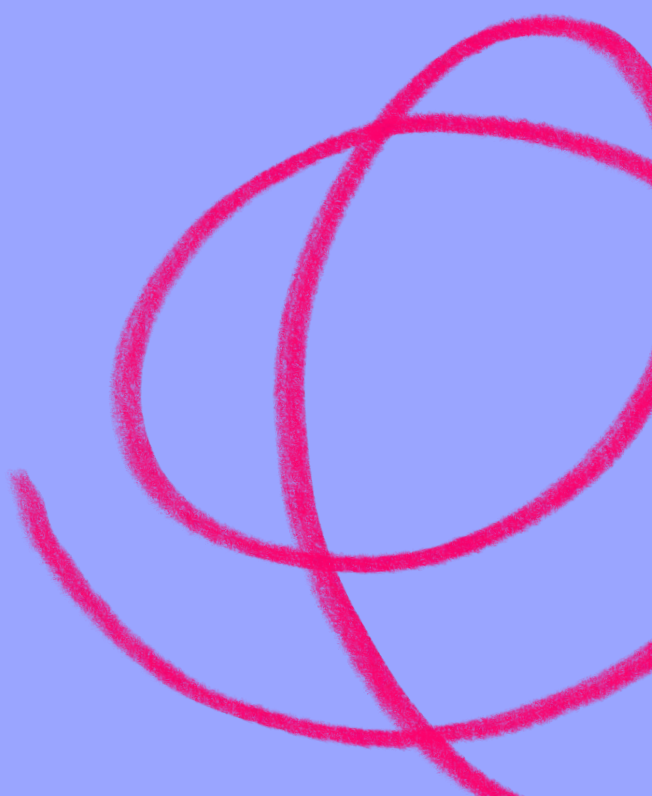


# Your Guide to...

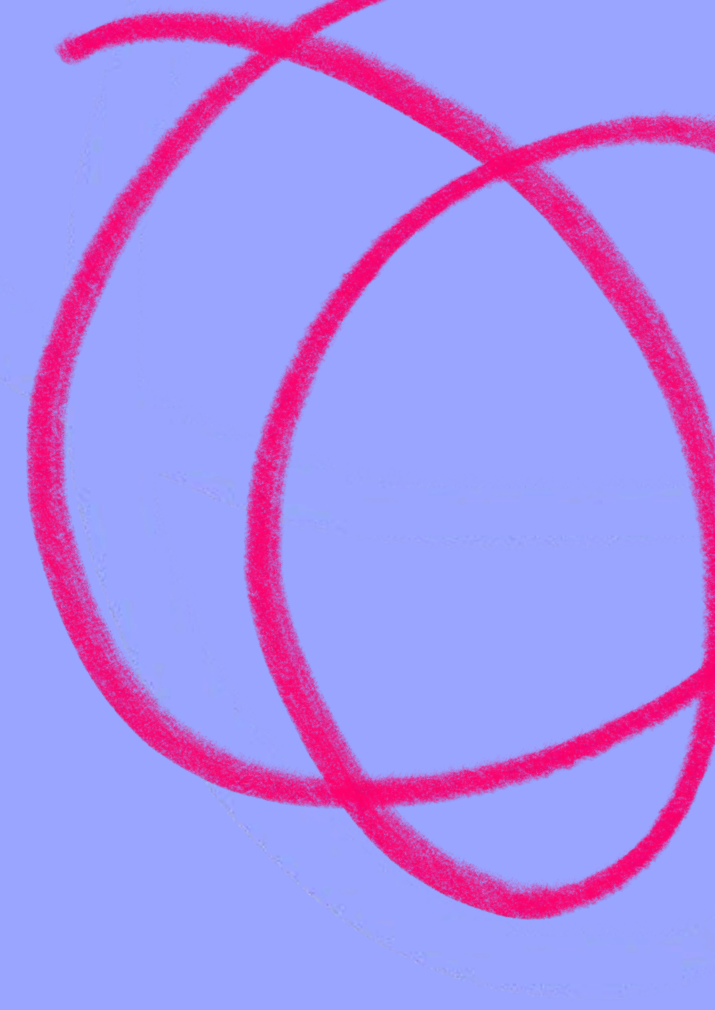


# Fundraising for Lancashire Mind





# Contents



3. Who are we
4. Why choose Lancashire Mind
5. How we make a difference
6. What your donation could do
7. How you can get involved
8. Choose the activity that's right for you
9. Significant dates
10. Why mental health and wellbeing matter

“ She has become so much stronger; you taught her to believe in herself and believe she has the ability to help herself. I cant thank you enough.”

Parent who's daughter received wellbeing coaching.



# Who are we?



## Your local mental health charity

Lancashire Mind is a local, independent mental health charity.

We want to work with Lancashire, for Lancashire - we believe in a future where everyone in the county has the opportunity to have the best mental health and wellbeing possible. To achieve this we:

- **Connect Minds** through ongoing engagement to understand people's experience of mental health in Lancashire.
- **Change Minds** by challenging stigma and increasing knowledge around mental health.
- **Support Minds** by offering services which meet the needs of local people and communities.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

Our work empowers people in Lancashire to value and take care of their mental health.

We work in partnership with others to provide support, raise awareness and campaign to make mental wellbeing a priority.

Our five strategic aims are:

1. Listen, learn and influence
2. Work with others to make positive changes
3. Make it easy to talk about mental health
4. Get people the help they need
5. Keep getting better

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition and, for those who do, to have a better chance of remaining well.

Throughout our work we want to show that we value being:

**Real**  
**Bold**  
**Caring**  
**Open**





# Why choose Lancashire Mind

Make a difference in Lancashire today...



Mental health is more prominent in our lives today than ever before.

Many people are facing mental health challenges for the first time, while others are supporting friends, family members, colleagues, or neighbours through difficult times. Mental health touches all of us in one way or another.

Improving mental health across Lancashire is not something we can do alone. We believe individuals, communities, and local groups play a vital role in helping us grow, innovate, and create a culture where everyone understands the importance of mental wellbeing.

Together, we can shift perceptions and build a future where mental health is recognised, valued, and supported by all.



We all have mental health.

75% of people with poor mental health receive little or no treatment.



# How we make a difference

Below are some of the services that we offer within the county...

- **Bounce Forward:** we teach children how to be resilient through tough times.
- **Therapy Service:** We provide immediate, affordable, and personalised mental health support for individual adults across Lancashire. We offer Cognitive Behavioural Therapy (CBT), Person-Centred Therapy (PCT) and Wellbeing Coaching through convenient online sessions, ensuring timely and accessible care for those facing long waits, high costs, or other barriers to traditional mental health services.
- **Children and Young People (CYP) Early Intervention Hubs:** Through our Hubs we are providing comprehensive mental health support for young people across Lancashire, designed to support young people at the earliest point of need.
- **CYP Virtual Wellbeing Coaching:** Our coaching service is free for young people aged 10-18, working on removing barriers to mental wellbeing and providing coping strategies.
- **Peer Support:** our Peer Support programme helps young people aged 10 to 19 (up to 25 with SEND) with their mental health. We offer support through community activities, peer groups, one-on-one coaching, and specialist referrals.
- **Orange Button:** The Orange Button Scheme is a vital initiative aimed at reducing suicide rates and promoting mental health awareness. By providing free, fully funded suicide prevention training, we equip employees with the skills to recognise and respond to mental health challenges.
- **On Demand e-Learning:** this service offers accessible, interactive e-learning courses tailored to enhance workplace wellbeing. Covering vital topics like stress management, resilience and mental health support, our courses empower employees and managers to create a supportive work environment, tackle mental health challenges and boost productivity.
- **Lancashire Wellbeing Business Network:** Through regular meetings Lancashire Mind connects business leaders, HR professionals and managers committed to workplace mental health.



1 in 4 people will experience a mental health condition of some kind each year in England.

If we apply this to Lancashire, it means that around 400,000 people will experience poor mental health in any given year. That's 336 people in every square mile of the county.



# What your donation could do

We are here to support your fundraising journey

**Our fundraisers are vital to the delivery of our work across Lancashire, but we don't expect you to do it alone!**

We have a dedicated fundraising team to support your fundraising activities from start to finish.

We are always trying to improve the ways in which we can support your fundraising because we understand that no two fundraisers are the same. For more information get in touch with one of our team. (details on the last page)



## Every donation makes a difference

**£38**

Could give 30 minutes of coaching to someone experiencing poor mental health, helping them to overcome barriers

**£100**

Could provide someone moving into one of our properties, who has nothing, with essentials such as towels and kitchen utensils.

**£500**

Could deliver five workshops in the community to teach children daily activities for looking after their mental health.

**£2,500**

Could support a class of young people with a 10-week mental health and resilience programme - giving them the tools they need to manage their mental health today and in the future.



# How you can get involved

Choose the fundraising activity that's right for you



## Fundraising your way

### Bring your fundraising idea to life

Our fundraisers come to us with some amazing challenge ideas. Here are just a few of the ways our supporters have raised funds recently:

- Wild Swimming
- Gig Nights
- Football Tournaments
- Craft events
- Fancy Dress Days

We are here to support you through your fundraising - get in touch to find out more about how we can help.

## Our Events

### Cross Bay Walk

Walk the Morecambe Bay Sands and raise funds for Lancashire Mind. An annual opportunity to experience the beautiful Morecambe Bay Sands through a guided walk provided by the The Guide over Sands Trust. The Trust is a charity which provides two guides to offer safe passage across both Kent and Leven Estuaries.

### Mental Elf

Join us for our Flagship Fundraiser! Mental Elf is our annual 2k, 5k and Challenge YoursElf fun run which raises awareness and funds for better mental health across Lancashire. It is also packed with wellbeing boosts and the most supportive and encouraging marshals in Lancashire. The event is open to all and there are lots of opportunities to get involved. As well as taking part and fundraising, individuals can choose to volunteer on the day.

### Sky Dive

You can take to the skies and shout about just how wonderful Lancashire Mind is whilst raising vital funds for charity. Visit our website to find out more.



More than 7000 people accessed 24 different projects and services.

80 people were given a safe, secure home and support to return to independent living.

Over 1500 children and young people, in 63 schools and colleges, were taught about their mental health.



# Choose an activity that's right for you



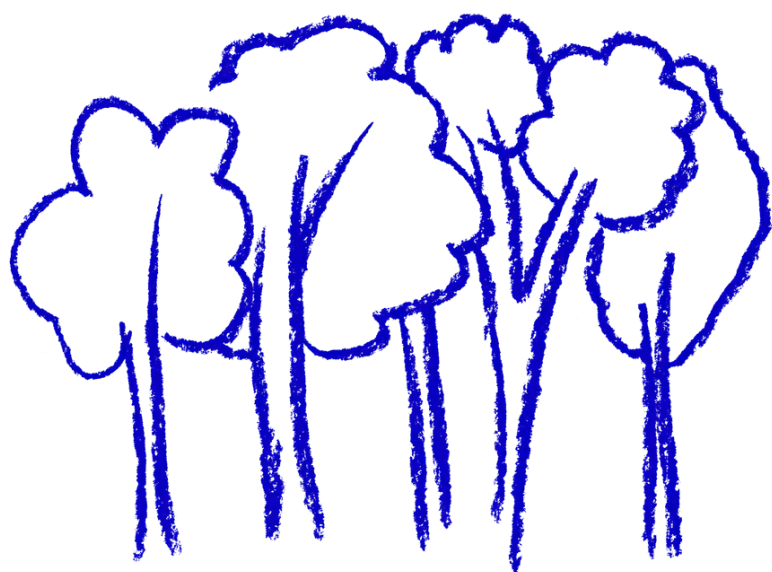
## Choose the fundraising activity that's right for you

### Mental Health Awareness Days

Mental Health Awareness Week is an annual event where the whole of the UK comes together to focus on achieving good mental health. The week aims to tackle stigma and enable people to understand and prioritise mental health.

Can you support Lancashire Mind and help achieve this so that we can all experience better mental health and wellbeing in Lancashire?

On the next page you'll find all of the awareness days that Lancashire Mind are recognising in the following year. It can be helpful to run your event around an awareness day to link in and promote further.



### Organised Events

Fundraise for Lancashire Mind and we will cover the cost of entry into a range of events and activities. Lancashire Mind regularly obtains charity places for sought after events in the North West, giving supporters a free place at famous run events such as Tough Mudders the Great Manchester Runs and many more.

We will register your place and send you all the details. All you need to do is fundraise for us (with minimum amount agreed before sign-up, depending on the event) and enjoy the event!



Suicide rates in Lancashire have increased by almost a third from 168 deaths in 2022 to 222 deaths in 2023. The rate is significantly higher compared to England, particularly for men.



# What we can do for you



As a small local charity with a small fundraising team we have outlined below what we are able to offer you...

**As soon as you have decided what you want to do to fundraise for Lancashire Mind, let us know! We aren't always notified of when someone is fundraising for us so please email your dedicated support team (details on the last page) to let us know what you are doing. This way we can add you to our tracker and keep an eye out for you.**

**Another key point in using social media to support you is that you MUST tag the CORRECT handles in your posts. Additionally if you have any concerns, please do email us.**

## What we can do...

- Provide you with buckets and shakers for your cash collections
- Provide a select amount of posters/flyers/signposting information
- Send you a branded t-shirt
- Interact with your social media posts (provided you tag us correctly)
- Send you a certificate (digital or printed) to confirm your fundraising total
- Send you an official Thank You! (we can offer a cheque presentation photo if you can travel to the office)
- In some circumstances based on capacity we may be able to attend your event in person
- In some circumstances we are able to offer a merchandise kit to sell at your event.



@MindLancashire



@LancsMind



@LancashireMind



@Lancashire-Mind



@LancsMind

 mind Lancashire



# Significant dates in our diary...



## January

30th Parental Mental Health Day

## February

6th Time to Talk Day

3rd - 9th Children's Mental Health Week

## March

1st Self-Injury Awareness Day

13th University Mental Health Day

17th - 23rd Neurodiversity Celebration Week

## April

1st - 30th Stress Awareness Month

## May

7th May World Maternal Mental Health

12th - 18th Mental Health Awareness Week

18th 10k Great Manchester Run

24th Cross Bay Walk



## June

1st - 7th Volunteers Week

14th Great North Swim

9th - 15th Men's Health Week

## July

- -

## August

4th - 8th Local Minds Week

14th A-Level Results Day

21st GCSE Results Day

30th Grief Awareness Day

## September

7th Great North Run

10th World Suicide Prevention Day

## October

10th World Mental Health Day  
Skydive for Lancashire Mind

## November

27th Lancashire Day

29th Mental Elf

## December

2nd Giving Tuesday

5th International Volunteer Day

In 2023/24 30,000 adults in Lancashire were newly diagnosed with depression.





# Mental health and Wellbeing



## Looking after your mental health

An important part of Lancashire Mind's work is supporting people to understand more about mental health and to learn how to look after their own mental health.

Mental health, like physical health, is something that we all have. Our mental health can shift from good to not so good to poor. In the same way that poor health can lead to a physical illness, poor mental health can lead to a mental illness.

At Lancashire Mind we refer to mental illness as a mental health condition.

Having good mental health doesn't just mean not having a mental health condition, it's our ability to:

- care about and for ourselves
- look after our physical health
- keep learning
- express and manage our emotions
- build and maintain good relationships
- deal with the challenges we face
- contribute to society

We can all experience poor mental health and many of us will have periods where our mental health is somewhere between good and poor.

Good mental health doesn't mean never experiencing a negative emotion or feeling low. It is about our ability to cope with the

range of emotions we experience and the challenges we face during our lives.

We all know the importance of eating a balanced diet and getting regular exercise to keep physically healthy. However, there is far less understanding about how to stay mentally healthy. Eating well and keeping active are really important for our mental health too and there's lots of other things we can do to improve and maintain our mental wellbeing.

There are also daily actions we can all take to look after our mental health and wellbeing. The Five Ways to Wellbeing were researched and developed by the New Economics Foundation. Find out more about the five ways, local and national support organisations and more within the Our Services section of our website under 'Self Help Information'.

Scan here to  
find out more.





**Get in Touch with one of our dedicated fundraising team for full support with your fundraising efforts.**

**Fundraising Lead**

**Andrea Pollard**

**E : [andreapollard@lancashiremind.org.uk](mailto:andreapollard@lancashiremind.org.uk)**

**T : 07812 560689**



**Community Fundraising and Events**

**Nicola Tomkins**

**E : [nicolatomkins@lancashiremind.org.uk](mailto:nicolatomkins@lancashiremind.org.uk)**

**T : 07706 359641**



**Corporate Fundraising**

**Emma Broom**

**E : [emmabroom@lancashiremind.org.uk](mailto:emmabroom@lancashiremind.org.uk)**

**T : 07590 228448**



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

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

Sign up to our supporters newsletter to be the first to hear about new fundraising events and for regular updates on the work we do.

Registered with



Connect with Us:



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Published: March 2025