



Fundraiser Pack

So, who are we?

We campaign to make your mental wellbeing a local priority. We help you find the tools you need to stay on track, and when needed, get back on track. We work in schools and businesses across Lancashire to shape a generation that won't treat people differently based on their mental health. And we don't stop there. It's big, bold and ambitious. A whole population approach that works for people at every level of mental health. Together, we can achieve it. Let's make Lancashire the beacon county for mental wellbeing.

Our vision is mental wellbeing for all. Our work enables people in Lancashire to value and take care of their mental health. Our dedicated team challenge misconceptions about mental health, develop resilience in people from an early age and work with communities to build a happier Lancashire.

We work in partnership with others to provide support, raise awareness and campaign locally to make mental wellbeing a priority. We believe that prevention is the solution and that everyone can achieve mental wellbeing and resilience is the key to sustaining it.

With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do alongside ensuring everyone experience a mental health condition is treated as an equal by society.

With approximately 1 in 4 people in Lancashire currently living with a mental health condition and more people at risk of developing a mental health condition our Tenancy Management, Wellbeing Coach, Community Development and training services provide vital support.

Fundraising Support

Our fundraisers are vital to the delivery of our work across Lancashire, but we don't expect you to do it alone! We have a dedicated fundraising coordinator on our team to support your fundraising activities from start to finish. This pack is full of fundraising tips and advice, from fun ideas to guidance to keep your fundraising legal.

We are always trying to improve the ways in which we can support your fundraising because we understand that no two fundraisers are the same. For more information get in touch with our fundraising coordinator, Fabienne:

fabienneclough@lancashiremind.org.uk

01257 231 650 extension 3.

We rely on support from fundraisers like you...

It's thanks to your hard work and generosity that we're able to carry out our work across Lancashire. Without your help we simply could not do it.

Your support will help to shape a generation who won't treat people differently based on their mental health. Within Lancashire, we work for people at every level of mental health to help them find the tools to stay on track and, when needed, get back on track.

The figures below show what the money you raise could fund. If you wish to set a fundraising goal, why not use these examples to demonstrate the impact your sponsors are making to help create a Happier Lancashire.



Raise £40 to
signpost 10
people to the
right support

Raise £80 to teach
a class of school
children the five
ways to wellbeing

Give £30 to
befriend someone
living with a
mental health
condition

A to Z Fundraising Ideas

We have put together this fun index to help inspire you with novel and creative ideas to fundraise. Some simple, some silly and some even a bit adventurous, to get you thinking. Don't forget, you can change any of the ideas to suit you but don't be afraid to get creative. Most importantly have fun whilst making a difference to mental health in Lancashire!

A

Auction
Aerobics class
Arts and Crafts Day



B

Bike Race
Bring & Buy Sale
Bad hair/tie day



C

Cheese & Wine Party
Cake sale
Car wash

D

Dress Down Day
Dog walking
Dance Marathon

E

Empty Out Your Attic
Easter-Egg Hunt
Eating competition

F

Film Night
Fashion Show
Fancy Dress Party

G

Garden party
Game Show
Guess How Many games



H

Hat Day at Work
Halloween Party

I

Individual ideas

J

Jumble Sale
Jeans at Work Day

K

Keepy Uppy challenge
Karaoke Night

L

Local Treasure Hunt
Lucky Dip

Tips for fundraising success

Set a target

Setting a realistic target is the most important part of your planning. Knowing how much money you would like to raise will help you to focus on how you are going to hit that target. It will also keep you motivated along the way. After all, the more money you raise, the more people across Lancashire we can help.

Advertising your activity

In order for it to be truly successful you need to set an audience. Figure out who you want to promote your fundraising to, who is your target audience and how will you reach them? Think about the media outlets in your area, whether it is the local newspaper, radio or even TV stations, often they are only too happy to help support a local charity fundraiser.

Social media

Social media is a great tool for fundraising, it allows you to keep your friends and family updated and spread the word about your events to wider audiences.

We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:



@LancsMind@Mind Lancashire

justgiving.com

The easiest way for people to support your fundraising activity is via a JustGiving page. This allows you to collect donations online, while sponsorship forms can be a great tool; they really are only useful in a handful of circumstances, it's much simpler to do everything online.

It's simple and easy to create your own page. Just go to justgiving.com, select Lancashire Mind as your cause and share the link to let your supporters see how your fundraising is going.

Gift Aid

Gift Aid is possibly the best thing ever to come from the tax office. It is the governments way of supporting charitable income and your fundraising efforts. For every £1 the people who are sponsoring you donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely no cost to the supporter.

So, in order for us to ensure you're getting the biggest bang for your buck and turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations.

Get your employer on board

Ask your boss to support you either by making a donation or holding an event for your fellow colleagues, there are some great workplace fundraiser ideas in the back of this pack. Some larger companies offer matched funding which means they double the money raised from your fundraising; it's always worth asking the HR department to see if they offer this.

Sponsorship

Corporate sponsorship can really keep the cost of your event or activity low. If your event will be open to the public, consider approaching local businesses to sponsor you. This doesn't have to be a raffle prize, lots of big supermarkets will support your event by donating food or drinks for you to sell or vouchers to spend on items you need for the event.

In return for a donation, you can offer them advertising opportunities on printed materials within your event promotion and at the event itself.

Raffles and auctions

Raffles and auctions are a great way to raise some extra money at any type of event. You don't need to secure hundreds of raffle prizes; one or two good ones are enough. Raffles are strictly regulated, so don't forget to double check the 'keep it legal' section to make sure you're following those guidelines.

If you are struggling for raffle prizes or want to do something a little different, why not hold a table game instead? Everyone puts in £5, £10 or £20 and the winner from the draw keeps half and the rest is donated to Lancashire Mind, simple. It saves you time sourcing prizes and sometimes the winner even donates it back.

Keeping your fundraising legal

So first things first, in order to organise a great fundraising activity you need to know how to do that safely and legally. We have put together a few simple guidelines to make this easy and straightforward.

Take time to read over this section before you start planning your activity. As a Lancashire Mind fundraiser you agree to uphold these regulations and guidelines to the best of your ability. If you have any questions or are unsure feel free to ask our fundraising coordinator for further information.

Licences

Make sure that you have contacted your local council regarding any permissions needed for your fundraising activity e.g. sale of alcohol, trading standards and health and safety issues. There is further useful information about this at: www.fundraisingregulator.org.uk/

If you are supplying food and drink it may also mean that you need to apply to your local council for a temporary event notice.

If you are planning to provide entertainment, sell alcohol, or sell hot food between 11pm and 5am, your chosen venue will also need a licence. If the venue doesn't hold the appropriate licence you will need to apply to your local council for one.

You will also need to apply to your local council for permission to display banners or signs in public places.

You will also need to inform your local council if you are planning a significant event in a public place.

Letter of authority

Please contact us if you need a letter of authority to show when requesting raffle prizes or sponsorship of an event.

Collections

Lancashire Mind does not permit house-to-house collections. If you want to collect money in a public place please contact us first as you will need to apply to your local council for a street collection licence. So do make sure that you leave plenty of time for this.

If you are making a collection on private property such as a shop or a pub, make sure you have got written permission from the manager or the owner and keep that letter with you while you are collecting.

It is not permitted for unaccompanied under-16s to collect money in a public place.

Raffles and lotteries

The simplest way to hold a raffle is to hold it as part of another event. As long as you only sell the tickets during your event, and the raffle is drawn and prizes

given out at the event, there is no need to apply for a licence.

Detailed information on the laws which apply to holding raffles and lotteries can be found on these sites:

- www.institute-of-fundraising.org.uk/About+Fundraising
- www.how2fundraise.org

Health & safety

It is really important that you make sure that your event is in line with health and safety laws. You can find detailed guidance at: www.hse.gov.uk

Here are some simple things to remember:

- check the venue for any health and safety hazards
- make sure that there is a satisfactory disabled access
- make the emergency evacuation procedure clear at the beginning of your event
- make sure that all fire exits are kept clear
- check that the venue has satisfactory public liability insurance
- make sure that any contractors providing services for your event have satisfactory public liability insurance

First Aid

It can also be a good idea to make sure that you have someone able to deal with First Aid at your event. You can contact your local Red Cross or St John Ambulance for advice or help.

Insurance

Public Liability Insurance is not mandatory, but if your event is open to the public, it is worth checking with the venue's insurance.

Lancashire Mind cannot provide cover for events that are not being organised by Lancashire Mind itself, with the exception of our registered volunteers acting as a fundraising Champion.

Lancashire Mind cannot accept any liability for any loss, damage or injury as a result of fundraising for Lancashire Mind.

If your event involves provisions from outside companies, such as bouncy castles or Portaloos please make sure that the companies have proper insurance cover.

It's easy to pay in the money you've raised..

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to Lancashire Mind.

Get personal

If you'd like to make a donation in person, our fundraising coordinator is happy to arrange that with you. You can either pop by head office or we can come to. We love a photo opportunity too so if you like we can even take a few snaps of you handing the money you worked so hard to raise.

Head to the Bank

You can pay it directly into the bank by visiting your local Royal Bank of Scotland branch. Or you can pay via bank transfer:

Bank Transfer:

Royal bank of Scotland Chorley branch

Lancashire Mind

Sort Code 16-00-39

Account number 41344622

Pop to the post box

Cheques made payable to Lancashire Mind can be sent by post to:

80-82 Devonshire Road, Chorley, Lancashire, PR7 2DR

Please make sure you include any sponsorship forms you have used and a note detailing how the money was raised and don't forget to tell us who you are and all about your amazing fundraising efforts.

Just Giving

Not forgetting Just Giving! Before you start any fundraising you can set up your own donation page. It's so simple and takes all the hassle out of collecting donations. Your donors can select gift aid on there too!

Guide to Gift Aid

Using Gift Aid means that for every £1 you give, Lancashire Mind can claim back 25p from HMRC, helping your donation go further.

This means that £100 can be turned into £125 just so long as donations are made through Gift Aid. Imagine what a difference that could make – and it doesn't cost you a thing.

So if you want your donation to go further, Gift Aid it.

1. **Write your full name-** To claim Gift Aid, the form must be clearly completed in the sponsor's handwriting.
2. **Fill in your home address-** Please do not include your work address as HMRC need to know where you live to claim Gift Aid.
3. **Avoid ditto marks-** Unfortunately, we can't claim Gift Aid on your donation if ditto marks ("") are used.
4. **Write down your donation** -The most important bit – how much would you like to sponsor someone for their event?
5. **Tick the Gift Aid box-** If you've read the declaration and are happy to include Gift Aid, please tick the box.

Thank you so much for raising money for Lancashire Mind.

At Lancashire Mind, we make mental health a local priority, by taking part in these challenges you are helping to make Lancashire a happier healthier place to live.

1 in 4 people are affected by mental health, and we need your help to make sure that people have the tools they need to get back on track. Together let's create better wellbeing for all.

If you have any questions about your activity we're here to help. Get in touch on 01257 231660 or email the fundraising coordinator fabienneclough@lancashiremind.org.uk



Lancashire Mind

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