

mind Manchester

Fundraising Pack 2022

Thank you for your interest in raising awareness and funds for your local mental health service, Manchester Mind, during these changing times.

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, but please get in touch to let us know your plans so we can be there to support at each stage of the journey...

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Manchester Mind (formerly HARP) was established in 1989. We support 7,000 people in the city each year who are struggling with their mental health. As with all local Mind associations, Manchester Mind is a proud member of national network, but we are an independent, local charity raising all our own funds to keep services running.

Our strategic aims are to address the effects of poverty, insecurity and poor physical health on people's mental health; to help people to manage their lives and to make positive choices with skill and confidence; to promote and create opportunities for people to contribute to their communities and to provide information and advice to people to meet their needs and raise awareness about mental health within our city. **Our values** are openness, belonging, strength and collaboration. **We believe** in the power of listening and being heard; everyone has value and something to offer; everyone deserves to be supported with their mental health and we have a part to play; better understanding, both personally and professionally, benefits everyone and being open to learning and reflecting on experience can improve services – there's no "right way."

Manchester Mind's **current services** tackle the root of poor mental health e.g. isolation, poverty, lack of access to services, stigma and discrimination, low confidence and skills, and currently include:

- **Advice Team (adult):** welfare rights, benefit and debt support, plus appeals and tribunals
- **CYP (children & young adults service):** aimed at 15-25 year olds, offering counselling, welfare/benefits advice, peer support group, mentioning/befriending, volunteering, training
- **Peer Support (Adult):** local groups based on the ethos of "give help, get help" (currently via zoom and phone buddy scheme)
- **Listening Ear (young people/adults):** for those struggling with depression, isolation, anxiety or other worries during the pandemic. Weekly phone call with someone who will listen and understand, whilst receiving helpful information and advice.
- **Emergency Food Project:** tackling food poverty during the pandemic by cooking and delivering fresh and healthy meals to vulnerable people and families in their homes
- **Community Allotment:** supported volunteering to reconnect with nature and each other, learning new skills with confidence, whilst growing fruit and vegetables for our food project
- **Mums Matter:** free 8 week awareness course for new Mums in North Manchester
- **Building a Healthy Future:** 6 week emotional resilience courses for older people, people with long-term health condition and peri-menopausal and menopausal women.
- **Training:** for volunteers/residents and local employers
- **Community Engagement Team:** for people stepping down from primary mental health services into secondary care (referrals via GPs and other health agencies)
- **Manchester Engagement Team:** working with the GM Mental Health Trust (NHS) to support 350 people with complex needs (referrals via GPs and other health agencies)
- **Manchester Volunteer Advice Project:** partnership with 5 community advice agencies to deliver vital support, with volunteers recruited for training placements
- **Volunteering:** administration, advice work, social media, mentoring and befriending, to help people build new skills and refresh old skills, so encouraging confidence and social networks

To find out more please visit www.manchestermind.org

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2. Fundraising Ideas

During these changing times, you don't have to take part in a scheduled public event to raise money for Manchester Mind. It's easy to support us by organising your own virtual activity with friends, family, work colleagues or a local group to raise vital funds in aid of Manchester Mind. There are plenty of different ways you can support our local mental health services, whilst having fun and raising awareness. If you are keen to get involved, we have some great ideas to get your imagination fired up for the year ahead...

Thematic (wellbeing)

Evidence suggests that building five actions into our day-to-day lives can vastly improve our wellbeing. Why not draw inspiration from the “Five Ways to Wellbeing” programme as an influence to dream up your own charity fundraising activity...

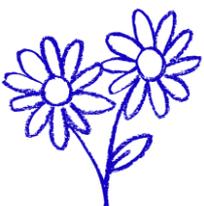


Give: Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

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 (spark your creativity)



- **Auctions:** gather quality items for an online auction or host an “auction of promises” where friends offer skills for donations
- **Board Games Evening:** social which raises small donations on the night
- **Bric a brac front lawn stall:** one person’s trash is another person’s treasure!
- **Cake bake:** host your own “Great British Bake Off” adding a twist, such as vegan cakes
- **Competitions:** if you have a passion, what ideas you can dream up? Ask entrants for a small donation, perhaps with some prizes on offer.
- **Dress down day:** ask each person to donate £3 when wearing casual dress.
- **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:** if there’s a style you always wanted (or full buzz cut), now is the perfect time! Ask friends to join you to raise charity donations
- **Giving Up:** give up your favourite food for one week or month, and donate the money saved
- **Monthly Quiz:** create a quiz and ask everyone to donate an entry fee
- **Murder Mystery:** book a local package and sell tickets to friends and family
- **Piggy back other events:** Look out for local events such as summer fetes or local dances where you can hold a charity tombola, raffle or cake stall
- **Quiz night:** If your local café or pub has a quiz night, ask if proceeds can be donated to Manchester Mind. If you choose a mid-week night event, this will bring in more business for the venue, so the owner may even offer a buffet or donate bar takings too if you ask nicely...
- **Raffles:** ask local shops if they will donate some small items. Raffles where the tickets are on sale to the public need to be registered with the Local Authority, so use your workplace or local club (tickets can only be advertised on the premises). Alternatively, host a raffle at an existing event, with tickets sold and issued on the day
- **Skills auction:** ask colleagues to donate their 'skills' or ask your boss to pledge to make the tea or wash someone's car and watch the bidding war start!
- **Special days:** whether you're getting married, celebrating a birthday or anniversary, create an online giving page to suggest loved ones to donate in lieu of presents
- **Sports Day:** plan ahead for summer and gather local teams, charge an entry fee, sell refreshments and run a sweepstake
- **Themed picnic:** cook up a storm and invite guest to bring their own drinks, but donate £10 to cover the cost of the picnic (whilst socially distancing if needed)

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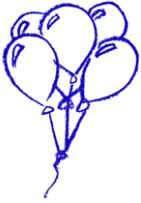
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Fundraising at Work

- **Add Manchester Mind's** Just Giving page to your e-signature footer if you can :)
- **'Charity of the Year'**: nominate us as your charity of choice and we'll support you to develop not only fundraising, but wellbeing awareness campaigns and volunteering
- **Cakes every Friday**: divide a simple cake into 8 slices and sell 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 the transport costs saved
- **Director Service**: sponsor your senior directors to dress as waiting staff and serve lunch to the whole team
- **Fines box**: set fines for colleagues - every time they mention their favourite TV program, celebrity or pet moan. Appoint an independent monitor and charge £1 for each offence.
- **Guess the baby competition**: ask everyone to share a baby photo and charge £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 winning team
- **Lift toll** - if you work in a high-rise building introduce a 'lift toll' for the month and charge everyone £1 each time they travel up or down in the lift
- **Matched funding**: some employers will match your fundraising pound for pound. Make sure you ask your employer about this - it could be the easiest money you raise!
- **Night in is the new going out**: persuade colleagues not to go out on one Friday or Saturday night and to donate the money they save
- **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.
- **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, or a seasonal card
- **Bake Off:** always popular, ask 2 classes to bring in treats one lunchtime each month
- **Battle of the Bands:** ask older pupils to lead on the virtual streamed event
- **Be Active:** choose a challenge, such as walking 5 miles, swimming 100 lengths, doing 500 star jumps as a class, and ask for donations when you reach your goal
- **Be Helpful:** from dog-walking, gardening or shopping, offer services for small donations
- **Bring-and-buy:** hold a mini 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 to clean the cars in the school car park during one lunch hour during the Summer term
- **Casual Friday:** have a dress down day and ask everyone to pay £1 for charity
- **Coin Snake:** mark out a long wiggly line (30 meters) and ask people to donate 2p pieces to complete the money snake. When it is finished, you will have £25 to donate...see how far around the school you can get!
- **Come Dancing:** organise a school disco, and sell tickets for charity
- **Cookbook:** gather healthy recipes from pupils, then sell your cookbook to staff and parents
- **Fashion Show:** get creative with old clothes and hold a 'recycled' fashion show. Charge for admission or refreshments
- **Flying High:** have a paper plane competition, charge a small entrance fee. You can have themes - furthest distance flown, most unusual design, most accurate flier
- **Gift of Kindness:** ask teachers to donate their birthday monies to Manchester Mind
- **Go Without:** each class member gives up sweets, TV, games console or mobile phone, then ask families to sponsor for each day of the challenge completed
- **Grow your Own:** buy a packet of seeds and grow some small plants. Get the whole class to join in and you can then create a plant sale this Summer!
- **Magic Show:** invite a magician to the school or ask budding magicians to hold a magic show
- **Pantomime:** organise a high-energy fun event, selling tickets and programmes
- **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:** sponsored spelling bee for your class, using 'healthy' words?
- **Stop Talking:** hold a sponsored silence, asking parents to sponsor you for the day or hour.
- **Talent Contest:** get pupils to showcase their hidden skills! You could make it TV show style by nominating judges to pick the winners
- **Tea Party:** bring cakes, biscuits and drinks, and charge guests £3 entrance to the picnic
- **Treasure Hunt:** split pupils into teams and let the detective work begin! Ask a local business to donate a prize for the winning pair/team, with suggested donation entry fee
- **Washing Up:** offer to wash up for the school canteen, if staff will sponsor you!
- **Wet sponge stocks:** teachers are held in "village stocks", with pupils paying £1 for 2 aims!

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Seasonal Fundraising



Spring

Pancake breakfast: after paying £10 ticket fee, guests enjoy a hearty breakfast of pancakes, complete with a smorgasbord of succulent toppings. Ask grocery stores to donate all supplies in aid of our mental health charity

Bunny bingo: organise a bunny bingo, tickets priced £5 for five. There are 6 games of bingo, the first 5 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 £2, a quarter of which is prize money, the rest as charity donation.

Treasure hunt: take small wrapped chocolate eggs and hide in a sports field. Children then hunt for the eggs in pairs. Charge a fee to take part or use the Easter Egg Hunt as a free event with a raffle, food and refreshment stall.

Egg competition: get people to decorate an egg, most detailed and beautiful, or funniest face? Use real eggs or cover balloons with papier-mâché. Display the eggs with a bucket in front and ask people to vote for their fave with their spare cash as donations

Lavish Luncheon: negotiate a fixed price with a local café, then sell tickets to loved ones

Pancake Race. Team race, but spectators eat the pancakes if they make a donation!

Spring Clean: offer to tidy gardens, garages or people's homes, using homemade eco products to save money and charge £10 fee per job



Summer

Summer Social: unsure if your office social will happen? Have a dinner party, donating the cost of your meals to Manchester Mind

Local Festival: host a low-key event at the local hall or park. Ask friends, family and neighbours to get involved by arranging face painting, music, raffle, cake stall and games, such as welly wanging!

Summer BBQ: keep it simple, invite friends and family to eat al fresco (£5 ticket per person)

Bike-a-thon: enjoy summertime fresh wind through your hair on your charity bike ride, asking for donations per mile, or total distance achieved

Ice-cream feast: ask a local ice-cream maker to donate sorbet, ice-cream and cones for your charity event, or perhaps they can donate 5% of July sales to Manchester Mind?

Karaoke night: everyone loves to sing – however badly – so let loose in aid of charity

Mini music festival: ask acoustic trios to perform in your garden, charging friends £10 entry which includes a refreshing drink and snack

Outward-bound weekend: your wildest dreams are about to come true...

Swimathon: collectively swim 21 miles with friends (that's the length of the English Channel)

Watermelon Eating Contest: appealing to all ages, this idea provides the perfect balance of fun and messiness, low cost and healthy too

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Autumn

Pumpkin carving competition: get creative and compete, setting the time of 60 minutes from start to finish, with each team paying a small “entry fee” - the most creative pumpkin wins 20% of the prize money, with the rest donated to Manchester Mind

Ghost walk: draw the group a map, hide clues in spider webs and watch the fun unfold

Wear to Scare: a change from the traditional non-uniform day!

Halloween Parry: a haunted gingerbread house, ghost cupcakes or skeleton gingerbread?

Award a prize for the best "Thriller" dance, spooky song or fancy dress

Curry night: cook up a hot and spicy treat to warm your dinner guests

Trick or Treat: create a lucky dip and charge £1 a go...

Quiz night: have themed rounds as well as spooky team names

Witch Sport: for some light entertainment, hold a small game where participants dress up as witches. Charge a fee to take part!

Scream-a-long: make a cauldron of delicious soup and invite friends around, asking them to bring along their scariest film...no hiding behind the sofa! Ask for donations (£5 per person)



Winter

Food Glorious Food! Celebrate the nation’s most loved dish during Curry Week (7-12 Oct) by cooking up a hot and spicy meal for a great cause. Or organise a virtual Diwali gathering with friends and family on 14 November over Zoom and donate the money you would spend on sweets/food.

No Shave November: If you’re working from home and always wanted to “rebel” with a different look, now is the perfect time! Simply set up a [Manchester Mind Just Giving page](#) and ask friends and family to sponsor your big new beard 1-30 November, sharing the before and after photos, of course!

Cardless Christmas: donate the money that you would have spent on cards to Manchester Manchester Mind, or include a short letter with each, including your online giving page, asking for small donations in aid of Manchester Mind

Bad Zoom Jumper Day: the season isn’t the same without those classic dodgy jumpers! Ask your work colleagues to wear their Christmas classic for zoom calls- see how much you can raise by asking for £3 entry fee – remember to vote for best “worst” jumper!

Xmas wrapper: offer your services as a gift wrapper for a small fee.

New Year's Resolution: be sponsored to make positive changes! Whether ditching smoking, trying something new or taking up regular exercise, charity fundraising can be a good focus to help you achieve your goals and support our local services too

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3. Fundraising Top Tips

Manchester Mind appreciate your kind efforts, so please let us know your plans as we'd be glad to offer help and support where needed, for example....

- ✓ Develop new ideas that are ambitious, but manageable
- ✓ Provide ongoing support at each stage
Offer advice on sponsored challenges (we have a separate info pack with full details)
- ✓ Donation tins and envelopes
- ✓ Help promoting your event if it's open to the public

Here are some **top tips** to make your fundraising grow from start to finish:

- **Know your biscuits!** When people are asked to donate to charity, many will want to more about the difference this will make. Manchester Mind can email you details of the key services to benefit from donations, but you can also direct donors to www.manchestermind.org
- **Imagination:** the more personal, unusual and attractive your promotion, the greater number of supporters you'll gain
- **Be confident:** express why you've fundraising, and don't be afraid to ask all of your contacts for help, support and donations
- **Get organised:** draw up a simple plan, giving yourself plenty of time and set achievable goals. If you can, rally a team to promote your charity activities. Get everyone involved at home, work, your place of worship, social clubs and local groups
- **Low or No Budget:** borrow or ask for donated items...free venue, equipment, food and drink? Ask local bands to perform free of charge or provide some tasty snacks and drinks. Write to companies and ask for support, such as free printing of 100 leaflets. If the venue are making sales on the night (food/drink) ask them to kindly donate a percentage of their takings
- **Hidden Costs?** If your event is open to the public, public liability insurance is essential, so it is best to host a private event, or use a venue that already has insurance and all required licenses.
- **Online Giving:** create your personalized online page, so donations can be safely and automatically received by Manchester Mind, with no paperwork to complete!
- **Networking:** list all your contacts and ensure you tell everyone about your charity activity. Ask everyone you know to help spread the word.
- **Promote:** use social media to post news, photos and video promotion, add details to your e-signatures, or create posters and flyers for local shops, cafes, library and community centre
- **Enthusiasm pays off!** Your energy and persistence will go a long way, but on average you'll need to send 4+ reminders about your charity activity to encourage people to engage. Most people are happy to donate £5, but if people say "No" don't let it dampen your spirit.
- **Employer match funding:** some businesses will match whatever amount you raise for charity, so speak to your HR team to see if this is possible
- **Thank everyone** after your charity activity is complete and let them know how much you raised in aid of our local mental health services

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Promotion Top Tips

We love to share the good news of your charity activities, but just ask that you promote our local mental health charity in line with our official local branding...

Publicity Materials

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

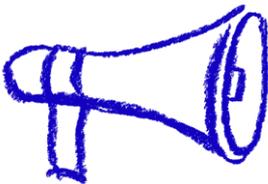
- a) Manchester Mind
- b) Registered Charity 1102058
- c) Charity logos (either version, long or short)
- d) www.manchestermind.org

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 #itsoktotalk #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 photo before the event

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. If this appeals and is right for you, please let our fundraising team know and we can discuss press releases, radio interviews and blogs.

Local logos

We can provide local logos for publicity and/or personalised charity clothing (cycle tops, team t-shirts with your business logo, swimming caps etc.) as well as poster and flier templates if helpful.



And remember...

- ✓ Don't forget about your charity activity - send regular reminders and after the end send photos of the day with a summary, as people will often donate a little later than others
- ✓ Make use of our logos, or ask us for help with promotion
- ✓ Tag our local Manchester Mind social media platforms so we can share your news to inspire others

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4. Keeping it Legal

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

- First Aid: do you have adequate cover matched to the scale of your event?
- Food: contact your local council for food hygiene regulations, or visit www.food.gov.uk
- Licenses: is the venue licensed to sell alcohol and/or host entertainment?
- Risk Assessment & Insurance: identify any risks, ensuring the venue is fully insured
- Raffles & Lottery: please read advice available at www.gamblingcommission.gov.uk
- Collections: it is illegal to carry out house to house or public street collections without a license. Please contact Manchester Mind who can offer further information and support 😊
- Photography: please obtain permission of the parent/guardian, and check with adult guests too

Before you start your fundraising efforts for Manchester Mind, please read our **Terms and Conditions**:

In raising funds for Manchester Mind, I / We...

- Understand that funds raised will support the work of Manchester Mind and use my best endeavours to not do anything to bring the charity into disrepute
- Ensure my event, and third parties, are insured and not take unnecessary risks
- Mass produced promotional materials will include the name “Manchester Mind” with local logo (final draft approved by Manchester Mind before printing and circulation)
- Agree that any information provided by me in connection with charity activity may be recorded and used by the charity in accordance with the Data Protection Act 1998
- Advise Manchester Mind if I am approaching companies, celebrities or the press
- Request collection tins, but not carry out house-to-house collections, nor collect in any public place without obtaining a license from my local authority, nor on private property without the owner’s permission
- Avoid raffles held over more than 1 day without obtaining a license, nor resell or auction charity merchandise without permission
- Return any unused fundraising materials (including collection tins) to Manchester Mind and donate all money raised within 6 weeks of the activity to Manchester Mind
- Inform Manchester Mind if I have had to cancel my event due any circumstances, and understand that Manchester Mind may terminate my right to raise funds at any time
- Acknowledge that Manchester Mind cannot take responsibility for any losses made through my event or liability arising from my event



Manchester Mind is registered with the **Fundraising Regulator**, an independent body who maintains the standards of charitable fundraising in the UK. We commit to fundraising in an open, honest, legal and respectful way, and to follow the Code of Fundraising Practice.

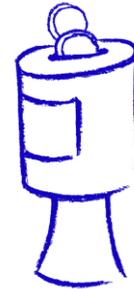
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5. How do I donate?

There are three ways to donate after your inspired charity activity...

- ONLINE: visit the Manchester Mind Just Giving account, making sure you add your name and details of the event, so we can send our certificate of thanks
- BACS: Manchester Mind, Co-op Bank. Sort Code: 08-90-00, Account number: 65436127
- CHEQUE: payable to "Manchester Mind" (Zion Community Centre, 339 Stretford Road, Manchester, M15 4ZY)



For more details visit www.manchestermind.org/get-involved/donate/

6. Contact Us

Please get in touch if you need any other help or information with your charity activity. And remember, if you are fundraising through a sponsored challenge, we'd love to hear from you and forward our information pack and charity t-shirt or vest:

0161 7695732
fundraising@manchestermind.org



Thank you for your kind support during these changing times
Stay well and safe