

Your guide to Fundraising for Doncaster Mind



Thank you!

By raising money for Doncaster Mind, you're helping more people with mental health problems get the support they need and the respect they deserve.

Now we know getting started can be nerve-wracking, but you can do this and you've got us right behind all of the way!

If you need anything, just let us know — we're thrilled to have you on our side!

This guide is a great starting point, packed with tips on planning a successful fundraiser and getting the word out. It also features plenty of inspiration from other Doncaster Mind fundraisers who know exactly what it takes to reach whatever goal you set yourself.

Thank you so much for caring about mental health in your local community

Each year 1 in 4 of us experiences a mental health problem. You're part of the solution. Whatever you need, we're here.

Call: 01302 812190

Email: fundraising@doncastermind.org.uk





I wanted to raise money in aid of Doncaster Mind firstly because I volunteer for this great charity but also because of the great work they do for local people of Doncaster! 

Clare got her football team involved in a fundraising event

How your fundraising helps

£20 could provide an hour of 1-1 support for a young person.

£45 could provide a 1-1 counselling session for someone.

£60 could provide 1 family counselling session.

£1900 would allow us to run an additional 6 week course on anger, anxiety or confidence.

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.

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. Find out more on page 7.

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 Doncaster Mind – you never know what discounts or freebies could come your way.

Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 7, but 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.

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!





66 Having fought my own mental battles, I understand how much it can take over your life and no one should deal with it alone. **99**

Joe ran the Doncaster 10k for us and raised much needed funds.

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 new 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

5. Take notice

Make a conscious effort to take time out so your fundraising doesn't start to seem overwhelming.

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 Doncaster 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). 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 4 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, TikTok 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.

Top tip!

You can use either Just Giving ([justgiving.com/doncastermind](https://www.justgiving.com/doncastermind)) to set up your page. You'll be taken through the set-up process step by step.



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.
- Visit mind.org.uk/resources to download a risk assessment template and for more guidance on when to do a risk assessment.
- 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's 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
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

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

Doncaster Mind Brand

- Make sure you only use Doncaster 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 local Mind' (rather than 'on Mind's behalf').
- Double check you're using our Doncaster Mind brand, and not the (national) Mind logo –local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (nation) 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?

Email our Fundraising Officer at:

fundraising@doncastermind.org.uk

or call us on

01302 812190



FAQ's

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 as much as you do 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 Doncaster Mind – although part of a national Mind network, local Minds are separate charities, and do their own fundraising and event. 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.



Paying in

Well Done - you've raised money for mental health! But what happens next?

First of all, give yourself a huge pat on the back - you did it!

We believe that no one should have to face a mental health difficulty alone. Thanks to you, we can keep our services running to make sure everyone gets mental health support when they need it. Grab yourself a well earned cup of tea and find out everything you need to know about paying in your funds.

Send the money our way

Just Giving

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, card or cash

If you want to send cheques please write your name, event and contact details on the back so we can thank you. Then send to:

Doncaster Mind
Exchange Buildings
Second Floor
35 Market Place
Doncaster
DN1 1NE

You can also call into the office between 9am and 4pm to pay via card or cash.

Through our website

Go to: <https://www.doncastermind.org.uk/contact-us/>

If you collected funds with a sponsorship form, don't forget to send it in to us. This means we can collect Gift Aid on your donations which makes them go even further.



Get closer to Doncaster Mind!

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

You could:

- Sign up to our newsletter and keep up to date with the latest news from Doncaster Mind .
- Volunteer with us - from attending gala events to cheering our fundraising runners on.
- Set yourself another fundraising challenge
- Sign up to our Mental Elf 5k run in December.

Find out more at:
www.doncastermind.org.uk



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Doncaster Mind

Doncaster Mind is a registered Charity
in England & Wales.
Charity Number: 1141146

