



# Fundraising Pack

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## 1. Why support your local Mind?

Whilst Mind is a national charity, many local employers and communities are often unaware that local Mind charities are independent charities, although they receive national Mind support in certain areas, they receive no funding from them. Local Minds receive funding from local government grants, generosity of business and community donations and voluntary support for fundraising.

### What does your local Mind Charity do?

- Local Mind charities provide advice and support to help anyone experiencing a mental health problem. Raise awareness and promote understanding.
- Local Minds charities support over 513,000 people across England and Wales. Their services include supported housing, crisis helplines, drop-in centres, wellbeing groups, employment and training schemes, counselling and befriending.

There are many reasons why it is important to support your local Mind:

1. According to Mind, one in four people in the UK experience a mental health problem every year. While that number has not changed significantly over time, new evidence suggests it's getting harder for individuals to cope. Research published in 2016 revealed that the numbers of both men and women who reported self-harming, or having suicidal thoughts, has increased in recent years. The survey of 16-74 year olds was carried out by NatCen Social Research and the University of Leicester between 2000 and 2014.
2. With mental health services, likely to face increased demand, provision of those services faces an uncertain future. The majority of care — about 80 per cent — is provided by mental health trusts. According to research published in 2016 by The King's Fund, an independent charity, funding for mental health services for adults fell in 2011/12. Four years later, 40 per cent of mental health trusts were still experiencing year-on-year cuts to their income.
3. On a local level each Mind charity tries its best to serve the local needs of the local population and provide services that are accessible. However with rising pressures of modern day life, austerity and cuts to funding at a national and local level, an aging population and an increase in younger people experiencing mental health issues, there is a growing demand for support. Therefore there is a need more than ever to raise funds locally to support your local Mind charity so that they can continue to support those experiencing emotional and mental health.

## 2. About Music for the Mind

Music for the Mind is a fundraising initiative that was first conceived in 2008 by Bristol based business man, Richard Lowe, as a Corporate and Social Responsibility for Hewlett Rand in memory of his brother, James who took his own life following a period of mental illness in 1998.

Music for the Mind 2018 has two goals: to raise much-needed funds and to raise awareness of the stigma that's sometimes associated with mental illness. Says Richard Lowe:

*“James had asked that his condition remain private until he stabilised. When I look back, I believe he was concerned about the social stigma he may have been labelled with. Like many of us, James was proud and wasn't accustomed to showing this type of vulnerability.”*

Richard believes that more can be done to educate patients, their families and employers on where they can go for support.

*“Greater education is needed about the different types of mental health so that we can all feel far more confident about supporting those with mental health issues. Perhaps if we'd had more information about James's condition and what to expect, as well as what help was needed and where to get it, this could have provided greater support for both James and those close to him.”*

During 2018, twenty years following James's untimely suicide, Richard's ambition is to now create a longer-term legacy project from the Music for the Mind to support local Bristol, Bath and South Somerset Mind charities and wishes to encourage others to get involved and organise their own Music for the Mind event either in support, in memory or for the sheer joy of the power of music has in supporting mental health.

This fundraising pack has therefore been put together to provide you with further details of how you can get involved, how to organise your event and share your Music for the Mind event to support your Bristol, Bath or South Somerset Mind charity.

### 3. How to get involved

Your local Bristol, Bath and South Somerset Mind charities are keen to hear from both businesses and individuals who would like to be involved to organise their own Music for the Mind fundraising event.

Anyone who would like to organise a music-related activity can fundraise and we have provided some ideas and instructions for how to get involved.

#### a. Businesses

If you are a business, as part of your CSR work, why not stage your own musical event within your business or encourage teams within your organisations to organise a Music for the Mind event as a teambuilding initiative?

You may wish to contact your local Bristol, Bath or South Somerset Mind to provide some mental health awareness training to employees as part of your initiative but also to find out about the services they provide and volunteering support you could offer.

#### b. Individuals

If you have a musical talent you can organise a gig night with a local pub or performance in public. If you are a fan of a singer or band, why not stage a themed party dedicated to that particular genre of music with friends and family or even organise a karaoke fundraiser?

#### 4. How to organise a Music for the Mind fundraising event

Thank you for choosing to fundraise for us. We really value your help and want to give you the best possible support for your Music for the Mind fundraising event.

We have set up Neighbourly webpages for each local Mind charity so that you can associate your Music for the Mind fundraising event for either of the local Mind charities that you wish to support. Please select the local Mind you wish to support and register as a volunteer on the Neighbourly website. For help with registering as a volunteer on the Neighbourly website please see [Frequently Asked Question](#) or contact Tel: 0117 917 5333 or email [hello@neighbourly.com](mailto:hello@neighbourly.com)

Please follow these links for the Neighbourly Website Music for the Mind project pages for:

[Bristol Mind](#)

[Bath Mind](#)

[South Somerset Mind](#)

Here's what you need to do to get organised:

##### a. Logos

Please use your local Mind charity logo and the official Music for the Mind logo for any marketing flyers or online promotion for your fundraising event.

These logo image files can be download from the Music for the Mind Neighbourly Website for the local Mind Charity you wish to support for:

[Bristol Mind](#)

[Bath Mind](#)

[South Somerset Mind](#)



b. Backstory

Please include as much of the backstory to Music for the Mind as you can and the reasons why you are supporting your local Mind Charity.

At the very least, please include the following somewhere in your fundraising initiative:

Music for the Mind – An initiative dedicated in memory of James Lowe, 7<sup>th</sup> November 1967 – 5th April 1998

c. Your story or reason for your event

To personalise your event, we recommend you provide a brief description of why you have decided to fundraise for your local Mind. It might have been through your own personal experience of their support, a family member or because you are simply community spirited and you want to make a difference. Whatever your reason, it's helpful for others to understand your story or reasons.

d. Top tips for fundraising

**Make it fun or engaging!**

It is important that you enjoy your fundraising for us. Make sure that the fundraising activity as an organiser has an element of fun in it for you and others.

**Teambuilding**

As we mentioned earlier, if you are organising an event with work colleagues, try and give your fundraising activity a team building element. This way, not only are you raising vital funds for us, but also creating bonds between work colleagues.

**Get people talking**

The best way to get people interested in fundraising for your local Mind is to encourage people to find out about your local Mind charity and the services they provide for your local community. This will help to raise awareness and engage people to get involved with your fundraising event and your local Mind charity.

**Tell your employer, family and friends**

Involve your family, friends and work colleagues in the fundraising. Also, remember that some employers have a match giving incentive so please do check with your HR or CSR department as to what is available to support your efforts.

## Calendar Events

Base your events around memorable dates or holidays. These could be national holidays, memorial days, anniversaries, birthdays and you may find more people are available to take part in your event if you coincide with:

- Valentine's Day 14<sup>th</sup> February 2018
- Easter - Good Friday: Friday 30<sup>th</sup> March / Easter Monday: Monday 2<sup>nd</sup> April.
- Early May Bank Holiday: Monday 7<sup>th</sup> May 2018
- Mental Health Awareness Week 14<sup>th</sup> – 20<sup>th</sup> May 2018
- Spring Bank holiday: Monday 28<sup>th</sup> May 2018
- Summer holidays: Monday 27<sup>th</sup> August 2018
- World Mental Health Day – 10<sup>th</sup> October 2018
- Halloween – 31<sup>st</sup> October 2018

## Press coverage

Contact the local newspaper and let them know what you are doing. Google search for your local paper, radio and TV contacts to send any press releases. Some PR agencies will often support charity events for free to help you.

## Social Media

Social Media can really help you gain support, so please do share your event through as many social media channels. Please tag your local Mind charities @BristolMind @BathMind @SomersetMind and use our hash tag #Music4Mind.

## Twitter



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

- Use #Music4Mind
- Tweet regularly to keep followers interested but don't ask for money in every tweet
- Use hashtags # to group your tweets by subject and them easy to find
- Use TwitPic to post your photos
- Retweet others and ask them to retweet your messages
- Link your Twitter account to our online sponsorship page
- Follow us on Twitter - and we will retweet your posts



## Facebook



You can also spread the word about your fundraising activities using your friends on Facebook.

- Use #Music4Mind
- Please tag your local Mind charities @BristolMind @BathMind @SomersetMind
- Use status updates to keep everyone informed about your progress
- Always put a link to your online sponsor page
- Create a “group” or “event” and invite your friends
- Share your story: tell people why you are fundraising

## 5. How your local Mind can help

We want to give you the best possible support to help you reach your fundraising targets. We can supply:-

- Sponsorship form
- Leaflets and information on local Mind services and on Mental Health
- Collection Box

No matter how small the event, we aim to support everyone who raises money in support of us.

Contact details for your local Mind:

### **Bristol Mind**

Claire Farnworth

E: [officecoordinator@bristolmind.org.uk](mailto:officecoordinator@bristolmind.org.uk)

T: 0117 980 0370

W: [www.bristolmind.org.uk](http://www.bristolmind.org.uk)

### **Bath Mind**

Hannah Roper

E: [HannahRoper@bathmind.org.uk](mailto:HannahRoper@bathmind.org.uk)

T: 01225 617981

W: [www.bathmind.org.uk](http://www.bathmind.org.uk)

### **South Somerset Mind**

David Fields

E: [David.Fields@southsomersetmind.co.uk](mailto:David.Fields@southsomersetmind.co.uk)

T: 01935 474875

W: [www.southsomersetmind.co.uk](http://www.southsomersetmind.co.uk)

## 6. Fundraising Guidelines

There is always a set of rules and regulations in regard to fundraising for any charity to ensure you stay within the law. The information on this page may or may not affect you, depending on the type of event you are arranging.

### Licences

There are a number of fundraising activities for which you need a licence. You should check carefully on the relevant websites when you are planning an event to make sure you have covered the licensing requirements. For example, licences or permissions will be required for;

- Lotteries and raffles
- Collecting funds on the street
- Selling alcohol
- Public entertainment

### Insurance

Local Mind Charity insurance does not cover events organised by our supporters. You must make sure that you have an appropriate level of insurance in place for the activity or event you are carrying out. Check whether the venue or organiser has their own insurance which will cover what you are planning, you may be able to pay a small supplement for your event to be included on their policy. As a minimum, you need to ensure that you have public liability insurance for any event in which members of the public will participate.

### Health and Safety

You must ensure that you carry out appropriate risk assessments for your fundraising activity. A risk assessment is intended to help you identify the risk involved in your event or activity, assess the likelihood of the risk arising, find ways in which you might eliminate or reduce the risk.

There is a useful summary of how you might approach a risk assessment on the Health and Safety Executive website [www.hse.gov.uk](http://www.hse.gov.uk)

### Other useful websites

Fundraising - [www.Institute-of-fundrasing.org.uk](http://www.Institute-of-fundrasing.org.uk)

Raffle and Lottery Regulations - [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## 7. How to make you fundraising event donation

### Credit Card

Credit Card payment can be taken on the Neighbourly webpages for each local Charity. Please follow these links for the Neighbourly Website Music for the Mind project pages for:

[Bristol Mind](#)

[Bath Mind](#)

[South Somerset Mind](#)

### Cheques

Payable to:

- Bristol Mind
- Bath Mind
- South Somerset Mind

Please write 'Music for the Mind' on the back of your cheque.

### Bank Transfer

[Bristol Mind](#) – Sort code: 08-92-99 Account: 65050011

(Ref: M4M)

[Bath Mind](#) – Sort code: 56-00-34 Account: 24340685

(Ref: M4M)

[South Somerset Mind](#) – Sort code: 20-99-40 Account: 73414450

(Ref: M4M Hardy Appeal)

### Gift Aid

Gift Aid is simple and costs you nothing. If you are a UK tax payer we can claim an extra 25p for every £1 you donate. Each person sponsoring can do this too by entering their full name and address on the sponsorship form and ticking the "gift aid" box. This can be done online too.

## 8. Organiser: Music for the Mind Concert

In addition to your own Music for the Mind fundraising event you may wish to support the official Music for a Mind 2018 concert in aid of local Minds.

The gala evening will be held on Saturday 15th September at Cedars Hall in the cathedral city of Wells, Somerset. The full line-up of performers at the show will be announced closer to the date.

**A GREAT NIGHT OUT!**

**music**  
FOR THE  
**MIND**

**CEDARS HALL, WELLS**  
SATURDAY 15th SEPTEMBER 2018

**CHARITY CONCERT** *Featuring: Vocal Works Gospel Choir*

**TICKETS:** from £30  
• Special guest singers  
• Licensed bar

**DATE:** 15th September – 7.30pm

**BOOK:** Call Box Office: 01749 834483  
or email: [boxoffice@wells.cathedral.school](mailto:boxoffice@wells.cathedral.school)

ALL PROFITS DONATED TO BRISTOL MIND, BATH MIND AND SOUTH SOMERSET MIND

Design by: [www.loungedesign.co.uk](http://www.loungedesign.co.uk)

If you are a business you can sponsor an advert in the programme or purchase concert tickets. Tickets are limited.

**Thank you so much for fundraising for your local Mind Charity and Music for the Mind.**