

Mates in Mind Fundraising Pack

Your Complete Guide to Fundraising



Be a mate Be the change



Stress, depression or anxiety made up 46% of work-related ill-health in 2023/24*

Why Mates in Mind?

By raising awareness and much-needed funds for Mates in Mind, you are helping us to continue our lifesaving work, challenging the stigma and breaking the taboo. We believe work should be good for workers' mental health; driving meaningful, long-lasting change comes through understanding and working with the industry, rather than a one-size-fits-all method.

Together we can build positive mental health in and through work, so that no-one reaches crisis point and good mental health becomes everyone's responsibility.

What's in it for you?

Fundraising is not only a positive force for mental health, but it also provides an excellent opportunity to organise impactful 'mental health' themed team days in the office or in your community.

Our dedicated fundraising team is here to support you every step of the way, ensuring your event is a success from start to finish!

Our impact in 2024



We trained
1,824
(estimated)
people through
93
training sessions.

£263,000

fundraised!



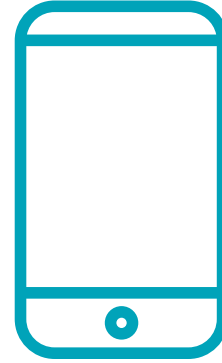
323

organisations have signed
up to our Supporter
programme,
providing mental health
resources to

178,115

(estimated)
employees.

259 people used our
Be A Mate text service,



that's a **354%**
increase from 2023!

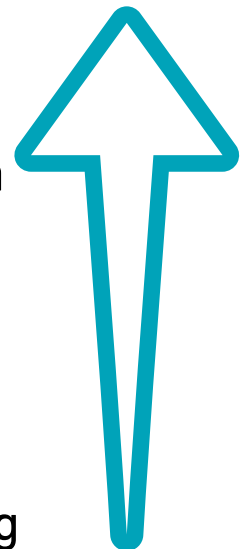


370

conversations
took place through
Be A Mate.

83%

of organisations
who completed a
subsequent
Employer
Assessment
received an
improved grading
in 2024.



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Anyone can come up with a creative challenge, make it innovative and it will get people talking about wider issues. If you've got a fundraising idea, just make it happen.

| Individual Fundraiser

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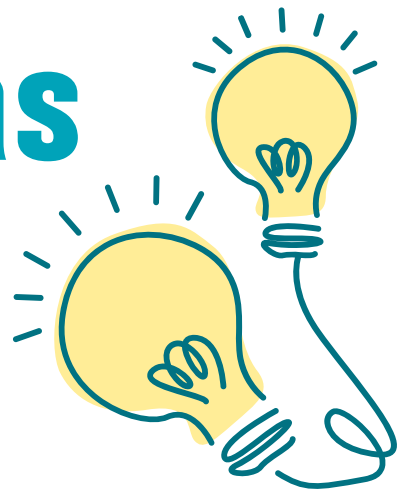
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Running our event has created a strong sense of community, united with a shared purpose to raise money for change.

| Corporate Fundraiser

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Fundraising ideas



SPONSORED EVENT

Independently or with a group, you can take part in an organised event like a 10k run, a marathon, a cycle race or a sponsored walk.

SPORTS TOURNAMENT

This could be any sport that you and your friends/colleagues enjoy!

- Football, rugby, tennis, golf, snooker or darts.

RAFFLE

Local businesses and friends can donate prizes for others to bid on. Set a price for each ticket and organise a night of bidding and fun!

SET A CHALLENGE

Set yourself a goal, whether a distance or fundraising target. You could climb the three peaks, take part in a tough mudder or learn a new skill.



TALENT SHOW

Gather your friends, family and colleagues, ask them to donate to Mates in Mind to participate in or join the audience of your very own talent showcase!

BAKE SALE/BAKE OFF

You could set up a cake stall in your office, or even challenge your friends to a baking competition. Collect donations to participate, spectate and eat!

GET CREATIVE

This list isn't exhaustive, if you have any ideas on how you could raise money, we'd love to hear from you.

The more original the better!

YOU'VE GOT YOUR IDEA, NOW WHAT?

- Set a date to start your challenge.
- Publish your fundraising page.
- Let our team know that you're fundraising for us, so we can support you.
- Share your fundraising goal with your network.
- Include sponsors in your event.
- Send out thank yous, let your donors know you appreciate their support.
- Keep your fundraising safe, consider the health and safety of yourself and anyone participating in your activity.

Our fundraising advice:

1

Time: Start planning early to give yourself time to raise awareness of your event or activity well in advance.

Take photos: Take photos and videos of your progress and event! We would love to share them with our network!

3

Materials: If you'd like posters, stickers or other materials, please get in touch with the team to find out more!

Congratulate yourself: Don't forget to pat yourself on the back for all your hard work, you have made a real difference!

4



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Tim's Tip:

Focus on the positives, no matter how small, when 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.

At times you may 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.

Tim walked 900 miles across the UK to support Mates in Mind.

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Share the news



Share your event on social media, through local news and with your community.

Tell your story, everyone embarks on a fundraising journey for a reason, let your supporters know what motivates you.



**DON'T FORGET TO TAG US: @MATESINMIND
AND USE OUR HASHTAG #BEAMATE**

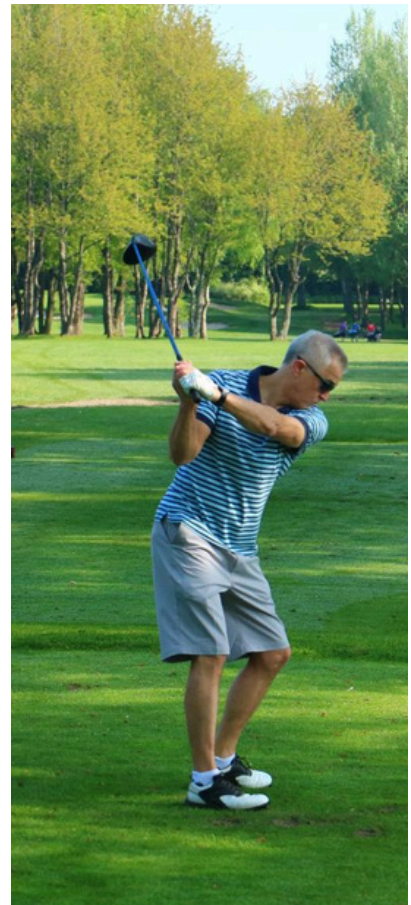
Always link your fundraising page to your posts, make it as easy as possible to donate!

Contact your local press and radio station to gain interest in your event!

Local community groups, both online and in-person are a great way to engage new supporters!

Raising funds

- Collect donations online through crowdfunding platforms like JustGiving or Enthuse. They are free to use and a secure way for your network to support you.
- Set your fundraising target to keep yourself motivated.
- Add updates to your page to keep donors in the loop with your progress.
- Find out if your employer can support you by matching your fundraising amounts with their own donation.



Donating through Gift Aid means we can claim an extra 25p for every £1 you give, at no additional cost to you!

Any UK taxpayer can declare their tax status to claim Gift Aid.

Paying in your donations

- * If you used JustGiving or Enthuse, they will **send the payments to us automatically**. You don't need to do anything!

If you utilised another method of payment or used cash, you can send the money you raised right to us.

Get in touch with our team at **fundraising@matesinmind.org** for details on the best way to transfer your donations to us.

Thank you for supporting



Get in Touch

Email/

fundraising@matesinmind.org

Website/

matesinmind.org

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