



Happier
Lancashire

Challenge

Happier Lancashire Challenge Guide

The Happier Lancashire Challenge is our quick and simple way to have fun fundraising for us at any time of the year.

- **Be active** by finding an activity you enjoy. Take a walk, cycle or have a kick about with your friends.

- **Take notice** by being more aware of your surroundings and the present moment. Notice the little things that make you smile.

- **Keep learning** by trying something different. Sign up for a course, read a new book or Google something that interests you.

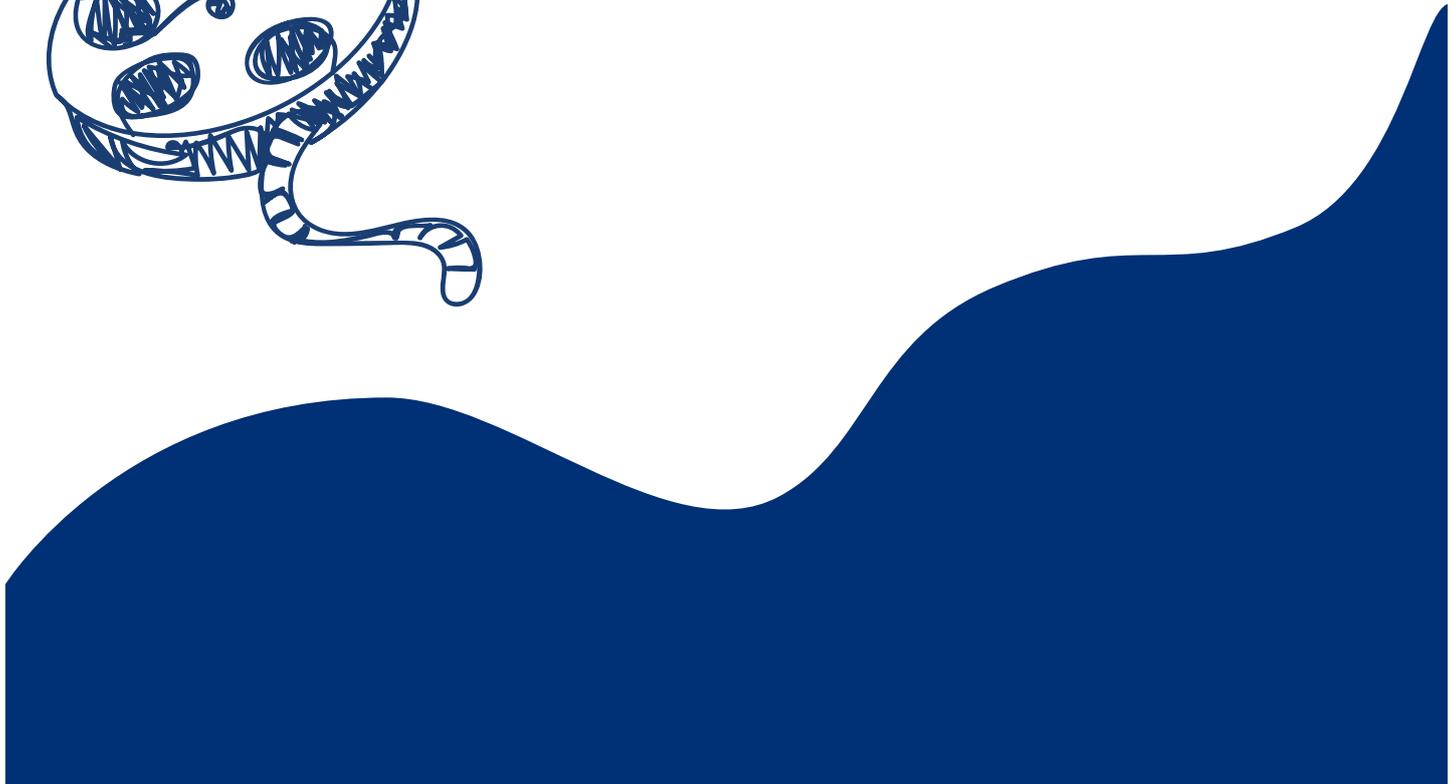
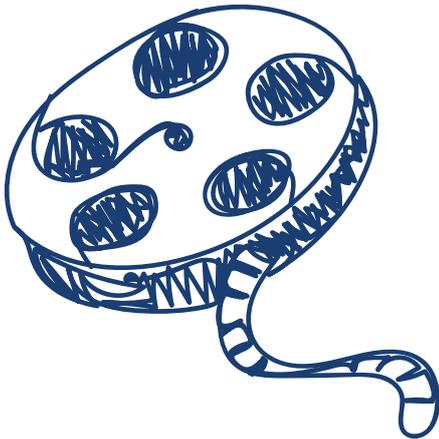
- **Give** to others, to feel good yourself. Say something kind, help out a friend or make the next brew. Volunteer or support a charity.

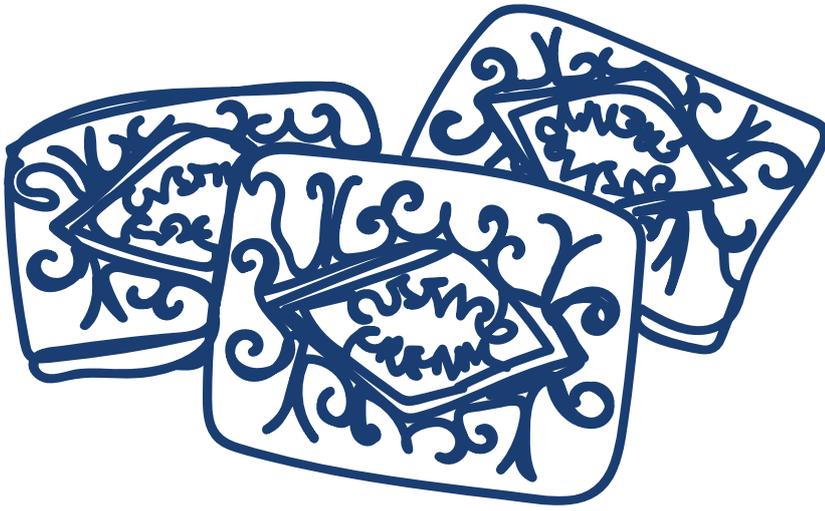
Whether you try one or all five. On your own or as a team; the Happier Lancashire Challenge is a great way to embed the five ways whilst raising much needed funds for Lancashire Mind.

So what are the five ways to wellbeing?

The five ways are simple daily actions we can all do to improve our mental wellbeing.

- **Connect** with people around you, your family, friends, colleagues and neighbours. Spend time strengthening those relationships.





The Challenges

We have created the challenges to be as accessible as possible to make it simple to get started and have a great time doing so.

How many can I do?

We advise you take on one challenge at a time. If you want to do all five, you can do them one after the other or spread them out over time. We think a year is a perfect time frame but you know your own schedule. So, it's completely up to you. Set a goal to keep yourself on track, but remember, your friends and family only have so much to give so make sure you aren't asking for too much all at once. Read through the guide to find the right challenge for you.

Select your Challenge

Connect: Host a coffee morning

Connect with friends and family and new connections by hosting your very own coffee morning. Sell cakes, coffees and sandwiches to raise money. Or just leave a collection tub by the goodies and opt for an honesty policy. Either way, be sure to take the time to sit, chat and really connect with those around you.

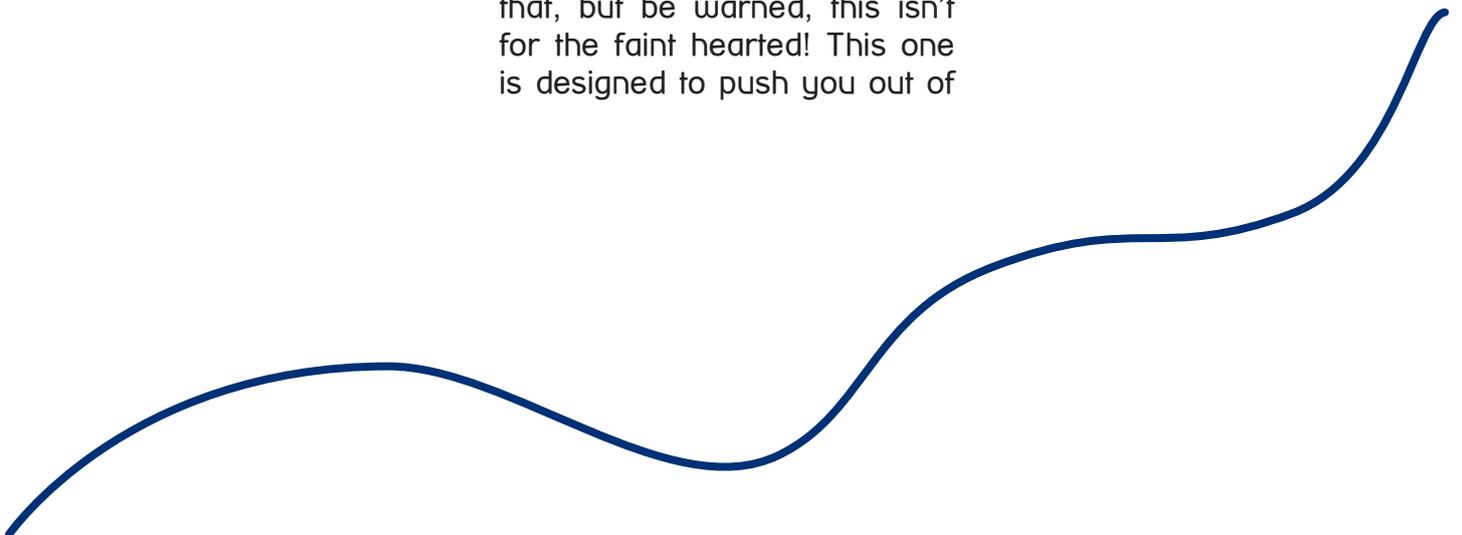
Be active: Skydive Challenge

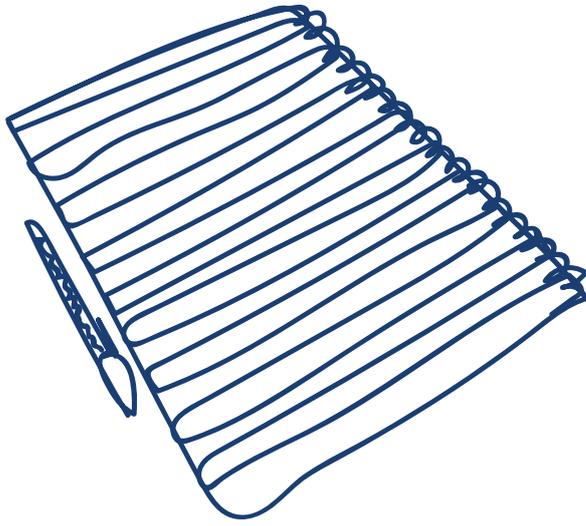
Now, we love a 5k as much as the next person. In fact we love them so much we host our Mental Elf 5k fun run every December, but we also know there are many ways to get active and challenge ourselves. A skydive is no exception to that, but be warned, this isn't for the faint hearted! This one is designed to push you out of

your comfort zone and really impress people to sponsor you. We have partnered with Skyline Events to offer you the best skydive package possible. Skydives can be expensive, but they are a fantastic experience and for some a lifelong dream. Therefore Skyline Events give you the option to pay the booking fee yourself or agree to raise a minimum sponsorship amount to cover the cost. That way, anyone can take on the challenge without breaking the bank.

Take notice: Unplug your smart phone

Find it hard to be apart from your smart phone? Then this could be the challenge for you.





While smart phones can be a great way of keeping up to date with our newsfeed they can detract our attention from living in the moment and taking notice of the little things that make us smile. This challenge is designed to take us back to simpler times when all a phone did was make phone calls.

The idea is to give up the fancy features of your Smartphone for two weeks. You can make a limited number of calls a day but only when absolutely needed. Ask your friends and family to sponsor your bold sacrifice and use our penalty charge sheet if you slip up. Whichever way you choose to raise money, do it while taking notice.

Keep learning: Host your own quiz night

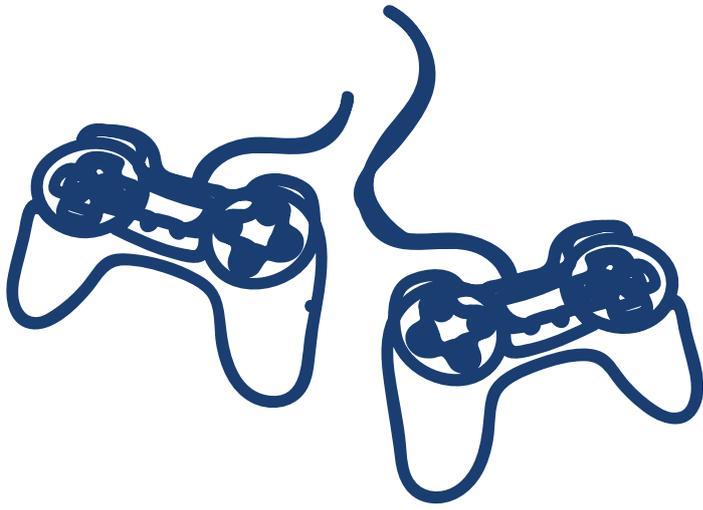
This one is a great way to impress your friends and family or work colleagues with your quiz presenter skills. Hosting your very own quiz night is a great way to help people learn something new whilst having a great time. Learning something new is a simple way to boost our self esteem on a daily basis.

Invite people to take part, charge an entrance fee and ask a local business to donate a prize for the winner. Host at work or even ask your local pub to let you host the quiz. This challenge lets you enjoy to company of others and with our carefully designed quiz questions, everyone learns something new.

Give: Favor Coupons

When we do something for others we feel great ourselves. This challenge raises funds by selling your time and skills to help others with our favour coupons. We have created a 'coupon pack' full of favours you can do for your friends, family or colleague. Things like a 'home cooked meal' or 'one dog walk'. Whatever your skills are, we have a coupon for it, and if we don't- then get creative and make your own. Sell them on and feel good for helping out others while raising money for a great cause. It's a win win!





How to get involved

To sign up for the challenges visit www.lancashiremind.org.uk once you have registered we will send you over your challenge pack and you can get started.

Tips for fundraising Success

You've chosen your challenge and you're eager to get going but you don't know where to start. Fundraising activities can seem like great fun, but it's not always clear how to raise the money. That's why we have done all the planning for you. Here are just a few easy-peasy ideas that are guaranteed to get your friends, family, neighbours and colleagues digging deep.

Set a target

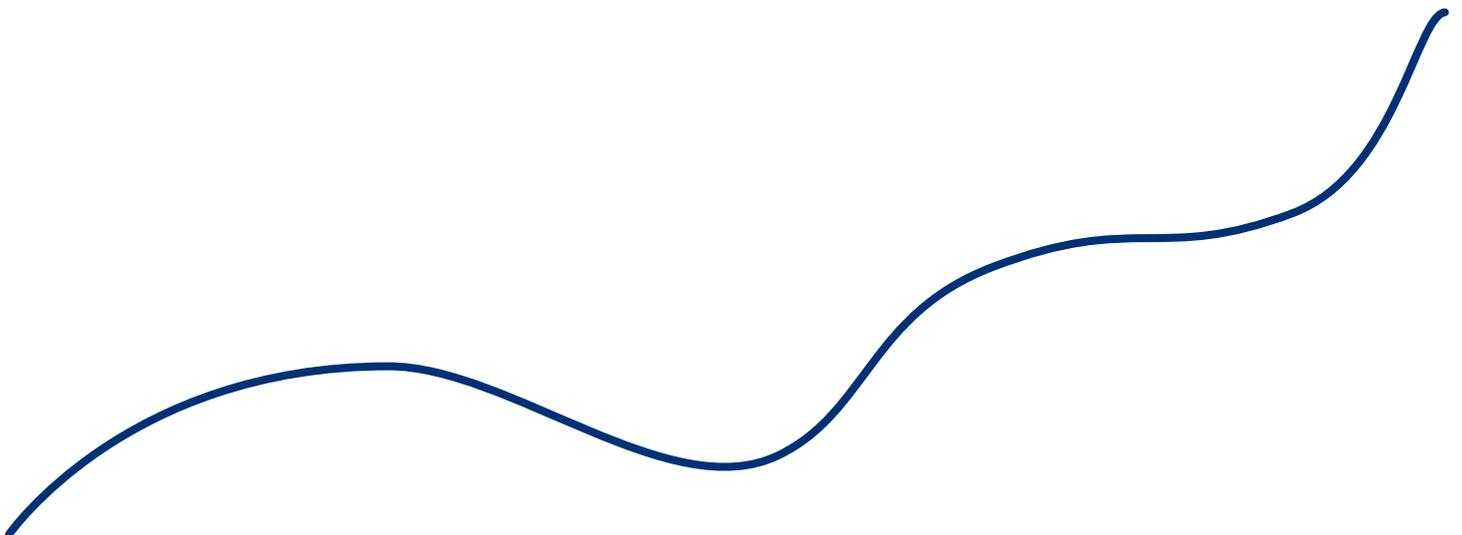
Setting a realistic target is the most important part of your early planning. Knowing how much money you would like to raise will help you to focus on how you are going to hit that target. It will also keep you motivated along the way. After all, the more money you raise, the more people across Lancashire we can help.

To find out a bit more about how the funds you raise will be used to support the mental wellbeing of people in Lancashire, take a look at our website www.lancashiremind.org.uk

Advertising your challenge

Once you have signed up to take on the Happier Lancashire challenge you will have access to our many resources; packs, posters, and sponsorship forms are all available.

Having the right materials will leave you able to focus on promoting your fundraising activity through the media. This will help you to shout about the fantastic work you're doing to friends, family and beyond and really boost your fundraising total.





Social media

Social media is a great tool for fundraising, it allows you to keep your friends and family updated and spread the word about your fundraising to wider audiences. If you have a Facebook, Twitter or Instagram account make sure you to use it to promote your efforts.

We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:



@Mind Lancashire



@LancsMind



@LancsMind

justgiving.com

The easiest way for people to support your fundraising activity is via a JustGiving page. This allows you to collect donations online.

It's simple and easy to create your own page. Just go to [justgiving.com](https://www.justgiving.com) and share the link to let your supporters see how your fundraising is going.

Set up a unique text code

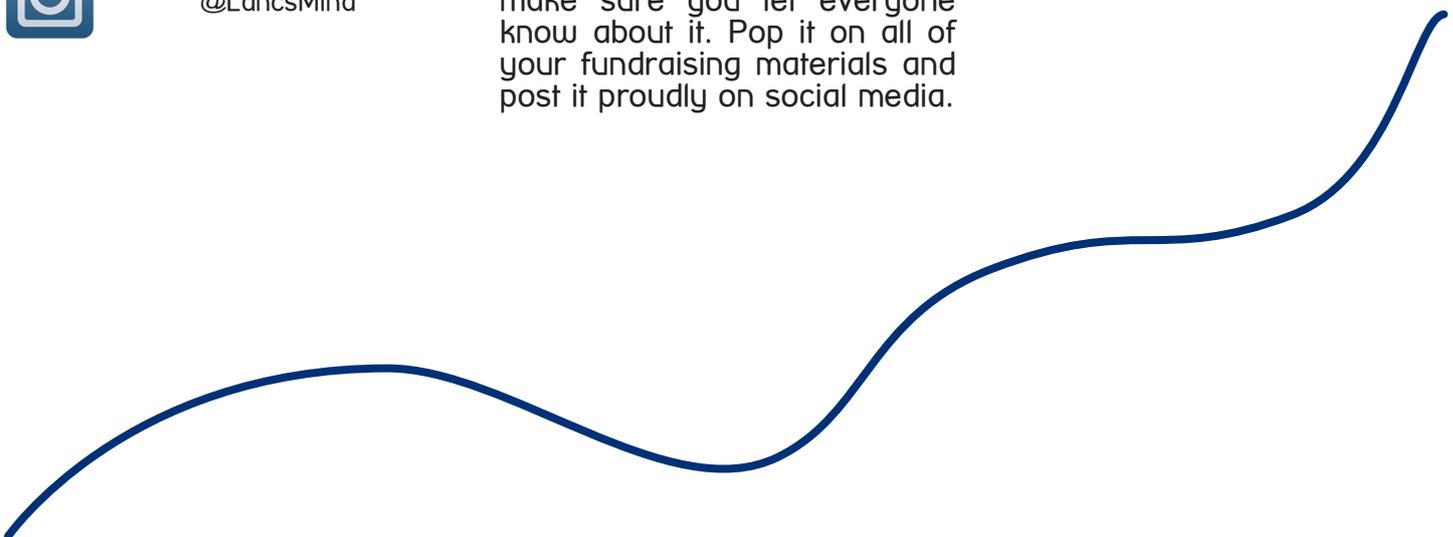
If your event is set to be a big one or your fundraising activity is likely to draw a lot of attention why not make it even easier for people to support you with a unique text code? It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

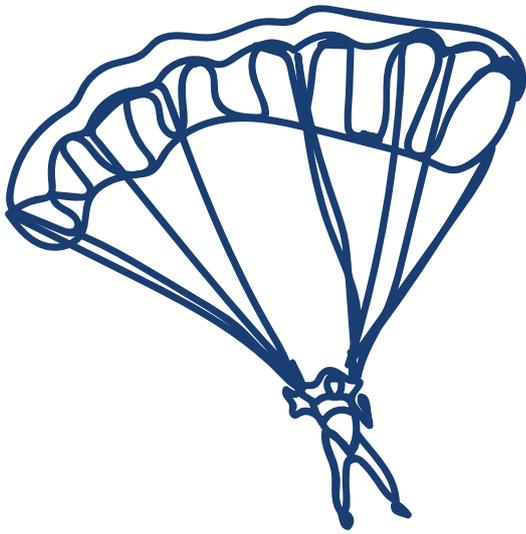
It's straight forward to do and costs nothing to promote, you simply log into your just giving page and follow the instructions. Once you've got your code, make sure you let everyone know about it. Pop it on all of your fundraising materials and post it proudly on social media.

Gift Aid

Gift Aid is possibly the best thing ever to come from the tax office. It is the government's way of supporting charitable income and your fundraising efforts. For every £1 the people who are sponsoring you donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely no cost to the supporter.

So, in order for us to ensure you're getting the biggest bang for your buck and turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations. If every supporter who qualifies agrees to Gift Aid their donation, that's more money we can use to achieve mental wellbeing for all.





Early Bird Tickets

For some of the challenges you could sell tickets. Creating a discount for early ticket purchases can really help kick start your guest list. Selling tickets ahead of the event allows you to gather an idea of how many people to expect and generates excitement.

Get your boss on board
Ask your employer to support you either by making a donation or holding an event for your fellow colleagues. Some larger companies offer matched funding which means they double the money raised from your fundraising; it's always worth asking the HR department to see if they offer this.

Corporate Sponsorship

Corporate sponsorship can really keep the cost of your event or activity low. If your event will be open to the public, consider approaching local

businesses to sponsor you. This doesn't have to be a raffle prize, lots of big supermarkets will support your event by donating food or drinks for you to sell or vouchers to spend on items you need for the event.

Raffles and auctions

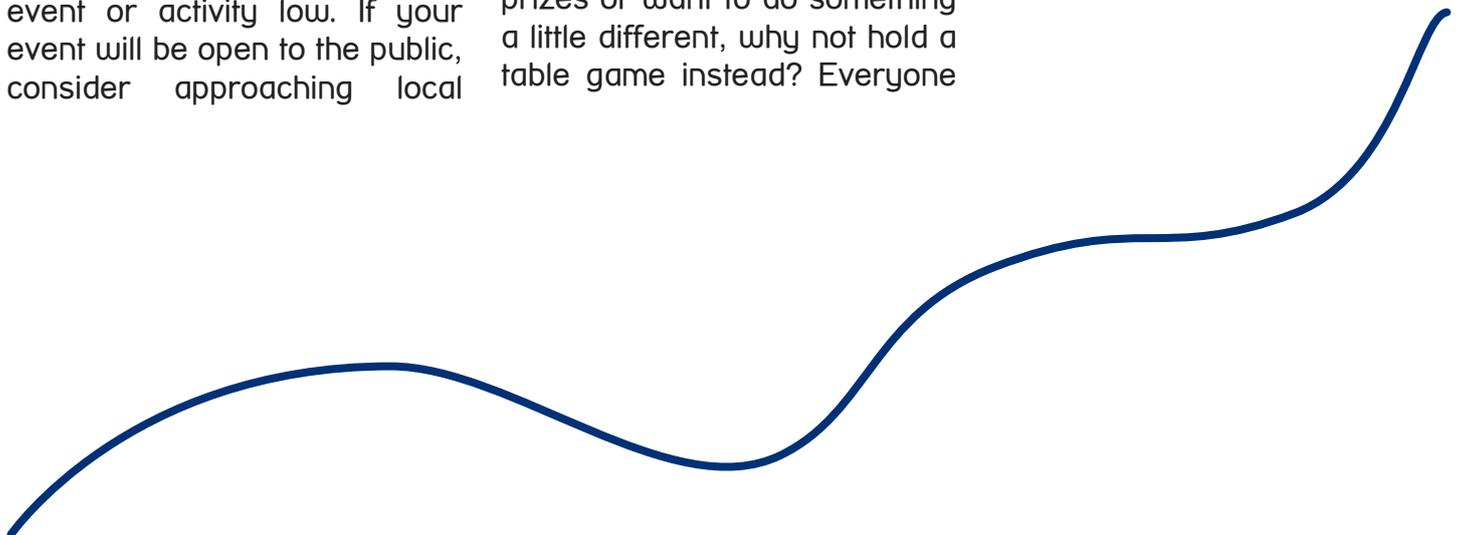
Raffles and auctions are a great way to raise some extra money at any type of event. You don't need to secure hundreds of raffle prizes; one or two good ones are enough and because it's for a fantastic cause usually people will buy raffle tickets anyway. Raffles are strictly regulated, so don't forget to double check the 'keep it legal' section on our website to make sure you're following those guidelines.

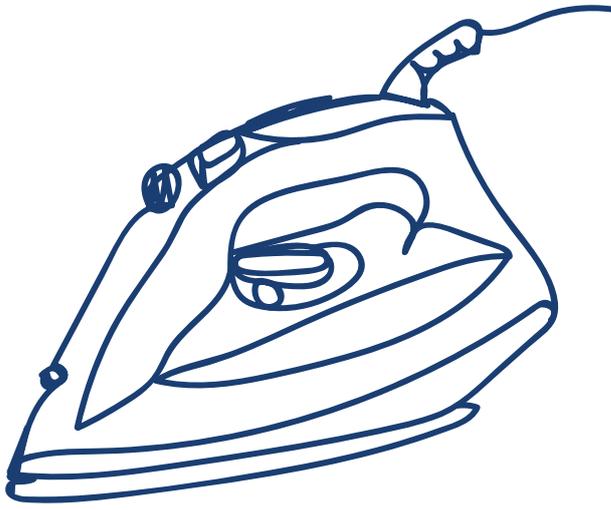
If you are struggling for raffle prizes or want to do something a little different, why not hold a table game instead? Everyone

puts in £5, £10 or £20 and the winner from the draw keeps half and the rest is donated to Lancashire Mind, simple. It saves you time sourcing prizes and sometimes the winner even donates it back. Whatever you do, make sure to remind everyone why you are doing it and the difference the money will make.

Tell your story

If you have a personal reason for completing a challenge and are happy to share your story let us know. You could consider doing a blog or sharing your experience via social media. You could build up a bigger following than you expect and find donations come in from friends of friends and even strangers.





We have a blog section on our website that you can submit to and we will support you in circulating your story.
Lancashiremind.org.uk/blog/

How to pay the money you've raised

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to Lancashire Mind.

Get personal

If you'd like to make a donation in person, our fundraising coordinator is happy to arrange that with you. You can either pop by head office or we can come to. We love a photo opportunity too so if you like we can even take a few snaps of you handing the money you worked so hard to raise.

Head to the Bank

You can pay it directly into the bank by visiting your local Royal Bank of Scotland branch. You will need to have our bank details to do this so please contact our fundraising coordinator who will give you all the information you need.

Pop to the post box

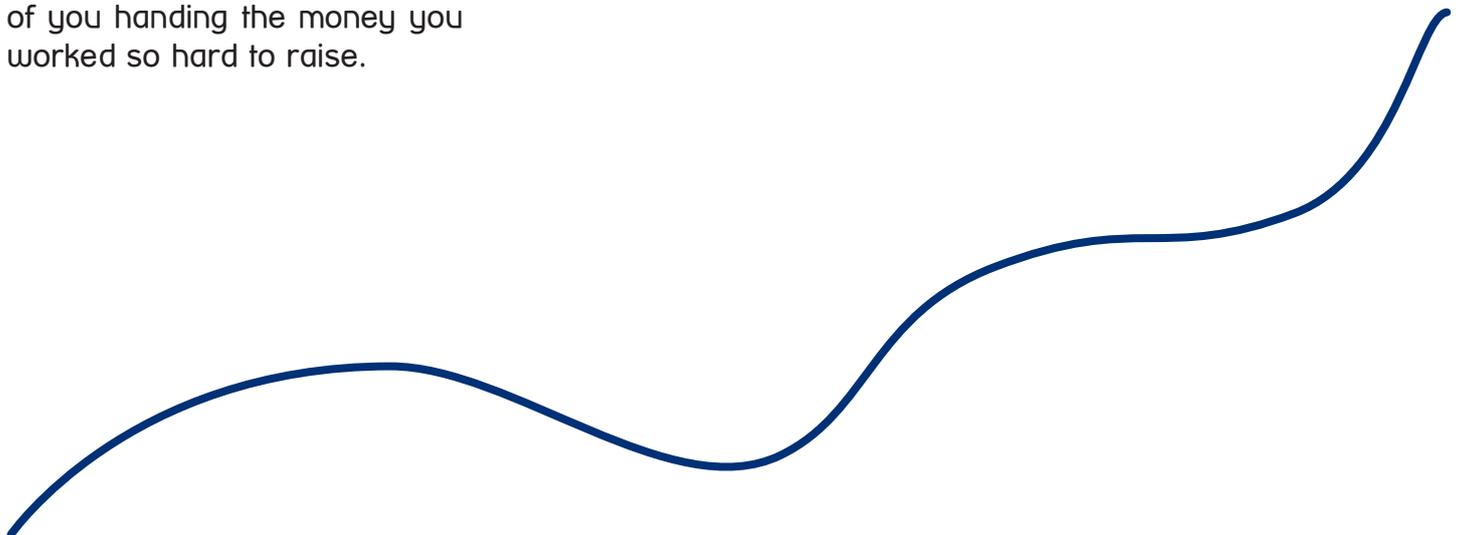
Cheques made payable to Lancashire Mind can be sent by post to:
80-82 Devonshire Road,
Chorley, Lancashire, PR7 2DR
Please make sure you include any sponsorship forms you have used and a note detailing how the money was raised and don't forget to tell us who you are and all about your amazing fundraising efforts.

Hop online

You can pay your money in to us directly by making a bank transfer or BACS payment. Just contact the Fundraising Coordinator and we'll provide you with a reference and our account details.

Just Giving

Not forgetting Just Giving! Before you start any fundraising you can set up your own donation page. It's so simple and takes all the hassle out of collecting donations. Your donors can select gift aid on there too!





Lancashire Mind relies on support from fundraisers like you...

What does the money you raise pay for?

It's important that you know that it's thanks to your hard work and generosity that we're able to carry out our work across Lancashire. Without your help we simply could not do it.

The money raised from these challenges will help to shape a generation who won't treat people differently based on their mental health. Within Lancashire, we work for people at every level of mental health to help them find the tools to stay on track and, when needed, get back on track.

The figures below show what the money you raise could fund. If you wish to set a fundraising goal, why not use

these examples to demonstrate the impact your sponsors are making to help create a Happier Lancashire?

£2

Could help us provide a platform for local support groups and provide access to peer support across the whole of Lancashire.

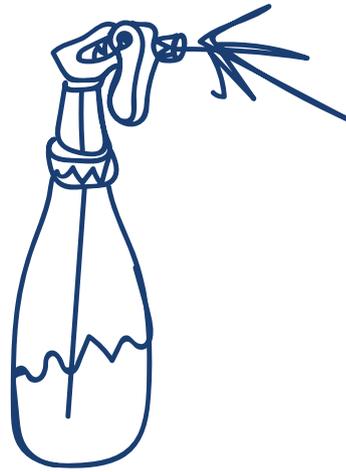
£5

Could allow us to provide an advice and signposting service helping people to find the support they need.

£10

Would allow us to station our wellbeing coaches in locations across the county, helping people to feel happier and healthier.





Thank you for raising money
for Lancashire Mind.

At Lancashire Mind, we make mental health a local priority, by taking part in these challenges you are helping to make Lancashire a happier healthier place to live.

1 in 4 people are affected by mental health, and we need your help to make sure that people have the tools they need to get back on track. Together let's create better wellbeing for all.

If you have any questions about your activity we're here to help. Get in touch with our fundraising coordinator on 01257 231650 or email the fundraising coordinator.

Lancashire Mind
80-82 Devonshire Road
Chorley
Lancashire
PR7 2DR

01257 231650
admin@lancashiremind.org.uk
www.lancashiremind.org.uk

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Registered Company Number
3888655

