

Fundraising Guide for Schools



Registered with
**FUNDRAISING
REGULATOR**

 **mind**
Hammersmith,
Fulham, Ealing
and Hounslow

Thank You!

By raising money for HFEH Mind, you're helping more people with mental health problems get the support they need and the respect they deserve – and that's a very big deal. So thank you!

Now we know getting started can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on at the school. Maybe that fundraising target seems a little bit daunting.

So here's the good news: you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help you reach your target.

If you need anything at all, just let us know. We'll do everything we can to show you how happy we are to have you on our side.

This guide will be a handy starting point – it's full of advice on fundraising tips, tricks and tools to help you reach your target!

Thank you so much for caring about mental health!

Each year one in four of us experiences a mental health problem.

You're part of the solution.

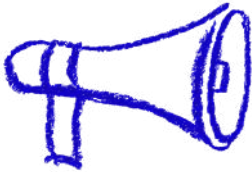
Whatever you need, we're here.

Call: 0208 571 7454

Contact: fundraising@hfehmind.org.uk



About Hammersmith, Fulham, Ealing and Hounslow (HFEH) Mind



Last year, we reached over 9000 people, including 6500 children and young people

HFEH Mind has been delivering mental health support services since 1988. We provide a range of services to support people with their mental health needs across our boroughs, and last year we reached over 9000 people, including 6500 children and young people. We also provide support and resources for parents, teachers and education staff.

HFEH Mind Children and Young People Services

HFEH Mind's Youth Services provides a range of clinical and non-clinical mental health services intervention for children and young people aged 5 to 25.

We have HFEH MIND Hub spaces within Hammersmith & Fulham, Ealing and Hounslow. We also work within schools, and in community settings.

Our services range from mental health screening assessments, evidence-based one to one and group interventions, creative therapies, specialist children and young people's advocacy and advice, consultation and mental health training to professionals working with young and people across west London.

Our Vision

We will not give up until everyone experiencing a mental health problem gets both support and respect.

Our Mission

We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness, and promote understanding. We are committed to combating stigma, empowering residents, promoting wellbeing and supporting recovery.

Our Values

Open: We support anyone who needs us

Together: We're stronger in partnership

Responsive: We listen, we act

Independent: We speak out fearlessly

Unstoppable: We never give up



You are Helping to Change Lives

By fundraising for HFEH Mind, you are bringing us closer to a world where no one faces a mental health problem alone. Here's what you helped us to achieve in 2022.

“During my GSCE exams I was very stressed but I felt a bit embarrassed to talk to anyone about it. I watched the ‘What is Anxiety’ and ‘Grounding Techniques’ videos on My Mind TV and they were really helpful. It gave me something to manage my anxiety when going to take my exams.” – School student, Age 16

Our mental health information was accessed over
88,875
times

We reached over
6500
Young People
across our
boroughs

“I wanted to say thank you for all your work with my daughter. I can't believe the difference in her mood and confidence. She is so happy now and her OCD behaviours are almost gone and her relationship with food is so much better. She is really happy and confident so thank you for everything.” – Parent

The Circle Cares



Our Work in Action – The Circle, Ealing

One of our latest services ‘The Circle’, is an innovative crisis intervention and prevention café in Ealing, designed specifically for children and young people who are experiencing or nearing a mental health crisis.

Instead of visiting A&E, where wait times can be long and they may not get specialised mental health support, children and young people can go to The Circle.

It has been designed to be a safe space in which children and young people can receive clinical support when they need it most in a relaxed, welcoming, and calm environment.

The Circle aims to:

- Reduce the number of young people locally presenting to A&E in crisis.
- Provide a safe space with clinically trained staff who can help young people who arrive in an emotional or mentally overwhelmed state to reduce their stress and feel calmer.
- Provide a space where young people and their parents/carers can be supported and guided to access appropriate local services.



[Click here](#) or scan the QR code to watch a short video about The Circle.

Fundraising Tips

Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start!

Enjoy it

The first three letters of 'fundraising' are no coincidence, so do everything you can to enjoy yourself!

Find a venue

If you're organising an event or challenge, and it won't be at your school, sort out the location first. Once that's done, you can decide on a date and start spreading the word. And make sure you tell the venue owner you're fundraising for HFEH Mind– you never know what discounts or freebies could come your way.

Make a plan

A plan helps to avoid any surprises. You can download Mind's at mind.org.uk/resources then add fundraising deadlines, event timings, and people to contact.

Shout about it

If your friends, family and teachers don't know what you're up to, they can't get involved – so make as much noise as you can and let everyone know what you're doing and why.

Staying safe

When planning your fundraising, please follow the latest UK Government guidance about staying safe from coronavirus.

Safety advice may change over time, so it's important that you keep up to date with announcements.



Ideas for Fundraising

Sponsored walk:

Get sponsored to complete a certain number of laps of the school grounds.

Endurance challenges:

Get sponsored to do 100 squats, or the bleep test, or any other physical challenge you can think of!

Sponsored silence:

Ask for sponsorship to stay quiet for a certain period of time, can you be silent for 12, or 24 hours?

Read-a-thon:

Create a reading challenge and get sponsored to take part!

Birthday donations:

Instead of your party guests bringing presents, ask them to make a donation equal to the present they would have brought you!



Sponsored aerobics, zumba or dance class:

Ask people to pay an entry fee to take part or get sponsorship for a dance-a-thon style event!

Cake sale:

Get everyone in your class or year group to bake or bring in a cake and sell the cakes at break time.

School cookbook:

Every family sends in the recipe for their favourite family meal, these are collected and turned into a book. You can sell the book with all proceeds going to HFEH Mind.

Wear blue:

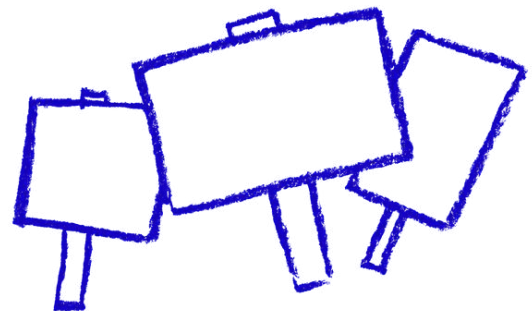
Get everyone to wear something blue on World Mental Health Day (if this isn't your school uniform colour already!) and make a donation to HFEH Mind.

Wacky hair day:

Come to school with your wackiest hair do and make a donation to HFEH Mind to take part.

How to Promote Your Fundraising Activity

- Create posters to put up around school
- Ask your parents or carers to help you contact friends and family who you could ask to sponsor you
- Invite your local paper to visit and write an article if you're doing something really exciting or different!
- Ask if a message can be sent to your class Whatsapp group (if you have one!) to remind parents and carers of fundraising activities so they can donate prizes, entry fees or bring in sponsorship money for events you're planning
- Include an article or advert for events, cake sales etc. in your school's newsletter or website
- Raising money through Just Giving can be a really simple and public way of raising money. Fundraisers typically raise more money than they would if given in person. Setting fundraising targets, telling your story and sharing your JustGiving page on your socials can all be great ways of raising money. Remember to get your parents permission before setting up your page!



You can access our [Just Giving page](https://www.justgiving.com/HammersmithFulhamEalingHounslowMind) at:
www.justgiving.com/HammersmithFulhamEalingHounslowMind



FAQ's

What happens if for some reason I can't do my fundraising event anymore?

We hope this doesn't happen as much as you do but sometimes it can't be helped. Maybe you're training for a challenge and picked up an injury, or you're organising an event but life has got busy and you don't have time. That's okay, let us know as soon as you can and maybe we can help.

What's the difference between National Mind and Local Minds?

Mind is a national charity supporting people all over England and Wales. We are a Local Mind – although part of the national Mind network, local Minds are separate charities, and do their own fundraising and events. You can find out more about the network at: mind.org.uk/localminds

Is there a deadline for paying sponsorship money in?

There is – you need to get all money to us within two months of your event.

Can I fundraise as part of a group?

Absolutely. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page, so don't forget to let us know the name of your page too.

Can I really do this?

Yes. There might be times when you doubt yourself, but we know you're up to whatever challenge you've taken on. So yes, you can definitely do this.



Keeping it Legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board:

Health and Safety

- Keep your personal safety in mind while you're planning, and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well, like your school. Ask your teachers for support on this.
- Types of events that need a risk assessment include solo challenges (like a solo walk, run cycle, swim or drive), anything involving food or drink, and any in-person event involving the public.
- Visit mind.org.uk/resources to download our risk assessment template and for more guidance on when to do a risk assessment.

Children and Young People

- As a school, if the participants are under 16, we'll need a parent's or guardian's consent for them to fundraise for us. Please get in touch with us for a copy of our consent form.
- If the children would like to take part, make sure they have permission, and an adult to look after them.

Competitions, prize draws, raffles, and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws, and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16.

Got a question?

Email: Fundraising@hfehmind.org.uk

Call: 0208 571 7454

Keeping it Legal

Licences and Insurance

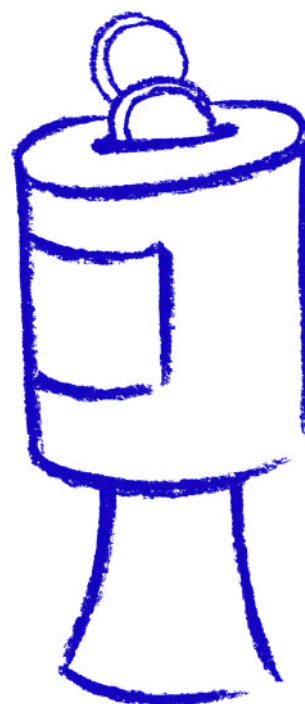
- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by Mind's insurance. Talk with your school if your event is being held on their premises.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol.
- You'll also need a licence to collect money in a public place.

Collecting Money

If you are collecting money in-person, get in touch with us. We'll take you through the basics and can send you collections tins and seals.

The key things to remember are:

- You have to be 18 in London and 16 everywhere else to collect money. This may mean your teacher or parents should be responsible for this.
- You need a licence from your local authority or police to collect donations on the street or any other public property.



Keeping it Legal

Mind Brand

- Make sure you only use Mind-branded fundraising materials for fundraising that you have already registered with us. Please don't use these materials for any other activities without first letting us know.
- As you'll be fundraising as an independent supporter, you'll need to refer to your activity as 'in aid of HFEH Mind' (rather than 'on Mind's behalf').
- If you'd like to use HFEH Mind's charity logo to help advertise your fundraising, please get in touch with us first. We've got some important house rules around how our logo can be used, so make sure to contact us before putting it on your fundraising materials, website, or social media.
- Double check you're using the HFEH Mind brand, and not National Mind logo – National Mind is a separate charity, does their own fundraising, and has a different logo and charity number.



Paying In

This is the page to turn to once you've completed your challenge. If that's your situation right now, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.

So now what? Well, soft drink and a slice of cake obviously. But there is just one more thing you also need to do while you reflect on your achievement.

Send the Money Our Way

Just Giving

If you've raised money online, you don't need to lift a finger. The money comes straight to us so you can get back to your busy lives!

Payment by Cheque or Card

If you want to send cheques please write your name, event, and contact details at the back so we can thank you. Please send to HFEH Mind, 309 Lillie Road, London, SW6 7LL.

Through our Website

Go to www.hfehmind.org.uk and click the donate link. Make sure to let us know you have sent the money!

Thank You!
You're Doing Something
Incredible





Questions? Contact Us.

www.hfehmind.org.uk

fundraising@hfehmind.org.uk

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

020 7471 0592

 **Mind** Hammersmith, Fulham, Ealing and Hounslow