



Your guide to
fundraising and
raising awareness
during COVID-19



For better mental health

Foreword: During the Coronavirus (COVID-19) crisis

What we're doing

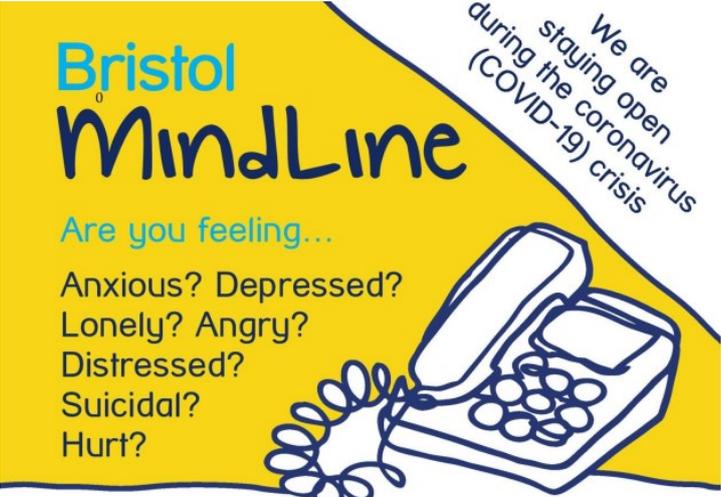
The Bristol Mind building is closed to the public.

We are providing as comprehensive a service as possible through telephone and email. No drop-ins, groups, or face-to-face appointments are taking place.

Please take a look at our [website](#) for updates.

For more information on looking after your mental health during this uncertain time, please click [here](#). We are also sharing information on social media.

Follow us on [Facebook](#), [Instagram](#), [YouTube](#), [Twitter](#). and subscribe to our monthly Newsletter [here](#).



Bristol MindLine

We are staying open during the coronavirus (COVID-19) crisis

Are you feeling...

Anxious? Depressed?
Lonely? Angry?
Distressed?
Suicidal?
Hurt?



Or are you worried about someone else?
Call our emotional support helpline
0808 808 0330
Wednesday to Sunday
Now open 7pm-11pm

Here to listen when you need to talk

www.bristolmind.org.uk/mindline

 NHS
Bristol, North Somerset
and South Gloucestershire
Clinical Commissioning Group

 **Bristol mind**
For better mental health

Fundraising and awareness raising

During COVID-19 we want everyone to stay engaged with Bristol Mind but more importantly, we want everyone to stay safe and take care of their wellbeing. If you had planned a run or an event, make sure you stay up to date with postponements. Do not put yourself at risk and prioritize your and others health.

A lot of fundraisers are taking their events and challenges online and are promoting them through [JustGiving](#). This is a great way to raise awareness and support for Bristol Mind. Take a look at a few ideas in this guide on how you can get involved. If you have any questions, please email: fundraisingcoordinator@bristolmind.org.uk

A - Z fundraising and awareness raising ideas during Coronavirus (COVID-19) Social distancing

A Auction

You could run an online auction, with proceeds going to Bristol Mind.

C Crowdfunding

You can set up a CrowdFunder or JustGiving page from the safety of your sofa!

Cut Your Own Hair

Get friends or colleagues to sponsor you to rock a silly look - after all, hair grows!

E Encourage

Encourage your friends, family or colleagues to get together virtually and talk about how they're feeling, so that no-one feels isolated.

G Guess The Baby Photo

Get your whole team to send in photos of their younger selves, and charge everyone entry to a guessing game. Whoever gets the most right gets half the pot, and the other half goes to Bristol Mind.

I Indoor Exercise

Get everyone together virtually and run an exercise class of your choice!

K Karaoke

Take your karaoke party online to bring everyone some laughs.

B Bike Ride

Turn your daily exercise into a challenge - get people to sponsor you to ride a certain number of miles over a week or month!

Blogging

If you've always thought about starting a blog or a YouTube channel, now's the time to start. It's a great way to raise awareness and connect with others!

D Disco

Why not livestream a disco or a DJ set for your friends? You could ask for donations as an entry fee.

F Football

You can't hold a five-a-side, but you can still keep up your skills with a keepy-up challenge!

H Happy Monday

Share the best memes or jokes you've come across.

J Joke competition

Challenge your friends to see who's the funniest. Select a team of judges and award prizes for the best (or corniest) jokes!

L Live Stream

Get yourself set up on twitch and run a sponsored live-stream of your favourite video game!

A - Z fundraising and awareness raising ideas during Coronavirus (COVID-19) Social distancing

(M) Manager vs Manager

Pit your managers against each other to see who can raise most for Bristol Mind, armed only with what they have at home.

(O) Online Poetry

Are you a budding poet? You could set up a Patreon so that people can pay for your art - and donate some of your earnings to Bristol Mind!

(Q) Quiz

Run a virtual pub-quiz on Facebook Live or Twitch, and invite as many people as you can to play along.

(S) Swear Jar

Be honest - if you've been swearing more while working at home, why not donate a small amount every time you do to help you kick the habit?

(U) Upcycling

It's a great time to get crafty. If you have any supplies lying around the house, make some things to sell online!

(W) Waxing

Speaks for itself - just make sure to put the video on social media!

(Y) Yoga Marathon

Ask for donations to teach a video yoga class.

(N) Nominate

Nominate your friends to do something silly on social media and donate to Bristol Mind - you never know, you might even create the next viral challenge!

(P) Photography Competition

See who can pull the most creative images out of staying at home. You could have categories for pets, daily walks, and for the most unusual entry!

(R) Raise Awareness

Make sure you spread the word about our services and spread Mind's COVID-19 Wellbeing tips to your colleagues and friends. You never know who might be struggling.

(T) Tournament

You could hold a tournament for anything you like - why not start with video games?

(V) Volunteering

Why not see if there's any way you can help out in your local area? You could join the NHS volunteers or get shopping for a vulnerable neighbour. No need to raise money: it's just good to help.

(X) X-Factor

arrange a talent show on Zoom to keep your colleagues or friends entertained.

(Z) Zoom Bingo

Put your best caller voice on and settle in for a fun evening over Zoom.

Whatever you need, contact Leilah King

> Call: 07946251535

> Email: fundraisingcoordinator@bristolmind.org.uk

Setting up a fundraising page



We recommend using justgiving.com/bristolmind or [Virgin Money giving](http://VirginMoney.com/giving). Both sites take you through the process of setting up a page step by step. It's free, it's quick, it's secure, donations reach us automatically, and you can contact people worldwide by sending the link.

Things to consider...

Make it clear and personal

Let people know why you've chosen Bristol Mind and what this means to your organisation, and make your company name clear on the title.

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.

Get snapping

Upload a photo of your team members who are raising money. Bristol Mind t-shirt definitely recommended!

Set a target

It shows your progress, encourages people to donate and helps to keep your team motivated too. Turn to page four for a few examples of exactly what donations could pay for.

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.

Get social

Remember to add a link to your page on your company Facebook, Twitter, and Instagram, as well as your company intranet.

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.

Send us the link

Send your Bristol Mind contact the link to the page. We ask that staff try not to set up multiple or individual pages, so that we can keep a track of your running total.

Be specific

Make sure everyone knows what it is you'll be doing and when!

Awareness raising and wellbeing tips

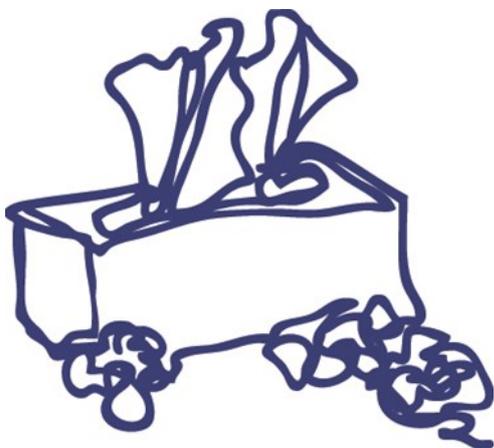
As well as raising money you can also help by raising awareness of Bristol Mind, and of mental health in general.

Wellbeing station

Use our digital resources to share top tips for good wellbeing on your company intranet. Share experiences, support and your own ideas. Ask your Bristol Mind contact how to get started.

Mental health quiz

Find out how much your colleagues know about mental health! Challenge misconceptions, understand real facts and how mental health problems can affect people. Talk to your Bristol Mind contact for more information.



Tea and talk

Encourage employees to take some time to grab a cuppa on video chat with colleagues to talk about mental health. Mental health issues affect 1 in 4 of us, and yet it can still be so hard to talk about and to get the right support.

Wishing well

Create an online 'wishing well' - staff can submit their ideas to help your organisation improve mental wellbeing of staff. It could be a suggestion for an initiative, event, or fundraising activity. You could offer a prize for the winning suggestions, and an opportunity to be involved in taking it forward.

Whatever you need, contact Leilah King

➤ Call: 07946251535 ➤ Email: fundraisingcoordinator@bristolmind.org.uk

Stay in contact with us

After your fantastic fundraising, we'd love you to stay with us as we continue our work. You could...

- Become a member and join the growing group of people who play a part in everything we do.
- Sign up for our newsletter
- Volunteer with us - from answering calls on our MindLine helpline or training as a volunteer mental health advocate, to joining our board of trustees, you'd join the group of volunteers who play a vital role in all of our work.
- Book some workplace mental health training for your employees: see www.bristolmind.org.uk/training for more details
- Fundraise for us again. Go on, you know you're tempted...

Thank you again for being on our team.

Bristol Mind
35 Old Market Street
Bristol, BS2 0EZ

t: 0117 980 0370 (10:30am - 3pm)
e: fundraisingcoordinator@bristolmind.org.uk
general enquiries: admin@bristolmind.org.uk



For better mental health

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...or follow us on  **LinkedIn**

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