



# Your guide to fundraising for Conwy Mind!



# Thank you!

**By raising money for Conwy 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-racking. Maybe you're nervous about whatever challenge or event you're taking on. Maybe that fundraising target seems a little 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 show you how happy we are to have you on our side.

This guide will be a handy starting point - it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

And it also features plenty of inspiration from other Conwy 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 one in four of us  
experiences a mental health problem.  
You're part of the solution.**

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

**Call: 01492 879907**

**Email: [info@conwymind.org.uk](mailto:info@conwymind.org.uk)**





“ Following our fundraiser hike of the Yorkshire 3 peaks it was a great sense of achievement especially seeing how much we had raised for a great charity.

Having seen someone who struggled with mental health first-hand it was important to us all to raise awareness and help support a charity which help people. ”

Chris, Haydan, Gregg and Ashley who hiked the Yorkshire 3 Peaks for Conwy Mind!

## How your fundraising helps!

£10 could provide a keeping connected call to individuals dealing with isolation and loneliness.

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

£40 could provide a 1-1 counselling session for someone.

£125 could provide a 5 week 1-1 Supported Self Help Programme.

£300 could support a Mum's Matter 9-week course to help a group of parents to better mental health.

£1500 could support Conwy Mind to offer the full range of support services for 1 day.

# 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.

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

## Make a plan

We love a fundraising plan at Conwy Mind. It’s the perfect way to avoid any nasty surprises further down the line. You can download (national) Mind’s at [mind.org.uk/resources](http://mind.org.uk/resources) then add fundraising deadlines, event timings, people to contact and so on.

## Get online

When it comes to fundraising, the internet is your best friend. You can find out more on page 6, 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.

## 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 6.

## Don’t forget your posters

Add your fundraising details to our [template poster by downloading it here](#). Then head to local libraries, cafes, leisure centres, shops and community halls to get busy with the blu-tack.

## Staying safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus, including from devolved nations of Scotland, Wales and Northern Ireland. Safety advice is likely to change over a period of time so it’s important that you keep up to date with announcements.

## 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!



“Patrick’s struggle, like many others, was similar to climbing a mountain each day, so I’m going to honour his memory by trying to run a half marathon distance in the shadow of a mountain, in order to raise funds for a charity close to Patrick’s heart, that will support others who still have their own mountains to climb.”

Conwy Mind fundraiser Anthony Papes who ran a half marathon in memory of his Uncle Patrick.

## The Five Ways to Wellbeing

Look after your own mental health while your fundraising with these handy tips:

### 1. Connect

Contact us, whenever you need us, and connected 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 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 difference you will be making.

### 5. Take notice

Make a conscious effort to appreciate the world around you and 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 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 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/conwymind1](http://justgiving.com/conwymind1)) to set up your page. You'll be taken through the set-up process step by step.

Or you can use our sponsorship form, which can be [downloaded from the website here](#).



# Three tips to shine on social media

## Share your motivation

Is this the first time you've done something like this? Has anything funny or moving happened? Do you have personal reasons for fundraising for Conwy Mind that you're happy to share? Bringing to life what you're doing and why on Facebook and Twitter can really boost your fundraising total.

## Become a film star

You can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

## Be proud

People often worry they'll annoy their friends by asking for donations, but you're doing something amazing – and the trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter, Instagram and Snapchat and people will always be happy to hear from you.

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

**Call: 01492 879907**

**Email: [nicola.jones@conwymind.org.uk](mailto:nicola.jones@conwymind.org.uk)**

**“ We chose to support Conwy Mind as it is close to our hearts, we feel that talking about your mental health should not be a taboo subject. We have a large squad and an even bigger following, we think that whether you're on the pitch, in the changing rooms or back in the club house you should always have someone to talk to and offer support. There is always someone who will listen. ”**

Mochdre Football Club who held a Mental Health Awareness Day to raise funds for Conwy Mind.

# 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](https://www.mind.org.uk/resources) to download our 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

## Competitions, prize draws, raffles & 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](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. 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 Conwy 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.





## Conwy Mind brand

- Make sure you only use Conwy 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 Conwy Mind (rather than' on Conwy Mind's behalf').
- Double check you're using our Conwy Mind logo 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](http://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. We can provide letters to confirm you're fundraising for Conwy Mind.
- You need a licence from your local authority or police to collect donations on the street or any other public property. Please get in touch with our Fundraising Officer more information about this.

## Got any questions or need to get in touch?

Drop our Fundraising Officer a message at [Nicola.jones@conwymind.org.uk](mailto:Nicola.jones@conwymind.org.uk) or call us on 01492 879907.



# Frequently asked questions

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 Conwy 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](http://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.

## Definitely?

Yes.



# Paying in

**This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.**

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 while you reflect on your achievement.

## Send the money our way

### JustGiving

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 or card

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:

Conwy Mind  
Unit 5325, First Floor North Wales  
Business Park  
Abergele  
LL22 8LJ

If you want to make a credit or debit card payment over the phone, drop us a line on 01492 879907

### Through our website

Go to [Make a donation - Conwy Mind](#)



# Get closer to Conwy 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 mailing list](#) to stay up to date with our latest news.
- Volunteer with us, from cheering on fundraisers to supporting our services.
- Fundraise for us again. Go on, you know you're tempted...
- Sign up to our [Conwy Mind fundraising events](#) like Mental Elf, Seal Splash!

Find out more at: [Support Us - Conwy Mind](#)

Thank you again for being on our team.



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