

Manchester Mind Fundraising Guide

**Your guide to fundraising
for better mental health in Manchester!**



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Thank You

**Thank you for supporting Manchester Mind.
Your fundraising helps us be there for people across Manchester.**

Fundraising can feel exciting, challenging and sometimes a little daunting.
But by choosing to support Manchester Mind, you've already made an incredible start.
Whether you're raising £50 or £5,000, every conversation, social media post and donation helps raise awareness of mental health and supports local people to access help.
We're here to support you every step of the way.

Message from our CEO



“

Fundraising has become so important to us, as it really allows us to think about how we can creatively fill some of the gaps that people face when they are desperately looking for help.
Our Welcome and Access Team wouldn't exist without the generosity of others. It is always a thrill to see the number of people that are supporting us on our journey to make it easier for people to get help when they need it.
Thank you!

”

Charity Status

Manchester Mind is an independent charity with our own board of trustees and financial income.

We are proud to have achieved the Mind Quality Mark, and are regulated by the charity commission.

We are a company limited by guarantee
4738057

Registered Charity Number: 1102058

The impact of your fundraising

In aid of
 mind Manchester

£10

Could help someone access information and advice through our Welcome and Access Team.

£25

Could contribute towards a support session for someone experiencing mental health difficulties.

£50

Could help deliver wellbeing activities that bring people together and reduce isolation.

£100

Could help us support more people across Manchester to access the right services at the right time.

£250+

Could help us expand community mental health support where it's needed most.

66

Manchester Mind became my lifeline, not just helpful but necessary and critical for my survival.

My mind is still a battlefield. But Manchester Mind gave me weapons for the fight and comrades to stand beside me.

-Peer Support participant

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Getting Started



Start your Manchester Mind fundraiser on JustGiving

<https://www.justgiving.com/charity/Manchestermind>



When setting up your page, please select **Manchester Mind**
Doing so ensures your donations are spent supporting local services.



Set up your fundraising page

JustGiving is the best place to collect donations and share your story.



Tell people why

People give to people. Sharing why Manchester Mind matters to you can inspire others to support your challenge.



Get social

Tag Manchester Mind on social media so we can celebrate and share your fundraising journey.



Ask early

The first donation often encourages more donations to follow.



Remember Gift Aid

Gift Aid adds 25% at no extra cost to donors who are UK tax payers.

Main tips:

Tell your story

Let supporters know what motivates you to raise money for mental health. When you share your personal connection to the cause, it helps people relate to your journey and encourages them to get involved.

Personalise your fundraiser

A photo helps bring your fundraising page to life and gives supporters a chance to connect with the person behind the cause. It can make your campaign feel more genuine and inspire others to get involved.

Spread the word far and wide

Don't be shy about sharing your fundraising page. Send it to friends, family, colleagues, and community groups, and post it on social media. Keep supporters engaged by sharing regular updates, milestones, and progress throughout your fundraising journey.

Ask your employer for support

Some employers offer matched giving schemes, where they match donations raised by employees. It's a great way to boost your total with minimal extra effort.

Set a fundraising target

Make your goal visible on your fundraising page so supporters can track your progress. Fundraisers who set a target often raise more than those who don't. Seeing your progress grow can be a great motivator too.

Say thank you in your own words

Set up a personal thank you message that will be sent to each donor. Taking the time to express your gratitude helps build a stronger connection with your supporters and lets them know their generosity is valued.

Share the impact

Let people know how their donations will help. Understanding the difference they're making can encourage both first-time and repeat donations.

Get your fundraiser seen

Share your page with everyone you know, both online and offline. Keeping supporters updated on your journey can help inspire more donations and broaden your reach.

Don't be afraid to ask

Many people are happy to support a good cause but may simply need a reminder or a direct invitation. A personal message is often more effective than a general post.

Create a QR code

Make donating as easy as possible by creating a QR code linked to your fundraising page. If you're using JustGiving, simply add a QRcode to the end of your page URL. For other platforms, use a free QR code generator. Save the code to your phone and include it on posters, emails and social media posts.

Bonus fundraising tips:

Make the first donation yourself

Starting your page with a donation, however small, shows commitment to your cause and encourages others to follow your lead.

Use key dates and events

Link your fundraising to awareness days, local events or milestones relevant to your cause. These can provide natural opportunities to promote your page.

Create an email signature

Add a link to your fundraising page and a short message about your cause to your email signature. It's a simple way to raise awareness every time you send an email.

Have fun with it

Whether you're taking on a challenge, hosting an event or trying something new, enthusiasm is contagious. If people can see you're passionate and enjoying the experience, they're more likely to support you.

Ask for specific amounts

Instead of simply asking people to donate, suggest what different donation amounts could achieve. This helps supporters see the impact of their contribution.

Record offline donations

Reached 25%, 50% or even 100% of your target? Let everyone know. Sharing milestones keeps supporters engaged and reminds others to donate. Don't forget to thank everyone again once your challenge or event is complete.

Thank people publicly

A quick thank you on social media (where appropriate) shows appreciation and encourages others to get involved. Gratitude can be a powerful fundraising tool.

Don't be afraid to ask

Many people are happy to support a good cause but may simply need a reminder or a direct invitation. A personal message is often more effective than a general post.

Keep It Safe and Legal

The most important thing is to enjoy your fundraising and stay safe while doing it. As you're organising your activity independently, it's your responsibility to make sure it's planned safely and follows any relevant rules or regulations.

Staying Safe

Please think about safety while planning your activity and on the day itself. We recommend carrying out a simple risk assessment, especially if your fundraising involves:

- Physical challenges such as running, cycling, swimming or hiking
- Food or drink
- Members of the public attending
- Children or young people



Fundraising with Children

If you're under 16, we'll need permission from a parent or guardian before you can fundraise for Manchester Mind.

If children are taking part in your event, please ensure they have appropriate supervision and consent from a parent or guardian.



Raffles, Lotteries and Prize Draws

Raffles and prize draws can be a fantastic way to raise funds, but there are rules around how they can be run.

You may need a licence or permission depending on the type of raffle or lottery you're organising. Your local council or the Gambling Commission can provide guidance.



Insurance and Permissions

Some events may require insurance, licences or permissions, particularly if you're:

- Holding an event in a public space
- Serving alcohol
- Hosting entertainment such as music or performances
- Collecting money in public



Please check what permissions you need before your event takes place.



Using the Manchester Mind Name and Logo

If you're fundraising for us, please describe your activity as:
Fundraising in aid of Manchester Mind
Manchester Mind is an independent local charity.
Please only use Manchester Mind logos and fundraising materials that have been provided or approved by us.

Collecting Donations



If you'd like to hold a collection, please contact us first. We'll be happy to advise on the permissions you may need and discuss available fundraising materials.

Need Advice?

If you're unsure about anything, please get in touch with our Fundraising Team. We're here to help make your fundraising safe, successful and enjoyable.



fundraising@manchestermind.org



manchestermind.org

Fundraising Resources

Available from Manchester Mind:

- ✓ Fundraising t-shirts
- ✓ Social media graphics
- ✓ Sponsor forms
- ✓ Posters
- ✓ QR code templates
- ✓ Collection buckets (where appropriate)

About Manchester Mind

Manchester Mind works to improve mental health and wellbeing across Manchester. We use our resources, skills and relationships to help make it easier for people to ask for help and access support when they need it.



How your fundraising makes a difference

We'll share regular updates about how your fundraising makes a difference, so you can see the impact of your support. We do all of this with the goal of making it easier for people to ask for help, access the right support and feel less alone.

We Value...

Openness

Being receptive to, and appreciative of, the skills, talents and perspectives of everyone

Strength

Recognising and developing potential in others and ourselves, enabling resilience

Belonging

Developing kind relationships that lead to feeling accepted, understood and able to contribute

Collaboration

Generous sharing of our resources, skills and talents enabled by clear and meaningful communication

FAQs

Practical answers for Manchester Mind fundraisers.



Can I fundraise as a team?

Absolutely.



Can Manchester Mind help promote my fundraiser?

We'll do our best to support and share activities where possible.



Is there a deadline for paying in funds?

We ask supporters to pay in donations within two months of completing their challenge.



Can I organise my own event?

Yes. We'd love to hear your ideas.



What happens if for some reason I can't do my fundraising event anymore?

We know plans don't always work out. Whether it's an injury, a change in circumstances or simply life getting in the way, please let us know as soon as you can and we'll do our best to help.



What is the difference between Mind and Manchester Mind?

Mind is the national mental health charity for England and Wales. Manchester Mind is an independent local charity and part of the wider Mind network, but we raise our own funds and deliver services specifically for people in Manchester.



Is there a deadline for paying sponsorship money in?

There is – you need to get all money to us within two months of your event.



Can I fundraise as part of a group or in a team?

Absolutely. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page, so, don't forget to let us know the name of your page too.

Thank you
for supporting
better mental health.

Paying in

If you've reached this page, you've done something amazing. Congratulations!

Thank you for all the time, energy and dedication you've put into your fundraising. Your support is helping Manchester Mind be there for people across our city. Now it's time to celebrate your achievement and make sure any remaining donations reach us.

> Send the money our way <



JustGiving

If you've raised money online, there's nothing more you need to do.

The funds will be sent directly to us, leaving you free to celebrate your fantastic achievement.



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:

Fundraising,
Manchester Mind
Victoria House,
5 Samuel Ogden
St, Manchester
M1 7AXM3 6FA



Through our website

Please go to our donate page:

<https://www.manchester-mind.org/get-involved/donate/>

Staying connected to Manchester Mind

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

You could:



Volunteer with us, from cheering on fundraisers to sharing your skills.



Stay in touch! We have lots of exciting projects, updates and ways to help the local community shared in our newsletter. Sign up [here](#)



Fundraise with us again. We'd love to have you back on Team Manchester Mind.



Find out more ways to stay involved:

manchestermind.org.uk

Thank you for being part of Team Manchester Mind!

Contact us

We'd love to hear from you. Find us online or get in touch using the details below.



Website

[manchestermind.org](http://manchestermind.org.uk)
.uk



General enquiries

info@manchestermind.org



Fundraising enquiries

fundraising@manchestermind.org



Find us on social media



Facebook



Instagram



LinkedIn



Phone

**0161 769
5732**



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Access via:
5 Samuel Ogden Street
Manchester
M1 7AX



Charity number
1102058

