination: The more unusual and attractive your fundraising ideas are the more people will support them. Don't just shake a tin and expect everyone to want to put money into it. Think laterally, not everyone will donate money, perhaps they could donate a prize for a raffle or something for a car boot sale.
- ✓ Have enthusiasm and persistence: Your enthusiasm will encourage people to get involved and support you. Once you've decided what you are raising money for, really sell the idea to people. It might be for a specific item or for funds in general. There will be plenty of 'Nos'. Be prepared for this and don't let it dampen your enthusiasm. Remember, there are thousands of charities raising money and people do generally support them. You have to make yours sound the best! A good fundraising event will encourage people to give out of interest and enthusiasm rather than out of guilt.
- ✓ Be confident: People need to see that you believe in what you are doing. Don't be afraid to ask for donations!
- ✓ Create a team: if you can, rally a team of people to share the work of organising the event. Get people you know involved at home and at work
- ✓ Get Organised: Draw up a plan of attack. Give yourself plenty of time and set yourself achievable targets.
- ✓ Low Cost Budget: in order raise as much as possible acquire, borrow or ask for donated items...free local venue, equipment, food and drink (check if you need a license). Ask local entertainers or bands to perform free of charge.
- ✓ Get donations: Write to companies and ask for support. Businesses can be asked to make in-kind contributions to an event e.g. food or refreshments, or the free printing of leaflets. If the venue are making sales on the night (food/drink) ask them to donate a percentage.
- ✓ Any Hidden Costs? Public liability insurance is considered essential nowadays for major events and advisable for smaller ones due to the rising number of compensation claims. The cost of insurance could well swallow up a large part of the money made by the event.

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- ✓ Do you need a Licence? An event involving the sale of alcohol, singing or dancing will require a Local Authority Public Entertainment or Liquor Licence, unless it is going to take place in a public building that already has these licences. If the venue's bar is to be used during the event, the licensee must be in charge.
- ✓ Create your own charity giving web page: there are many options, such as Virgin Money Giving, to encourage support for your fundraising activity
- ✓ Networking: Use ALL Contacts and get networking. List everyone you know and how they might help you. You will be surprised how this can help.
- ✓ Generate supporters: Ask everyone you know to come along and to help spread the word. Email all your contacts and let them know what you're doing. Add a caption to your email signature. Invite anyone to attend, donate or help out on the day. Send a Facebook message and add Manchester Mind to your profile. Upload a clip to You Tube, send it to everyone you know with your invitation and ask them to pass it. Use Twitter.
- ✓ Promote: Tell all your friends on social media. Use posters, flyers (colour rather than black and white). Don't forget to advertise in your staff newsletter, local faith, magazine, in shops, cafes, library notice boards, community centres
- ✓ Remember to thank everyone after the event and let them know how much you raised!

Top Tips on Promotion

We know it is important to share the good news of your charity efforts, and we are glad to work directly with not only your fundraising team, but also media colleagues if required.

Publicity Materials

Please include the following information on all publicity (print and digital):

- a) Manchester Mind (please do not state MIND, MIND Manchester or Manchester MIND)
- b) Registered Charity 1102058
- c) www.manchestermind.org
- d) charity logos (either version, long or short)

Social Media

Our social media platforms, website and fundraising newsletter reach around 11,000 people, so linking to our charity is a great way to raise awareness and promote your event:

- **Twitter: @manchestermind** – please follow us and we will be glad to retweet your news. Where we have developed the event in close partnership, our charity can also schedule a social media campaign. Remember to include relevant **hashtags** so that more users can see your tweet: #mentalhealth #charitytuesday #itsoktotal #manchester
- **Facebook: www.facebook.com/ManchesterMind** - please like our charity and tag us in all your posts so we can share, tag you in comments, and mention you in posts.
- **Photos** – please advise us if you need specific branded charity images or would like a team photos before the event

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And remember...

- ✓ Don't forget about your event...send regular reminders just before the event and afterwards. Send photos of you on the day and let people know how much fun/challenge it was, as people will often give then, and some may give to you again...
- ✓ Make use of our logos (page 23) and poster/invite (page 24-25) – or make your own design
- ✓ Email us your news and any photographs from the fundraising event (fundraising@manchestermind.org so we can share your support and inspire future fundraisers to get involved!
- ✓ Post your news directly onto our Twitter account - <https://twitter.com/manchestermind>

Press & Radio

Journalists are always on the lookout for inspiring stories, so getting the attention of the local media can be a great way to raise awareness and celebrate your support for Manchester Mind.

You may not be experienced in working with the media, but it is very powerful when our supporters share their motivations with the wider community. If this appeals and is right for you, please let Joanna know and we can discuss press releases, radio interviews and blogs.

If you already have an experienced media team, please let Joanna of your promotional plans at least 12 weeks in advance of the event, where possible. Joanna can then connect you to our Marketing and Communications Officer, where in depth support is needed.

Event Top Tips

Once you've decided to organize your fundraising event....

BEFORE DOORS OPEN:

- ❖ Event helpers arrive 2-3 hours before to decorate and set up the space
- ❖ Ensure collection tins/buckets are tag-tied or sealed with a label
- ❖ Advise raffle ticket sellers to encourage anyone who doesn't want a ticket to make a donation instead
- ❖ Create an information table just inside the door with...
 - Manchester Mind materials (charity summary, case studies, leaflets)
 - Details of your in online giving page (if relevant)
 - Collection tin



DOORS OPEN: helpers by the info table to welcome guests (and sell entry tickets if relevant).



WELCOME: main host welcomes guests, let all know why their support is valued by Manchester Mind and how they can make a donation.....

- a) **At the event:** by purchasing raffle tickets (if relevant) or via the collection tin
- b) **After the event:** via your Just Giving page (if relevant)

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PRE-RAFFLE: make an announcement to let guests know...

- a) **what time** tickets will be for sale
- b) **how long** the ticket sellers will be circulating the venue – suggest just ONE HOUR
- c) **if no raffle ticket is wanted**, guests can still make a donation via the collection bucket
- D) **what time the prize draw** and winners will be announced

RAFFLE: at the agreed time, helpers circulate in pairs to sell raffle tickets - just add monies to the collection buckets. Remember to ask for a donation instead if no tickets are wanted

PRIZE DRAW: thank guests for their kindness in supporting Manchester Mind

ENTERTAINERS: remind guests to make a donation...if they haven't already!

FINAL CALL: thank all performers, entertainers and the venue...and again, your guests

DOORS CLOSE: helpers at the door with collection buckets - a final chance to donate



4. How do I raise funds and make my final donation?

There are two ways to donate after your fundraising event...online or by paper form...

A) Online

We encourage everyone to use our *free online donations page*, **Just Giving**, as they manage all the administration and make the final donation automatically to our bank account – so saving us time and resources. You can create your own page (or group page) and then send the link to your friends, family and colleagues. Your page then simply collects sponsorship donations online for you....

JustGiving™

1. Go to **www.justgiving.com/manchestermind**
2. Click "fundraise for us"
3. If you already have an account, log in with your email and password. If not, select "sign up" at the bottom of the page
4. Click on "create a page" and then select Manchester Mind from the list of charities
5. Add your event details
6. Personalise your page by adding a target, photo, write a message to tell everyone what you are doing and why they should sponsor you. Write your own thank you message that will get sent to anyone who sponsors you, so they know how much you value their support

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7. You now have your own fundraising page! Send the link to as many people as you can (ask everyone to forward it on to their friends/work colleagues)
8. **Ask everyone to GIFT AID their donation** ...their donation is then worth 25% more to us
Once we receive your final donation, our certificate of thanks will be forwarded to you.

Finally...check the "end date" of your page which often defaults to a later date. And once you have gathered the final donation, please close your page:

- Edit page
- Scroll down and on the left you'll see "page settings"
- Click "extend your fundraising page"
- Manually change the date to end – ideally set to close 2 weeks after your event date



Go to <http://uk.virginmoneygiving.com/charities/manchestermind>

1. Click the 'create your page' button - add event details and select our charity
2. Register: add your contact details and a password OR if you've already registered, sign in.
3. Choose a web address for your page – this will be the same for every event you take part in, so it's best to avoid one that's related to a specific event or date.
4. Customise your page with photos and information about yourself, plus other features if you like, such as a countdown calendar (just tick the boxes next to the features you'd like to add and follow the instructions on screen)
5. When you're happy with your changes, click the 'save' button. You'll be able to update this page whenever you like by signing into your account and choosing 'update my page'.
Once we receive your final donation, our certificate of thanks will be forwarded to you.

b) Cheques & BACS Payments

If you prefer to send a cheque or make a BACS payment after the event...

- ✓ CHEQUES: Please make payable to "Manchester Mind" and forward to Manchester Mind, Zion Community Centre, 339 Stretford Rd, Hulme, M15 4ZY
- ✓ BACS transfers: Manchester Mind, Co-op Bank. Sort Code: 08-90-00, Account number: 65436127

Once we receive your donation, our certificate of thanks will be forwarded to you.

giftaid it

Gift Aid: encourage your sponsors who are tax payers to gift aid their donations Gift Aid is a government scheme which allows us to claim an extra 28p for every £1 sponsored.

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5. Keeping it Legal

Manchester Mind appreciates your efforts to fundraise, but we cannot accept liability for your fundraising activity. We hope the notes below help outline **your responsibilities to ensure the activity is safe and complies with all relevant legislation.**

- First Aid: Adequate cover available for the scale of your event. If you're not sure, check with your local council.
- Food: Contact your local council for food hygiene regulations, or visit www.food.gov.uk
- Alcohol: is the venue is licensed? Or contact your local council for a temporary licence.
- Risk Assessment: Identify any hazards and evaluate risks
- Insurance: make sure you have this arranged prior to your event taking place.
- Licenses: Check with your local authority if in doubt (i.e. entertainment, bucket collection or alcohol license)
- Raffles & Lottery: Check the latest information and advice at www.gamblingcommission.gov.uk
- Collections: It is illegal to carry out house to house or public street collections without a licence. Contact Manchester Mind if you would like to organised a collection.
- Photography: if you take any photos of your activity, especially involving children, please obtain the permission of the parent/guardian.

Before you before you start your fundraising for Manchester Mind, please also read our Terms and Conditions.

In raising funds for Manchester Mind, I will...

1. Use my best endeavours to raise money for Manchester Mind, and not do anything to bring Manchester Mind into disrepute
2. Obtain and pay to Manchester Mind all money raised within three months of my fundraising activity
3. Get approval in advance from Manchester Mind of any use of Manchester Mind's logo in print or digital materials
4. Ensure that all materials include 'Registered charity: 1102058'
5. Obtain prior approval from Manchester Mind before approaching any companies, press or celebrities to support my event
6. Sign the relevant form for the use of collection tins if required
7. Not carry out house-to-house collections
8. Not collect in any public place without first obtaining a collector's licence from the appropriate local authority (usually the police or the council)
9. Not collect on private property (including shops, pubs etc) without first obtaining the permission of the owner
10. Not hold a raffle over more than one day without obtaining a licence from my local authority
11. Not resell or offer for auction Manchester Mind merchandise without Manchester Mind's permission. I shall also pass 100% of all proceeds from any permitted activity of this type solely to Manchester Mind
12. Not sell alcohol at any event without having the appropriate liquor license

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13. Make sure my event, and any third parties involved are fully insured and not take unnecessary personal risks
14. Acknowledge that Manchester Mind cannot take responsibility for any losses made through my event or liability arising from my event
15. Return any unused fundraising materials that I will not require in the future to Manchester Mind
16. Inform Manchester Mind at the earliest possible opportunity if I have had to cancel my event due any circumstances
17. I understand that Manchester Mind may terminate my right to raise funds at any time
18. I understand that all funds raised from my event will support the work of Manchester Mind, registered charity number 1102058
19. I agree any information provide by me in connection with Manchester Mind events may be recorded and used by Manchester Mind in accordance with the Data Protection Act 1998



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6. Contact Us

Please get in touch if you need any other help or information and we will support you all the way. And remember forward your news and photographs from the sponsored event – we'd love to hear from you!

0161 7695732
fundraising@manchestermind.org
www.manchestermind.org

Wishing you the best of luck for your fundraising activities!
Thank you for your kind support and generosity this year



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APPENDICES

LOGOS

Please feel free to use either version of our logo (below) on your publicity materials, online donations page and/or running vests. Just contact us for high resolutions jpeg copies or search on google images...



Please support my fundraising event...

Name of Event

Date

Location

Short description

For more details please contact...

(enter your name, telephone number and or email here)

Raising funds in aid of



www.manchestermind.org

You're invited to my fundraising event...

Name of Event

Date

Location

Short description

For more details please contact...

(enter your name, telephone number and or email here)

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