



Mid and North
East Essex

Your guide to
fundraising for Mid
and North East Essex
Mind



Thank you!

By raising money for Mid and North East Essex Mind, you're helping people with mental health problems get the support they need for good mental health, so that no one feels alone.

Now we know getting started can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a bit daunting.

So here's the good news: you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it - and we're here to help make sure you reach your target.

If you need anything at all, just let us know. We'll do everything we can to help you.

This guide will be a handy starting point - packed full of advice from everything to planning an event to spreading the word.

It also features plenty of inspiration from other Mid and North East Essex fundraisers.

Each year one in four of us experience a mental health problem. You're part of the solution.

Whatever you need, we're here.

 01206 764600

 fundraising@mnessexmind.org

66 Running for such an important cause motivated me to push a little harder! Knowing people had sponsored me and I had raised money for people in my immediate community gave me an even bigger sense of achievement, I really felt part of something on the day! I loved every minute of it.



Alex Mansfield took part in Colchester Zoo Stampede 2024.



How your fundraising helps

£5

provides a pack of emotional wellbeing cards for anyone attending our Mental Health Toolkit Training.

£100

could facilitate a weekly welcome café in your community providing care and support on a regular basis.

£435

could fund our Personality Disorder Service in Mid Essex for one day.

£750

could fund a Mental Health Toolkit training session for 16 people so that they can learn how to support their mental health and those around them.

Our Impact 2023/2024

2162

supported this year
at our Mid Essex
Sanctuary.



“ I am forever humble and grateful for your support. I would not be here today without it. ”

Our Crisis Café supported

1,151

people this year.



2,873

Counselling sessions.

137

Counselling sessions
offered weekly.

“ It has been life-changing in the most positive way. My Counsellor was amazing, couldn't of had anyone better suited to me. Truly a life-saving service. I'm very grateful for all of it. ”

Our reception team
have seen

11,000

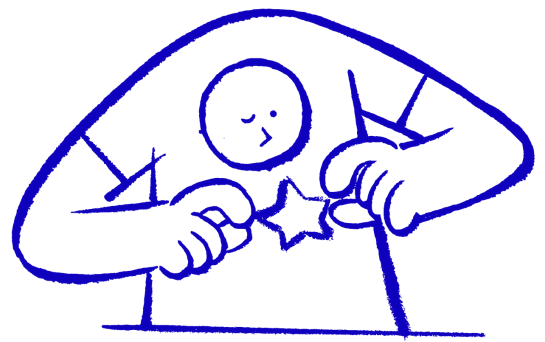
contacts.



“ I have a smile in my face today because your colleague got in touch with me to see how I can be supported. ”

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 3 letters of 'fundraising' are no coincidence - so do everything you can to enjoy yourself.

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.

Make a plan

We love a plan at Mid and North East Essex Mind. It's the perfect way to avoid any nasty surprises further down the line.

Get online

When it comes to fundraising, the internet is your best friend. From the very beginning make sure you've set up a fundraising page and you're online telling people about it.

Shout about it

If you're 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.

Don't forget your posters

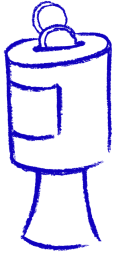
Add your fundraising details to our template poster, then head to local libraries, cafes leisure centres and community areas to get busy with the Blu-tack.

Top tip!

Gift Aid

If your sponsors are UK tax payers, make sure they tick the Gift Aid when they donate. The taxman will then add an extra 25% to their donations at no extra cost!

Fundraising Ideas



We are full of ideas to give your fundraising a boost. Try these simple suggestions and in no time you will raising money!



Bake something brilliant:

Coffee mornings and bake sales are a firm fundraising favourite.

Ask for donations on your birthday:

Create a Facebook birthday fundraiser page instead of any more socks.

Car boot sale:

Have a clear out and head to a car boot sale. You will be amazed how much your long-forgotten loot will raise.

Organise a raffle:

Contact your local shops and businesses to ask for donations you could use as prizes.

Take on a challenge

Fancy jumping out of a plane at 15,000 feet or climbing a mountain? We're here to help you take on any challenge.

Run for us

Whether you're a regular runner or a newbie, we'll support you every step of the way.

Play the lottery

Make a Smile Lottery is a fun, exciting way to support us and be in with a chance of winning too.

Remember to tag us on socials:



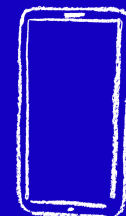
@mnessexmind



@mnessexmind



@mid-and-north-essex-mind





Emily Grey who sprinted past her fundraising target while raising lifechanging donations online.

66 I ran the Brighton Marathon for Mid and North East Essex Mind and did most of my fundraising through Just Giving. I had found it very easy to set up a webpage and all I had to do was post the link on my social media and it was done. In the week up to the marathon I was constantly plugging my fundraising page, trying to get as many sponsors as possible. For people who may not be overly confident, fundraising online can be less daunting than asking people face to face. **99**

Did you know?

There could be a...

65% increase if you write a page summary

17% increase if you set a fundraising target

23% increase if you add pictures/videos

8% increase if you post regular updates



Online = On Target



Fundraising online is great - it's free, its quick, its 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.

Tips to setting up a fundraising page:

Make it personal:

Let people know why you've chosen Mid and North East Essex Mind and what your challenge means to you. It will help people relate to what you're doing.

Say thanks:

Add a personal touch to your donors by editing your thank-you message. This is included when we send your donors their email receipt.

Get snapping:

Upload photos and videos of yourself throughout. Wearing a branded T-shirt is defiantly recommended.

Set a target:

It shows your progress, encourages people to donate and keeps you motivated. Make sure the target is realistic.

Don't be shy:

Spread the word of your page to friends, family, colleagues and on all social media platforms.

Add cash and cheques:

If people give you cash donations, add them to the offline section of your online page to keep that total climbing.

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.
- 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

<https://mnessexmind.org/get-involved/fundraising-resources/> to download our risk assessment template and for more guidance.

- 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. We can provide 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

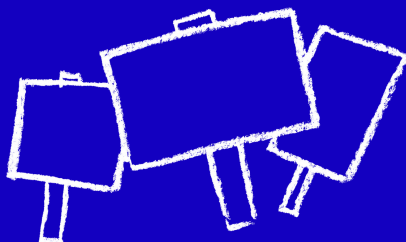
- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. Find out more from the Gambling Commission – [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations.

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 our 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.

Our branding

- Make sure you only use Mid and North East Essex 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 Mid and North East Essex Mind (rather than 'on Mind's behalf').
- Double check you're using our Mid and North East Essex 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.



In aid of
mind
Mid and North
East Essex



**Got any questions or
need to get in touch?
Email us at
fundraising@mnessex
mind.org.uk or call us
on 01206 764600.**



This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! With support from amazing individuals like yourself we are making such a positive difference so you should be very proud being part of that.

Paying in

So, now what? Well a cup of tea and a slice of cake obviously. But there are a couple more things you also need to do whilst you reflect on your achievements.

If you've raised money online, you don't need to lift a finger. The money comes straight to us.

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

Then send to

Mid and North East Essex Mind, The Contantine Centre, 272a Mersea Road, CO2 8QZ.

Keep in contact

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.

Sign up to our newsletter!



Find out more at:

<https://mnessexmind.org/>

Thank you for being on our team!

