

Fundraising Support

Raise funds and awareness to support better Mental Health in Lancashire



Tips for fundraising success

How to make your fundraising a success

Set a target

Setting a realistic target is the most important part of your 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.

Advertising your activity

In order for it to be truly successful you need to set an audience. Figure out who you want to promote your fundraising to, who is your target audience and how will you reach them?

Social media

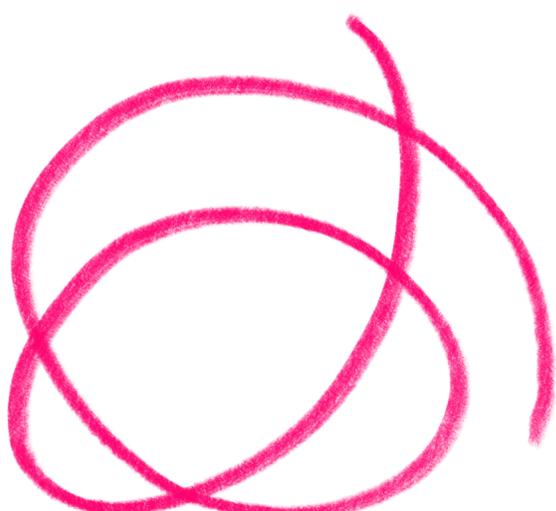
Social media is a great tool for fundraising, it allows you to keep your friends and family updated and spread the word about your events to wider audiences. We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:

Facebook - @MindLancashire

Twitter - @LancsMind

Instagram - @LancsMind

LinkedIn - Lancashire Mind



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How to make your fundraising successful

[justgiving.com](https://www.justgiving.com)

The easiest way for people to support your fundraising activity is via a JustGiving page. This allows you to collect donations online, while sponsorship forms can be a great tool; they really are only useful in a handful of circumstances, it's much simpler to do everything online.

It's simple and easy to create your own page- if you need support to set up a page we are here! Take care to select 'Lancashire Mind' instead of 'Mind' as your chosen charity if you want the funds you raise to stay in Lancashire.

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.

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.



If you're unsure about anything, or it feels a bit overwhelming then the fundraising team can support you.

Please get in touch with us for a chat.

 **Mind Lancashire**

Tips for fundraising success

Health and Safety

Health & Safety

It is really important that you make sure that your event is in line with health and safety laws. You can find detailed guidance at: www.hse.gov.uk

Here are some simple things to remember:

- check the venue for any health and safety hazards
- make sure that there is a satisfactory disabled access
- make the emergency evacuation procedure clear at the beginning of your event
- make sure that all fire exits are kept clear
- check that the venue has satisfactory public liability insurance
- make sure that any contractors providing services for your event have satisfactory public liability insurance

First Aid

It can also be a good idea to make sure that you have someone able to deal with First Aid at your event. You can contact your local Red Cross or St John Ambulance for advice or help.

Insurance

Public Liability Insurance is not mandatory, but if your event is open to the public, it is worth checking with the venue's insurance.

Lancashire Mind cannot provide cover for events that are not being organised by Lancashire Mind itself, with the exception of our registered volunteers acting as a Fundraising Champion. Lancashire Mind cannot accept any liability for any loss, damage or injury as a result of fundraising for Lancashire Mind.

If your event involves provisions from outside companies, such as bouncy castles or Portaloos, please make sure that the companies have proper insurance cover.

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Legal Considerations

Keep Your Fundraising Legal

So first things first, in order to organise a great fundraising activity you need to know how to do that safely and legally. We have put together a few simple guidelines to make this easy and straightforward.

Take time to read over this section before you start planning your activity. As a Lancashire Mind fundraiser you agree to uphold these regulations and guidelines to the best of your ability. If you have any questions or are unsure feel free to ask our fundraising team for further information.

Licences

Make sure that you have contacted your local council regarding any permissions needed for your fundraising activity e.g. sale of alcohol, trading standards and health and safety issues. There is further useful information about this at: www.fundraisingregulator.org.uk/

If you are supplying food and drink it may also mean that you need to apply to your local council for a temporary event notice.

If you are planning to provide entertainment, sell alcohol, or sell hot food between 11pm and 5am, your chosen venue will also need a licence. If the venue doesn't hold the appropriate licence you will need to apply to your local council for one.

You will also need to apply to your local council for permission to display banners or signs in public places. You will also need to inform your local council if you are planning a significant event in a public place.

Letter of authority

Some companies may request to see a letter of authority before they can donate to you raffle prizes or sponsor an event, just to be sure the charity is aware of your activity. Please contact us if you need one.

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Legal Considerations

Collections

Lancashire Mind does not permit house-to-house collections. If you want to collect money in a public place please contact us first as you will need to apply to your local council for a street collection licence. So do make sure that you leave plenty of time for this.

If you are making a collection on private property such as a shop or a pub, make sure you have written permission from the manager or the owner and keep that letter with you while you are collecting. It is not permitted for unaccompanied under-16s to collect money in a public place.

Raffles and lotteries

The simplest way to hold a raffle is to hold it as part of another event. As long as you only sell the tickets during your event, and the raffle is drawn and prizes given out at the event, there is no need to apply for a licence.

Detailed information on the laws which apply to holding raffles and lotteries can be found on these sites:

- www.institute-of-fundraising.org.uk/About+Fundraising
- www.how2fundraise.org



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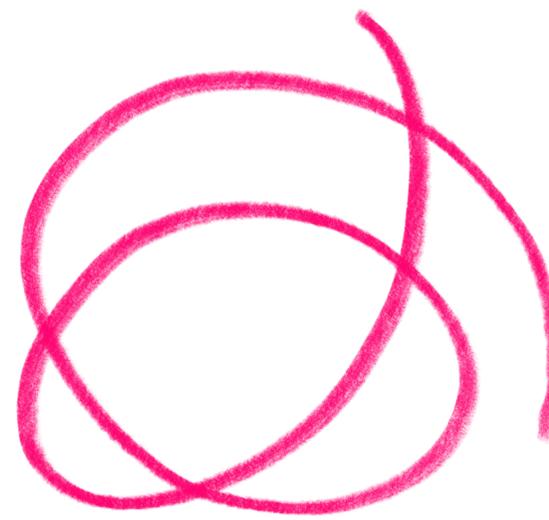
Enjoy your fundraising experience

The Lancashire Mind Fundraising Team are a great bunch of people.
Fundraiser

Emma and the team were incredibly supportive and are amazing communicators.
Fundraiser, Cross Bay Walk Participant

The great community spirit, and seeing strangers smiling and greeting each other like friends.
Fundraiser, Mental Elf Participant

Fabulous! Even though it was an online event, I felt connected to my fellow 'Elfs' and I also met other people on my walks. I got fitter, improved my mental health and had fun doing it!
Fundraiser, Virtual Event



Darren Robinson Photography

Get in Touch with **Emma Bateson
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to be the first to hear about new
fundraising events and for regular
updates on the work we do.

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