



# Your guide to fundraising



Every single penny you raise will help support people affected by severe mental illness in the UK.

This pack has everything you need to get started with your fundraising, but remember we're here to help too.

**CONTACT US**  
Email [events@rethink.org](mailto:events@rethink.org)  
Call 0207 840 3040  
Visit [www.rethink.org](http://www.rethink.org)

**Improving treatment. Fighting stigma. Changing lives.**



Through your fundraising you will be providing vital funds to enable us to continue our work to improve treatment, fight stigma and change lives.

Rethink  
Mental  
Illness

Rethink  
Mental  
Illness.

CALL  
0800 1300 10500 to  
donate £7  
to help improve mental health

# Here's how your fundraising can help

£50

**Can help us answer calls to RAIS our national advice line, so we can help people like Lynne's daughter.**

"Our daughter has Borderline Personality Disorder but was treated for 8 years for an eating disorder before she was finally diagnosed with BPD. She rings the helpline when she can't talk to anyone else. They know what to say and how to handle her distress."

Lynne, Rethink fundraiser

£100

**Will help us to fund more groups opening like our Sevenoaks Rethink group, where Lily found her lifeline after her son was sectioned twice.**

"The group is a haven where one can express the fear, sadness and anguish of mental illness. It provides a safe setting for a group of people who all understand the reality of mental illness. It helped me and my family to stop feeling so isolated and alone." Lily, group member

£250

**Will enable us to be the voice of the people we represent, and ensure they are being treated fairly.**

"I wanted to make more people talk about mental illness and not to be scared of it and not to shut it away. I wanted people to realise there is nothing to be ashamed of." Trina, campaigner



## Emily's story

"Fundraising for Mental Health UK is important to me because quite a few of my friends have different severities of mental illnesses, including myself, so I know what it is like and how much help people need whether they reach out for it or not.

Hopefully by speaking to others and getting awareness out other people will have the courage to do the same. I enjoy fundraising because I love to help others, especially when it comes to mental health, which is so close to my heart.

I have raised over £600 by giving speeches in assemblies at my college, which was such good fun and I felt like I was really showing how important it is to bring attention to mental health.

I hope that my fundraising inspires others to do the same as it has really given me much more confidence as before I never thought I would have been able to do anything like this."

# Top tips for successful fundraising

## Getting started

**There are so many ways to fundraise that often it's hard to come up with the best idea that suits you.**

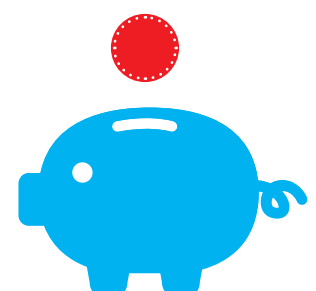
- Keep it simple. The best events are the ones that come from the simplest ideas.
- Play to your strengths. If one of your hobbies is in sport, set yourself a physical challenge. If you like organising events have a themed party or hold a comedy/music event.
- Forward Planning. Leave plenty of time to organise your event.
- Ask nicely. Try to avoid spending too much money on a venue or merchandise. You'll be amazed how much you'll get for free or discounted just by asking nicely.
- Friends and Family. A great source of support, their ideas and contacts can help open doors for you too.
- Keep it fun. The best fundraising events are always the most enjoyable ones.



## Plan

**So you've got your idea and now you're keen to get going. Firstly, create a plan.**

- Work out each step of your event, use a timeline or calendar and delegate tasks where you can.
- Consider any problems you may face and work out how best to deal with them. If they happen.
- Budget. Keep a log of all the money you're spending and don't be afraid to ask for freebies – you may find businesses have a charity giving budget.
- Set yourself a target. How much do you want to raise? Your ticket (or knitted goods) and donation asks can then be based on this figure.

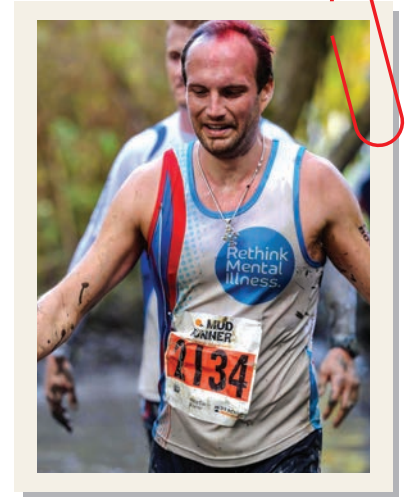


# Raising the money

## Online

Ideally we suggest people use Virgin Money Giving so people can give quickly and securely online.

Go to <http://uk.virginmoneygiving.com> to set up a web page, share across social media and watch the donations start flying in! Remember to ask your friends and family to share your donation page online too – you'll be surprised how many friends of friends offer a donation too.



Paul Stevens, Mud Runner

## Offline

Included in this pack is your sponsorship form. Use this for anyone that wants to give you money on the spot.

Don't forget to ask your sponsors to fill in their details and tick the Gift Aid Box if they're Taxpayer – their donation will be worth 25% more!



Sarah Newman, the Depressed Cake Shop



Lee Marriott, Abseil Northampton

We won't stop fighting for fairness. We want everyone to have the same chances and the same rights.



Joe Bennett, London Marathon

# Spreading your idea

The most successful events are the ones that everyone knows about! Start with what and who you know. Do you support a local business? Perhaps it's time they returned the favour...



Jack and Jo's Wedding

## People

Although you can't *only* rely on word of mouth advertising, it will definitely help if your friends and family help spread your event idea.

Rally a committed group of people around you to help share your idea and fundraising enthusiasm.

## Facebook and Twitter

Social media is your friend throughout your planning and advertising stages and also the event itself.

The best thing about social media is that you reach more people than you could ever expect and the whole thing is FREE.



Charlton Athletic Community Trust

Perhaps dedicate 30 minutes of your evening, every few days to sharing your event on social media platforms and sending direct emails to businesses, networks and close family and friends.

Remember to remind people on a regular basis (especially just before the event). There's a direct link between the number of times you contact your supporters and the amount of money you raise. Also it's important you thank everyone after the event for coming, it's a great way of reminding people to donate if they haven't already.

# Remember why

While you're busy planning your fundraising activity, remember why you're doing it, for the people you know and love affected by mental illness. Every penny you raise can help someone affected by mental illness get the support and information they desperately need. You can help someone like Marion and her son seek crucial advice.

## Marion's story

“My son's very well spoken and you wouldn't think he's so unwell. It's only when you've spent about 20 minutes with him that you realise he's ill. He's not well enough most of the time to hold down a job, though he's a qualified plumber. He denies he's ill and as a result of this refuses to seek benefits. I had to support him or face seeing him homeless and hungry.



I'd been in contact with various organisations to try to resolve this but none of them were able to help me until I contacted Rethink Mental Illness.

They suggested that I get legal appointeeship for my son. Actually getting this proved to be a nightmare because none of the local benefit offices had the right forms or knew anything about it. But Rethink Mental Illness did know. I am absolutely certain that without them, I would have failed. They helped with advice and information again and again.

So at last the benefit payments have started to come through.

Rethink Mental Illness are absolutely amazing – they're completely committed to providing help until the problem that is blighting the life of you and your loved one is resolved.

I strongly urge anyone who can to support Rethink Mental Illness.”

**1 in 4 people will be affected by a mental health problem in their lifetime.**



# Important fundraising information

There are some important issues you need to be aware of, especially if your fundraising is for a specific event you're organising, as well as more general fundraising considerations. If you have any questions, don't forget that we're here to help so please call 0207 840 3040 or email [events@rethink.org](mailto:events@rethink.org)

## Using the Rethink Mental Illness' name, logo and brand

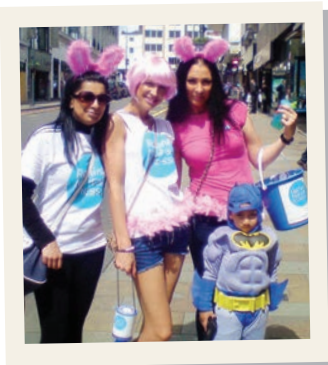
- We're really happy for you to use our in support of logo and other information. Please contact us to get templates, which you can add to your promotional material or show us any designs you've made with the logo before they are used. This lets people know more about Rethink Mental Illness and gives us a consistent image that's easy for people to recognise.



Marie Stubbs, Glow in the Park

## Collections

- You will need a certificate of authority from Rethink Mental Illness and to follow our collection guidelines.



Heather and bat-friends

You can collect money on private premises as long as you have permission from the owner or manager. For collections being held in a public place, you will also need a licence from the Local Authority responsible for the area you are collecting in. We can help you complete any forms you need.

Please contact the fundraising team about collections on **0207 840 3040** or email **[events@rethink.org](mailto:events@rethink.org)**

## Licenses

- You may need a license or permit from either your local authority or through Rethink Mental Illness if any of the following applies to you: holding a public event or collection, a performance event (e.g. music, dance or theatre), selling alcohol, a raffle, tombola, lottery or sweepstake.

# Important fundraising information

## Insurance

- Check with us if you aren't sure about insurance. As a volunteer fundraiser you'll be covered for public liability insurance as long as you give us all the details of your event in advance and follow our guidance.

Greg Shields, music event



## Data protection

- You shouldn't share any personal information or data about people who have supported your fundraising with anyone else. This means you comply with the Data Protection Act.
- Talk to us about this if you are not sure what this means for you.

## Health and safety

- Please make sure you take into account any health and safety issues regarding the fundraising you are doing.
- Follow any professional advice relating to your activity as well as any guidance from the staff working at the venue you are at.
- Make sure you use reputable contractors, that your event is child friendly if relevant and that you have first aid representatives if you are opening up an event to the public.
- Also take extra care if you are handling food and apply the simple rules of preparation, storage, display and cooking.
- Go to [www.hse.gov.uk](http://www.hse.gov.uk) and [www.food.gov.uk](http://www.food.gov.uk) for more health and safety information.

Natasha, Ellie and Mary



# Important fundraising information



Fundraising for Schizophrenia Awareness Week

## Keep the money secure

- Please make sure you keep any money you collect secure at all times, in a lockable place, until you pay it in.
- After your fundraising is over make sure all the money is accounted for, recorded and counted in the presence of more than one person.

## Gift Aid – Increase your fundraising total by up to 25%!

- If your sponsors pay Income Tax or Capital Gains tax, the Gift Aid scheme allows us to reclaim tax on those donations. Make sure they tick the Gift Aid box on your sponsorship form or online giving page so you can add up to 25% extra to the value of the donation.

## Support in kind and matched funding

- A lot of local companies might consider offering their services for free or at a reduced rate.
- Your place of work may well operate an employee matched funding scheme for charity fundraising, so don't forget to ask about this too!

Thank you! We couldn't do it without you.



**Rethink  
Mental  
Illness.**

**Leading the way to a better  
quality of life for everyone affected  
by severe mental illness.**

For further information  
on Rethink Mental Illness  
Phone 0121 522 7007  
Email [info@rethink.org](mailto:info@rethink.org)



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[www.rethink.org](http://www.rethink.org)



Registered with  
**FUNDRAISING  
REGULATOR**



# Sponsorship Form

The amazing person named below is raising money for Rethink Mental Illness.

Thank you so much for sponsoring this person to raise funds to help us improve the lives of people affected by mental illness.

Name of participant: \_\_\_\_\_ Event: \_\_\_\_\_ Date: \_\_\_\_\_

*giftaid it* If you are a UK taxpayer, you can boost your donation by 25p of Gift Aid for every £1 you donate, at no additional cost to you! Please tick the box below to join the Gift Aid scheme.

**By ticking this box you are confirming that:**

- you have read this statement and want Rethink Mental Illness to reclaim tax on all donations you make or have made to Rethink Mental Illness for the past 4 years, until further notice
- you are a UK Income or Capital Gains taxpayer and that the charity will reclaim 25p of tax on every £1 that you have given
- you understand that if you pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of your donations it is your responsibility to pay any difference, and that other taxes such as VAT and Council Tax do not qualify

Title	Sponsor's FULL name	HOME Address Please don't give your work address if you are Gift Aiding your donation.	Post Code	Donation amount	Date	YES, <i>giftaid it</i> (please tick)	Here's how I'm happy to hear from Rethink Mental Illness (please tick)							
							Mail	Email	Phone	SMS				

We're an opt-in charity, so if you don't give us consent above, we'll only use your details to process your donation and claim Gift Aid – we'll never sell your details to any third party. You can update your contact preferences at any time, just let us know by contacting us at **FREEPOST Rethink Mental Illness**, telephone **0121 522 7007**, or **supportercare@rethink.org**. **The permission you give us will only last 2 years** – just before that we'll ask you again if you still want to hear from us. Read our Privacy Policy at **www.rethink.org** or **ask us (on the details above) to post you a paper copy**.



# Sponsorship Form

Date donations sent to charity

Thank you so much for sponsoring this person to raise funds to help us improve the lives of people affected by mental illness.

Title	Sponsor's FULL name	HOME Address <small>Please don't give your work address if you are Gift Aiding your donation.</small>	Post Code	Donation amount	Date	YES, <i>giftaid it</i> (please tick)	Here's how I'm happy to hear from Rethink Mental Illness (please tick)				
							Mail	Email	Phone	SMS	

**TOTAL DONATIONS RECEIVED:**

We're an opt-in charity, so if you don't give us consent above, we'll only use your details to process your donation and claim Gift Aid – we'll never sell your details to any third party. You can update your contact preferences at any time, just let us know by contacting us at **FREEPOST Rethink Mental Illness**, telephone **0121 522 7007**, or **supportercare@rethink.org**. **The permission you give us will only last 2 years** – just before that we'll ask you again if you still want to hear from us. Read our Privacy Policy at **www.rethink.org** or **ask us (on the details above) to post you a paper copy**.