



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.

Getting started can be nerve-wracking, but here's the good news—you're capable of more than you think!

Whatever challenge you've set, you can do it, and we're here to help you reach your target.

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 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 1 in 4 of us experiences a mental health problem. You're part of the solution.

Whatever you need, we're here.

Call: 01492 879907

Email:

fundraising.support@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!

You're changing lives!

£10 could provide a “Keeping Connected” call to individuals dealing with isolation and loneliness.

£20 could provide a 1 hour's 1:1 support for a young person.

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

“ I really appreciate your calls as I don't speak to many people. Thanks for caring. ”

“ I would like to thank the counsellor for all her support and time and understanding. She was very professional, and it helped so much, I couldn't have got through the last months without her appointments and time and encouragement. ”

“ I've come from being at my lowest ebb to being able to see the light at the end of the tunnel after talking to Conwy Mind. ”

“ Supported Self Help was so enlightening, something I didn't know I needed. ”

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' say it all—have fun and keep the five ways to wellbeing in mind as you prepare.

Find a venue

If you're hosting an event, lock in a location first. Then set a date and start spreading the word. Let the venue know you're fundraising for Conwy Mind—you might even get a discount or some freebies!

Make a plan

A solid plan helps avoid surprises. Download [\(National\) Mind's Template](#) and add your key dates, contacts, and event details.

Get online

Set up your fundraising page and share your story—it's the easiest way to reach more people with less effort. More tips on page 6!

Shout about it

Tell friends, family, and colleagues what you're doing and why. The more people know, the more they can support you.

Don't forget your posters

Download our template, add your details, and pin them up in local cafes, shops, libraries, and community spaces.

It's a good idea to use your QR code on posters, to help people find your page easily. To find your QR code, just add '/qrcode' to the end of your fundraising page URL – for example, www.justgiving.com/fundraising/GeorgesBrightonMarathon/qrcode

You can then screenshot your QR code, so you've always got it to hand, and add it to posters.

Staying safe

Follow the latest UK Government guidance on staying safe, including any updates for Scotland, Wales, and Northern Ireland.

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!

You've got this—and we're here to help every step of the way!



“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. Connect with people who you think might be interested in your fundraiser - you never know 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 across the world 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

If you feel comfortable, let people know why you've chosen Conwy Mind and what your challenge means to you. It'll help people relate to what you're doing.

2. Write a personal Thank You message

When you set up your page, follow the steps to write a personal thank you message. This will be sent to everyone who donates. People will really appreciate a thank you directly from you.

3. Get snapping

Upload a photo of yourself (or the person you're raising money to remember or celebrate). We can give you a Conwy Mind T-shirt for this.

4. Set a target

Displaying your goal lets you and your donors track your progress. And will encourage donations – fundraisers who set a target raise on average 45% more than those who don't. Plus it helps to keep you motivated too.

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, Instagram, LinkedIn and any other social networks you use. You can connect your fundraising page to Strava to share your training progress directly with your supporters. It's free!

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. Stay safe and well

Your health, safety and wellbeing come first. If fundraising is having a negative effect on your physical or mental health, it's okay to take a break or stop altogether. We're always here if you need support.

Okay, last one...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 [Conwy Mind Just Giving](#) to set up your own page. You'll be taken through the step-by-step set-up process.

Or you can use our [Sponsorship Form](#)



“ 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.

Three tips to shine on social media

Share your motivation

Is this your first time fundraising? Have any funny or touching moments happened along the way? Do you have a personal reason for supporting Conwy Mind? Sharing your ‘why’ on social media makes your fundraising more relatable—and can help boost donations!

Become a film star

Post a quick clip on Facebook, Instagram, YouTube, Snapchat, or TikTok. Try apps like Boomerang or Hyperlapse for fun edits and speedy footage. A little creativity goes a long way!

Be proud

Worried about asking for donations too often? Don’t be—you’re doing something amazing! Keep people engaged with updates on your progress, milestones, or shout-outs to supporters. Regular posts keep your cause in mind and encourage more people to get involved.

Whatever you need, we’re here.

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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 hike, run, cycle, swim), anything involving food or drink, and any in-person event involving the public.
- 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

- Under 16? You'll need parental consent—contact us for a form.
- If children are involved in your event, ensure they have permission and proper supervision. Background checks may be needed for adults providing unsupervised care.

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
- 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.
- You may also need local authority licences for gambling, public entertainment, selling alcohol, or collecting donations in public spaces.



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'.
- Double check you're using our Conwy Mind logo and not the (national) Mind logo. As we are a local Mind, we are a separate charity doing our own fundraising, and have a different logo and charity number. Find out more about the difference between (national) 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/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 local police force to collect donations on the street or any other public property. Please get in touch with our Fundraising Officer who can provide you with more information about this.

Got any questions or need to get in touch?

Drop our Fundraising Officer a message at fundraising.support@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 events. 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.

Definitely?

Yes.



Paying in

You've raised money for mental health. And you're ready to pay in. We're so proud of you. But what happens next?

Firstly, give yourself a massive pat on the back!

No one should have to face a mental health problem alone. Thanks to you, we can keep fighting for to make sure everyone gets mental health support when the need it. You're amazing. Once you've suitably spoilt yourself – find out everything you need to know about paying in your funds.

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/debit card payment over the phone, drop us a line on 01492 879907

Through our website

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

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 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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