



 mind
Leicester,
Leicestershire
and Rutland

Your guide to fundraising for LLR Mind



Thank you!

By raising money for Leicester, Leicestershire and Rutland Mind (LLR Mind), you're helping more people with poor mental health get the support they need and the respect they deserve.

We know getting started can be nerve-wracking. 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, just 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.

We are your local Mind and we exist to support our communities across Leicester, Leicestershire and Rutland to improve and maintain positive mental health and wellbeing.

We aim to provide support, information and guidance on mental wellbeing issues to those who are experiencing poor mental health. With your donations we can reach more people who need our help.

We are part of a network of over 100 local Minds across England, Wales and The Channel Islands and LLR Mind are currently a small team of dedicated team members who are passionate about mental health.

Each year 1 in 4 of us experience a mental health problem.

You're part of the solution. Whatever you need, we're here.





An excellent service and I now have more tools to help with my mental illness

Supported Self-Help Beneficiary

How your fundraising helps

£5 Provide refreshments for a drop-in session, helping to create a warm, welcoming environment where people feel comfortable seeking support.

£25 Fund resources and activity materials for a Good Mood Group, helping participants build confidence, resilience and social connections.

£50 Support the delivery of mental health and wellbeing education in schools, helping children and young people better understand emotional wellbeing and know where to seek help when needed.

£100 Contribute towards supporting an individual to access guided wellbeing and self-help resources, before reaching crisis point.

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 (see next page) 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 LLR Mind – you never know what discounts or freebies could come your way.

Make a plan

We love a fundraising plan at LLR Mind. It’s the perfect way to avoid any nasty surprises further down the line. You can add fundraising deadlines, event timings, people to contact and so on.

Get online

When it comes to fundraising, the internet is your best friend. 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

Get in touch with us if you require a bespoke poster for your event, we can create one just for you! (Please get in touch at least 3 weeks before your event.) Alternatively, use our poster template to promote your event, this can be found on LLR Mind website. 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 make sure you consider risks and make sure health and safety is thought through carefully.

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.



“Mental Health is close to quite a few of our team/guests’ hearts due to being affected by it personally or knowing somebody who is. So, we collectively wanted to join forces with LLR Mind to raise awareness and show our support.”

Kate Bond, Manager,
The Moorings Pub

The Five Ways to Wellbeing

Look after your own mental health while you're fundraising with these handy tips.

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

Fundraising is a great way to try new things and to discover talents you didn't know you had.

4.Give To Others

You're already doing this one, so take time to reflect on the lasting difference you're 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 to get you started.

To raise £50

Hold a sweepstake

Whether it's the Grand National, Strictly, Bake Off or something else, a sweepstake is a fun way to fundraise as a group or team.

Organise a scavenger hunt

If you have a child of pre-school or primary school age, why not suggest the school holds a sponsored scavenger hunt? It's a great way for children to get involved in fundraising while spending time as a family in nature.

Ask for donations for your Birthday

It make a change from more socks, after all! You can easily set up a birthday fundraiser on Facebook.

Host a craft workshop

From summer flower crown parties to winter wreath making workshops, gather some friends, colleagues or classmates together and share your crafting skills. Ask for a donation to take part. Make sure to tell everyone what materials they need to bring.

Start your JustGiving fundraising page:

Start your Facebook fundraising page:

JustGiving™

facebook

To raise £100

Arrange a bake sale

Whether it's at work, school, church or your local group. ask for yummy treat donations and hold a bake sale.

Get packing

Contact your local supermarket and ask to pack bags for customers and collect donations while you do it. Read our guide to holding a collection on page 10.

Have a clear out and head for a car boot sale or sell on Vinted.

You'll be amazed how much your how much your no longer used items could raise.

Round up, round up!

Hold a tombola stall, it's a classic! Whether it's at school, work or a club you attend, it's a fun way for everyone to get involved with fundraising.

To raise £250

Organise a Pub Quiz

Always a popular choice, everyone loves a good quiz!

Get Active!

Exercise can help improve our mental wellbeing, why not set yourself a challenge and turn what you enjoy into a sponsored fundraising event?

Swimming, cycling, running, walking or skipping the options are endless! Set yourself a target and share your JustGiving page with friends and family.

Have a bingo night

Get the dabbers at the ready and organise a bingo night, perfect for organisations, school, work or local groups. Sell tickets for the night and raise funds.

**Head to our website (llrmind.org)
to find all our printable fundraising resources.**

Let us know about your fundraising event or activity so we can cheer you on!

→ comms@llrmind.org

Online = On target

Fundraising online 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 LLR 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 then 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). LLR Mind t-shirt definitely recommended.

4. Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too. Turn to page 3 for a few examples of exactly 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, the 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 for 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 justly feeling proud, update 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.





Whatever you need, we're here.
Contact us on email:
comms@llrmind.org

“Me and one of my brother's best friends are running to raise awareness of and money for LLR Mind. We are focusing on men's mental health in particular. We very much support and value the work of LLR Mind because we have learnt in the most heartbreaking way that good mental health does save lives.”

Tom, fundraising for LLR Mind at the
Leicester 10K



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 LLR 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.

How we offer support

You've completed your fundraising but how will you be helping us provide local mental health support?



Supported Self Help



Workplace wellbeing



Good Mood Groups



Advice & guidance



- Supported Self-Help can make a positive difference to mental health. A trained practitioner will work with you, supporting you to recognise and understand your emotions. Over six weeks we'll give you information, resources and regular phone calls to help improve how you feel.
- We run or help organise multiple friendly Good Mood Groups providing the opportunity to meet new people, talk about mental health...and of course enjoy a free cuppa!
- We are here to provide mental health guidance and advice depending on your mental health needs. We can signpost you to organisations that might be able to provide the right support.
- We also support employers by coordinating Work Place Wellbeing sessions and Mental Health First Aid training.

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 above 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.
- If you're selling food at your event, get in touch with your local council for advice.

Children and young people

- If you're under 16, we'll need a parent 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](https://www.gamblingcommission.gov.uk).)
- You can't sell tickets to anyone under the age of 16 years.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. (Your local council can give you more guidance.)

Licenses 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 LLR Mind's insurance.
- Make sure you've got any licenses from your local authority you need in place. Examples of this are a gambling license for certain raffles or prize draws, a public entertainment license 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.

LLR Mind brand

- Make sure you only use LLR 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 LLR Mind" (rather than "on Mind's behalf").
- Double check you're using our LLR Mind logo and not the (national) Mind logo – local Minds are separate charity, doing our own fundraising, and have a different logo and charity number. Find out more about the difference between (national) Mind and local Minds at 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 18 in London and 16 everywhere else 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 your local authority 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 comms@llrmind.org



These are our logos, email us and we will send you the logo files to easily add to your fundraising promotional materials.



Useful links

Health and Safety Executive:

hse.gov.uk/event-safety

The Fundraising Regulator:

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

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 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 LLR 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 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

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.

Payment by cheque

Want to pay by cheque? Not a problem, please get in contact with us via email at comms@llrmind.org and we can take you through the process.

Through our website

You can send the money you've fundraised to us as a one off donation through JustGiving or PayPal. The link can be found on our website www.llrmind.org via the 'Donate' button at the top right of our homepage.

Alternatively, use the QR code to take you straight there, easy!



Make a one off donation



Please make sure you send all money to us within two months of your event.





Congratulations!

Thank you so much for
caring about mental
health.

You're doing something
wonderful.



Get closer to Leicester, Leicestershire and Rutland Mind

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

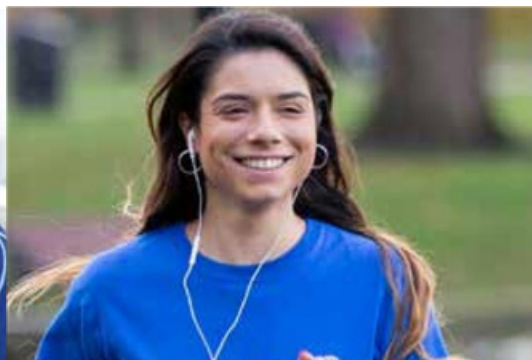
You could:

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

Find out more at:

www.llrmind.org

Thank you again for being
on our team.



LLR Mind

0116 216 4340

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LLR Mind is a registered charity in England
and Wales, charity number: 1204524