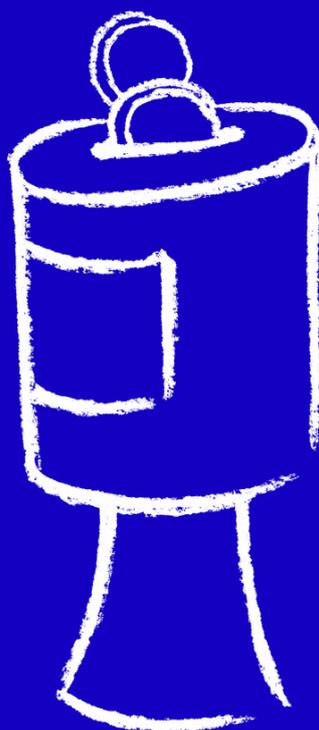


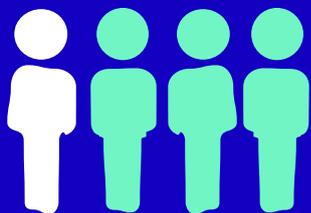


Brent, Wandsworth  
and Westminster

# Fundraising Guide

**Thank you for supporting Mind in Brent, Wandsworth and Westminster.  
We are thrilled to have you as part of our team and to have your support.  
This guide is designed to help you get started on your fundraising journey.**





**1 in 4**

people in the UK  
experience a  
mental health  
problem in any  
given year

## Why support us?

At Mind in Brent, Wandsworth & Westminster we are one of the largest local Minds in England and Wales, offering support to 10% of London. We are here to make sure anyone with a mental health condition gets the support they need. We listen to the needs of our communities, support recovery and work with partners to take action. We are an independent charity, who provide vital community support services, talking therapies, suicide bereavement support and training for companies to raise awareness of mental health in the workplace.

We won't give up until everyone experiencing a mental health difficulty gets the support they need, but we need your help. By taking on a fundraising challenge, organising an event or supporting us at your next celebration you are helping us to continue to be there for those who need us.

We are thrilled to have you as part of our fundraising team and we hope this guide will help you get started. If you need any extra help, please email us at [fundraising@bwwmind.org.uk](mailto:fundraising@bwwmind.org.uk).

*Thank you from Mind in Brent, Wandsworth and Westminster  
Fundraising Team x*



# Ready? Lets get started!

**Step one: Come up with your fundraising idea (see page 3-4 for inspiration).**



**Step two: Get started by setting a fundraising target and launching your fundraising page (see pages 5-6).**

**Step three: Follow our tips for getting started and maximising your fundraising totals (see page 6-7).**



**Step four: Find out the difference you are making for those living with a mental health condition in Brent, Wandsworth & Westminster (see page 8).**



**Step five: Get in touch with the Fundraising Team. We would love to hear what you are planning and can help you with extra support and information.**

Our Fundraising Team can help you get started, just email...

[fundraising@bwwmind.org.uk](mailto:fundraising@bwwmind.org.uk)





**"If you raise money for Mind in Brent, Wandsworth and Westminster, you are supporting them, but they will also help to support you."  
-Paige-**

# Fundraising Ideas

Whether you are a social butterfly, star baker or want to get active, there are plenty of ways to fundraise for Mind in Brent, Wandsworth and Westminster...

**Run, Trek, Cycle or Swim**  
Are you starting the couch to 5k or are you an experienced cyclist? Do you love an outdoor swim or fancy taking on a trek of a lifetime? Sign up for an event of your choice or go 'virtual' by choosing your route and date.

**Host an Event**  
Events can take the form of cake sales, quizzes, gigs, craft events, cinema screening or live streaming gaming events. They are a great way to raise money and awareness for Mind in Brent, Wandsworth and Westminster. The best place to start is to make an event plan; Think about your fundraising target? What are the costs? Do you need to write a risk assessment? Contact the Fundraising Team for help to get started.

Visit our **Just Giving** to set up an online fundraising page



Check out our website for the latest events that you can get involved with in the area  
[bwwmind.org.uk/fundraising](http://bwwmind.org.uk/fundraising)



### **Get your school or community group involved**

Do you attend a school, college or community group in Brent, Wandsworth and Westminster? Find out how your class, 5 a-side team or dance group can support us with your next fundraising event, dress down/up day or sponsored swim, run or walk.

### **Personal Challenge**

Be a quitter and give up booze, coffee, chocolate, or social media for a month. Or would you brave a head shave, leg wax or ice bath? Whatever your challenge is, spread the word and set up an online page and start collecting sponsors today!

### **Celebration**

Do you have a special birthday, anniversary or wedding coming up? Did you know you could support Mind in Brent, Wandsworth and Westminster with your celebration? You can collect donations in lieu of presents or host an event in celebration.

**Inspired?  
Start here**



If you are inspired to start a fundraiser for Mind in Brent, Wandsworth and Westminster here is the best place to start...

- Set up online fundraising page on at [JustGiving.com](https://www.justgiving.com) by searching for Brent, Wandsworth and Westminster Mind.
- Email the fundraising team on [fundraising@bwwmind.org.uk](mailto:fundraising@bwwmind.org.uk)

# Top Fundraising Tips



## Set a target

According to Just Giving, online pages which have a fundraising target raise 46% more! Your supporters want to help you reach your target amount so may donate a bit more to help you get there, so it is always worth sharing the target amount you would like to raise.

## Use your hobbies

Stick to what you love. Fundraising should be FUN and if you enjoy what you are doing to raise money, you will probably find that it will be a more successful fundraiser as you are playing to your strengths!

## Keep it safe and legal.

This is important if you are hosting a fundraising event, collection or raffle. The best place to start is by conducting a risk assessment of your event; are there any risks that can be reduced in your planning or that you need to consider on the day? Consider food safety, any licenses required (e.g. if you are drawing a raffle or selling alcohol), does the venue have public liability cover, safeguarding, safely handling money and first aid.

## Share, share, share!

Spreading the word about your fundraising not only helps you reach your fundraising targets but also helps raise awareness of mental health and the work of Mind in Brent, Wandsworth and Westminster. Share what you are doing on social media (and get your friends to share too), whether that's with your local newspaper, your email signatures or your work intranet site.

Our Fundraising Team can help you with this, so please email the team

[fundraising@bwwmind.org.uk](mailto:fundraising@bwwmind.org.uk)



# Maximising your Fundraising Totals



## Matched funding

Some companies can match your fundraising total or make a substantial donation towards your fundraising. It is always worth checking with your employer or HR department to see if they have a matched funding scheme as it can make a big difference to your fundraising total.



**Thank your supporters.**  
Every donation makes a difference for those who are experiencing a mental health condition, so don't forget to thank everyone who has donated or attended your event.

## Gift Aid it!

Gift Aid allows UK charities to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. That is 25p for every £1 at no extra cost to you! If you are collecting sponsors you can collect Gift Aid declarations from your donors using a sponsorship form or online fundraising page. To claim Gift aid on a donation we will need to receive a personal declaration from an individual who has paid at least as much in Income Tax or Capital Gains Tax in that tax year as you want to claim in Gift Aid. Please note there are some occasions where gift aid cannot be claimed and you can read more about this on the gov.uk website.

# How the money you raise helps...



**£100**

Could help 10 people attend our Harmonious Choir session, to help break down the barriers of isolation and loneliness and promote wellbeing.

**£500**

Could help run our community services from our hub in Westminster for a day.

**£1,000**

Could help fund our Music in Mind session for two months. This provides an inclusive and therapeutic experience through music creation.

## How to send the money you raise...

Post: Please make cheques payable to 'Brent, Wandsworth and Westminster Mind' and send to Brent, Wandsworth and Westminster Mind, The Basement, 6 Osbert Street, London, SW1P 2QU

Bank transfer: Transfer to Brent, Wandsworth and Westminster Mind. Sort Code: 16 00 48, Account number: 14285850. Please ensure you include your name/organisation name on the transfer

When sending in the money you have raised for Mind in Brent, Wandsworth and Westminster, please email to let us know it is on the way and we will be able to confirm its arrival.



# Other ways you can support us...

## Remembering a loved one

Whether you are taking on a challenge, hosting an event, collecting donations or making a personal donation, your support can be made to honour a memory of a loved one. Contact the Fundraising Team to find out more.



Find out more by emailing [fundraising@bwwmind.org.uk](mailto:fundraising@bwwmind.org.uk)

**Make a one off or regular donation**

**Payroll or workplace giving**

**Leave a gift in your will**

**Give your time as a fundraising volunteer**

**Collect donations via Facebook and Instagram**

## Thank you

"We are so grateful for all the wonderful ways you have got involved to fundraise for Mind in Brent, Wandsworth and Westminster. With your help, we can continue to provide life-changing services for around two thousand five hundred people with mild through to severe and enduring mental health difficulties in our boroughs. We have big ambitions to make sure everyone with a mental health condition has the support they need to recover and with the help of supporters like you, we are one step closer to achieving this. On behalf of everyone here, thank you."

*Simon Thompson*  
CEO at Mind in Brent, Wandsworth and Westminster



## Brent, Wandsworth and Westminster

Mind in Brent, Wandsworth and Westminster

The Basement | Hopkinson House | 6 Osbert Street | London | SW1P 2QU

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**FUNDRAISING  
REGULATOR**