

Fundraising Pack

Welcome to Team Mind in Bradford!

Thank you so much for making the decision to fundraise for us.

We are so excited to have you join Team Mind in Bradford and the many invaluable fundraisers who support our work.

At Mind in Bradford, we believe that no one should have to face a mental health problem alone. We run services to ensure that the people of Bradford, Airedale, Wharfedale and Craven will always have access to the support they need for their mental health. However, none of this would be possible without incredible people like you stepping up and supporting us. It means so much to everyone at Mind in Bradford to have you with us!

This Fundraising Pack is designed to give you the best head start possible with your fundraising. You'll find stories and statistics, instructions for setting up online fundraising pages, and tips on how to contact your friends, family and colleagues about donating to your fundraiser.

Every pound you raise will make a huge difference to the people of Bradford district and Craven, who are struggling with their mental health – thank you!



Dan Radley, fundraiser

"I am passionate about raising awareness and hope we reach a time where there isn't a stigma attached to men's mental health.

Mind in Bradford is a fantastic charity and this challenge means a lot to me."

**First, we want
to say:
thank you**

Thank you from our CEO



**Thank you so much
for using your
valuable time to
fundraise for us.**

As CEO of Mind in Bradford, I want to thank you for standing alongside us, joining our community,

and being there for Bradford. Fundraisers like you, who are passionate about mental health and dedicated to raising awareness, are the lifeblood of Mind in Bradford.

Thanks to fundraisers like yourself, we are able to continue to provide the vital mental health support that is so needed across our communities in Bradford, Wharfedale, Airedale and Craven.



**I am in awe of those of you who use
your determination and grit to complete
incredible challenges on our behalf.**



It is truly inspiring to see the creative ways that our supporters raise money for us. I am so encouraged when I see yoga teachers, bakers and painters from our city and towns using their skills to support others. I am in awe of those of you who use your determination and grit to complete incredible challenges on our behalf. It is an honour to have you standing beside us.

Thank you for joining with us to be there for Bradford.

Thank you from our clients



Michelle's story

My journey with depression started when I was pregnant aged 18. This turned into postnatal depression after I had a lovely baby girl.

From then I have suffered with depression and anxiety for most of my life which is nearly 36 years.

I managed to work most of my life up to about three years ago as well as raising four children but had problems at work and home, including domestic violence. Now, although I have a new wonderful husband who I have been with 10 years, I still suffer.



**I still have good days and bad days,
but life is worth living again.**



I was desperate for support and found myself at Mind in Bradford. I first attended women's group and meditation, then signed up for a WRAP course, which really made a difference to me.

Now I run the arts and crafts group at Mind in Bradford which started with a handful of people to currently 25 attendees. I also attend women's peer support which is very valuable.

I still have good days and bad days, but life is worth living again.

**Some ideas to
get you
thinking!**

Ideas

The first step in your fundraising journey is to come up with your challenge – what is it that you'll be asking your connections to sponsor you for?

We've got plenty of great events taking place throughout the year that you can get involved in. Visit mindinbradford.org.uk/support-us/fundraise/ to see what's coming up or email fundraising@mindinbradford.org.uk to find out how to get involved.

But if none of these take your fancy, don't worry! You can make your fundraising your own and create your very own challenge. If you need some inspiration we've put together a list of suggestions for raising money while having fun...

- Host a quiz
- Run a marathon
- Hold a car wash
- Climb Ben Nevis
- Have an 'Ugly Jumper' day at your workplace/school
- Shave your head
- Hold an auction or raffle
- Host a karaoke night
- Cycle the Tour de Yorkshire
- Hold a bake sale at your workplace/school

**Getting
started:**

Getting started

You've decided to fundraise for Mind in Bradford, and you've chosen your challenge – here are your next steps...



James and Paul, fundraisers

Get in touch!

Let us know what you're up to, we want to help you out and cheer you on! Drop us an email at fundraising@mindinbradford.org.uk and fill us in on your fundraising plans.

We'll be able to provide you with:

Resources: including collection tins, t-shirts and merchandise.

Advice and help: including health and safety tips.

Promotion: we can tell others about your fundraising through our own social media channels, or send your story to local press.



Set up your online fundraising page & get going

Setting up a JustGiving page will make your fundraising simple, allowing your friends, family and colleagues to donate to your cause quickly and easily – and it also takes care of the complicated legal bits, like Gift Aid, for you.

Once you've set up your page, you can share the link with friends, family, colleagues and local businesses and start your fundraising journey!



1. Set up your page at: justgiving.com/mindinbradford

2. Tell your story: let everyone know what you're doing and why you're doing it



3. Set a target: a brave target encourages people to donate to you and help you get there, so be bold with your target!

4. Share your journey: regularly update your connections with your progress, whether that's posting a sweaty training photo or taking picture of the crafts you're making, each update will increase the chances of people donating to your cause



5. Spread the word: share the story of your event or challenge on your social media channels, people will be so impressed that you have chosen to fundraise and will want to support you in your efforts.

6. Don't be scared to ask twice: many of us are keen to donate to amazing causes, but often we can forget if we don't act right away. Don't be afraid to ask your networks directly to donate, and remind them if they forget!



Sending your money to us

If you've set up a Just Giving page through Mind in Bradford then the money donated to that page will come directly to us – you won't need to do a thing!



Corporate fundraisers TL Dallas hand over a cheque to volunteer Suzy

However, you might still have some people who send money directly to your bank account, or give you cash or cheques – not to worry! You can send us the money in the following ways:

Cash or cheque

Include a note with your name and details, and post to:

Fundraising at Mind in Bradford
Kenburgh House
28 Manor Row
Bradford
BD1 4QU

Bank transfer

Send the money, with a clear reference, to:

Mind in Bradford
CAF Bank:
Sort Code 40 52 40
Account 0002 2225



Your resource kit:

Your resource kit

We have lots of resources you can use on your fundraising journey!

Get in touch at fundraising@mindinbradford.org.uk to receive any of the below:

- T-shirt (suggested £5 donation)
- Leaflets
- Donation tins
- Balloons
- Wristbands
- Beermats
- Lanyards

Want to jazz up your JustGiving page or share your fundraising efforts on social media? [You can download fundraiser icons here.](#)



If you're interested in social media promotion on our channels or even media promotion via a press release, get in touch at communications@mindinbradford.org.uk.



A final thank you – and good luck!

From the entire Mind in Bradford team, we want to say a massive thank you! By choosing to fundraise for Mind in Bradford you are helping to ensure that no one in our city, towns and streets, has to face a mental health problem alone. It means so much to us to have you supporting us in this vital work.

Good luck with your fundraising, we can't wait to see how you get on!



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