

The logo for Mind Basildon, featuring a stylized white scribble icon to the left of the text "mind" in a white, lowercase, handwritten-style font, with "Basildon" in a white, uppercase, sans-serif font below it.

Mind  
Basildon

A white logo on a blue t-shirt, consisting of a stylized scribble icon followed by the word "mind" in a lowercase, handwritten-style font.

mind

Large white text on a dark blue background, reading "Corporate partnerships welcome pack".

**Corporate partnerships  
welcome pack**

Registered with



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# Welcome

From all of us here at Basildon Mind – welcome! And thank you so much for thinking of supporting us. We couldn't be happier to have you by our side in the fight for mental health.

**We want to help you make the most out of fundraising for us. So, we've filled this pack with top tips, ideas and information to make your fundraisers successful– we've even included a printable fundraising calendar for you to keep track of everything you're planning,**

Your dedicated Basildon Mind account manager is right here to answer your questions and help you out along the way. So, if you need a hand, just ask and we'll be right there to support you.

We're here to fight for better mental health services, and a fairer system for those of us with mental health problems. We're here to fight for better mental health for our young people. Everything you do to raise money will play a vital role in helping us achieve our ambition and we are so excited to work with you and support your fundraising journey.

**Basildon Mind is your local independent charity providing mental health services, training and support in your community.**

Whilst affiliated with National “Mind”, we rely on our local fundraisers and supporters to help fund our work in the community, helping people in need of mental health support.

At Basildon Mind we never stand still. We won't give up until everyone experiencing a mental health problem gets both support and respect– and together we can take one step closer to making that a reality.

And remember– every pound you raise will help us make sure people with a mental health problem get support and respect.

Good luck and Thank You.

**The Basildon Mind Fundraising Team**

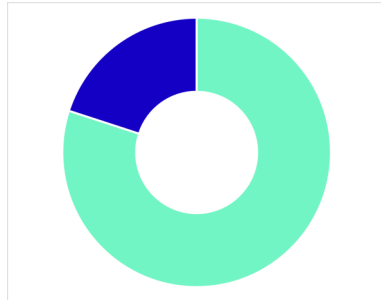


# About Basildon Mind

## Why we need you

Mental health isn't hidden anymore. It's on the front pages. It's on the political agenda. It's talked about at the dinner table. For millions of people, mental health is now something to be honest about-not ashamed of. But there is still much more to do.

**1 in 4** people will experience a mental health problem in any one year.



### The poorest fifth

of the population is twice as likely to develop mental health problems than those on average income

### Black people

are **4 times** more likely to be detained under the mental health act than white people

### 1 in 6

**young people** experienced a mental health problem in 2022



### Young women

living in the lowest income households are

### 5 times

more likely to self-harm than those in the highest income homes.



# What we do

## We believe no-one should have to face a mental health problem alone.

When you're experiencing a mental health problem supportive and reliable information can change your life. We provide information online, in print and via our helplines to empower people to understand their condition and the choices available to them.

As part of a federated network of over 100 local Minds, Basildon Mind offers specialized support and care based on the needs of our local community. In 2021/22 Basildon Mind spent over £250,000 providing necessary services to Basildon, Billericay, Wickford and the surrounding villages.

Our **counselling services** are free to any 7-17 year olds and with our partnership with the Sophie Grierson Fund, provide 12 hours of emergency counselling to very distressed 14-24 year-olds.

Our **helpline** is manned for 10 hours Monday-Thursday, 6 hours on Friday and 4 hours on Saturday.

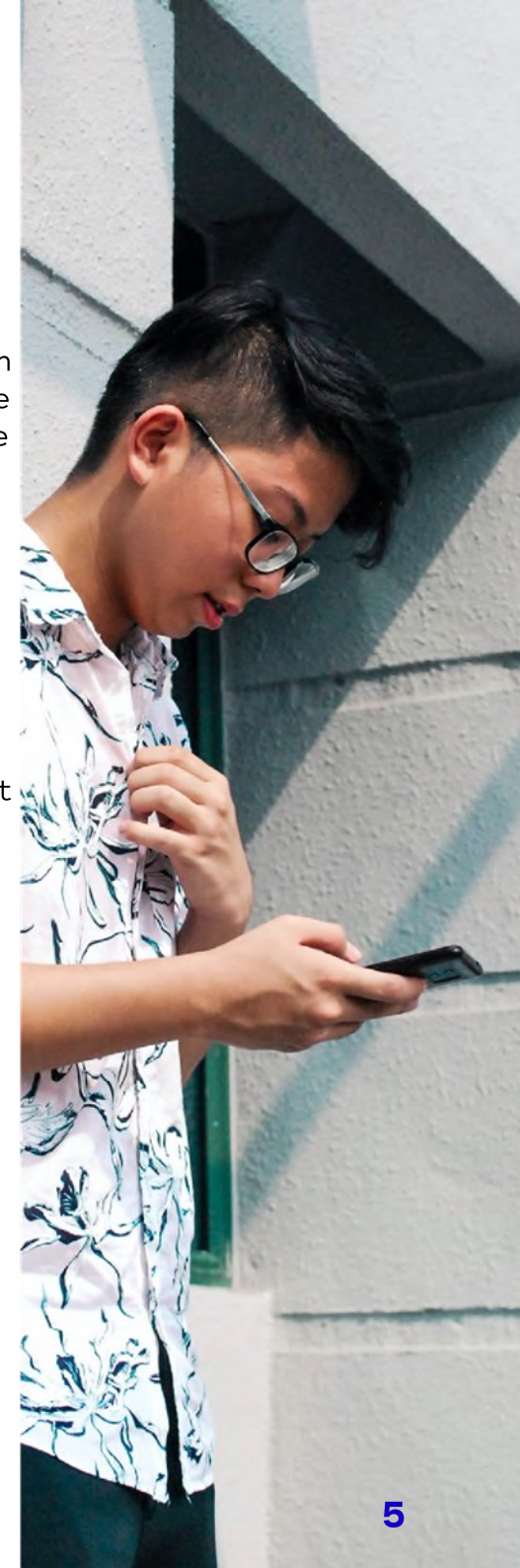
Basildon Mind's **Forensic Advocacy** supports patients at Brookfield House, Wickford, explaining to patients their rights under the Mental Health Act, supporting them at tribunals and dealing with complaints.

Basildon Mind's **Supported Housing** provides accommodation in the community for adults experiencing mental health difficulties, supporting them towards recovery. We offer accommodation in a shared house or a one bedroomed flat and provide the level of support required by each individual. The Housing Manager offers person-centred planning with the aim of encouraging individuals to improve their social and living skills, independence and mental health enabling them to move on into independent living.

Recognising that people's mental health is determined primarily by a range of social, economic and environmental factors, **social prescribing** seeks to address people's needs in a holistic way. It also aims to support individuals to take greater control of their own health. Basildon Mind's **Wellbeing** programs are devised to improve all participants mental health. Our **allotment** provides wellbeing benefits to its volunteers, with social engagement, outdoor activity and fresh fruit and vegetables. Our twice weekly **walks**, led by qualified counselors, provide welcome exercise and mental health support.

## How you can help

Our work relies on people, and organisations, like you. People who give their time, money, and **energy**, and passion to make sure Basildon Mind can be there for everyone who needs us. Together, we can change the lives of vulnerable people and improve the services and support they receive.



# Getting Started with your fundraising

Over the course of our partnership, there will be lots to get involved in whilst your supporting Basildon Mind. Your account manager will be able to talk to you about fundraising and awareness raising activities suitable for your company. Here are some of Basildon Mind's activities.

## Pride 2023

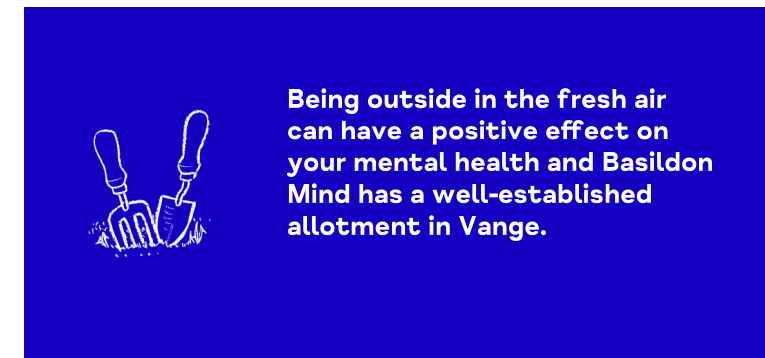


## Mental Health Day



## Social Prescribing

Our two weekly walks with a trained counsellor to provide tips and support for good mental health. Physical and mental health are equally important!



# Making the most of your fundraising



**We want to make your fundraising as simple and rewarding as possible. So we've come up with some advice to help you get the most out of your efforts.**

## **1** Speak to your Account Manager about suitable fundraising for your company.

Your Account Manager is an experienced fundraiser who's filled with great ideas and suggestions on how to approach fundraising within your workplace. Chat to them about the things you need to do to make your fundraiser a real success.

## **2** Order fundraising materials from Basildon Mind

Collection tins, leaflets, posters– there's all sorts we can send to help you raise money. Just talk to your Account Manager before your fundraiser to get this sorted.

## **3** Set a target

People who set a target raise more money. It is a great way to engage colleagues and having a shared goal creates a sense of team effort. You could even have a fundraising thermometer in your workplace and mark the progress of your fundraising with key events.



## 4 Set up a fundraising page on our website.

Our website lets you easily raise money online. If you'd like to create a page for your organisation, all you need to do is visit [basmind.org](https://basmind.org) and click on the 'fundraise for us' button and follow the instructions. Please let your Account Manager know once you have created your page. If you need support setting it up, just let us know and we'll give you a hand.

## 5 Gift Aid

To maximise your fundraising efforts, make sure you ask colleagues and supporters to use GiftAid in their donations. Under the GiftAid scheme every £1 you give will be worth an extra 25p at no extra cost to your supporters, as long as the donor is a UK taxpayer. For cheques or cash, just ask your account manager for a GiftAid form.

## 6 Social media

Use your social media and relationships to talk up your fundraising efforts. Make the most of your Facebook, LinkedIn, Instagram, Twitter and TikTok accounts by telling everyone about what you're doing on your company accounts and as well as your personal ones.

Add the details of your fundraiser to your company email signature. So all your customers will see it.

You can also stay in touch with Basildon Mind by sharing, liking or commenting on our posts:

 **[mindbasildon](https://www.facebook.com/mindbasildon)**

 **[Basildon Mind](https://www.linkedin.com/company/basildon-mind)**

 **[@BasildonMind](https://twitter.com/BasildonMind)**

 **[@basildonmind](https://www.instagram.com/basildonmind)**



# Banking your donations

Banking your offline donations regularly is important. It stops money being lost and means that Basildon Mind can use the money for people who need our support right now.

To help make it easier, here's some guidelines on how to pay in your donations depending on the way they were sent to you.

## Cheque

This should be made payable to Basildon Mind and then posted to us at the following address:

Basildon Mind,  
37 East Walk,  
Basildon,  
Essex SS14 1HA

**Please write your company name on the back for our reference.**

## BACS transfer or cash deposits

Please use your company name as a reference when paying in donations or making a BACS transfer as this will help us track the funds raised by your organisation.

## Our bank details

Acct Name: Basildon Mind  
Acct No: 51825135  
Sort Code: 40-09-17

Once you've paid in, make sure you tell your Account Manager as soon as you can.

## Fundraising Page

If you have set up a fundraising page through our website, donations from your supporters will be collected automatically. Please see page 9 for details on how to set up your page or ask your Account Manager if you need some extra help.

# Fundraising and the law

Everything you do when you are raising money for Basildon Mind needs to be legal and safe.

To make things go as smooth as possible, please read the important information below.

## Lotteries and raffles

There are strict and complex laws relating to raffles, lotteries and betting. There are also legal requirements about prizes, the cost of running a raffle or lottery, and the way they're organised too.

Some events you might not think of as lotteries or betting are actually covered by lottery and betting laws. The guidelines here on small, incidental lotteries are probably the most relevant to your plans, but if you're not sure just let us know and we'll be happy to help.

### Small lotteries

When a lottery or raffle is part of an event e.g. a dinner, quiz night or fete, different rules apply (no formal licence or authorisation is necessary):

- **Donated prizes** can be of any value.
- **No more than £500** of the proceeds can be used for prizes.
- **No more than £100** of the proceeds can be used for expenses (cost of printing tickets, hire of equipment).

- **Prizes** cannot be rolled over.
- **Tickets** must be sold at or during the event.
- **The results** of the lottery can be drawn at the event or after it has finished.

Lotteries which are not part of an event need to be handled differently. There are some special rules for employee and customer lotteries but in most other cases you will need to contact Basildon council to obtain a licence, Please contact your Account Manager for more information.

Online raffles, lotteries and prize draws are also subject to rules and regulations. Basildon council can give you more guidance.

You can find out more from the Gambling Commission too.

## Licences and insurance

Always check if your event needs a licence before it takes place– especially if you are collecting donations in public.

You will need a Basildon council licence for street collections unless the land is privately owned, in which case ask the owner's permission.

Your company will probably already have insurance cover for your event (unless it is unusual), but double check with your legal team just in case. If you are organising a large event it might be worth getting abandonment insurance, which will cover all your costs if you have to call the event off.

## Entertainment

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

If you put on entertainment such as a film night, a play, or perform or use recorded music, please check the copyright provisions.

## Food and drink

If you are providing food at your event, every person involved in the preparation and serving must have a basic understanding of food hygiene. If you are selling alcohol at your event you must get an alcohol licence from Basildon council,. We expect all fundraising to be conducted in accordance with the Fundraising Regulator's Code of Practice.

## Coronavirus safe fundraising.

Whilst pandemic restrictions have been lifted, it is still important that everyone feels as safe as possible, taking up these ideas might help:

- **Good hygiene–** Provide plenty of hand sanitiser and if you're handling cash, practice good hygiene by washing your hands thoroughly or wearing gloves throughout.
- **Risk assessment–** this could help make sure that all those involved or attending are safe. Especially if food or drink are involved at any in-person events.

## Useful websites

### Fundraising Regulator

[fundraisingregulator.org.uk](https://fundraisingregulator.org.uk)

### Raffle and lottery regulations

[gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)

### Food, safety and hygiene

[food.gov.uk](https://food.gov.uk)

# Raising awareness



**As well as raising money, you can also help by raising awareness for Mind and mental health in general. 9 out of 10 people who experience mental health problems say they face stigma and discrimination as a result, so it is key that we are bringing conversations about mental health into the workplace.**

## Wishing well.

Set up a 'wishing well' where staff can submit their ideas to help your organisation improve mental wellbeing for staff. It could be a suggestion about an initiative, event or fundraising activity and there could be a prize for the winning suggestions and an opportunity to be involved in taking it forward.

## Mental health quiz

Find out how much your colleagues know about mental health. Challenge misconceptions and understand the real facts about what mental health problems are and how they can affect people. Ask your Account Manager for ideas on questions (and answers), or visit our [Time to Change website](#).

## Wellbeing board

What do you do to look after your mental health? Create a wellbeing board for staff to share their thoughts and ideas for improving your mental wellbeing. If you like the idea, your Account Manager can help you take it even further, too.

## Time to Talk Together

Ask people to pick a mental health statistic or fact at random and then have a five minute conversation with someone about it, they then pick another statistic or fact and have a conversation with a different person, and so on. You might find some of the facts shocking. It can really help highlight some of the struggles people with a mental health problem face. For all the right facts and statistics, ask your Account Manager.

There are three key awareness dates in the diary:

- Time to Talk Day  
February 2nd 2023
- Mental Health Awareness Week  
15-21 May 2023
- World Mental Health Day  
10th October 2023

# Five ways to wellbeing



**The Five Ways to Wellbeing were researched and developed by the New Economics Foundation. They are five evidenced-based actions designed to improve your wellbeing.**

## 1 Connect

There is strong evidence that suggests that feeling close to, and valued by, other people is a fundamental human need and important to functioning well in the world.

Why not try meeting colleagues that live nearby in the park? It's a great way to get out, enjoy some fresh air and chat away to your friends at work.

## 2 Be active

Regular physical activity is associated with lower rates of depression and anxiety across all age groups.

Why not-try... the Basildon Mind Mileage Challenge? Charge teams an entry fee to see who can cover the

most miles in a month. Use pedometers, fitness trackers and smartphone apps to keep track of each team's total at home and at work, with a prize for the winning side.

## 3 Take notice

Studies have shown that being aware of what is taking place in the present directly enhances your wellbeing and that savouring "the moment" can help reaffirm your life priorities.

Why not try... around the World in 80 Dishes? Throw a random selection of countries into a hat. Invite each member of your team to pull out a name and then cook a dish originating from, or inspired by, that nation.

Share the fruits of your labour at a team lunch with donations going to Basildon Mind.

## 4 Learn

Continued learning through life enhances self-esteem and encourages social interaction. The practice of setting goals, which is related to adult learning in particular, has been strongly associated with higher levels of wellbeing.

Why not try... inviting a local yoga instructor into the office to run a lunchtime 'taster' session with donations going to Basildon Mind. Or even a foreign language tutor to teach French or Italian!

## 5 Give

People with a greater interest in helping others are more likely to rate themselves as happy. Plus, research has shown that performing an act of kindness once a week over a 6-week period is associated with an increase in wellbeing.

Why not try... starting a Good Deeds Jar? Invite your team to donate into a communal jar each time they do something to brighten someone else's day, like thanking someone for holding a door open. Then at the end of the month vote to see who has been the best 'good deeder'. The winner gets half of the jar and the remainder going to Basildon Mind.

# Comms and media toolkit

**Our comms and media team have put together this information to help make the most of our partnership and shout about the work you are doing to support Basildon Mind**

**Your colleagues and customers will be inspired by your fundraising. Good communications and a strong media presence will improve your colleagues morale and wellbeing. Customers will have a positive opinion and stronger loyalty with your company.**

**In this section you'll find information about how to talk about Basildon Mind and mental health.**





## Be original

You're more likely to get a journalist's attention if your story is new, exciting or unusual. So try and think about what your angle might be.

- Is there a human interest element to what you're doing? That might be a personal connection to the cause, or someone wants to talk about their experience of a mental health problem.
- Is it timely? Could you link the story to an awareness day, like Time to Talk Day or Giving Tuesday.

## How can Basildon Mind's media team support you?

Local papers, radio stations, trade media—there are all kinds of places where you can let the world know you're raising money for better mental health. Our media team is here to help you.

- Are you holding an event or challenge which is truly original? Or are you trying to break a record?
- Is there a photo opportunity or filming opportunity? A picture (or video) speaks a thousand words. So let journalists know if you're doing anything that will make a great picture, and get someone to take high-resolution photos for them to use.

We can provide you with a supportive quote for your press release and we'll check your press material over.

## Use of our Basildon Mind logo.

There are **strict guidelines** as to how to use our logo. Please ask your Account Manager for details before using our logo.

# Wording for your company's intranet

**We know it can sometimes be tricky to know how to describe what we do at Basildon Mind in a clear and concise manner so we thought we'd help out by providing you with a few different versions of wording to use in your internal communications:**

Any copy that is shared about Basildon Mind needs to be signed off by our Comms team. Please allow a few days for approval.

## Short

Basildon Mind is here to fight for mental health.

## Medium

We're supporting Basildon Mind. Basildon Mind is here to fight for mental health across the Borough of Basildon. Their helpline operates 6 days a week and their counselling services are free to any 7 to 17 year-olds. They host Wellbeing sessions through 2 weekly walking sessions and its allotment provides health benefits to all its volunteers. Basildon Mind has 4 group homes and 3 flats providing for those with severe and enduring mental health difficulties. At Brookfield House, they providing an advocacy service for sectioned patients. They won't give up until everyone experiencing a mental health problem gets both support and respect,

## Long

1 in 4 of us will experience a mental health problem each year, yet most of us don't get the help we need. This has to change.

That's why we are supporting Basildon Mind. Basildon Mind is here to fight for mental health in our community. The services they provide in our community support those in need through counselling, their helplines, supported housing, shop and wellbeing projects. As part of a network of over a 100 local Minds spread across both England and Wales, Basildon Mind provide quality mental health services for anyone that needs it within our community.

Basildon Mind won't give up until everyone experiencing a mental health problem gets both support and respect.

And to make that happen, Basildon Mind need people like you, [your company name's] customers and employees to raise money for Basildon Mind. Running, cycling, walking or baking- it all helps them fight for mental health.



# Our top tips for talking about mental health

When you're writing or talking about mental health words matter. What you choose to write can mean the difference between perpetuating the stigma around mental health, or ending it. Follow our top tips to help you get it started.

## 1 Think about your audience

Think about who might be reading your work. Is there anything in it that could be distressing or upsetting for someone with mental health problems to read? Make sure your writing doesn't stigmatise or trigger somebody living with a mental health problem. You might want to ask a few people to have a look over it before you publish it if you are unsure.

## **2 Steer clear of harmful language**

Everybody with a mental health problem deserves respect. Make sure you always avoid words like: sane, insane, mad, crazy, nutter, loony, maniac, barmy, fruitcake, retard, psycho, schizo. Even if it's meant to be funny, it can still be harmful.

## **3 Talk about people, not labels**

You may sometimes use case studies or feature somebody who has a mental health problem. In this case, make sure you use person-first language and don't refer to them by their diagnosis. For example, use words like 'Antonio has schizophrenia' instead of 'He is a schizophrenic'. Remember that people are people, and not a diagnosis. Be wary of using phrases like "suffering with" or "victim of" as this can be seen as negative and patronising.

## **4 Think about what imagery to use**

When selecting imagery to accompany your mental health content avoid typical clichéd depictions, such as someone crying or looking sad or holding their head in their hands. Mental health problems can affect anyone and affect us in different ways. Aim to choose images that reflect a broad range of different people and emotions.

## **5 Don't conflate normal human emotions (like sadness) with a diagnosable mental health problem (like depression)**

Make sure you don't trivialise mental health problems by writing things like, 'We're so depressed that our national team lost at the football.' The likelihood is that you feel sad and disappointed when your team lose, but don't feel depressed which is a diagnosable mental health problem.

Likewise, avoid using "OCD" as a term to describe somebody who is neat and tidy. OCD is a serious condition.

## **6 Avoid providing triggering details**

When you are writing about topics like suicide, self-harm or eating disorders it's important to make sure that your content isn't triggering or harmful. You can do this by avoiding detailed descriptions of suicide or self-harm methods. Avoid phrases like "committed suicide" as suicide is not a crime. Instead we recommend you use phrases like "took their own life".

Do not publish any details of somebody's lowest weight or what they ate when they had an eating disorder as this can be seen as a "how to guide" for other individuals who may be at risk of developing an eating disorder.

## **7 Signpost to Basildon Mind**

If you are writing about mental health problems, it's important that at the end of your article or post, you signpost people towards further help and support should they need it. You can do this by signposting to the Basildon Mind website:

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

Or the National Mind website :

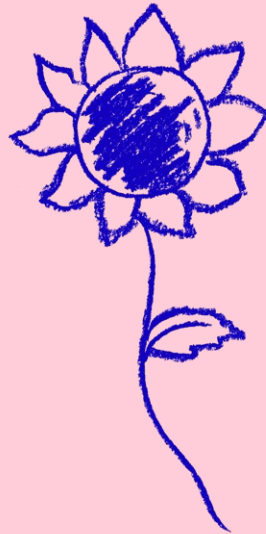
[mind.org.uk](http://mind.org.uk)

# Your fundraising events calendar

Now you've had a read through all the ways you can raise money for Basildon Mind, here's a calendar of big events to organise around throughout the year. Setting targets by them can make fundraising that much easier.

## Spring

- Spring clean
- Sunflower growing competition
- Crufts at Home



**Fundraising Target:**

## Summer

- Wimbledon Sweepstake
- Take on one of Mind's challenge events
- Pride Party for Pride



**Fundraising Target:**

## Fundraising Events calendar

### Autumn

- Halloween dress up
- Bonfire Night Party
- Fundraise for World Kindness day on 13th November



**Fundraising Target:**

### Winter

- Christmas Crafternoon
- Re-gift Raffle
- Chinese New Year Party



**Fundraising Target:**

# From all of us here at Basildon Mind, thank you!

For your continued support, fundraising and dedication to mental health. We won't give up until everyone experiencing a mental health problem gets the support and respect they deserve. You're helping make sure that happens.



**Basildon Mind**  
37 East Walk  
Basildon  
Essex  
SS14 1HA

 mindbasildon  
 @BasildonMind  
 Basildon-Mind

**Email:** [info@basmind.org](mailto:info@basmind.org)

**Email:** [fundraising@basmind.org](mailto:fundraising@basmind.org)

[basmind.org](http://basmind.org)

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01268 284130