

BRISTOL MIND FUNDRAISING PACK



**YOUR FUNDRAISING HELPS US
CHANGE LIVES!**

Here's your step-by-step guide

 **Mind Bristol**

Dear Fundraiser...

Welcome to #TeamBristolMind - it's brilliant that you've decided to be a fundraising superhero for us!

We understand fundraising can feel a bit daunting sometimes. To help take the pressure off you, we've put together a fundraising guide packed with the information you need to get started - and a fun toolkit full of ideas to give you the superpowers you'll need along the way.

We've plenty of experience when it comes to hosting or taking part in fundraising events. We'll be your sidekick; ready to support along your journey to help you make your events as successful as possible - and an enjoyable experience for you too!

Whatever way you choose to raise donations, we can support you in a number of ways:

- Provide friendly support and advice to help create your event.
- Help you set up an online fundraising page.
- Supply promotional items for your event – such as leaflets, collection tins and buckets.
- Provide a Bristol Mind t-shirt to wear at your event (minimum £50 sponsorship).
- Social media and online support – we can feature your event online and share your posts across our social media channels (Facebook, LinkedIn and Instagram) to help promote your event.



But first...

Here's a bit about us, so that you know what we do to support local people... We're dedicated to supporting everyone in and around Bristol in achieving the best mental health possible. This means that every penny you raise will help us make a difference to people in Bristol's lives.

“1 in 4 people will live with a mental health diagnosis at some point in their lives.”



Firstly, thank you for choosing to fundraise for Bristol Mind!

**A quote from our Chair,
Jo Diamond**

Every day, people across Bristol face challenges with their mental health and can feel isolated, overwhelmed, or unsure where to turn. Thanks to the generosity of supporters like you, Bristol Mind can continue providing vital support, information, and services so that more people can access help, hope, and connection close to home.



As an independent local charity, we rely on fundraising to help us make a real difference across Bristol. By supporting us, you're joining a community of fundraisers, volunteers, and supporters who are helping to ensure that nobody has to face a mental health problem alone.

Whether you're running a marathon, hosting an event, or taking on a personal challenge, your efforts will directly support local people and help us reach more people with life-changing mental health support when they need it most. Thank you for choosing to fundraise for Bristol Mind. We couldn't do it without you



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30 Ways to Fundraise

24hr Challenge

Organise teams to compete in a treasure hunt.



Car boot sale

Your rubbish could be someone else's treasure.

Organize a raffle

Shops and organisations will happily donate prizes for an online 'thank you'.

50/50 Raffle

Sell raffle tickets and offer half the takings as the prize.

Car wash

Ask your friends to help you clean cars for a small donation.



Quiz

Host a quiz at your local pub and charge an entry fee.

Afternoon Tea

Provide freshly cooked scones and jam for a small charge.

Coffee morning

Organise a coffee and chat morning, and ask for donations.

Skydive

Tick off a bucket-list activity and dive 10,000 or 15,000 feet for mental health.



Ask for donations on your birthday instead of gifts



Dinner party

Ask your guests to make a donation.

Spinathon

If spin's your thing, challenge your friends to a sponsored spinathon.

Auction

Ask local businesses to donate special prizes that 'money can't buy' for you to auction.

Dog walking

Offer to walk your neighbour's dog for a small fee.



Sponsored silence

Ssshhh, we're raising money for mental health.

Bake Sale

Everyone loves a cake competition - especially with a theme.



Dress down day

Charge £1 to wear jeans on mufti day at your school or workplace.

Sponsored walk

Walk miles for mental health and ask your friends and family to sponsor you.

Bag Packing at a Supermarket

Ask us how we can support you at your local supermarket.

Garden party

These are successful fundraisers with live music, buffet food and a lovely setting.

Superhero Challenges

Whether you're a thrill seeker, an avid walker or looking for a once in a lifetime opportunity, we've got something for you!

BBQ

Live music and great food goes down well in the Summer months.

Give it up

Get sponsored for giving up something you love for a month.

Sell unwanted items on Ebay or Facebook



Bingo

Eyes down for a fun version of Bingo, charge a fee to enter each round.

Head shave

Shave off your hair in exchange for a donation (please get permission first if you're under 18!).

Variety show

Organise a show with entertainment such as music, dance, magic and comedy.

Black tie event

Organise a charity ball, ask us how you can do this.

Match funding

Ask your company to match your fundraising efforts.



Zumbathon

Dance your socks off for mental health, see how long you can do it for!



Why not create your own unique 'Scan to Donate' QR code to boost your fundraising? Email fundraising@bristolmind.uk to set this up.

Fundraising in schools

Fundraising Ideas

- Schedule a mufti day (why not wear Bristol Mind colours?)
- Hold a bake sale
- Host a fun run
- Organise a lunchtime charity fair (with activity stands such as a raffle, guess how many sweets are in the jar, staff in wet sponge stocks etc)
- Plan sponsored challenges (row, run, cycle, silence, etc)
- Recreate TV Shows (e.g., Would I Lie To You?) with staff for students viewing

Top Tips

Start small!

Targets are important but they need to be realistic to be motivational. You don't need to spend months planning a large-scale event or aim to raise thousands of pounds. It may sound cliché but every penny counts!

Encourage healthy competition!

A little friendly competition within the school environment could really help to increase donations ... Think staff vs students, house vs house or form vs form. You could offer awards such as 'Fundraiser of the Year' as an incentive to get involved.

Listen to your students!

Schools are filled with creative young minds who have countless passions, interests and ideas. Why not empower students to share their own fundraising ideas by utilising your School Council or recruiting prefects dedicated to community fundraising?

Look at everything as an opportunity to fundraise!

Schools are busy places and with so much going on, the thought of organising a fundraising event may be overwhelming. Instead, why not consider incorporating a fundraising element into already established events, e.g. by adding a 50p donation to the price of each School Dance ticket?

Tag us on our
School's social
accounts

Instagram: @bristolmind
Facebook: @BrisMind
Linkedin: @Bristol Mind
TikTok: bristol.mind

Promoting your Event or Challenge

Step 1 - Create your online donation page

Make it personal

Let people know why you've chosen Bristol Mind and what your challenge means to you.

Get Snapping!

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

Set a Target

It shows your progress, encourages people to donate and helps to keep you remember or motivated.

Follow these links to create your page!

Use our sponsorship form for cash donations

JustGiving™ <https://www.justgiving.com/bristolmind>

gofundme <https://www.gofundme.com/create>

- Click 'Start fundraising'
- Choose Bristol Mind
- (For GoFundMe we are 'medical' and our postcode is 'BS1 3BL')

Step 2 - Share on Social Media

- Download and share our fundraising superhero social media badges.
- Upload photos/videos along the way (whether you are training or planning), it reminds people of your upcoming event.
- Use hashtags: #teambristolmind #fundraisingsuperhero
- Refer to your target and how close you are.
- Use ALL your social media platforms such as Facebook, Instagram, Twitter and LinkedIn.
- Add to your stories as well as your main page with links to your fundraising page.
- Tag @Bristolmind and we'll share for you (see back page for handles).

Don't be afraid to share often!

How to Pay in Your Donations

Thank you - you've done an amazing job raising vital funds to help us support local people in Bristol and South Gloucestershire with their mental health. The next step is to pay in your donations. Here's how to do it:

Cheques:

Please make sure cheques are made payable to 'Bristol Mind' and send them to us at:

**Fundraising department, Bristol Mind,
48 Fairfax Street, Bristol
BS1 3BL**

Bank Transfer /BACS:

Use your online banking to pay money directly to us, with the following details:

**Account name: Bristol Mind R/C 1085171
Sort code: 08-92-99
Account number: 65050011**

Cash:

You're welcome to bring your cash donations to our Bristol Central Office - please email fundraising@bristolmind.uk beforehand to arrange a timeslot with one of the team.

Sponsorship Form:

You can return your donations to us with a sponsorship form, this can be emailed or posted. Please see above if you have cash donations.

Fundraising Department, Bristol Mind, 48 Fairfax St, Bristol, BS1 3BL

Online Fundraising Pages:

Online fundraising platforms (JustGiving, Enthuse) automatically send your donations to us. The best bit is, once you've chosen to support 'Bristol Mind,' you are added to our fundraisers leaderboard!

Just follow this link: <https://www.justgiving.com/bristolmind>

Gift Aid:

If you are a UK tax payer, and you have not already done so, please ask us for a gift aid form to boost your donation by 25%. If your circumstances change, please do let us know.

How does my donation help?

Here are a few ways in which we might use your valuable contribution:

£5

**Funds a call to
our helpline,
providing
someone with
vital support and
information**

£10

**Pays for a
volunteer's
expenses for a
day**

£20

**Pays for 100
wellbeing
leaflets for a GP
surgery**

£50

**Pays for one
session of
reflective
practice for our
team**

£100

**Pays for a
Community
Wellbeing
Workshop**

£250

**Match-funds
16 weeks of
counselling for
someone on
low income**

#JoinOurMovement

Help Us to Help Others

- Volunteer with us - Your time is invaluable to us
- Tell us about your story, your fundraising and your mental health journeys
- Tell others about your experience with Bristol Mind
- Introduce your company to our workplace training
- Choose Bristol Mind as your charity of the year



Monthly Giving

Give monthly and make an even greater impact every year.
With regular donations we can provide essential ongoing support for our participants. One told us recently...

“I think its great that mind offer more than just cbt and short term talking therapy as there must be so many other people like me who require a different approach but who cannot afford it.”

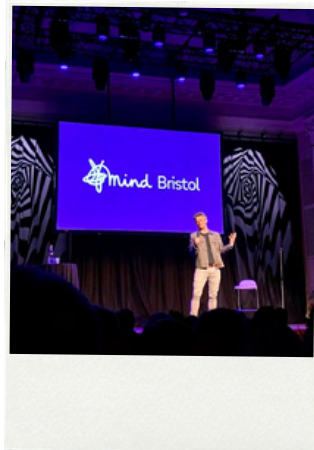
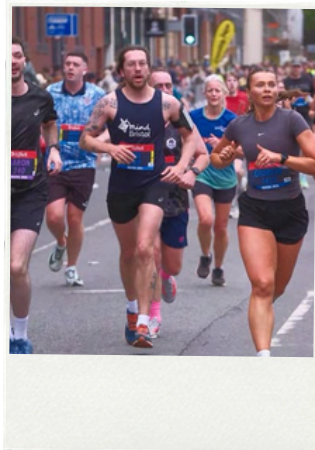
#JoinOurMovement

Become a Fundraising Champion

We need your help to reach more people across Bristol and South Gloucestershire.

As a fundraising champion, you will actively promote fundraising for Bristol Mind in your community and organise your own fundraisers to help raise awareness and vital funds.

If you'd like to be a fundraising superhero in your area we'd love to hear from you!



In Memory

Losing someone close to you can leave you feeling lost and alone - and it's only natural to want to remember them and celebrate their life. Sharing experiences, happy memories, stories and a common purpose with family and friends is a lovely way to keep their memory alive, whilst also bringing you some comfort at a difficult time.

Giving to Bristol Mind in honour of a loved one is a great way to continue their story, as well as supporting future generations' mental health.

'In Memory Giving' is a personal experience. Bristol Mind is here to support you to choose the best way to remember your loved ones.

Please contact our team if you need help and information: fundraising@bristolmind.uk

FAQ's

How do I fundraise for Bristol Mind?

Firstly, you'll need a fundraising idea, check out the fundraising ideas on page 5. Then you'll need to create an online fundraising page, head to [JustGiving](#) to set your personalised page up.

Can you send me promotional materials?

We'd love to support you as much as we can. Here's how:

- Leaflets
- Pens
- Borrow our banner
- Collection tins/buckets
- stickers

Raise over £50 and we'll send you a super-duper fundraiser t-shirt

Is there a minimum I need to raise?

This all depends on how you have decided to fundraise for us.

1. Have you set up your own fundraiser? Then the answer is no, but you can set your own target - this helps encourage your supporters to donate more
2. Have you signed up to one of our challenges? You most likely have a target to reach to ensure we can pay for your place

I set up my fundraising page for Mind but I'd like my donations to stay local with Bristol Mind, how do I change my chosen charity?

Don't worry this is easy to fix. First thing you'll need to do is: Email the National Mind fundraising team (community@mind.org.uk) and Bristol Mind (fundraising@bristolmind.co.uk), explain that you didn't realise the difference between Bristol Mind and National Mind and would much prefer your donations to stay local.

We will then deal directly with Mind to transfer over your funds.

What challenges can I sign up to?

Bristol Mind has many fundraising challenges to choose from, whether you're a thrill seeker, an avid walker or looking for a once in a lifetime opportunity, we've got something for you!

Take a look at our challenges page on our website to see what takes your fancy.

FAQ's

Can I use your logo? Do you need to see it before I get it printed?

YES! You can use our logo to promote your fundraising event. We ask that you are mindful of the following points:

- Only use our logo if you intend to fundraise for Bristol Mind
- Due to our branding guidelines we request you send across your media for approval to ensure our brand guidelines are being met
- The fundraiser may raise funds for the purpose of donating to the charity Bristol Mind. All sums raised by the fundraiser (or a predetermined proportion) are to be donated to Bristol Mind.
- Fundraisers are only permitted to use Bristol Mind's logo, strictly for the purpose of fundraising in aid of Bristol Mind and not for any other commercial gain or purpose, without Bristol Mind's consent or approval being obtained first.

I paid for a place but I can no longer take part, can I get a refund?

If you registered for a place with us and paid our registration fee, this is non-refundable and your registration fee will be kept as a donation to Bristol Mind.

If you are a 'self funded' participant having purchased your place directly from the race organisers instead then you might be able to get a refund, but you will have to speak to the organisers directly who will be able to help you.

I can no longer take part, can you refund those who have sponsored me?

JustGiving is a fantastic platform to use to fundraise for charity; its online system is very user-friendly and the money is transferred directly to us. Over the years JustGiving has helped raise £1.5billion for charities. However, there is a cost for using this excellent service and therefore refunding individuals who have sponsored you would actually cost Bristol Mind money.

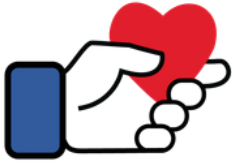
Whilst we are sorry that you are no longer able to take part as #TeamBristolMind we hope that your generous friends and family are happy for their support to be kept as a donation. If you need any help with the above or something else, please get in touch at fundraising@bristolmind.org.uk



Is Gift Aid included in my sponsorship target?

Our policy, as with many other charities, is that Gift Aid is not included in sponsorship targets.

Online Giving at No Extra Cost to You



Facebook Birthday Fundraiser

Why not set up a Facebook Fundraiser for your birthday – or even for a challenge? It's very easy to set up a birthday fundraiser – just add a link to your birthday Just Giving page.



Facebook Marketplace

Sell unwanted items online

Do you have items lying around, ready for a new home? A great way to donate to Bristol Mind is by selling your unwanted items online.

Vinted

After any fees incurred, simply send us a donation for the profits you have made.

 **Gumtree**

Great sites to use are Facebook Marketplace, Vinted and Gumtree.



Ebay buyers and sellers can support Bristol Mind by adding a donation during checkout or donating a percentage of their sales.



Thank you!

The funds you raise help support our vital services all year round and directly impact local people in your communities. 1 in 4 people will be diagnosed with a mental health condition in their lifetime. This means we're all likely to know someone that lives with wellbeing challenges - if not ourselves.

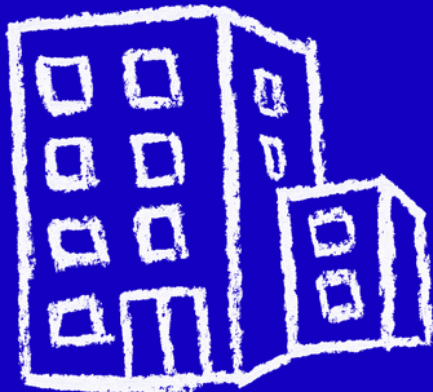
With your donations we can support people's journey towards recovery. We want to provide people with necessary tools to build resilience - and empower them to live their lives mentally healthy.

We couldn't do it without your support!

On behalf of the fundraising team, we'd like to say a HUGE THANK YOU for helping us change people's lives!

Thank you for being a fundraising superhero!

Please tell us about your fundraising experience or send photos, we'd love to hear about it. Email: fundraising@bristolmind.org.uk



Bristol Mind Offices

**48 Fairfax
Street,
Bristol,
BS1 3BL**



bristolmind.org.uk

Facebook:

@brismind

Instagram:

@bristolmind

Linkedin:

@bristolmind

TikTok:

@bristol.mind

YouTube:

@BristolMindCharity



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