



Fundraising Pack

For individuals and community groups







Thank you!

Firstly, a big thank you for choosing to support Mid Kent Mind! As a local charity, we are reliant on donations to be able to continue providing our community based mental health support. Last year we provided life saving care to over 7000 individuals across Maidstone, Ashford and Swale. **To be able to help more people, and develop new services, we will need to raise even more income.**

Although we are affiliated with national Mind, we are an independent charity with our own services, our own local team and our own accounts. This means that when you donate direct to us, **you can be assured that your contribution will be making a difference right here in your local community.**

People come to Mid Kent Mind for a variety of reasons, some are feeling anxious or stressed, others are experiencing low mood and feeling isolated. Some are so distressed they are self harming or experiencing thoughts of suicide. Our Wellbeing Team offer a range of services that help people feel more like themselves again - whether it's affordable counselling, singing groups, art groups, mental health courses or drop in sessions - our team are here to help.

Your donations help us be there for everyone keeping our services accessible and ensuring cost is not a barrier to them getting the help they need.



Getting started

There are lots of different ways to raise funds - some people organise a bake sale, others put on quiz nights or run marathons! We recommend choosing an activity that you'll enjoy, that suits your interests and hobbies and fits with your available time.

If you haven't already decided on an event, here are some ideas to inspire you:

Bake sale
Sponsored run/walk
Quiz night
Karaoke evening
Clothing swap
Fashion show
Raffle
Swimathon

Football tournament
Own clothes day
Photography exhibition
Toy sale
BBQ fundraiser
Fun run
Skydive
Car wash



What have other people done?

We are fortunate to have amazing people who choose to raise funds for us, from a local Girl Guide group who raised £100 to an individual who held a race night and raised £1000.

We currently have one fundraiser who is taking part in a Hyrox event in Latvia and has already raised over £1200!

One of our incredible fundraisers organises an annual, 12 hour spinathon challenge event in Maidstone and has grown the event considerably over the years. Each person who signs up to take part commits to raising £150 - whilst some raise the minimum, others raise many hundreds of pounds each. Last year's event was the biggest one yet with 5 gyms coming together across the local area to raise over £20,000.

As you can imagine, this donation made a huge difference to our work and is currently being used to support the delivery of our youth work, ensuring the next generation get the help they need before they reach crisis point.



Setting a target

Now that you have decided how to fundraise, the next thing is to set yourself a target. Be realistic but ambitious!

We are grateful to all our fundraisers for their time, commitment and generosity.

Every donation we receive makes a difference to our work whether it's £10, £100 or £1000!



£5

Could pay for a wellbeing box for an individual in crisis giving them hope.



£40

Could pay for two children to attend a fun holiday workshop.



£100

Could provide vital wellbeing education for young people so they know where to turn.



£150

Could run our Wellbeing Drop In service for an afternoon.



£500

Could provide 1-2-1 support to a young person in crisis.



£1000

Could help us trial a new service to meet the changing needs of our local community.



£3000

Could help us run one of our specialist courses providing 6 weeks of practical support to local people helping them learn new skills, build their resilience and overcome their isolation.

Raising funds

Now you have decided what to do and how much you want to raise, the next steps are to **set a date, set up an online giving page and start sharing your event!**

An online giving page helps keep track of your fundraising and ensures all donations come straight to our charity. The most effective pages include a photo, why you have chosen Mid Kent Mind and what your target is. You can also provide updates during your fundraising - this is better suited for long-term challenge events or partnerships. Most people use [Just Giving](#), but there are others including [Go Fund Me](#).

It's really important that when you set up your page you choose to link it to the correct charity making sure to select Mid Kent Mind. Selecting anything else will mean the money you raise will not come to us.

Once you have set up your page, **share your personalised link with your friends, family and colleagues.**

Share it with us too so that we can add it to our social media pages and help you raise even more money!



Raising funds

To maximise how much you raise, consider what ‘bolt ons’ you could add to your event to maximise donations.

You could **add a raffle** to your quiz night, or **organise a dress down day** at your workplace to raise extra donations for your challenge event. Some **employers will match donations** an employee raises which can easily add hundreds more to your total pot! It’s always worth asking if this is available.

Sharing your online page with friends and family - getting posters put up around your workplace, gym or place of worship can all encourage people to donate. Share with people why you are fundraising for Mid Kent Mind - we know that for many people it is incredibly personal but hearing your reasons might make the difference between a £5 donation and a £10 donation.

It might also encourage others to reach out for help; talking about mental health is never a bad thing. Fundraising isn’t just about the money, it’s also about raising awareness of our services and letting people know there is help available.



We're here to help!

You are not alone! Our local team can provide advice and guidance on how to make sure your event is a success and ensure it meets fundraising guidelines.

If you have questions, please email
[**community@midkentmind.org.uk**](mailto:community@midkentmind.org.uk)

As a small charity, we don't have stock of promotional items like pens, teddies or wristbands and we don't usually provide sports vests or medals. We prefer to use our income to support our beneficiaries. But there are lots of other things we can do to help with your fundraising! **We can provide:**

Posters about our work and how we use donations

Logos to use on your own publicity materials

Collecting buckets and tins for use at events

Mid Kent Mind branded **bunting**

Links to your fundraising page on our **social media** channels

Discounted Mid Kent Mind **supporter hoodies**

Celebration **certificate** at the end of your event

We are a really small team and aren't always available to attend events in person - but when we can, we will!

All our fundraisers are also welcome to attend our **free online mental health training courses** which can be booked [via our website](#). If you would like a closed course specifically for your team, then just let us know.

After the event

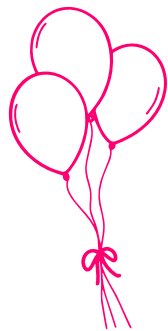
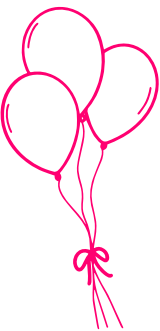
Thank your donors and anyone else who helped you!

Any donations made via your online giving page will automatically be paid to us. If you have used any of our collection buckets or tins these will need to be returned to us for counting. **Please do not break the seals - all containers need to be returned unopened.**

If you need to pay in any extra event income or donations, you can make a bank transfer to our account.

Please **contact us to get our bank account details** and ensure that when you do your transfer, you use your name and event as the reference so we can add it to your total raised.

Once we know how much you have raised, we can send you a certificate to celebrate your success!



Fundraising checklist!

- Before**
- Choose a fundraising idea
 - Tell the team at Mid Kent Mind
 - Set up an online giving page
 - Plan and promote your event
 - Share your event with friends and family
 - Check what will be needed on the day
- After**
- Thank supporters and donors
 - Pay in any extra donations
 - Claim your Mid Kent Mind certificate



Key contact details:

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midkentmind.org.uk

 facebook.com/midkentmind

 instagram.com/midkentmind