

Ready for  
anything



Your guide to fundraising for

**Woking Mind**



When people give us their time, money, energy and passion, they're helping Woking Mind to be there for anyone who needs us.

## Thank you

By raising money for Woking Mind, more people with mental health problems get the support they need and the respect they deserve – and that's a very big deal.

This guide is designed to 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.

Whatever challenge you've set yourself, we're here to help you reach your target so get in touch if there is anything we can help you with or advise you on.

Thank you once again for caring about mental health and supporting the vital work that we do in Surrey. Your support means we can be there for anyone who reaches out for help.

One in four of us experiences a mental health problem each year – you're part of the solution.

Whatever you need, we're here

Email: [info@wokingmind.org.uk](mailto:info@wokingmind.org.uk) or call our office: 07801 931 831



# You're helping change lives

By fundraising for Woking Mind, you're bringing us closer to a world where no one faces a mental health problem alone.

**I'm a real person with a real issue and received real advice. Thank you for providing answers that others couldn't or wouldn't.**

Infoline caller

# 513,539

People have used local Mind services – over 120,000 more than last year

We are 1 of

# 135

local Minds in  
England and Wales

Annually  
We need to raise

# £95k

to deliver our services  
in the community

**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. Woking Mind is one of 135 local Minds who offer specialised support based on the needs of the local community. We are an individual charity in our own right and responsible for fully funding our own services.

People who contact us are often confused, distressed or in need of support and we provide guidance to empower them to understand their condition, local services and the choices available to them. This drop in support is a highly valued resource, especially when there is no where else to turn.

We also offer a series of regular group activities including arts and crafts, creative writing, cinema club, walking tours, gentle exercise and many more to help our members develop skills, reduce social isolation and gain confidence so they can live more independent fulfilling lives.

# 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.

## Make a plan

We love a fundraising plan at Woking Mind. It's the perfect way to avoid any nasty surprises further down the line. Think about the logistics of your idea such as the venue, timing, booking deadlines, set-up and promotion as well as people who might be able to help on the day. A tick list makes it easier to track what's been done.

## Get online

When it comes to fundraising, the internet is your best friend. From the very beginning, set up a fundraising page and tell everyone what you're doing on your social media channels. Online has now made it so much easier to reach more people with less effort. Win-win!

## Shout about it

Let everyone know what you're doing and why. Not only are you helping to drive support for your fundraising but you're also helping us to communicate the important message about mental health.

## Get your sponsorship forms

Download and print out our sponsorship forms from our website for any offline donations [www.wokingmind.org.uk/support-us/fundraising/](http://www.wokingmind.org.uk/support-us/fundraising/)

## The Five Ways to Wellbeing

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

### > Connect

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

### > Be active

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

### > Keep learning

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

### > Give to others

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

### > 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.

>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!

# Make headlines

Local papers. Regional radio stations. Community TV stations. There are all kinds of places where you can let the world know you're fundraising for better mental health. Here's how to make it happen.

## Be original

You're more likely to grab a journalist's attention if your story has an interesting angle, so think what yours could be. Are you fundraising for personal reasons related to mental health? Or wearing fancy dress? Or hoping to break a record?

## Perfect your press release

Take time on your press release to make sure it gets noticed. Send it two weeks before your event to give reporters time to contact you. Say who you are, what you're doing, why, where and when in the first few sentences. And keep it short and to the point.

## Focus on photos

Let journalists know if you're doing anything that will make a great picture, and arrange for someone to take high-resolution photos before and during your event too.

## Get ready for radio

Give your local stations a call to tell them about your brilliant plans and they may well want to interview you. Planning what to say beforehand can help you stay calm, so think about why you're fundraising for us and how people can sponsor you and how people can come and support you.

>Top  
Tip

Want us to look at your press release?  
No problem.

.....  
Email us on  
[info@wokingmind.org.uk](mailto:info@wokingmind.org.uk)



Want us to take a look at your press release? No problem.

> Call: 0300 999 3887 > Email: [events@mind.org.uk](mailto:events@mind.org.uk)

# Promoting your fundraising

Don't forget to use your online channels and relationships to promote your fundraising efforts.

## Facebook

Over 30% of visits to online sponsorship pages come from Facebook, so it can be an incredibly useful tool to raise money for Woking Mind.

- Use status updates to keep everyone informed about your progress.
- Post a note about your fundraising page and whenever you update your fundraising page, post it on Facebook.
- Create your own Facebook group or event and invite your friends to join.
- When your friends sponsor you, ask them to share it so their friends know too.
- Don't forget to share your story – the people you know will care about your reasons for raising money for Woking Mind

## Twitter

It's so easy to spread the word about your fundraising in just 140 characters.

- Tweet regularly to keep followers interested but don't ask for money in every tweet.
- Use hashtags to group your tweets by subject and make them easy to find. For example, [#mentalhealth](#) [#FundraisingForWokingMind](#) [#FundraisingFriday](#) [#WokingMind](#)
- Link your Twitter account to your online sponsorship page.
- Follow us on Facebook and Twitter - [@Wokingmind](#)

## Blogging

- Start a blog about what you are doing and why. Use it like a diary to keep people updated on your progress.
- Include links to your Twitter and Facebook profiles and add links to your photos (and online sponsorship page!)
- Free blogging tools are available from Blogger and WordPress and the online fundraising sites.
- Your blog can be featured on our website at [www.wokingmind.org.uk](http://www.wokingmind.org.uk)

## Gift Aid

Under the Gift Aid scheme every £1 you give will be worth an extra 25p at no extra cost to you! This means that a £10 donation can be turned into £12.50 as long as the donor is a UK tax payer.

Gift Aid can be automatically added with any online donations by clicking the gift aid button. For cheques or cash, please ask us for a Gift Aid form.

Please note, payments received in return for goods and services, for example, payment for admission to a concert, for a raffle ticket or auction item, cannot be gift aided.



# 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.

## Setting up a fundraising page

We use Virgin Moneygiving for our online fundraising. Head to [www.virginmoneygiving.com/wokingmind](http://www.virginmoneygiving.com/wokingmind) and the site will take you through the process of setting up a page step by step.



### Ten steps to an irresistible 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 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).

#### 4 Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too. Turn to page five 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, 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 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.



# 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.



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.

## If you organise a raffle or lottery...

- You can't sell tickets to anyone under 16.
- You'll need to apply to your local authority or council for a licence if you want to run a public raffle or lottery.
- You don't need a licence for a private raffle or lottery, as long as tickets are only sold to staff at a workplace or members of a club.
- You don't need a licence for a raffle at a social event, as long as the raffle isn't the only reason for the event, you sell tickets where the raffle is held and you draw and announce winners at the event.

## If you're putting on a spread...

- Everyone involved in preparing and serving food needs a basic understanding of food hygiene.
- You need an alcohol licence from your local authority to sell alcohol.

## If you're putting on a show...

- You might need a Public Entertainments Licence from your local authority if you're organising entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence. Licences are free for charity events.

## Don't forget health and safety...

- Do a risk assessment for any fundraising events, looking at how risks can be reduced and what's in place to keep everything safe and to deal with emergencies.
- Don't do solo endurance events without the right support team. Take the time to thoroughly consider your safety and make sure you've got adequate back-up.
- Make sure you keep things safe and legal. We can't be held responsible if you don't, and we really don't want you getting into trouble.

## You might need insurance...

- Venues usually have their own insurance, but check whether the public are covered.
- You can't use Woking Mind's public liability insurance to cover your own events.
- Woking Mind can't accept liability for any event you organise, so it is important to sort out appropriate insurance cover.

## Our brand

Make sure you only use **Woking Mind** branded fundraising materials (in print or electronic form) for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.



# Banking your fundraising

Banking your offline donations regularly is really important. It prevents any money getting lost and also means that Woking Mind is able to make use of the money as soon as possible. We therefore ask that all donations are sent to us within one month of your event.

## How to bank

### Cheque

This should be made payable to 'Woking Mind' and then posted to us at:

Woking Mind  
2 Courtenay Road  
Woking GU21 5HQ

### BACS transfer or cash deposits

Please use the reference below when paying in donations or making BACS transfer, as this will help us track the funds raised by you:

'FUNDS\_ SURNAME'

Please also let us know that a payment has been made. You may also drop off cash donations in person to our office from Monday – Wednesday 10am-2pm.

Our bank details Account name: **Woking Mind**

Account Number: **69154002** Sort code: **09-01-53**

### Fundraising page

If you have set-up a Virgin Moneygiving page, the donations will come directly to us so you don't need to do anything more after your fundraising ends.

Don't forget to say a personal thank you to everyone that sponsors you.



### Keep in touch

Your fundraising may have ended but to us you're still part of Team Woking Mind! Keep in touch with us so you can see how your donation is making an impact.

Follow our social media channels on Facebook and Twitter using the handle @Wokingmind to find out the latest things we are up to with our members as well as top tips for maintaining mental wellbeing.

Help us to spread the word about the support that we provide. You never know who you may just encourage to get the help they need for their mental health.

Tell your friends and family about us. Their place of work, community groups or schools may want to get involved. Every little does help.

# Thank you for your support



Those who access our services are often in desperate need of a non-judgemental safe place where they can enjoy social contact as well as take part in personal developmental activities and groups. We need to fundraise £95,000 a year to be able to deliver these services so your support means a lot to us.

Thank you from the Woking Mind team



Tony Bennett  
(Chief Executive)



Mandy Dhingra  
(Marketing &  
Fundraising Manager)



Jill Bishop  
(Services Manager)



Emma Martin  
(Member Care  
Manager)

Woking Mind  
2 Courtenay Road  
Woking  
GU21 5HQ

Office: 07801 931 831  
Support: 07850 340 739  
info@wokingmind.org.uk  
www.wokingmind.org.uk

 @Wokingmind  
 @Wokingmind

Woking Mind is a registered charity (no. 1096503)  
and a registered company (no. 4570329).

 **mind**  
for better mental health

**Woking**