



 mind CPSL

# Fundraising Starter Kit

Thank you for fundraising for CPSL Mind.

[www.cpslmind.org.uk](http://www.cpslmind.org.uk)

Charity No: 265087

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## About us

Cambridgeshire, Peterborough and South Lincolnshire Mind (CPSL Mind), is the local Mind charity for the residents of Cambridgeshire, Peterborough and South Lincolnshire.

We provide a wide range of services across the county to support those recovering from mental health challenges, promote positive mental health and tackle mental health-related stigma and discrimination within our communities. We are also recognised as one of the leading local providers of mental health-related training and are known both locally and nationally for our campaign work.

Our vision is that everyone in Cambridgeshire, Peterborough and South Lincolnshire who faces mental health challenges has equal access to the support they need to recover and can live a fulfilling life without fear of discrimination.

## Our Services

We provide direct support to more than 2,000 local people every year. Our services include:

- Good Life Services – Peer Support Groups, Open Door Calm Spaces, Good Mood Cafes.
- Changing Lives talking therapies – Cognitive Behavioural Therapy (CBT) and Counselling.
- Out of hours crisis support (The Sanctuary)
- Qwell – online wellbeing support
- Supporting new Mums Perinatal services
- Support for University students



**This service has been invaluable in helping me to navigate my way from a very painful, confused and isolated emotional position to a stable and optimistic mind-set**



**Everyone was so nice and caring and not judgemental at all towards me having a mental health condition. This was the first time in my life I actually felt like a normal person**



## Fundraising with friends

The aim of any fundraising event is to raise money, but we also want it to be fun. Always choose an activity you personally enjoy. It can be a great way to bring friends together or to perhaps meet new ones.



### Zumbathon

If you are feeling sporty you could organise a sponsored Zumbathon at your local gym. It doesn't have to be Zumba, any fitness activity can be sponsored and exercise is a great way to improve your wellbeing.

### Black tie dinner

A black tie dinner and dance is a fun evening of dance and food. Large events can be costly to organise so you can try and ask local businesses to donate prizes and even see if a local band or DJ will donate their services for free.



### BBQ

BBQs are a great fundraiser. The event can be as small or large as you want and everyone can help by bringing a dish. You can raise funds by charging everyone an admission fee. Organising an auction or raffle for the adults and maybe a lucky dip and face painting for the children can also increase your fundraising total!

### Coffee morning

Coffee mornings are a great excuse to get your friends and family together and are one of the most popular events to organise. Simply bake lots of delicious, sweet treats as well as serving up some hot drinks either at your home or at a local community centre.

### Bring and buy

Traditional, but always a winner. Get your friends, colleagues and family to clear out all of their unwanted items and set up a 'bring and buy' stall. If some of your friends are particularly creative, they could make something to sell.



Top tip - remember to take lots of photos of your event. We love to see what you are up to! Tag us on social media at @cpslmind.

# Fundraising at work

Fundraising at work is a brilliant way to engage staff and bring people across your organisation together. People are busy at work, so it is a good idea to keep these ideas simple and easy to do.



## Cake Sale

Who doesn't enjoy a bit of cake with their afternoon coffee? If everyone brings something in to work, it is amazing how much money a cake sale can raise.



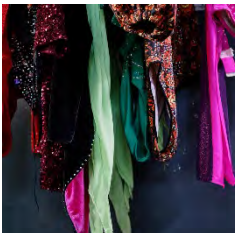
## Who's the baby?

This one is always guaranteed to get people laughing and it is easy to do. Collect baby photos from everyone in the office and try to guess which baby has become which adult.



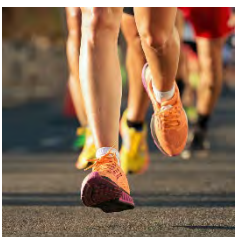
## Run a raffle

You can run a raffle and approach local companies for prizes. In return, you can mention them on any promotional material such as poster.



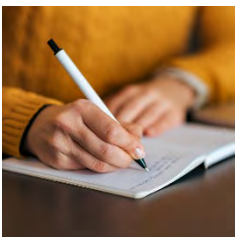
## Dress down day/ fancy dress

Every employee brings in £1 and they can dress down for the day. Alternatively, fancy dress such as 80s theme or superheroes are always popular. It doesn't have to be labour intensive; it can be as simple as asking everyone to wear a silly wig to work.



## Sign up for a local sporting event

There are lots of sporting events in your local area including marathons and cycle events. Encourage your colleagues to join an event as a team. Please contact us and we can research all the sporting events in your area.



## Quiz

A quiz can be a great way of having fun and raising money that involves a little bit of healthy competition. Your quiz could be based on general knowledge, sport or have a topical theme. Participants could pay an entry fee with prizes being awarded to the winners.



Top tip – Always ask the CEO if the company will match fund your donation.

# Fundraising Challenges

Extreme challenges come in all different shapes and sizes. From amazing feats of endurance to once in a lifetime, unforgettable adventures. There is something for just about everyone and they can take place both in the UK and overseas.

We are always very impressed and genuinely moved when someone makes the commitment to dedicate their time and energy to an activity which requires a significant amount of training and courage.



Top tip – Try and personalise your page with a message, image and target. Try to update it regularly to let your sponsors know how your training is coming along.

Online Giving is a key tool to successful fundraising for a challenge event. Make sure you set up your online fundraising page early and post the link to your Facebook page. Email the link to all your friends and family, letting them know what your target is and what you are fundraising for.

If you want to push yourself to the extreme for a good cause, you have plenty of options. Here are just some of the activities, you can think about:

- Marathon
- Cycle ride
- Swimming
- Muddy obstacle race
- Sky diving
- Trekking
- Triathlon
- Bungee jumping
- Abseiling
- Mountaineering
- A world record attempt



## Tag us on social media!

We love to stay up to date with your fundraising efforts – if you are taking on a challenge, follow and tag us in photos or videos of your fundraising on social media!



[@cpslmind](https://www.facebook.com/cpslmind)



[@cpslmind](https://www.instagram.com/cpslmind)



[@cpslmind](https://twitter.com/cpslmind)



[@cpslmind](https://www.linkedin.com/company/cpslmind)

# Online Fundraising

These are just some of the ideas that you can hold virtually! Set up a Just Giving Page for your event and invite your friends and family to donate and get involved.



**Virtual Quiz** - Use Skype, Facetime, Zoom, Twitch or Google Hangouts to hold a virtual quiz. Set up a JustGiving page and ask participants to make a donation to take part.

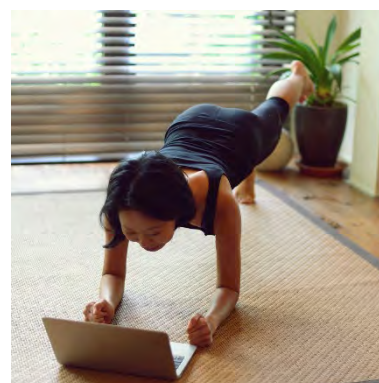
**Virtual Classes** – Perhaps you have a skill such as drawing, yoga, a language or a music talent that you could share with others through Facebook live, Instagram Live or YouTube?



## Bingo or cards game challenge

There are more than three million bingo players in the UK and let's hope you get a full house! Encourage friends to join you online for a game of Snap or 21? Set up a date and time and spend the evening with friends.

**Virtual Crafternoon** - Get together with your friends and family online for a virtual creative afternoon or evening. You will complete something creative, whilst spending time with your favourite people. Set a time and date, find ideas or use the skills you already have such as life drawing or knitting and ask participants to donate directly to our website or you could set up a JustGiving page



## Home workout challenge

Keep fit whilst raising money - It could be that you reach a particular mileage or complete your favorite home workout every day for a week. You could even take part in a stair challenge where you can climb the height of a famous peak or building using the stairs in your home. The sky is the limit!

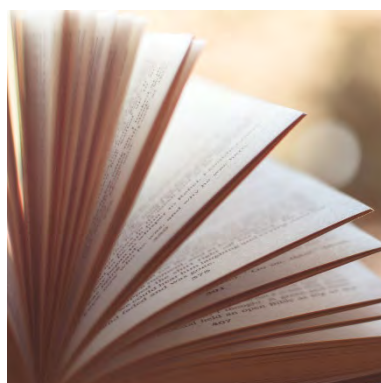


**Guinness World Record-** Could you be the next world record holder? Please go to the Guinness World Records website to learn how to complete a challenge safely ([www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)).



### **Online Gigs**

If you have a talent such as singing or comedy, now is your time to share it! Take it online to a virtual gig or onto platforms such as YouTube or Instagram Live.



### **Virtual book clubs**

Take your book club online or set up your own online book club. Donate the money that your group would have spent in the café to CPSL Mind.



### **The great CPSL Mind Bake Off!**

Set up a challenge to see who the best cake decorator is. After showing the cakes on social media, you can vote to see who is crowned the 'Bake Off Champion'.

### **Through the keyhole**

Could you play this T.V. game show from home with colleagues or friends? Take some photos or a short video and get your colleagues to do the same. Then guess who lives where. Set up a JustGiving page and then donate to enter.



# Planning and Preparation

Whilst fun and rewarding, organising a fundraising event can at times be both hard work and stressful. However, with the right amount of planning and preparation, both the work and the stress can be minimised. Here are a few tips to help you:

## 1. Choosing an activity

If you have not organised an event before, be careful not to be too ambitious with your first fundraiser. Always try to choose something that you know you and your friends will enjoy. The more fun everyone will have, the more successful you will be.

## 2. Set a Date

Once you have chosen what you want to do, set a date and then plan backwards. Make sure you have enough time to plan everything. You want to enjoy the process, not be tearing your hair out because you only gave yourself a week to sell 60 tickets. Also make sure your fundraiser does not clash with another local event which might stop people from attending.



## 3. Don't do it all by yourself

Fundraising is always so much more fun when you are doing it with others and you don't want to put yourself under too much stress. Get family and friends together, write a list of everything that needs to be done and divide the work up evenly,

## 4. Promotion

Once you know what you are doing, you now need to SHOUT ABOUT IT!!! Social media is your biggest friend. You might want to set up a Facebook group for all of those involved to keep them updated and motivated. If you are selling tickets, using an online service can help you.

Tag us in your fundraising journey!



@cpslmind

## 5. Set a target

It's always a good idea to have a target to aim for, especially if you and your friends are doing a sponsored challenge. Set everyone an individual target. It's amazing how well they will do when they know what they are aiming for.

## 6. Don't be afraid to ask!

If you are doing a raffle or an auction, it's always sensible to ask local companies if they are able to help. We can always provide you with a letter to confirm you are fundraising on behalf of CPSL Mind. Also if you are organising an event which needs items such as decorations, entertainment, food etc, again always try and see if a local business will donate it. You may want to offer them some free publicity in return.

## 7. Say thank you!

Once your event is over don't forget to thank everyone who was involved. Make sure you email or write to all of those who donated prizes, services and their time to let them know how much was raised and what a difference their contribution made.



## How you can make a difference

Your fundraising will contribute to our vital services for local people. Here are just some examples of how you could help:

**£30**

Could give telephone or email help to someone in distress.



**£100**

Could fund a one-hour mental health awareness session for a local school or community group.



**£150**

Could provide specialist training for one volunteer, who will go on to support up to 10 people in the community.





## How we can help you fundraise

Once you have decided to fundraise for us, let us know your plans!



Once you have registered your fundraising event with us, you will be assigned an account manager who will advise and assist you to ensure your fundraising event is as successful as possible. Ways in which CPSL Mind can help include:

### Planning

We can advise you on what you need to think about when putting your event together to ensure it is successful.

### On the day

We can supply you with donation pots, balloons and promotional material to help maximise your fundraising income. Whenever possible, we do try to have one of our team attend your event so we can thank everyone in person and let them know the difference their donation will make.

### Promotion

If you would like to promote your event to encourage participants, we can write and submit press releases to the local papers and we can post on Facebook, Twitter and website. We can also help you set up your online giving page.

### Saying thank you

As a local charity, your support means a great deal to us. We always enjoy being given the opportunity to say thank you, so please take lots of photos at your event so we can shout about what you are doing. Again, we are also happy to organise a cheque presentation and provide a talk to friends/members/colleagues about the work we do and the difference that your donation will make.

## How to keep it safe and legal

Fundraising is all about having fun and raising money, but in order for those two things to happen your event needs to be well managed. There are several areas which require careful planning and there are certain fundraising regulations you must abide by.

As CPSL Mind are not responsible for your event, below you will find some information and guidance along with website addresses which will help give you further clarification. However, if you are unsure or need any advice, please do not hesitate to contact us.

### Collecting tins

If you want to collect in a public place, you will need permission from the local council. Please contact them to find out what the rules are as it differs between regions. It is illegal for anyone under the age of 16 to take part in street collections. If you would like to collect on private property (e.g a supermarket or train station) you will need permission from the manager.

### Food hygiene

If you are selling food during your event, you will need to make sure that the vendor/caterer is licensed. If you are making food yourself, make sure all food is prepared, cooked and stored correctly. A useful website regarding food hygiene regulations is: [www.food.gov.uk](http://www.food.gov.uk)

### Raffles and lottery

Generally speaking, raffles sold and drawn on the same day, at a fete or event for example, do not need a licence. Other raffles and lotteries are subject to strict and complex laws so please get advice from your local council or consult the Institute of Fundraising: [www.instituteoffundraising.org.uk](http://www.instituteoffundraising.org.uk) For those in England, Scotland and Wales, the Gambling Commission publishes useful guidance: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### Insurance

When you organise a fundraising event, you are responsible for making sure it poses no risk to others. Please make sure you have suitable insurance cover. We would advise all fundraisers to seek advice from an insurance company to ensure you have the correct cover for your event. Whilst we are extremely grateful for your fundraising efforts, CPSL Mind cannot accept responsibility for your event or anyone attending or participating in the event.

### Health and safety

A good starting point is the Health and Safety Executive website [www.hse.gov.uk](http://www.hse.gov.uk), where you can access free health and safety advice. You may also need first aid provision at your event, it usually depends on the number of people involved. Always check with your local council if you are unsure.

### Data protection

Make sure any record about those involved in your fundraising event, whether an electronic or a paper record, complies with the General Data Protection Regulation. Don't keep information about people any longer than you have to and don't share information or data about someone without their permission. More information can be found at [www.ico.gov.uk](http://www.ico.gov.uk)

# Gift Aid and how it works

Turn each £1 raised into £1.25!

The Gift Aid scheme allows charities like CPSL Mind to reclaim tax on donations meaning we receive an extra 25p for each £1 donated at no extra cost to you or your sponsors. If you or your sponsors are UK tax payers then donations and sponsorship are eligible for Gift Aid.

## To ensure we can claim the gift aid you must:

**1.**

Write their name clearly on your sponsorship form (we need their surname and initial).



**2.**

Include their full home address, including post code.



**3.**

Clearly state the amount they are personally donating.



**4.**

Don't forget to tick the Gift Aid box.



**5.**

Make sure you post us the sponsorship forms, we cannot claim Gift Aid without it.



If your sponsors are donating via your online site, you do not have to worry about Gift Aid as the site will do this for you. Gift Aid is only available on donations, not for purchases such as buying items like a raffle ticket. For more information about Gift Aid please visit: [www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid)

Please feel free to use the Gift Aid declaration form on page 16 of this pack.

# How to send in your donation

## Online sponsorship

If you have collected any donations on an online fundraising page, such as Just Giving, then you do not need to do anything - as the money donated will come directly to us.

It is really quick and easy to pay in your money online at [www.justgiving.com/cammind](http://www.justgiving.com/cammind)

## Offline sponsorship

### Cheque

You can send your donation in by cheque. Please make it payable to CPSL Mind and send to:

Fundraising Team CPSL Mind,

Barrere House,

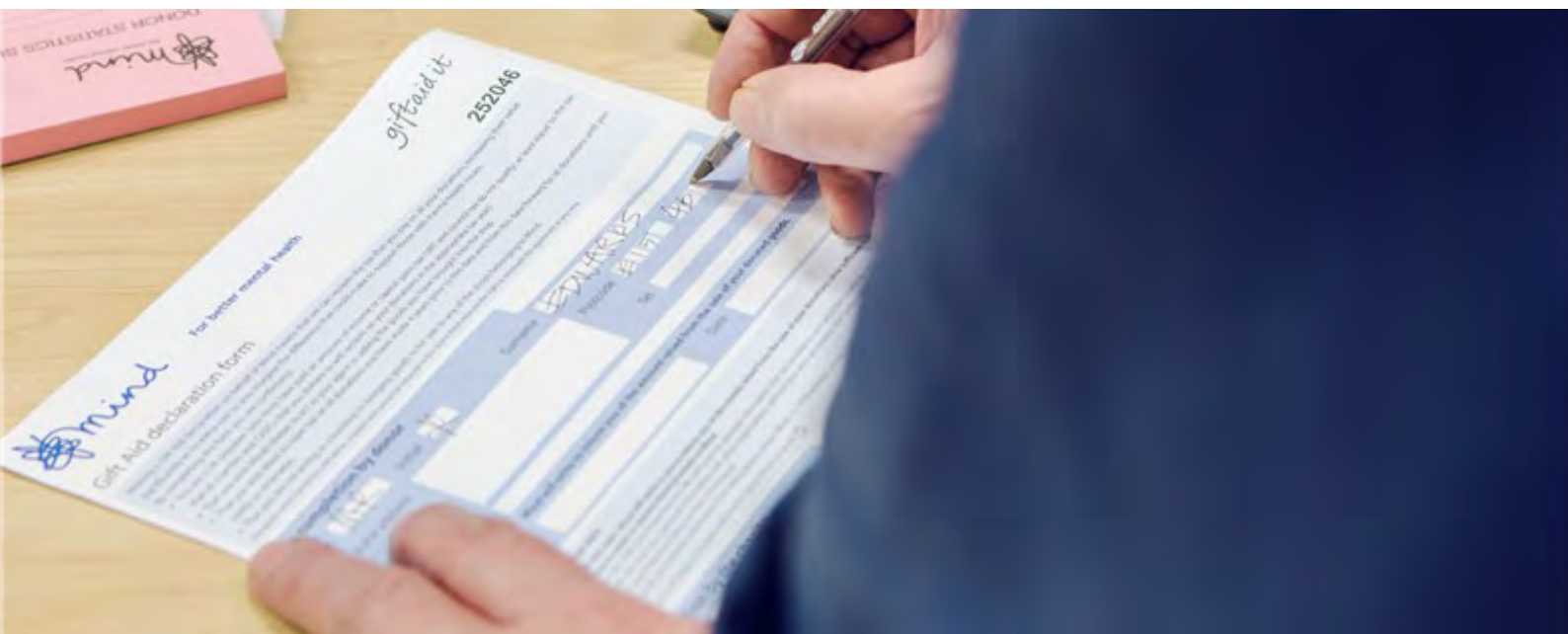
100 Chesterton Road,

Cambridge,

CB4 1ER

### Bank transfer

You can pay your money directly into CPSL Mind's bank account. Our details are: Bank Name: CAF Bank Ltd Sort Code: 40-52-40 Account Number: 00006068



# Sponsorship form



Name:

Gift Aid your sponsorship and help us claim from the government **an extra 25p for every £1** you give. Imagine what a difference that could make – **and it doesn't cost you a penny!**

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give.

Full name	Please Complete for Gift Aid			Sponsor amount	Date paid
	House number/name	Postcode (home address only)	I am a tax payer (please tick)		
E.g Robert Smith	10	W48 4BG	✓	£10	01/07/21
<b>Total</b>					

Cambridgeshire, Peterborough and South Lincolnshire Mind.  
 Registered Charity Number: 265087  
 Company Number: 1082980  
[www.cpslmind.org.uk](http://www.cpslmind.org.uk)

# Gift Aid Declaration Form



In order to Gift Aid your donation, you must tick the box.

I want to add Gift Aid to my donation of \_\_\_\_\_ to Cambridgeshire, Peterborough and South Lincolnshire Mind.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Boost your donation by 25p of Gift Aid for every £1 you donate!

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer. Please notify the charity if you:

- Want to cancel the declaration
- Change your home address
- No longer pay sufficient tax on your income and/or capital gains.

My details

Title \_\_\_\_\_ First Name \_\_\_\_\_

Surname \_\_\_\_\_

Full home address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post code \_\_\_\_\_

[www.cpslmind.org.uk](http://www.cpslmind.org.uk)

Registered Charity No: 265087 - Company No: 1082980



## Our Supporter Promise

We want you to know that we really value your support, whether that is through taking action, giving up your time, being a member, fundraising on our behalf, making a gift in your will or donating. We are a values led organisation and we are deeply committed to treating you with respect and openness, so this is our promise to you:

## Our Communications with you

We hope you will want to hear more about our work, and we will always be clear with you about how we will communicate with you. We will aim to communicate by email where possible. Where our supporters would prefer to be contact via mail or telephone or would rather not be contacted, we will honour that practice.

You can change your mind about what you receive from us at any time – simply contact us and let us know.

If you would like to receive the very latest news about projects, services, campaigns and wellbeing, you can subscribe to our newsletter [here](#).

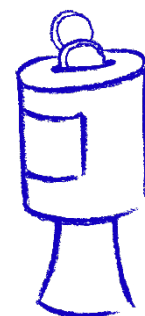


## Our fundraising

- Fundraising is really important to us and we are proud of what it helps achieve. We will constantly review our fundraising practices to make sure they are fair, sensitive, and appropriate.
- We will abide by the Code of Fundraising Practice and we will always ensure we have the highest standard of fundraising we can.
- We won't target vulnerable people for fundraising, though we do find that people closest to the cause, like friends and family are among our most valued supporters. If you or someone close to you is considered vulnerable, we will do our very best to be sensitive and to make sure any donation received is because of an informed decision.
- We always want to ensure our supporters feel listened to, looked after, and feel able to make informed decisions about how to support us and above all else do not feel pressured in any way.

## About your donation and the money you have raised

- Your donation will be used responsibly to help people in Cambridgeshire, Peterborough and South Lincolnshire in their recovery from mental health challenges.
- We keep our administration and fundraising costs to a minimum.
- We'll answer any question you have about how your donation is spent and clear financial information will be available.
- We might turn down a donation in accordance with our Fundraising Policy if we feel that accepting it would damage our independence or reputation. If we do, we will explain why.



## Our use of your personal details

- We use carefully selected suppliers to help us deliver our communications and services and we will keep any personal information safe, only using your details to contact you in the ways you've agreed to.
- We will always respect your right to privacy and adhere to laws around the use of data.
- We will never sell your data to another organisation.

## Suppliers we work with

- We will only work with professional organisations that meet our high standards.
- We will train, monitor and regulate our external suppliers to meet our standards. We will act quickly if they do not meet the high standards we set.

## Our accountability to you

- You can contact us with feedback or to make a complaint if you are unhappy with anything we have done whilst communicating with you.
- We will respond honestly and promptly to your questions and complaints.

## Contact Details

If you would like to get involved or find out more about fundraising for us, please contact:

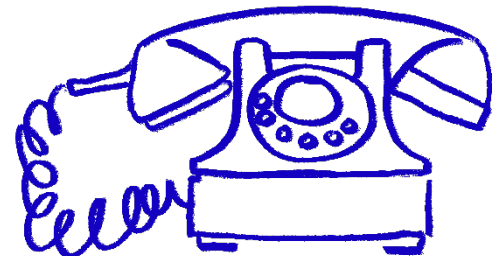
**Email:** [fundraising@cpslmind.org.uk](mailto:fundraising@cpslmind.org.uk)

**Telephone:** Contact Gary Sutcliffe on 07706733540 or [gary.sutcliffe@cpslmind.org.uk](mailto:gary.sutcliffe@cpslmind.org.uk) who will be happy to discuss and support you.

Or please feel free to call our landline:

**0300 303 4363**

**Address:** Barrere House, 100 Chesterton Road, Cambridge, CB4 1ER



## Get the latest updates!



[@cpslmind](https://www.facebook.com/cpslmind)



[@cpslmind](https://www.instagram.com/cpslmind)



[@cpslmind](https://twitter.com/cpslmind)



[@cpslmind](https://www.linkedin.com/company/cpslmind)



Get news of our projects, services, campaigns and more by signing up to our e-newsletters [here!](#)

## Thank you!

Whatever you are doing to raise money for us, we know it will involve your time, effort and possibly some considerable courage and determination. Today, one in four of us will have a diagnosable mental health condition in any one year. Your support will enable us to help more local people in their recovery. We are so grateful to you for choosing to fundraise for us and wish you the best of luck in your fundraising endeavour.

