

 mind Mid and North East Essex

# Fundraising Pack

Your guide to fundraising for  
Mid and North East Essex Mind



Registered with  
FUNDRAISING  
REGULATOR

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**Mind**  
Mid and North  
East Essex



# A message from your Local Mind

Thank you for choosing to support Mid and North East Essex Mind. By opening this pack, you've already taken an important step toward making a real difference for people experiencing mental health challenges in our community.

This fundraising pack is here to guide and support you. Inside, you'll find practical tips, creative ideas, and plenty of encouragement to help you turn your plans into meaningful impact. Whether you're organising an event, taking on a challenge, or bringing people together, every action you take helps bring hope, support, and positive change.

Every penny you raise stays local. Although we are part of the national Mind federation, Mid and North East Essex Mind is an independent charity. We provide mental health support to people living right here in Mid and North East Essex, and we rely on our own fundraising to continue this vital work. Your generosity directly supports the people and communities you care about.

We're here to cheer you on, celebrate your achievements, and give you the tools you need along the way. Together, we can challenge stigma, raise awareness, and make sure no one in Mid and North East Essex faces mental health difficulties alone.

Our Fundraising Team is here for you at every stage, so please reach out whenever you need guidance or support.

[fundraising@mnessexmind.org](mailto:fundraising@mnessexmind.org) | 01206 764 600

66

Running for such an important cause pushed me further than I thought possible. Knowing I was raising money for my local community made it even more rewarding.

99



Alex Mansfield took part in The Colchester Zoo Stampede 2024.

## How your fundraising helps

£50

### Give a counselling session for a voice to be heard

Your support could fund a private counselling session for an adult or young person in our community who might otherwise struggle alone.

£100

### Give half a day of listening

This could cover half a day of triaging calls into our service. Each call answered with compassion ensures someone is guided to the right support, reminded they are not alone, and given a safe space to be heard.

£477

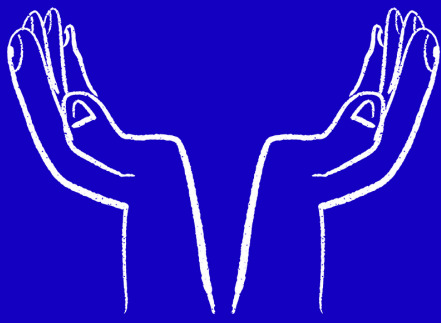
### Give one month of Welcome Cafés

Your donation could fund a month of cafés hosted by a mental health practitioner. Each week, more people can access a friendly, welcoming space to talk about mental health, connect with others, and take a step towards wellbeing.

£800

### Give a full week of support

Your donation could fund a full week of triaging calls. Hundreds of moments where someone in crisis receives reassurance, guidance, and care. Help us make sure no one in our community faces a mental health challenge alone.



# Our Impact 2024/2025

4,989 counselling sessions offered and 889 referrals into our counselling service



1,922 people supported in Colchester and Tendring area



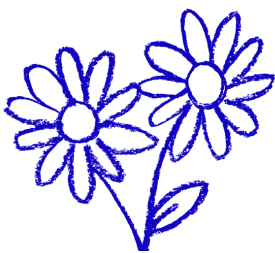
1,037 adults received help regarding practical support on topics like housing, benefits, debt and social isolations



Supported 683 people who needed help with employment issues



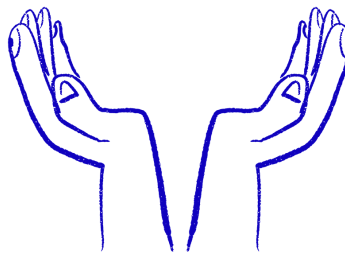
11,000 contacts this year



“Thank you for all your support and the time taken to advocate for me. You have improved my life so much”



“I’ve felt very overwhelmed and just having someone in your corner means the world”



“My counsellor was very patient and a good listener. She helps me to find different ways to think about things”



“You’ve given me hope where I had none. That is priceless”





# Step 1: Getting started

## Set a fundraising income target

This helps keep you - and everyone supporting you - motivated.

Throughout this guide, we've included emotive costs to show the real difference your fundraising can make.

## A key point to remember

Please remember we are Mid and North East Essex Mind, not national Mind. Using our full name on social media and fundraising pages ensures your support stays local.

Thank you for choosing to support us.

## Top Tip!

### Utilise 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!

## Most importantly...

### Enjoy it!

The first 3 letters of 'fundraising' are no coincidence - so do everything you can to enjoy yourself. Head to the next page for some fundraising boosting ideas!

## Find us online

Instagram  
[@mnessexmind](#)

Facebook  
[Mid and North East Essex Mind](#)

LinkedIn  
[Mid and North East Essex Mind](#)

Website  
[mnessexmind.org](#)

# The A-Z of Fundraising!

We are full of ideas to give your fundraising a boost.

Try these simple suggestions...

**A** Afternoon Tea  
Art exhibition  
Auction



**B** Bake Sale  
Big Brunch  
Bingo Night



**C** Cocktail Making  
Car Wash  
Coffee Morning

**D** Dance-a-thon  
Dog walking  
Dress-down day

**E** Ebay -  
sell your  
unwanted items!

**F** Fancy Dress  
Football Tournament  
Film night  
Fashion show

**G** Games Night  
Golf Competition  
Guess the  
number/jar



**H** Head Shave  
Hours of Earning  
Hiking

**I** International  
food night  
Ice bucket  
challenge

**J** Jumble Sale  
Jazz Night  
(themed) Jumper day

**K** Knitting  
Karaoke Night  
Kick a Habit

**L** Learn a new skill  
Livestream an  
online game  
or event!

**M** Music Event  
Marathon



**N** Bake Sale  
Big Brunch  
Bingo Night

**O** Open Mic Night  
Office Olympics  
Outdoor Movie  
night

**P** Pumpkin carving  
Poker night  
Photo  
competition

**Q** Quiz night  
Q&A Session  
Question Jar

**R** Running  
Round up the bill  
Raffle



**S** Swimming  
challenge  
Squash  
challenge

**T** Tennis  
Table tennis  
Talent show  
Tombola

**U** Upcycling  
Unwanted gift sale  
University challenge  
quiz

**V** Video gaming  
Vinted  
Volleyball  
tournament

**W** Walking  
challenge  
Wellness day  
Wii tournament

**X** X-Factor talent  
show  
Xmas Fair

**Y** Youtube revenue  
Yoga-thon  
Yard Sale

**Z** Zumba party  
Zoo Stampede  
Zero Waste  
challenge



# Share your story!

Sharing the reasons why supporting Mid and North East Essex Mind is important to you is so powerful. If you don't have a story of your own or don't feel comfortable sharing your story, but are inspired by the work we do, let us share some with you.

## Service stories

### Employment Advice service

When Adam\* first came to our Employment Advice Service, he was on sick leave and waiting for therapy. The challenges he faced at work had taken a real toll on both his mental and physical health.

He told us he had been mocked because of language barriers, pressured to keep working despite back pain, threatened with losing his job, and asked to take on management duties without recognition. It left him feeling anxious, depressed, and unsure about his future.

Meeting face-to-face, our Employment Adviser offered Adam a safe and supportive space to share what he'd been through. Together, they explored his options. Adam was helped to understand his rights, prepare paperwork to raise his concerns, and start thinking about other opportunities. Alongside this, they worked on updating his CV and building confidence for future roles.

This wasn't an easy journey. The culture at work had left Adam feeling very isolated. But with steady support, he began to find his voice and see that change was possible. With his confidence regained, Adam was in a stronger position, and his knowledge and commitment were recognised. When the franchise transferred to new ownership, this led to him being offered a management role.

For Adam, this shift has been life-changing. His confidence has grown, his sense of self-worth has been restored, and he no longer feels he needs to wait for therapy. With the right support at the right time, he has moved from distress and uncertainty towards hope, recognition, and a more positive future.

\*Name has been changed to protect the individual's identity.

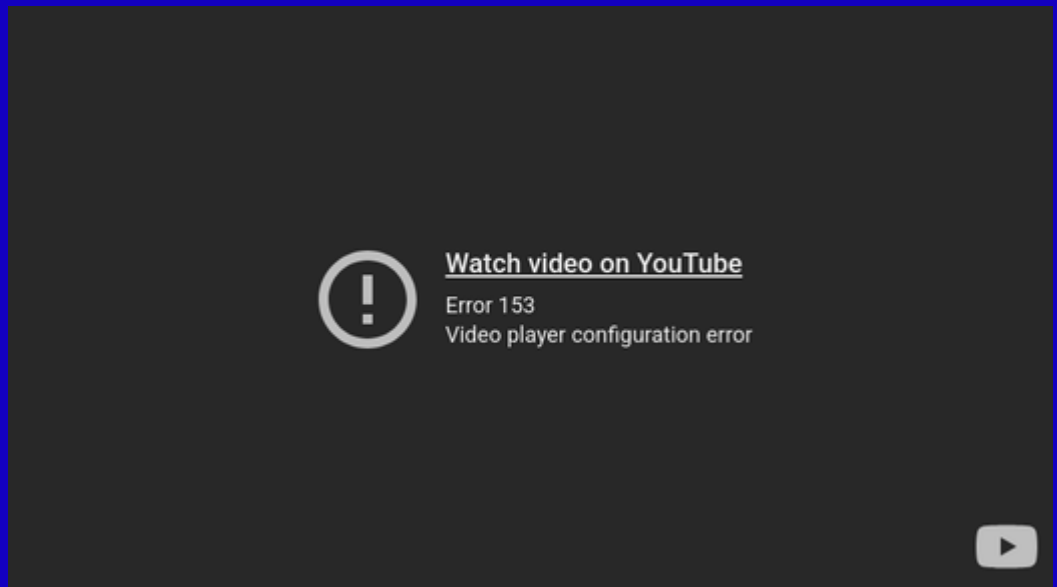
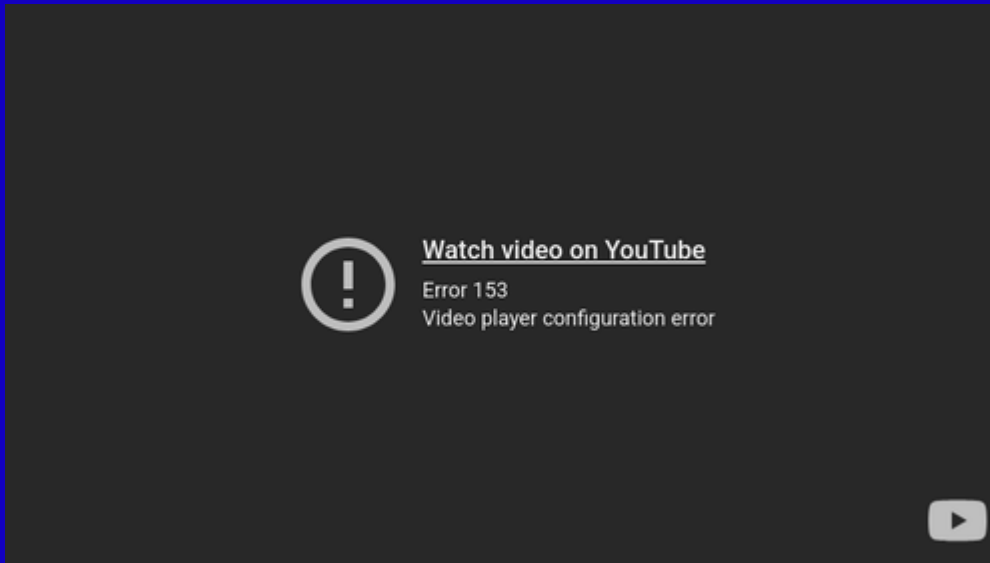


If you would like to read more service stories to inspire your fundraising we welcome you to have a read of our 2024/25 Impact Report here:

[mnessexmind.org/our-impact-2024-2025](https://mnessexmind.org/our-impact-2024-2025)

# Share your story!

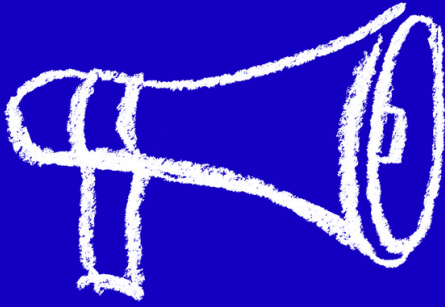
Sharing the reasons why supporting Mid and North East Essex Mind is important to you is so powerful. If you don't have a story of your own or don't feel comfortable sharing your story, but are inspired by the work we do, let us share some with you.



If you would like to read some stories from real our service users to further inspire your fundraising we welcome you to have a read of our 2024/25

Impact Report here:

[mnessexmind.org/our-impact-2024-2025](https://mnessexmind.org/our-impact-2024-2025)



# Step 2: Planning & Promoting

## Resources

Here are some links to resources to help you plan and promote your event.

Head to [mnessexmind.org/get-involved/fundraising-resources](https://mnessexmind.org/get-involved/fundraising-resources) or click the image below to access our supporter resources. On our supporter resource page you can find everything you need to get started. If you need anything else, or just want to tell us what you're up to, please get in touch. We're always here to help.



**Fundraising Guide**

.PDF (275KB)



**Brand Guidelines**

.PDF (467KB)



**Logo Pack**

.ZIP (266KB)



**Graphic Templates**

External Link



**Sponsorship Form**

.DOCX (83KB)



**Raffle Guidelines**

.PDF (418KB)



**Collection Guidelines**

.PDF (314KB)



**Risk Assessment  
Template**

.DOC (134KB)



**Share Your Story  
Form**

.DOCX (125KB)

# Setting up your JustGiving page

The easiest way to fundraise for Mid and North East Essex Mind is online. You can set up your own JustGiving page, share regular updates with your supporters and everything is all sorted automatically.



- Create or log in to your account: Access your JustGiving account and click on 'Start Fundraising'.
- Select your cause: Choose whether you are fundraising for a registered charity or a personal cause. At this stage it is important that you select 'Mid and North East Essex Mind' and not 'Mind'. Although we are part of the National Mind federation, we are actually an independent charity that relies on generous donations and fundraising efforts to continue to provide support to your local community. If you would like your funds to go towards helping your local community, please remember to select your local mind - Mid and North East Essex, instead of Mind.
- Choose your event: If you are fundraising for an event, search for it or select 'Add your own' to create a new activity.
- Set your fundraising target: Determine how much money you want to raise.
- Personalize your page: Change the title, description, and add a story to your page.
- Create your page: Click 'Create your page' to finalize your fundraising page.



# Your online fundraising page

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.

## Top tips:

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 definitely 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 about 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.

Don't forget 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 success!



I ran the Brighton Marathon for Mid and North East Essex Mind and did most of my fundraising through JustGiving. Setting up my page was simple - I just shared the link and donations came in. For anyone who finds asking in person difficult, online fundraising can feel much easier.



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

## Did you know?

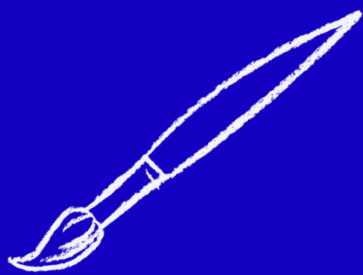
There could be a..

**65%** increase if you write a page summary

**23%** increase if you set a fundraising target

**17%** increase if you add pictures/videos

**8%** increase if you post regular updates



# Our branding

Please ensure you only use Mid and North East Essex Mind branded fundraising materials for activities that have been registered with us. Do not use these materials for any other purpose without letting us know first.

As an independent supporter, please describe your fundraising as being 'in aid of Mid and North East Essex Mind', rather than 'on Mind's behalf'.

Make sure you're using the Mid and North East Essex Mind logo, not the national Mind logo. Local Minds are separate charities, with their own fundraising, logo, and charity number. Learn more about the difference between national Mind and local Minds at [mind.org.uk/localminds](http://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@mnessexmind.org.uk](mailto:fundraising@mnessexmind.org.uk) or call us on 01206 764600.



# Step 3: Keeping it Legal

**It is important that you are aware that Mid and North East Essex Mind will not accept liability for your fundraising activity as our insurance will not cover you. It is essential that you are covered and here are some tips to help you.**

## Health & Safety

- If you are hosting your own in-person event it is important that you complete a risk assessment to prevent any risks, injury and legal issues. Anything that involves the public requires you to complete an assessment. Please refer to our resources where you will find a template to conduct an assessment.

[mnessexmind.org/get-involved/fundraising-resources](https://mnessexmind.org/get-involved/fundraising-resources)

## Licences & 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.

## Children and people in vulnerable circumstances

- It is important to take particular care when involving children or people in vulnerable circumstance with your fundraising. You must be aware of the safeguarding responsibilities. Please refer to

[Fundraising involving children and people in vulnerable circumstances | Fundraising Regulator](#)

## Food & Drink

- When selling food or drink at your event it is important that you comply with the food standard agency and register with your local authority. Find out more by following the links below.

[Providing food at community and charity events | Food Standards Agency](#)  
[Register a Food Business](#)

## Competitions, prize draws, raffles and lotteries

- These are great ways of raising money but there are several rules on how they need to run. Find out more here: [Fundraising, raffles and lotteries](#). If you are still unsure, then check with us.
- If you are fundraising through a prize competition or free draw you must have written authorisation from us, so do get in touch. You must follow the [Non-broadcast Code - ASA | CAP](#)

## Collection of money

- It is important that when you are collecting money for your fundraising you make it clear to people that all the donations are in aid of Mid and North East Essex Mind and all donations will be sent to us. If you are splitting the income with another charity, this must be made clear to the donor.





# Step 4: Paying it in

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.



## Options available to you:

### Online Fundraising Page

- No need to lift a finger. Just make sure you have sent us a link to your page. Add link from website.

### Cash

- Please deliver the cash to the Fundraising Team, add Mersea Road address.
  - Ensure the cash is in a sealed container
- Important – please arrange a date and time with our fundraising team in advance to deliver the cash, to ensure we are there to meet you.

### Cheque

- Payable to Mid and North East Essex Mind
- Send to Mid and North East Mind, full Mersea road address
- Include your name, contact details and name of event



# Thank you !

Lastly, a huge thank you! By fundraising for Mid and North East Essex Mind, you're helping people access the support they need for good mental health, so no one has to feel alone. We're incredibly grateful for your support and proud to have such a fantastic community raising funds and awareness for mental health.

Each year one in four of us experience a mental health problem.

You're part of the solution.

Thank you for being on our team ❤️

**Whatever you need, we're here to help.**

**fundraising@mnessexmind.org | 01206 764600**

## 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: [mnessexmind.org/newsletter](https://mnessexmind.org/newsletter)**

**Visit our website: [mnessexmind.org](https://mnessexmind.org)**

**Email us: [fundraising@mnessexmind.org](mailto:fundraising@mnessexmind.org)**

**Call us: 01206 764600**