Oxfordshire Mind

Oxfordshire Mind Fundraising Pack!



Welcome to the Oxfordshire Mind Team

We're Oxfordshire Mind, the mental health charity

We're here to make sure that anyone with a mental health problem has somewhere to turn for advice and support.

Why we're here

We won't give up until everyone experiencing a mental health problem gets both support and respect. All of our work starts by offering people somewhere to turn to find help. We're as near as the phone - our Information Line answers over 10,000 calls from people a year.

Why we need you

Our work relies on people like you. People who give their time, money, energy and passion to make sure Oxfordshire Mind can be there for everyone who needs us. Every penny you fundraise for us will help even more people who are affected by mental health problems.

How we can help you

However much you're aiming to raise, we're here to help you and give you all the support you need. This guide is full of hints and tips to help you organise your fundraising event and make it as successful as possible.



Whatever you need, we're here...

Call 07803 520359 / 07708 072901 or email fundraising@oxfordshiremind.org.uk

You're helping change lives

By fundraising for Oxfordshire Mind, you're bringing us closer to a world where no one faces a mental health problem alone. Here's what you helped us achieve between April 2021 and March 2022:

9,276



contacts to the Information Service, providing information in a timely and expert manner on the phone, via email and text.

117



people were provided supported housing; preventing homelessness, supporting their recovery and increasing their quality of life.

551



people were supported through our Safe Haven project and 2,801 support sessions were provided in the last year.

11,000

were supported by Oxfordshire Mind in 2022- 2023



How your fundraising helps



could support someone out of work due to their mental health make a claim for Universal Credit



could help people keep in touch through an online peer support group



could fund an 8 week course for someone to learn how to manage their emotions

A handy A-Z guide of fundraising ideas

Sometimes it can be hard to get started with your fundraising. We've put together an A-Z of fundraising ideas to give you a helping hand.

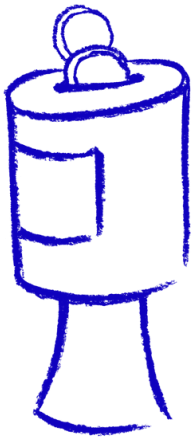
Arts & crafts
Abseil
Auction
Bake sale
Bake off
Bingo
Birthday fundraiser
Crafternoon
Cheese & wine evening
Come dine with me
Disco
Dinner party
Easter egg hunt
Ebay your clutter
Fashion show
Fancy dress day
Golf day
Guess the weight
Halloween party
Head shave
It's a Knockout
Jumble sale
Jewellery making
Karaoke night





Livestream
Loose change collection
Music event
Matched giving
Non-uniform day
Name the...
Office fundraising
Online tutorials
Photograph competition
Pamper day
Quiz night
Raffle
Skydive
Sports day
Treasure hunt
Tea party
University challenge
Variety show
Walk
Wax it
X-Factor Competition
Year long challenge
Zumba

Getting started



Not sure how to begin your fundraising?
No problem. Here are a few top tips to get you started.

Do some research

Talk to family, friends, colleagues and neighbours about your plans and get them to help with ideas.

Make a plan

Decide what you're going to do, when you're going to do it, and how much you want to raise. Set yourself goals and deadlines and then review your progress to check if you're on target.

Raising sponsorship money

Asking people to sponsor you can be a quick and easy way to raise money. Give your friends and family sponsorship forms and challenge them all to collect a certain amount for you.

Shout about it



If your family, friends and colleagues don't know what you're up to, they can't get involved - so make as much noise as you can and let everyone know what you're doing and why.

Get online

When it comes to fundraising, the internet is your best friend. The easiest way to collect donations is to do it online. See our `raising money online' page for more information on how to set up a fundraising page and make the most of online fundraising.

Don't forget your resources

You will find a sponsorship form, collection box and poster template in this pack - we hope these come in handy! We also have leaflets, T-shirts, and tins. Contact the fundraising team on 07927 586977 / 07803 520359 or email fundraising@oxfordshiremind.org.uk



1 in 4 people will experience a mental health problem in any one year

Take a look at our website for tips to boost your fundraising.

www.oxfordshiremind.org.uk/support-us/fundraising/

Boost your fundraising

Try these simple suggestions and give your fundraising a boost.

to raise £50

- Share your online fundraising page on payday. Who doesn't feel more generous when they've just been paid?
- Ask for donations for your birthday instead of gifts. You don't really need any more socks, after all.
- Arrange a bake sale at work or school. Choose a theme - like Halloween, Wimbledon - and give a prize to whoever makes the best cake?

to raise £100

- Contact your local supermarket and ask to pack bags and collect donations while you do it. See 'The legal bit' page for our guide to holding a collection.
- Have a clear out and head to a car boot sale. You'll be amazed at how much your long forgotten loot will raise.
- Hold a pub quiz. You can download our pub quiz template from our website. Plan your questions and give everyone a great night while watching your fundraising total soar.

to raise £250

- Organise a raffle. Contact local shops and businesses to ask for donations you can use as prizes. We can provide a letter confirming your fundraising.
- Some employers offer some sort of matched giving. This could be a one off donation, or matching the whole amount you have raised. Check with your employer to see if they offer this and boost your fundraising!

The five ways to wellbeing

Look after your own mental health while you're fundraising with these handy tips.

1. Connect... Contact us whenever you need us and connect with everyone who might be willing to get involved and help out.
2. Be active... Clear your head with a walk, run, cycle or swim - solo or with friends.
3. Take notice... Make a conscious effort to appreciate the world around you and take time out to reflect on your fundraising experiences.
4. Keep learning... Fundraising is a great way to try new things and to discover talents you didn't know you had.
5. Give... You're already doing this one, thank you for making a lasting different to Oxfordshire Mind.

Sponsored events

Competing in a sponsored sports event is a great way to support Oxfordshire Mind. We're incredibly grateful to those who choose to do so.

Reading Half Marathon



Support our work in Berkshire West and sign up to the Reading Half Marathon!

The Reading Half Marathon not only takes in the highlights of the centre of Reading where you will experience huge crowd support but also passes through the beautiful grounds of the University campus.

So whether you run for fun, run to stay fit, run for a club, or run professionally the Reading Half Marathon is for you!

- April - visit our website for an exact date
- Fundraising target: £200
- Registration fee: £15

Blenheim 7k



World Heritage site Blenheim Palace in Woodstock, Oxfordshire is the spectacular location for this family-friendly fun run with a beautiful lakeside off road section.

Three events to choose from and one great day out:

- The main 7k
- 4 miles for buggies and wheelchairs (note it is a challenging route for wheelchairs)
- 1 mile for under 15s

- May - visit our website for an exact date
- Fundraising target: £200
- Registration fee: £15

For more information visit https://bit.ly/OxMindSportsEvents

To participate please contact us at fundraising@oxfordshiremind.org.uk or on 07803 520359.

Sponsored events

Oxford Half Marathon



Whether a seasoned runner or a newbie to the race, join us for a weekend of celebrations and running in the city of dreaming spires.

Live entertainment and DJs will keep you running (or dancing – we won't judge) to the finish line as you take in the stunning sights of Oxford.

- October - visit our website for an exact date
- Fundraising target: £200
- Registration fee: £15

Skydive

Experience the biggest adrenaline rush of your life! Skydive for Oxfordshire Mind and help make sure no one has to face a mental health problem alone.

- Date: You can choose a date that suits you best.
- Fundraising target: 10,000ft – £500. 15,000ft – £600 (This must be raised by 5 weeks prior to your skydive)
- Registration fee: £50

Mental Elf



Walk, jog, skip, or run this 5k family fun run and have lots of festive fun whilst raising funds to support people in Oxfordshire with their mental health.

This event is for all abilities and ages and focuses on bringing people together, not only to fundraise, but to raise awareness of mental health and wellbeing.

- December- visit our website for an exact date
- Fundraising target: £40
- Registration fee: £15

For more information visit https://bit.ly/OxMindSportsEvents

To participate please contact us at fundraising@oxfordshiremind.org.uk or on 07803 520359.

By joining the team you will receive:





Knowledge that your funds will support over 10,000 people within Oxfordshire who struggle with their mental health

A dedicated point of contact throughout your journey to provide support with fundraising and training to help you smash your challenge



An OxMind running vest or t-shirt

For more information visit https://bit.ly/OxMindSportsEvents

To participate please contact us at fundraising@oxfordshiremind.org.uk or on 07803 520359.

How your fundraising helps

By fundraising for Oxfordshire Mind, you're bringing us closer to a world where no one faces a mental health problem alone. Lyndsay, one of our service users, who volunteers as one of our Experts by Experience, shares his story:

After being bullied at University Lyndsay experienced feelings of anxiety, depression, hopelessness and withdrew from friends and family. He later experienced symptoms of mania and psychosis and was diagnosed with Bipolar Affective Disorder. Since attending Oxfordshire Mind's self-esteem course, peer support groups and volunteering, Lyndsay's confidence has developed. He has made lifelong friendships with others who use our services.

"I remember hardly leaving the house when I was very ill, but I knew it was ok to feel that way with other people who had been there, and there were no expectations of me. If I wanted to sit quietly I could. Other service users can help us understand our illness better and staff are able to point people in the right direction of things like mental health services and housing support."

Lyndsay talks about Oxfordshire Minds peer support groups which bring together people who have a shared experience with mental health in a safe and welcoming space.

On behalf of Lyndsay and everyone else who has used our services, or who may need us in the future, thank you for supporting Oxfordshire Mind.



Raising money online



Fundraising online is great - it's free, it's quick, it's secure, donations reach us automatically and you can reach dozens, hundreds, or even thousands of people.

We recommend using www.justgiving.com/oxfordmind.
JustGiving takes you through the process of setting up a page step by step.

Top tips to make the most out of your fundraising page

Make it personal

Tell people why you are raising money for Oxfordshire Mind. Set your fundraising target, tell your story and add a photo of yourself in your Oxfordshire Mind t-shirt. Adding photos and videos to your page are a great way to tell your story and engage people with your fundraiser! You could even live stream directly on your page to show how you are raising money.

Don't be shy

Email everyone you know with a link to your page and ask them to forward it to their contacts as well. And don't be afraid to send it round again! People with good intentions may also be forgetful.

Share

Post a link to your fundraising page on Facebook, Twitter, Instagram or your other social media channels. Add a link to your email signature, post it on your company's intranet and add to your own website if you have one. JustGiving allows you create a QR code which when scanned links straight to your fundraising page- print this off and pin it to noticeboards. If you're taking on a physical challenge, why not connect your page to your Strava or Fitbit account? It's a great way to share your progress. Also share your online fundraising page on payday. Who doesn't feel more generous when they've just been paid?

Keep going

Remember to keep raising money following your event. Add photos, updates and achievements to your fundraising page and social media. It's a handy final prompt to anyone who's been meaning to donate.

Say thank you

Write a personal `thank you' and send it to everyone who sponsors you. Also thank people on social media, it's a great way to get the word out too.

Shine on social media



Share your motivation

Is this the first time you've done something like this? Do you have a personal reason for fundraising for Oxfordshire Mind that you're happy to share? Bring to life what you're doing and boost your fundraising total.

Facebook can be a powerful tool to raise awareness of your fundraising.

- Use status updates to keep everyone informed about your progress (and always include a link to your fundraising page)
- Make your profile picture relate to your fundraising event and update regularly
- Create a Facebook event and invite your friends to join
- Set up a Facebook Giving page and raise money directly through Facebook
- When your friends sponsor you, thank them with a status update
- Don't forget to share your story - people you know will care about your reasons for raising money

Spread the word about your fundraising in just 280 characters on Twitter.

- 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 easier to find
- Link your Twitter account to your online sponsorship page
- Follow us on Twitter and share your activities with us @oxfordshiremind so we can retweet them

Use Instagram to keep everyone updated and increase your fundraising.

- Giving updates on your fundraising goal shows your followers your progress. If you are close to certain markers, ask for an extra boost to get you there
- Post a link to your fundraising page in the info section of your profile. Then remind your followers in your captions that they can find the link there
- Use hashtags to group your photos by subject and make them easier to find
- Tag your photos with @OxfordshireMind so we can see the fun you've been up to

Getting the word out

Publicity is a really important part of successful fundraising. The more people who know you are doing something amazing for Oxfordshire Mind, the more people will support you.

It can be helpful to explain the difference your fundraising is going to make to people with mental health problems, so please visit oxfordshiremind.org.uk for more information about our services.

We're here to help

Email us at fundraising@oxfordshiremind.org.uk for a press release template.

Advertise

Use your poster template in this pack and put posters up in shops, libraries, cafes, notice boards, your workplace or wherever possible. Don't forget to add your fundraising details to the poster!

Get in the papers

Local media such as newspapers like local stories and are a good opportunity to raise awareness of your fundraising efforts.

Be original

Local news outlets will be more likely to feature your story if you can provide an unusual angle or talk about your personal reasons for supporting Oxfordshire Mind.

Think about why you want coverage

If you want to publicise an event to get people to attend, issue a press release before your event. And then issue a post-event release with photos to celebrate your success. If you want help in writing a press release, get in touch and call 07927 586977.

Make it visual

Be prepared to be photographed, either by a media photographer or take your own photos and send them to journalists. Make sure you wear your Oxfordshire Mind t-shirt.

Be ready for radio

Radio can be a really useful way of getting word out. Call your local radio station and tell them about your brilliant plans. If you're interviewed, plan what you want to say beforehand so you can remain calm and confident on air. We can help you prepare and give you tips for radio success.

Oxfordshire Newspapers

- Oxford Mail
- The Oxford Times
- Oxfordshire Guardian
- Herald
- Jericho Echo

Oxfordshire Radio

- BBC Radio Oxford
- Jack FM
- Jack FM 2
- Heart FM
- Destiny 105.1 FM



The Legal Bit

Everything you do when you are raising money for Oxfordshire Mind needs to be both legal and safe. There are a number of guidelines you will need to follow.

Collections...

- You have to be over 16 to collect money.
- If you collect on private property (like a shop, train station or pub) you need to get the permission from the owner.
- To collect on the street, you need to get a licence from your local Council or the police.
- Please contact us if you are planning to hold a collection so we can talk you through the basics and send you collection tins.

Putting on a spread..

- Everyone involved in the preparation and serving of food must have a basic understanding of food hygiene.
- You need an alcohol licence from your local Council to sell alcohol.

Putting on a show...

- If you're organising entertainment (music, dancing, etc.) at a venue that does not have a Public Entertainments Licence, you will need to get one from your local Council.

Raffles or lotteries...

- Lottery or raffle tickets must not be sold by, or to, anyone aged under 18.
- You'll may need to apply to your local Council for a licence to hold a lottery or raffle - find out more here www.gamblingcommission.gov.uk/
- Private lotteries and raffles do not need a license as long as tickets are only sold to members of a club or to staff within a workplace.
- You don't need a licence for a raffle at a social event, as long as the raffle is not the only reason for the event, and you only sell tickets and draw and announce winners at the event.

You might need insurance...

- Oxfordshire Mind cannot accept any liability for any event you organise, so it is important that you arrange appropriate insurance cover.
- Most venues will have their own insurance, but check whether the public are covered.

Health and safety...

- Please do not do anything unsafe or illegal as Oxfordshire Mind cannot be held responsible and we really don't want you getting into trouble.
- Do a risk assessment for each event to consider how any risks are going to be minimised and how to deal with emergencies.

The Mind brand

If you would like to use our special supporter logo on your own materials, please email fundraising@oxfordshiremind.org.uk. Please don't use our logo without first checking with us.

In aid of Oxfordshire mind



If you are unsure about any aspect of your fundraising, please contact us on 07708 072901 / 07803 520359 or email fundraising@oxfordshiremind.org.uk

Job done? Well done!



You've completed your challenge - congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

How to send in the money

We really appreciate your decision to raise money in support of Oxfordshire Mind.

Once you've had time to reflect on your achievement, you'll want to collect any sponsorship money and get the money you've raised to us so it can make a difference as soon as possible.

- If you used a JustGiving (or similar) to collect contributions, then the funds will come to us automatically.
- Got a collection box? Please leave it sealed and return it to us at Oxfordshire Mind, 2 Kings Meadow, Osney Mead, Oxford OX2 0DP.
- Donate online via our website by clicking on the `Donate' button, and let us know so we can thank you.
- If you'd rather send a cheque, please send them to: Fundraising, Oxfordshire Mind, 2 Kings Meadow, Osney Mead, Oxford OX2 0DP. Cheques are made payable to Oxfordshire Mind.
- Please make sure you send all money to us within two months of your event

Don't forget to...

giftaid it

Send completed sponsorship forms to us so we can collect Gift Aid and make your donations go even further.

If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!

Thank you!

Oxfordshire mind

2 Kings Meadow, Osney Mead,
Oxford, OX2 0DP

07803 520359 / 07708 072901
fundraising@oxfordshiremind.org.uk
www.oxfordshiremind.org.uk

Registered Charity Number: 261476. Registered Company Number: 4343625. Registered office: 2 Kings Meadow Osney Mead Oxford OX2 0DP

Registered with FUNDRAISING REGULATOR

www.oxfordshiremind.org.uk/support-us/fundraising/