

Your guide to fundraising for Basildon Mind



Thank You !

By raising money for Basildon Mind, you're helping more people in our community with mental health problems get the support they need and the respect.

Now we know that getting started can be nerve-wrecking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little bit daunting.

So, here's the good news: you're capable of achieving far more than you realise. So, whatever challenge you've set yourself, you can do it– and we're here to help make sure you reach your target.

If you need anything at all, let us know. We'll do everything we can to show you how happy we are to have you on our side.

This guide will be a handy starting point– it's full of advice on everything from planning a successful fundraising event, to spreading the word about your efforts.

And it also features plenty of inspiration from other Basildon Mind fundraisers who know exactly what it takes to reach whatever goal you set yourself.

Thank you so much for caring about mental health.

Each year one in four of us experiences a mental health problem. You're part of the solution.

Whatever you need, we're here.

Call: 01268 284130

email: fundraising@basmind.org





Ricky's 500km Run

Ricky used Basildon Mind's counselling service in 2019 when he "didn't know where to turn". His counsellor taught him "some tools to cope". One of these was to use his interest in running.

In 2021 Ricky sadly lost his dad and needed to do "something with purpose". An encounter with Basildon Mind's Counselling Manager led to 'Ricky's 500km Run' in late 2021.

Ricky ran 10 kilometres a day for 50 days to raise money to counsel youths aged 7-18 at Basildon Mind.

"I was told there was a backlog of Youths waiting to help. I wanted to do something to help. My counselling at Basildon Mind helped me so I was sure it could also help these kids. This sparked a fire and I set off."

Ricky completed his 500km on Christmas Eve 2021, outside Basildon Mind's charity shop where he was welcomed by a large crowd.

The money Ricky raised was used to reduce Basildon Mind's Youth waiting list by an amazing two thirds! Ricky is thinking about his next venture.

“My run helped other people and it helped me.”

How your fundraising helps -

£100 will provide a shift of help through our free Helpline.

£500 will provide 12 hours of free counselling to a young person.

£1000 will provide supported housing for a month for someone suffering from long-term mental health issues.

Getting started.

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start.

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 you tell the venue owner you’re fundraising for Basildon 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 are up to, they can’t get involved– so make as much noise as you can and let everyone know what you are doing and why. Find out more on page 7.

Don’t forget your posters

Add your fundraising details to our template poster basmind.org/fundraising, then head to local libraries, cafes, leisure centres, shops and community halls to get busy with the blu-tack.

Staying Safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus.


Top Tip !

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!

The Sophie Grierson Fund

BUTTERFLY BALL
IN MEMORY OF OUR BEAUTIFUL GIRL
SOPHIE GRIERSON



Raffle Tickets Sold on night

Drinks available including shots & cocktails

Live Band Re-Public with sax & bongos

Selfie Photo wall dedicated to Sophie

£70

DJ's BEYOND CHICAGO

Canopies served by waiters

Stilt walkers at entrance

Saturday 26 November 2022
Stock Brook Golf Club, Billericay, CM12 0SQ
Magician, Dancers & Fire Breather
Tickets available now via <https://buy.stripe.com/28o7tzaJH70F5443ci>

7.30 pm – 1.30 am
Evening / cocktail dress / smart suit

Proceeds go to Basildon Mind Sophie G Fund to counsel young people in severe distress

mind Basildon

The Sophie Grierson Fund was set-up by Ray and Emma in late 2019 following the tragic loss of their beautiful daughter Sophie aged just 19. Each year the Sophie Grierson Fund raises money by hosting events, such as the Butterfly Ball, raising the resources for Basildon Mind to quickly provide 12 sessions of counselling to very distressed 14–24-year-olds.

To date, 35 very distressed local young people have received 250 one-hour sessions funded by the

Sophie Grierson Fund and is providing the funding that will allow 15 young people to receive 168 counselling sessions in 2023.

With many of the young people receiving counselling feeling suicidal and some previously having attempted suicide, the counselling provided by the Sophie Grierson Fund, has seen an improvement in their general wellbeing with 92% rating “feeling listened to” 10 out of 10.

“I feel more confident about the future”

Anonymous client.

The Five Ways to Wellbeing

1. Connect

Contact us whenever you need us, and connect with everyone who might be willing to get involved and help out.

2. Be active

Clear your head with a walk, run, cycle or swim—solo or with friends.

3. Keep learning

Contact us whenever you need us, and connect with everyone who might be willing to get involved and help out.

4. Give to others

You’re already doing this one, so take time to reflect on the lasting difference you are making.

5. Take notice

Make a conscious effort to appreciate the world around you and take time out so your fundraising doesn’t start to seem overwhelming.

Supercharge your moneymaking.

We're full of ideas to give your fundraising a boost. Try these simple suggestions and in no time you'll be quids in.

To raise £50

- **Hold a sweepstake** – on the Grand National, Strictly, Bake Off or whatever else is happening. Download Basildon Mind's sweepstake template from basmind.org/resources
- **Share your online fundraising page** on payday. Who doesn't feel more generous when they've just been paid?
- **Ask for donations for your birthday** instead of any more socks, after all.

To raise £100

- **Arrange a bake sale** at work or school. Why not choose a theme – like Halloween – and give a prize to whoever makes the best cake? Nothing like a little healthy(ish) competition.
- **Contact your local supermarket and ask to pack bags and collect donations** while you do it. You can read our guide to holding a collection on page 12.
- **Have a clear out and head for a car boot sale.** You'll be amazed at how much your long-forgotten loot will raise.

To raise £100

- **Organise a raffle.** Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.
- **Hold a pub quiz.** Always a popular choice. Use our pub quiz template which you can download from basmind.org/resources, plan your questions and give everyone a great night while watching your fundraising total soar.
- **Contact your talented friends and relatives.** Best friend in a band? Sister in a ceramics group? Organise a gig/craft workshop/whatever you fancy and ask them to get involved.

Online = On target

Fundraising online with us is great– it's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media and you'll hit your target in no time.

Ten steps to setting up a fundraising page.

1. Make it personal.

Let people know why you've chosen Mind and what your challenge means to you. It'll help people relate to what you're doing.

2. Say thanks.

When you set up your page follow the steps to write a personal thank you message. This will be sent to everyone who donates.

3. Get snapping.

Upload a photo of yourself (or the person you're raising money to remember or celebrate).

4. Set a target.

It shows your progress, encourages people to donate and helps to keep you motivated too. Look at page 4 for a few examples what donations could pay for.

5. Don't be shy.

Email the link to your page to everyone in your contacts list and ask everyone to pass it on. When you're fundraising more is definitely merrier.

6. Ask and ask again.

Don't let people forget– send the link to your page around more than once, particularly as your event gets nearer.

7. Get social

Remember to add a link to your fundraising page on your updates on Facebook, Twitter, Instagram and any other social networks you use.

8. Sign off with style

Add a link to your fundraising page to your email signature, along with a short explanation of what you're doing.

9. Add cash and cheques

If people give you donations in person, add them to the offline section of your online page to keep that fundraising total climbing.

10. Don't stop too soon

Once your event is done and you're feeling justly proud, update your fundraising page and post about your fundraising page and post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate.

Top Tip !

Register at basmind.org and sign-up to set-up your page. You'll be taken through the set-up process step-by-step.



“Yoga has always been a very important part of improving my mental health. So, I decided that I wanted to raise money for Basildon Mind by leading a yoga class where along with my fellow yogis I completed 108 Sun Salutations. I did most of my fundraising through the Basildon Mind JustGiving page. I found it very easy to set-up the webpage and then all I had to do to fundraise on social media was copy the JustGiving link into my Facebook page and Instagram posts. In the week leading up to the event, I constantly plugged my fundraising page trying to get as many donations as possible. My fellow yogis, after the event, also shared my fundraising page with their friends and family on their own social media. I am not overly confident in asking people face-to-face for donations, fundraising online is less daunting as I didn’t want to feel embarrassed or awkward if someone wanted to say no.”

“I really had fun fundraising for Basildon Mind and am definitely going to do it again.” Natasha

**Whatever you need we are here
Call: 01268 284130
email: fundraising@basmind.org**

Three tips to shine on social media

Share your motivation

Is this the first time you’ve done something like this. Has anything funny or moving happened? Do you have personal reasons for fundraising for Basildon Mind that you’re happy to share? Bringing to life what you’re doing and why on Facebook and Twitter can really boost your fundraising total.

Become a film star

You can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

Be proud

People often worry they’ll annoy their friends by asking for donations, but you’re doing something amazing – and the trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter, Instagram and Snapchat and people will always be happy to hear from you.

Keep it legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything on board.

Health and safety.

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- Visit mind.org.uk/resources to download a risk assessment template and for more guidance on when to do a risk assessment.
- If you're selling food at your event, get in touch with Basildon council for advice.

Children and young people.

- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised

Competitions, prize draws, raffles and lotteries.

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Basildon Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

Basildon Mind brand

- ◆ Make sure you only use Basildon Mind branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- ◆ As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of Basildon Mind' (rather than 'on Mind's behalf').
- ◆ Double check you're using our Basildon Mind brand, and not the (national) Mind logo –local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (nation) Mind and local Minds at [mind.org.uk/ localminds](http://mind.org.uk/localminds).

Collecting money

If you collect money, give us a call first. We'll take you through the basics and send you collections tins and seals. The key things to remember are:

- You have to be over 16 to collect money.
- If you're planning a collection on private property – like a shop or train station – you need to get permission from the owner.
- You need a licence from [Basildon Borough Council](#) or police to collect donations on the street or any other public property.

Got any questions or need to get in touch? Drop us a line at:

fundraising@basmind.org

or call us on 01268 284130

Useful links

Health and Safety Executive:

hse.gov.uk/event-safety

Basildon Borough Council:

basildon.gov.uk

The Fundraising Regulator:

fundraisingregulator.org.uk/code/specific-fundraising-methods

The Gambling Commission:

gamblingcommission.gov.uk

Any questions?

Here are some answers to the queries we're most often asked. If there are others on your mind, just let us know.

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

We hope this doesn't happen as much as you do but sometimes it can't be helped. Maybe you're training for a challenge and picked up an injury, or you're organising an event but life has got so busy all of a sudden you don't have time. That's okay, let us know as soon as you can and maybe we can help.

What is the difference between Mind and Local Minds?

Mind is a national charity supporting people all over England and Wales. We are Basildon Mind – although part of a national Mind network, local Minds are separate charities, and do their own fundraising and events. You can find out more about the network at: mind.org.uk/localminds

Is there a deadline for paying sponsorship money in?

There is– you need to get all the 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.

Can I do this?

Yes. There might be times when you doubt yourself, but we know you're up to whatever challenge you've taken on. So yes, you can definitely do this.

Definitely?

Yes.

Paying in

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.

Send the money our way

Enthuse

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.

Payment by cheque.

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
Basildon Mind
37 East Walk
Basildon SS14 1HA

Bank Transfer.

Please pay to our Bank account:

Account name: Basildon Mind
Account no.: 51825135
Sort code: 40-09-17
Reference : Your event

Through our website

Go to basmind.org/donations



Please make sure you send us all the monies within 2 months & don't forget to send us any sponsorship forms so we can collect the GiftAid !