mind Burton & District

Your guide to Fundraising for Burton & District Mind



mind Quality Mark

Registered with FUNDRAISING REGULATOR

Burton & District Mind is a registered charity in England & Wales #1140492,
and a registered company in England #7438326

We are affiliated with Mind, the Mental Health Charity

Why fundraise for Burton & District Mind?

Firstly we want to say a big thank you for your interest in fundraising for us at Burton & District Mind! Through supporting us, you are supporting more people with mental health problems so that they get the help and support they deserve.

Through this short booklet, we hope to give you all the information you may need to get you started on your fundraising journey!

Whether you've got an idea already, or just want to do something amazing!

Did you know?

1 in 4

experience mental health problems each year

We support around

4000

people each year

Whatever you need, we're here.

Call: 01283 566696

Email: info@burtonmind.co.uk

Getting Started!

Ready to begin your fundraising but not sure where to start? Here are some tips!

Enjoy it

The first three letters of 'fundraising' are no coincidence – so do everything you can to enjoy yourself, and keep the five ways to wellbeing in mind as you're getting ready for the big day.

Find a venue

If you're organising an event or challenge, sort out the location first. Once that's done, you can decide on a date and start spreading the word. And make sure youtell the venue owner you're fundraising for local Mind – you never know what discounts or freebies could come your way.

Make a plan

We love a fundraising plan at Mind. It's the perfect way to avoid any nasty surprises further down the line. You can download (national) Mind's at mind.org.uk/resources then add fundraising deadlines, event timings, people to contact and so on.

Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 7, but from the very beginning make sure you've set up a fundraising page and you're online telling people what you're doing. It means less effort to reach more people. Win-win.

Shout about it

If your friends, family and colleagues don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why.

Don't forget your posters

Feel free to design your own poster and we'll provide our logos for you to use. However, if needed, we're also happy to make your poster for you. Just talk to us and let us know what you need, and we'll do our best to get that done for you.

Stay safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus, including from devolved nations of Scotland, Wales and Northern Ireland. Safety advice is likely to change over a period of timeso it's important that you keep up to date with announcements.

Gift Aid

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!

Fundraising Ideas!

Take a look at some of our fun ideas for what you could do as a fundraiser below!

A to Z of fundraising

A - Arts and crafts
B - Bake sale
C - Comedy Night
D - Dress down day
E - Extreme Challenges
F - Football
G - Game night
H - Hiking
I - Improv night
J - Jumble sale
K - Kareoke night
L - Lunch party
M - Marathon
N - Non uniform day
O - Open mic night
P - Photography challenge
Q - Quiz night
R - Raffle
S - Sports day
T - Sports day
U - Upcycle
V - Video games
W - Walk to work
X - X-mas jumper day
Y - Yogathon
Z - Zero waste day

These are of course just ideas, and if you have something you'd like to do that isn't on here, we'd love to talk to you about it.

How will we support you?

Throughout your entire time fundraising, we'll be right there alongside you supporting you each step of the way. You'll have direct contact with a member of our team so that you can get what you need when you need it, giving you the best possible chance of success for your fundraiser.

Upon the start of your fundraiser, you will receive the following...

Logo pack

- We will send you over a pack of all of our relevant logos and instructions on how to use them correctly. This way you can put them to use making your own posters and social media posts.

Social Media Pack

- You will recieve a pack of social media assets which you can post and display on any social media profiles you own to display your fundraising.

Blog Posts

- It is important to us that you get a chance to tell your story, so if it is something you are interested in, we'd always love to sit and chat to you about your fundraiser and the inspiration behind it.

Thankyou Pack

- As a sign of our appreciation for the support you have given us, you will receive a small thank-you pack, which may include items such as a certificate and more!

Posters

- If you'd prefer us to make you a poster, if you can send us the info and a photo, we'll get that sorted and sent over to you so you can stay focused on the fundraiser itself!

Setting up the fundraising page

- Not used Justgiving before? We'd be happy to set up your fundraising page ready for you.

Your logos

- Have a logo for your business or organisation you'd like included in any posts about your fundraiser, please send that to us and we'll make sure it is included.

Whatever you need, we're here for you.

What does your support do?

On this page, you can find some information about where your support will go!

Your fundraising allows us to offer counselling, deliver wellbeing sessions, run workplace wellbeing training, and put on activity groups that reduce isolation and bring people together in a safe, supportive space.

For example, earlier this year we were able to run our Face the World Neurodiverse Theatre Group as a result of the kindness of community funding.

Your support truly makes a difference







£10

Funds a Digital Peer Group Session for 8 people

£60

Covers a one to one counselling session with a qualified therapist

£250

Trains a volunteer to provide vital mental health support in the community.

£3,999

Funds 8 week project withn the community.

How to send your donations to us

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,

So now what? Well a cup of tea, and a slice of cake, obviously. But there are a couple more things you also need to do while you reflect on your achievement.

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.
You can find our Justgiving page here:

https://www.justgiving.com/charity/burtonmind

Payment by cheque or card

If you want to send cheques please write your name, event and contact details on the back so we can thank you. Then send to...

Burton & District Mind
Birkett House
67 Branston Road
Burton-on-Trent
DE14 3BY

Donate online

You can make a donation by scanning the QR code or via our website:

https://burtonmind.co.uk/donate/










Get closer to Burton & District Mind...

After your fantastic fundraising, we'd love you to stay with us as we work to create a world where everyone with a mental health problem is treated with support and respect.

You could:

- Campaign with us and help to fight stigma and push for better mental health services.
- Volunteer with us, from cheering on fundraisers to talking to the media.
- Fundraise for us again. Go on, you know you're tempted...

Find out more at:

https://burtonmind.co.uk/

Thank you for your support



Burton Office
Burton & District Mind
Birkett House
67 Branston Road
Burton-on-Trent
DE14 3BY



Burntwood Office
Unit 5
Old Mining College
Queen Street
Burntwood
WS7 4QH



Tamworth Office
Safe Haven
34A-34B Market Street
Tamworth
B79 7LR

01283 566 696
www.burtonmind.co.uk
www.linktr.ee/burtonmind

Find us on...

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