



# Fundraising Pack

Thank you for choosing to fundraise for us. We really value your help and want to give you the best possible support to help in your fundraising activities. Below are some easy and well tested fundraising ideas for you to try.

### Simple fundraising

Get baking:- a simple bake sale at home, school or work is an easy and fun way to raise money for us

Coffee morning:- a tried and tested fundraising activity

Dress down day: - organise a dress down day (or dressing up day) at work

Competitions: - host a competition at work or school. This could be in the form of a quiz or team building event e.g. five-a-side football, golf tournament.

Music:- a great way to raise money with a feel good factor. Take part in Music for the Mind

<http://www.southsomersetmind.co.uk/music-for-the-mind.asp>

### Big fundraising

Take part in a sponsored event: running, cycling swimming.

For further ideas on challenges visit:- [www.doitforcharity.com](http://www.doitforcharity.com)



# The A-Z of fundraising ideas

<b>A</b>	Egg and spoon race	<b>M</b>	Sweepstake on sporting events
Abseil		Marathon running	<b>T</b>
Auction	Exercise bike race	Mini golf tournament	Talent show
Arts and crafts fair	<b>F</b>	Mountain climb	Tea party
<b>B</b>	Face painting	Music quiz night	Tennis Tournament
Bake sale	Family fun day	<b>N</b>	Tombola
Bath of beans	Fancy dress party	Name the teddy	Treasure hunt
BBQ	Fill a jar with coins	Non-uniform day	<b>U</b>
Bike ride	Five a side football	<b>O</b>	Unwanted gift sale/raffle
Bingo	<b>G</b>	Odd job day	<b>V</b>
Bungee jump	Games night	Obstacle Race	Valentine's Day event
<b>C</b>	Garden party	<b>P</b>	<b>W</b>
Car boot sale	Go-Karting	Paint balling	Wing walking
Car wash	Golf day	Pancake race	<b>X</b>
Carol singing	<b>H</b>	Plant sale	X-box tournament
Christmas bazaar	Halloween party	<b>Q</b>	<b>Y</b>
Coffee morning	<b>I</b>	Quiz night	Youth club events
Comedy night	Ice skating night	<b>R</b>	<b>Z</b>
<b>D</b>	Italian themed night	Raffle	Zumba-thon
Darts tournament	<b>J</b>	Running events	
Disco	Jazz night	<b>S</b>	
Dance Marathon	<b>K</b>	Salsa night	
Dress down day	Karaoke night	School disco	
Donations instead of presents	<b>L</b>	Skydive	
Dog walking	Ladies night	Sponsored silence	
<b>E</b>	Luncheon	Supermarket collections	
Easter egg hunt		Swear box	

# Fundraising Top Tips

## Make it fun!

It is important that you enjoy fundraising for us. Make sure that the fundraising activity has you are organising has an element of fun in it.

## Teambuilding

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

## Get talking

The best way to get people interested in fundraising for South Somerset Mind is to talk to people about our charity and the services we provide. Raising awareness helps in raising funds.

## Tell your employer

Involve your work colleagues in the fundraising. Some employers have match giving incentives.

## Calendar Events

Base your events to coincide with the time of the year, Easter, Christmas, summer, Halloween, Valentine's Day, World Mental Health Day.

## Press coverage

Contact the local newspaper and let them know what you are doing e.g. Western Gazette – [newsdesk@westgaz.co.uk](mailto:newsdesk@westgaz.co.uk)

## How we can help you

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 Mental Health
- Collection Box

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

# Fundraising Guidelines

There is always a set of rules and regulations in regards 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/activity 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

South Somerset Mind's 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 had 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	<a href="http://www.institute-of-fundraising.org.uk">www.institute-of-fundraising.org.uk</a>
Raffle and Lottery Regulations	<a href="http://www.gamblingcommission.gov.uk">www.gamblingcommission.gov.uk</a>
Catering fundraising	<a href="http://www.food.gov.uk/">http://www.food.gov.uk/</a>



It's easy to spread the word about 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 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



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

- 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

### How to send your money

Check our website for ways to donate either online through Virgin Money Giving or with a good old fashioned cheque made payable to South Somerset Mind or cash.

### 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 on line too.

Thank you for fundraising for us  
– it means a lot and makes a  
difference to people's lives.

