

 mind
Scarborough,
Whitby and
Ryedale



FUNDRAISING GUIDE

Help us ensure

NO mind is left behind

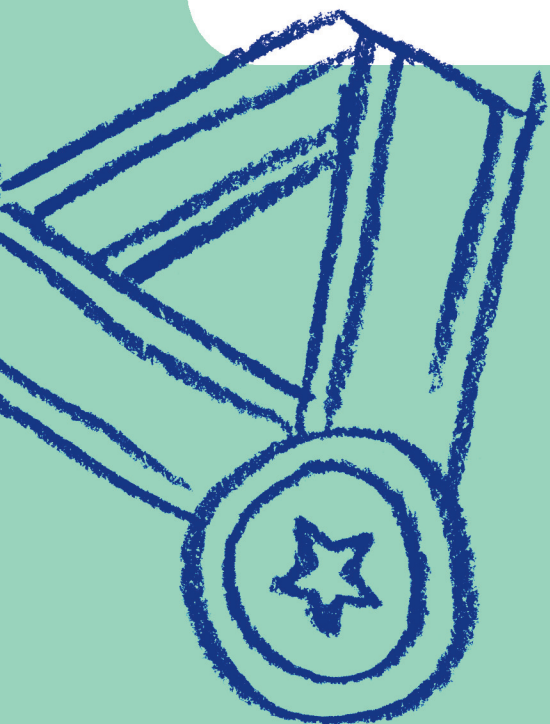




**Welcome to team
#swrmind**

This book belongs to...

.....



Top Tips



Set a Clear Goal

Decide on an amount you aim to raise and share this with those supporting you. You could even break your goal down into smaller milestones and create little celebrations along the way!

Share Your Story

Tell people why you're fundraising for Scarborough, Whitby and Ryedale Mind - personal stories really resonate with people and inspire them to donate!



Make it Fun

Be creative with your fundraising ideas - host bake sales, quizzes, fancy dress days, or fitness challenges. The more engaging your event or challenge, the more people will want to get involved

Use Social Media

Share updates, photos, and videos on Facebook, Instagram and TikTok - make sure you include your fundraising link and tag SWRMind in your posts!



Top Tips

Engage Your Community

Approach local businesses for sponsorship and prizes and involve friends, family and colleagues.



Set up a Justgiving Page

Head to www.justgiving.com/swrmind and hit Fundraise. This is the quickest and easiest way to set up a secure page for people to donate, and the funds come straight to us at the end of your campaign.

Match Funding

Check if your employer offers match funding - this means they agree to donate the same amount you raise and will double your donations!



Gift Aid!

Gift Aid allows us to claim the basic rate tax from donations - which is 25p for every £1 at no extra cost to the donor. Make sure your supporters select Gift Aid when donating via JustGiving or tick the Gift Aid box and complete their details on the sponsorship form in our downloadable fundraising pack.

Your Fundraising Makes a Huge Difference!

Fundraising isn't just about raising money; it's a key way to support Scarborough, Whitby, and Ryedale Mind as we work to boost mental health in our community.

Every little bit helps us provide important resources for projects that genuinely change lives. When you get involved in fundraising, you help us cover everyday costs, launch new projects, and grow our impact. Your support not only helps us financially but also supports us in raising awareness about mental health, bringing more people into the conversation.

By uniting people who care about mental health, we can create a strong network of supporters. These connections are super valuable because they provide not just financial support but also advocacy and volunteer help, allowing us to spread our message further.

Together, we can keep growing and making a difference. Your role as a fundraiser is vital for our long-term success. Join us in our mission to make a lasting impact on the lives of those facing mental health challenges. Your support truly matters!



What Your Fundraising Can Do...

- £10 could keep a telephone volunteer in touch with people facing isolating and loneliness for a month.
- £50 could provide a one to one home visit by one of our mental health outreach workers, providing personalised support to someone living with mental illness
- £150 could pay for our monthly young people hub, providing an opportunity for young people to socialise, learn and support each other in a safe, welcoming space.
- £280 could pay for a course of talking therapy, helping someone facing mental illness to tackle the root causes and build coping skills for long term wellbeing
- £1,000 could pay for the expenses of our volunteers for 3 months
- £5,000 could pay for 50 workshops on improving mental health, building resilience and empowering self-care

Staying Safe

Whatever fundraising activities you're planning, prioritizing safety is essential. Let's explore some key health and safety guidelines.

Online Fundraising Safety

When fundraising online, it's crucial to use reputable platforms. Look for SSL certificates to ensure your transactions are secure. Protect your personal information by creating a separate email account dedicated to your fundraising activities. Always verify donor identities, especially for larger contributions, and be vigilant against phishing attempts—never share sensitive information.



In-Person Fundraising Tips

For events like bake sales or raffles, choose busy and familiar locations to attract more participants. Hosting your events during daylight hours enhances safety for everyone involved. If you're going door-to-door for donations, always work in pairs and inform someone about your plans. Remember to carry a charged phone and try to avoid holding large amounts of cash.



Food-Related Guidelines

If you're organizing food-related fundraising activities, such as bake sales, ensure that all food items are clearly labeled, including ingredients, to mitigate allergy concerns. Maintain proper hygiene while preparing baked goods—wash your hands and use gloves. Store baked goods at safe temperatures to prevent spoilage. Check [food.gov.uk](https://www.food.gov.uk) to check for further advice and guidelines.



Your Fundraising Plan:

Details:

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Place & Time:

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Fundraising
Target:

£ _____

Notes:

[illegible]

Paying it in!

You're a fundraising hero! Thank you!
Now you've completed your fundraising, all you need to do is make sure the funds get to us by following the instructions below.

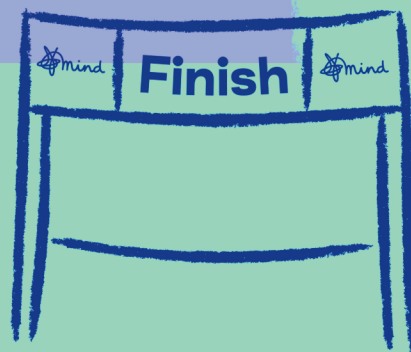
If you used JustGiving to collect donations, you don't need to do any more, we'll be in touch shortly to shower you with gratitude.



Otherwise, you can use Just Giving to pay in the raised funds by visiting <https://www.justgiving.com/swrmind>

You can also pay by bank transfer with the below details:
Unity Trust Bank PLC
Account Name: Scarborough Whitby and Ryedale Mind
Sort Code: 608301
Account Number: 20241373

Or, if you'd like to hand it to us in cash, you can contact the office on 01723 339838 and we'll arrange to collect, or for you to drop it off at our offices.



Don't forget to share your success with everyone and let them know how much fun you had fundraising for us!

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Scarborough Mind



www.justgiving.com/swrmind

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