



**Be a mate.
Be the change.**



**Your complete guide to
fundraising for Mates in Mind**

3 out of 5 employees experience mental health issues because of work.* We believe this needs to change.

By raising awareness and much needed funds, you are helping us to continue our lifesaving work, challenging the stigma and breaking the taboo.

We believe driving meaningful, long-lasting change comes through understanding and working with the industry, rather than a one-size-fits-all method.

That's why we support employers to develop a sustainable and holistic approach to address mental health in their organisation.

We understand that addressing mental ill-health is often challenging and complex, which is why we work with employers to create a positive and open culture.

Together we can be the change needed to improve workplace mental health.

You are part of the action.

*Mental Health at Work Report 2017

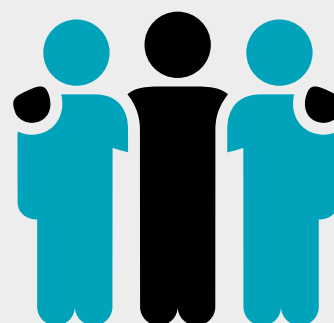
Mates in Mind

We believe in



Raising awareness and understanding of mental health and mental ill-health

Breaking the silence and stigma by promoting cultures of positive wellbeing at work



Providing clarity to employers as to what is needed to address mental health and improve wellbeing at work

Giving employers the tools they need to support their workforce



Be a mate. Be the change.



“Balfour Beatty have got strong ties to Mates in Mind, I also believe the value of communication and compassion has a real impact on the work environment.”

Grace

“One of the best and most enjoyable days I’ve experienced during my time in Balfour Beatty. Teamwork at its best.”

Simon

“Was so great to take on such a challenge as a team to raise money and awareness for such a great cause!!”

Molly

“Hanson realises that mental health is as important as physical health, so we chose to complete a team activity to help raise funds for our partner charity Mates in Mind. Walking the Yorkshire Three Peaks gave our team the impetus to get fit while having a day free from the day-to-day stresses and strains of working life. We’d encourage other companies to take a similar approach, giving staff time to bond with their colleagues and recognising that activities like this can have a positive impact on their physical and mental wellbeing.”

**Robert Townsend, Brand Manager,
Hanson Cement**



Getting started



1. Choose an activity and set a target

There are many activities that you can get involved in; will it be something you're good at? Or maybe something you've been wanting to try? Something that brings people together? See page 6 for ideas!

2. Research

A little bit of research goes a long way in the making of a successful event. Ask yourself important questions to ensure you understand what will go into the event. Will it cost you? Is it feasible? Is your venue accessible to everyone? If you're unsure about your event is suitable, you can check with your local council.

3. Set a date

Whether it's a date that means something to you or one that has been decided by the event, make sure you give yourself plenty of time to get organised.

4. Make a plan

Having a plan of action is always a good idea; make sure you know what you're doing on the day and running up to it. You can work back from your fundraising target and date, i.e. by this day, I should have £- and confirm numbers with the venue.

5. Get up and running

If you are raising money through JustGiving or VirginMoney, be sure to set up your account a few weeks in advance. If you're organizing an event, make sure you have an event page (i.e. Eventbrite, Facebook etc) with a link to your fundraiser page.

6. Spread the word

Remember to get the word out there; write a post, tag us on social media, talk to your friends, make posters, see if your place of work/study wants to get involved, get creative! See page 9 for tips.



"We were delighted to raise funds for Mates in Mind through participation in Omagh Half Marathon / 5K Fun Run. It is evident that participation in sporting activities develops good endorphins and this was felt during training sessions. Mates in Mind was a worthy beneficiary and through our participation we were able to share information to employees and promote the organisation in the wider community. The response to our chosen charity was evident through the fantastic amount raised by the company!"

**Wendy Beatty, HSQ&E Manager,
William & Henry Alexander Limited**

“Addressing mental health is more than just a conversation about stigma at work, it really is about busting that taboo and changing lives”

**James Rudoni,
Managing Director, Mates in Mind**

Fundraiser ideas

There are so many events and activities you can get involved in, and you never know it might become your new passion! Find below some ideas from A to Z, there is something for everyone:

A

Auction
Arts and crafts night
Afternoon tea

B

Badminton contest
Basketball tournament
Bowling night
Bake sale
Bake off
Book sale
Bike ride
Bingo
BBQ party

C

Chess match
Concert
Coffee morning
Cinema at home
Cricket match
Cake sale
Car boot sale
Car wash
Comedy night

D

Darts game
Dinner party
Disco

E

Easter egg hunt
Egg and spoon race
Exercise class
Eighties evening

F

Football
Film night
Frisbee competition
Fashion show
Face painting
Fancy dress party

G

Gaelic football
Golf tournament
Game night
Ghost tour
Geocaching
Garden party

H

Hockey match
Hike
Holiday for grabs
Halloween party
House party
Hula hoop contest
Hotpot evening
Hairstyling

I

Ice skating show
Ice cream sale
International food night

J

Judo competition
Jazz night
Jigsaw marathon
Jumble sale
Jewellery making/selling

K

Karaoke night
Kart racing
Kite flying competition
Korfball match
Kayaking

L

Lacrosse match
Lasertag
Live music night
Lawn mowing
Limbo competition
Litter picking

M

Marathon
Midnight film show
Murder mystery night
Magic show
Marching band
Mini-golf
Mountain hike

N

Netball match
Non-uniform day
Necklace making
Newspaper round

O

Obstacle course
Office collection
Origami making/selling
Opera night

Fundraiser ideas

P

Pancake day
Pet show
Parachute jump
Plant sale
Polo
Pub game
Pantomime
Paddle boarding
Picnic
Pamper evening
Paintballing
Photography
Painting

Q

Quiz
Quidditch match

R

Rowing
Race
Rounders
Roller derby
Rugby match
Rock climbing
Raffle

S

Swim
Sweepstake
Skydive
Street party
Sailing
Skiing
Squash
Surfing
Sports day

T

Table tennis match
Tennis
Trivia night
Tea party
Theme party
Treasure hunt
Tombola

U

University challenge
Upscale furniture sale
Unicorn party

V

Volleyball tournament
Variety show
Video game tournament

W

Walk
Waterskiing
World record attempt
Waxing

X

Xbox marathon
Xmas party

Y

Yoga
Yard sale
Yorkshire three peaks

Z

Zorb football
Zipline
Zumba-thon



“I felt really proud to run The London Marathon in my Mates in Mind running vest. I think the work you do is invaluable and is something I feel a real personal connection to.

When I started work as a young female site engineer I was very unusual and it made working life tough at times. To fit in I felt I had to behave like the men around me and not show any emotions even when things were difficult.

Anything we can do to make the industry more understanding and aware of mental health has got to be a good thing.”

Lynn ran The London Marathon in 3 hours and 45 minutes!

On the day



1. Stay safe

Look after yourself on the day and double-check that any hazards are well taken care of. If you're in a venue, check your fire exits are clear and you are not exceeding the venue capacity.

If you're organising a sporting event, have a plan if something goes wrong and confirm the location of a first aider, find more information on event safety here: www.hse.gov.uk/event-safety

2. Materials

If you'd like some materials for the day, please get in touch with the team at least two weeks before so we can get them to you in time!

We have stickers and posters that we can send out for free, and additional collateral is available for purchase.

3. Donations

If you are taking cash donations, ensure there is a secure place to put them. Keep track of the donations being made and double-check at the end of your event that everything adds up. You can send donations to us via cheque at the end of your event or via direct bank transfer, get in touch to ask for our bank details.

4. Share your journey

Share your activities throughout the day, people love to see behind the scenes! It also helps people to know where you are, if they want to come and support you.

5. Take a photo

Remember to take photos of your event, we would love to share your photos on our website and across our channels.



“The Hill management team at Fish Island Village have a tradition of holding a summer Bar B-Q on site as a ‘thank you’ to the 250 strong labour force on the project.

This year Mates in Mind became our beneficiary for its work in bringing awareness of mental health to the workplaces across the construction sector. We wanted the event to help remove the stigma of mental health in the workplace and promote conversations on the subject.

The Bar B-Q was a success in terms of promoting morale, helping to kick off discussions on mental health awareness in the workforce, and also raise money for Mates in Mind.”

Dominic Jankowski, Project Director

Getting the word out there

Getting the word out there can seem daunting but it can be quite fun!
Here's a few things to keep in mind:

- 1. Always link** your fundraising page to your posts, this not only reminds people to donate but it makes the process much easier for them.
- 2. Tell your story**, everyone embarks on a fundraising journey for a reason, let your supporters know your motivation.
- 3. Keep updating** everyone along the way, i.e. Day 1 into the trek.. It's a great way to keep people engaged and reminds people of your fundraiser!
- 4. Images make a post!** BuzzSumo* found that posts with images had 2.3x more engagement than those without. Try to include an image with each update.

Most importantly, look after yourself

Looking after your mental health is just as important as looking after your physical health. There a few simple things you can do to look after yourself and your mental health.

Regular exercise can boost your self-esteem and help you sleep and feel better. A good diet supports your physical health and is also good for your mental health.

But most importantly, it's so essential to talk.

Talking about your feelings isn't a sign of weakness. It's part of taking charge of your wellbeing and doing what you can to stay healthy.

Talking can be a way to cope with a problem you've been carrying around in your head for a while. Just being listened to can help you feel supported and less alone.

And it works both ways. If you open up, it might encourage others to do the same.**

* <https://buzzsumo.com/blog/how-to-massively-boost-your-blog-traffic-with-these-5-awesome-image-stats>

** Mental Health Foundation, 2019

Post event steps



1. Follow up

Sharing a last update on everything you've achieved is a great way to remind people there is still time to donate and share all your hard work.

2. Match funding

You can explore asking your employers to support your donation to us by asking them to match your amount. This shows great commitment by your company and a shared goal to raise awareness and understanding, not only in general but within your organisation.

3. Keep in touch

Keep in touch with us, send us photos you are happy for us to share – we want to know how it went! To receive your well-deserved thank you letter and certificate, please email the team.

4. Congratulate yourself

Don't forget to pat yourself on the back for all the hard work you put in, you have made a real difference! You did it, you superstar!

5. Send off

If you collected cash donations, don't forget to make a cheque out to Mates in Mind and send it in the post to 70 Chancellors road, London, W6 9RS, with a letter stating who the money has come from, why and the date. You can also request our bank details if you prefer to make the payment via BACS, just email support@matesinmind.org.



“Having spent large amounts of my working life on construction sites, and going through work related stress (outside of construction) several years ago, Mates in Mind were the perfect fit for me to give something back. Through wearing PPE covered in Mates In Mind logos for my trek, I tried to raise awareness as much as funds. The challenge itself was self-organised and funded, so that 100% of funds raised went to the cause. Walking 102 miles, with 8000ft of ascent, along the Devon and Dorset coastline, over 4 days, pushed me to my physical limits. But it was also very rewarding to meet a personal challenge, while raising awareness to help those where I have previously been, and help to end the stigma.”

Matthew walked approx. 98 miles between Torquay and Weymouth!

Tim's top tips

Tim walked from John O'Groats to Land's End for us in 2019. He shares how he found the fundraising experience and the things he learned along the way.

Any tips on how to choose your activity?

If you're not doing it for yourself as well, it doesn't really make sense. You got to invest part of yourself in what you're doing, you get so much more out of it when you really challenge yourself.

Any tips on organizing the event?

Planning planning planning.... write a list, start with your objective, what do you want to achieve. Build on this with things like how long, when, where. Be realistic, it is pointless setting targets that are far too difficult to achieve, it will put pressure on from the start that will prevent clear thought. Work out your budget, then double it!

Any tips on promoting yourself?

Just be honest about what you are doing and make the event about the cause and not 'look at what I am doing'. I found by being genuine and open and by showing that I felt strongly about the cause, the feedback was swifter and more positive.



Tim's final points

Focus on the positives, no matter how small, when the challenge ends the difficult times will become stories and the positive moments will be the things you look back on and smile about.

Don't be afraid to ask for help, sometimes when things do get too much to handle, don't be scared to reach out and ask for some help.

Prepare for the end of the challenge, if you have invested huge amounts of time and effort, the come down after the event can be dramatic, this is quite a common thing and is just a process.

At times you will want to quit and give up because it's too hard, in those times dig deep, ask yourself why you are doing it in the first place. It does help you keep pushing on.

"I have worked in the demolition industry since I was fifteen years old; I'm now forty and have both experienced and seen poor mental health in many degrees. In my case, that took me to the point of considering suicide. I knew I wanted to do something to help, so I decided to walk from John O'Groats to Land's End solo to raise awareness. What Mates in Mind is doing is so important, as I have seen the effects poor mental health can have first hand, it is so reassuring to see this fantastic charity striving to remove the stigma and support people."

Tim walked 900 miles across the country!

FAQs

What is my money going towards?

Your donation* is helping us to continue our life saving work, breaking down the stigma towards mental health and creating a workplace culture where people feel comfortable to come forward and say – I'm not okay and I need help.

How do I set up a VirginMoney or JustGiving page?

Its quick and simple to set up a fundraising page on either platform. Unfortunately, Mates in Mind cannot make the page for our fundraisers but we are happy to help. Furthermore, both platforms have their own help pages with easy steps on how to get started.

Can I get materials for my event?

Yes you can, please get in touch with the team on support@matesinmind.org (at least two weeks in advance) with the details about your event and your delivery address.

Can I use your logo?

Yes, we welcome the use of our logo for fundraising purposes, but we do ask that our team can have sight of any collateral you are making for the event, so we can ensure it conforms to our brand guidelines. To receive the logo files, please contact the team.

Can I get my workplace involved?

Yes of course, you could ask them to meet your donation! Alternatively, many companies have made us their Charity of Choice – supporting us throughout the year and running fundraising events on our behalf.

Do I get a participation certificate?

Yes, just let us know the details about your event, who we should make it out to, the amount you raised, and the address you'd like to send it to.

How do you take donations?

We recommend that you use a fundraising online platform but if you'd like to send us a cheque, please send it to 70 Chancellors road, London, W6 9RS, with a letter stating who the money has come from, why and the date or you can email us to get our bank details, if you'd like to do a direct bank transfer.



“Actavo Hire and Sales has been supporting Mates in Mind for a number of years now, more recently we held a staff raffle of donated goods raising £3,275. Working in an industry such as ours, we find the objectives of Mates in Mind closely aligned with our own. The mental health of our employees, along with all those in our sector, is of great importance to us here at Actavo. We're very proud to continue our support of such a good cause.”

**Paul Norris, Managing Director,
Actavo Hire & Sales**

*If you'd like to dedicate your funds to a specific cause, please contact the team.

This document will be updated. This is version 1.

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Thank you from all of us here at Mates in Mind, we would like to thank you for choosing to support our work.

Your support is vital to help us improve the culture around workplace mental health, because together, we can be the change.



The Mates in Mind team with fundraiser Tim.

Contact us

📞 020 3510 5018

✉️ support@matesinmind.org

🌐 matesinmind.org

🐦 @matesinmind

📘 /MatesinMind

📷 @matesinmind

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