

We're Buckinghamshire Mind. Good to meet you!

We're Buckinghamshire Mind, the mental health charity. We work to deliver high quality community based services across the county to reach out and ensure everyone with a mental health problem gets access to the help they need.

Why we're here

Our services find positive ways to make people feel valued and live well. We support our service users to live safe, purposeful and fulfilled lives in their communities. We believe in their recovery and we are hopeful about their future. We will not give up until everyone in the county with a mental health problem gets both support and respect.

Why we need you

This work relies on people like you. People who give their time, money, energy and passion to make sure Buckinghamshire Mind can be there for everyone who needs us.





You're great!

Thank you so much for raising money for Buckinghamshire Mind. Every penny you raise will help to make sure people with a mental health problem have somewhere to turn.

Fundraising can be challenging, but we believe it should be fun too. However much you're aiming to raise, we're here to help you and give you all the support you need.

You're doing something really good. And we want that to feel great

This guide is full of hints and tips to help you organise your fundraising event and make it as successful as possible:

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If you need any further help or advice about your event or you want to know more about Buckinghamshire Mind, please get in touch:

T: 01494 463364 E: fundraising@bucksmind.org.uk W: www.bucksmind.org.uk/fundraising



Getting started.

From throwing a party to baking cupcakes or swapping clothes, there are lots of different ways to raise money. Here are some top tips to help you get started.

Do some research

Think about who you will be asking for donations and what sort of activity would appeal to them. Talk to family, friends, colleagues and neighbours about your plans and get them to help you with ideas. You will find lots of helpful information on our website: www.bucksmind.org.uk/fundraising

Talk about why you're doing it

Once people know you are raising money for Buckinghamshire Mind and understand the difference their support could make, you might be surprised how positive and helpful they can be.

Make a plan

Decide what you're going to do, when you're going to do it and how much you want to raise (use the fundraising plan on page 8 to help with this). Set yourself deadlines and review your progress regularly to make sure you're on target.

Don't hang about

The earlier you start, the more you'll raise – and the less chance there'll be of a last-minute panic just before your event.

⁶I'm getting more confident and helping to improve things for myself. ⁹

Raising sponsorship money.

Asking people to sponsor you can be a quick and easy way to raise money. There are lots of ways to boost the amount of sponsorship money you collect:

Ask everyone

Get everyone you know involved and explore every opportunity. You could give all your family and friends a sponsorship form and challenge them all to raise a certain amount for you, say £20. Involve your local community, including any groups or clubs you belong to, and ask them to raise money on your behalf with an event or collection.

Go online

The easiest way to collect sponsorship money is to do it online. See page 6 for more information on how to set-up an online fundraising page on JustGiving and make the most of your fundraising.

Be formal

If you prefer to fundraiser offline, we're very happy to help you do this. You will find a sponsorship form on page 9. Please feel free to photocopy it or tell us if you need more copies. Always put your most generous sponsor at the top of your sponsorship form to encourage other sponsors to match them. And remember to send us your sponsorship forms after you have collected the money so we can claim the Gift Aid.



The support group has been so valuable. It has given me the opportunity to express any issues and talk through any problems.

Gift Aid.

Thanks to Gift Aid, the taxman will top up every £1 given to Buckinghamshire Mind with an extra 25p – so you raise £100, but we receive £125. For donations to be eligible for Gift Aid, the person who sponsors you must be a UK taxpayer and have paid as much in Income or Capital Gains Tax as they are sponsoring you for. In practice, this applies to nearly everyone.

We can't claim Gift Aid on company sponsorship or where a sponsor has received goods or services (such as a ticket for an event) in return for their donation.

Adding Gift Aid is easy – you just need to ask your sponsors to tick the Gift Aid box on the form and complete their home contact details including postcode. Gift Aid does not count towards a minimum sponsorship pledge – think of it as an extra 'thank you' from the taxman.

Matched Giving

The best company to ask for sponsorship is the one you work for. You may find that your workplace will even match the amount you raise up to a certain level. If they don't, you could ask them to sponsor you with a one-off donation.

Don't forget to use your company intranet or email to spread your fundraising message so other departments can get involved.
Why not add your message to your email signature while you're raising money?

Asking other companies

Ask your employer for permission to approach businesses that you and your company deal with. You can also use the same approach with companies that your friends and family work for.

What else can you ask for?

If you are approaching a company, let them know what publicity you can offer them in return for their support – for instance you might offer to wear a t-shirt with their logo on it while you train. It's also wise to offer them the chance to give something other than sponsorship. Some companies will prefer to provide products and items for raffle prizes, especially when you give them an idea of the kind of prize you want and when it will be raffled.

Companies we can't accept donations from

Buckinghamshire Mind can't accept donations from pharmaceutical companies. This allows us to maintain an independent stance about the treatments available to people with mental health problems. We hope you understand and will respect our policy if you are approaching companies.

Raising money online.

The internet can help you raise more money, more easily. It gives you a simple way to reach dozens, hundreds, or even thousands of people. It gives them a secure way to sponsor you using their credit or debit card, wherever they are in the world. All the money you raise is sent to us automatically – you don't need to count and submit it. It's not surprising that most people find they raise more money this way than by using a paper form alone.

We recommend using established fundraising platforms, such as Just Giving. You will find the Buckinghamshire Mind page at **www.justgiving.com/bucksmind**

Just visit the website, follow the instructions to 'start fundraising' and create your own personalised page. Your page will have a unique web address for you to share with supporters.

Top tips for making the most of your fundraising page.

Make it personal

Tell people why you are raising money for Buckinghamshire Mind. Tell your story and add a photo of yourself (or the person you are raising money in memory or celebration of). Set your fundraising target and keep it up-to-date with your offline fundraising.

Share and ask

Email everyone in your address book with a link to your page and share on all your social media. Ask all your followers to like and share your posts about your fundraising so that you reach as many people as possible. Don't be afraid to ask, ask and ask again! People with good intentions can also be forgetful, so remind them by sharing your link.

Keep going

Remember to keep raising money after your event. Add photos, updates and achievements to your fundraising page. Resend the link to anyone who hasn't sponsored you so far.

Say 'thank you'

Write a personal 'thank you' that will automatically be sent to everyone who sponsors you.

This counselling has been incredibly cathartic and hugely beneficial. Thank you.



Being social.

Don't forget to use your online channels and relationships to promote your fundraising efforts. It's a brilliant way to reach people in your personal networks and raise more money.

Facebook



Over 30% of visits to online sponsorship pages come from Facebook, so it can be an incredibly useful tool to help you raise money for Buckinghamshire Mind.

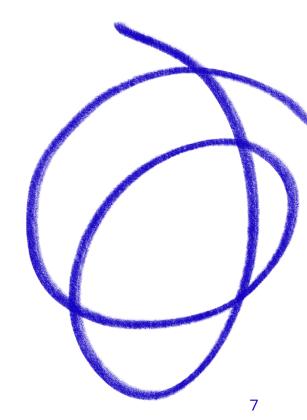
- Use status updates to keep everyone informed about your progress and always include a link to your sponsorship page.
- Make your profile photo relate to your fundraising event and update the photo regularly.
- Post a note about your fundraising page and whenever you update your fundraising page, post it on Facebook.
- Create your own Facebook group or event and invite your friends to join.
- When your friends sponsor you, ask them to add it as their new status update so their friends know too.
- Don't forget to share your story the people you know will care about your reasons for raising money for Buckinghamshire Mind.
- Contact us to ask us to promote your fundraising activity on our Facebook page.
- Follow us on Facebook www.facebook.com/BucksMind

Twitter



It's so easy to spread the word about your fundraising in just 140 characters.

- Tweet regularly to keep followers interested but don't ask for money in every tweet.
- Use hashtags to group your tweets by subject and make them easy to find.
- Use TwitPic to post your photos.
- Retweet others and get them to retweet your messages.
- Link your Twitter account to your online sponsorship page.
- Don't forget to include our Twitter handle in your tweets – @bucksmind
- Contact us to ask us to promote your fundraising activity on our Twitter page.
- Follow us on Twitter twitter.com/BucksMind



Your fundraising plan.

Planning is everything. The earlier you get started, the easier your fundraising will be. Many supporters find it useful to create a fundraising plan so they have plenty of time to do everything and can track their success. It's also useful if you are organising an event and need to book venues or gain permissions. Please photocopy this if you need to.

I need to raise £	By (date):
	1

Fundraising activity	Date	Aiming to raise	Actually raised	Running total
Example: Set-up an online fundraising page. Share the link with family, friends and colleagues to ask them to sponsor me.	01 Feb	£500	£625	£625

Sponsorship and Gift Aid declaration form



Please sponsor me (name of participant)

To (name of event)

In aid of Buckinghamshire Mind___

current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/or Capital Gains tax in the If I have ticked the box headed 'Gift Aid? 🗸', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & 💅 Gift Aid for the charity or CASC to claim tax back on your donation.

Sponsor's Full Name (First name and surname)	Sponsor's Home address Only needed if are Gift Aiding your donation. Don't give your work address if you are Gift Aiding your donation.	Postcode	Donation Amount £	Date Paid	Gift Aid
	Total donations received	£			
	Total Gift Aid donations	£			
Q	Date donations given to charity				



Other way to support us.

Giving in memory

Donating or fundraising in memory of someone is a very special and meaningful way to remember them – honouring their life and helping others at the same time. We're always incredibly touched and grateful to receive these donations. You can support Buckinghamshire Mind in memory of someone in different ways:

Make a donation in their name

We're so grateful that people choose to remember someone special by donating to Buckinghamshire Mind. Every donation helps us to be there for others who need our support. As you make your donation, you can tell us the name of this special person and, if you want, you can tell us more about why you are donating.

Collect at a funeral or memorial

Collecting donations at a funeral can help Buckinghamshire Mind to make a lasting difference in memory of your loved one. You might choose to do this by asking for donations instead of flowers. You can also hold a collection at celebration of life services and memorial events.

 $^{\circ}$ In May, I was suicidal but now I am starting a new job. $^{\circ}$

Take on a fundraising challenge

Taking part in a challenge event or organising your own fundraising event is a wonderful tribute and a fantastic way to remember someone special to you. You can set-up a fundraising page in memory of your loved one at **www.justgiving.com/bucksmind**.

Create a tribute fund

Create an online tribute page on Much Loved as a way for you to honour and remember your loved one - as well as fundraising. You can use this page to share special memories, photographs and stories about your loved one. Please visit **www.muchloved.com**. It's really simple to set-up, but if you need any support please get in touch. For advice and information about giving in memory, please contact us on **01494 463364** or email: **fundraising@bucksmind.org.uk**

Leave a gift in your will

Leave a legacy that helps protect the wellbeing of future generations and include a donation to Buckinghamshire Mind in your will. In any given year, one in four people experiences a mental health problem, that's a quarter of the population.*

Buckinghamshire Mind is here to help and is determined to be there for the growing numbers of people who will need our help in the future too. If, like us, you believe that nobody should face a mental health problem alone, please consider remembering Buckinghamshire Mind in your will. It is one of the most valuable ways you can ensure we'll still be there for everyone who needs us.

A will is a good way to plan for the needs of your family and loved ones. By leaving a gift to Buckinghamshire Mind you can also help us to meet the needs of people experiencing a mental heath problem. We hope you will consider supporting us in this wonderful way. Large or small, we will be very grateful for any gift you make. Thank you.



For further information about leaving a gift to Buckinghamshire Mind in your will, please visit **www.bucksmind.org.uk/legacygiving** or email: **legacy@bucksmind.org.uk**

⁶⁶I'm so pleased to be able to take what I learned as a Peer Mentor and to be able to develop my skills and role even further to benefit others. ⁹⁶

How to send in your money.

We really appreciate your decision to raise money for Buckinghamshire Mind. People like you help to make a huge difference to everyone dealing with a mental health problem. That's why it's so important you return the money you raise to us as soon as you can.

Please pay all money raised to Buckinghamshire Mind within the agreed time limits. Please remember to send us any completed sponsorship forms so that we can claim Gift Aid.

After your event has finished and any sponsorship deadlines have passed, we will send you a certificate of thanks for the total amount we have received from you.

There are three easy ways to send us your money:

- 1) By cheque to be made payable to Buckinghamshire Mind. Make sure you write your name and your event on the back of each cheque. You can send the cheque to Buckinghamshire Mind, Ashton House, 14 Granville Street, Aylesbury, Bucks. HP20 2JR
- 2) Straight into our account for account details please contact us on **01494 463364** or email: **fundraising@bucksmind.org.uk**
- 3) Via our website: www.bucksmind.org/donate



Thank you - you're amazing!