



Birmingham and Solihull  
Mental Health NHS  
Foundation Trust Charity

# Fundraising Pack and ideas

[www.caringminds.org](http://www.caringminds.org)

## Thank you for your interest in fundraising for our charity Caring Minds

The Trust's charitable fund 'Caring Minds' directly raises money for the service users, carers and staff of Birmingham and Solihull Mental Health NHS Foundation Trust.

It helps to provide the extras that normal NHS funding does not provide, such as equipment, specialised furniture, research and service users' events. Your support of our fundraising is greatly appreciated as the money raised will significantly improve the experience of the people who use our services.

**Get involved today and help make a real difference in your local area**

**In any given year 1 in 4 people will experience a mental health problem and although the majority will be seen in the local community, the more serious long term cases are referred to the Trust**

## About the Trust

Birmingham and Solihull Mental Health NHS Foundation Trust serves a culturally and socially diverse population of 1.2 Million people. Each year over 50,000 people are seen by our services, from not only the Midlands area but also nationally for some of our more specialist services.

We operate from 60 sites throughout the Birmingham and Solihull areas to provide a wide range of inpatient, community and specialist mental health services for service users of all ages. From young people aged over 16, right through to providing mental health care and treatment for older adults.

Together, these services include elements of rehabilitation, crisis and home treatment, assertive outreach, early intervention, addictions, day services and mental health wellbeing. Whilst our work covers many areas and can often be complex, our aim is simple

**'Improving Mental Health Wellbeing'**

# Getting Started

## Take part in an organised sponsored event

Register with one of the many sporting events such as the London Marathon, Great Birmingham Run, London Triathlon, Great Midlands Run – and nominate Caring Minds as your chosen charity.

## Plan your own sponsored event

Anything can be sponsored e.g. sponsored slim, zumbathon, sponsored walk, sponsored head shave, sponsored silence. Anything is possible, just keep it safe and legal!

## Involve your colleagues

Have a dress down / dress up day, or even a themed day. Do a collection or a raffle.

Ask colleagues to bring in items for a hamper to raffle. Challenge your manager to something outrageous. Hold a family fun day or company car wash, or why not organise an Indian night at your local restaurant?

## Take on a challenge

Take a look at the interesting treks that we have listed on our website. There really is something for everyone, not only are they a challenge for the individual but they provide once in a lifetime experiences. Alternatively, if you are a bit of a daredevil, how about a skydive or a bungee jump?

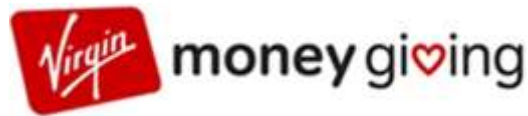
## Organise your own event

Get some friends together and hold your own 'Cupcake and Cuppa' morning, ladies lunch, dinner and dance, ball, auction, quiz night, garden party or even street collection or bag pack

## Remember

**Don't forget to print off the event registration form, available on our website and send it back to us, to let us know what you have planned**

# Useful Tips



**Set up your own online sponsor page with [www.Virginmoneygiving.co.uk](http://www.Virginmoneygiving.co.uk)**

It is a quick and easy way to raise sponsorship money. By collecting money online you do not have the hassle of chasing people for the promised donation after the event.

We are registered with Virgin Money and all funds raised are paid directly into our charity's bank account. If you need help in setting up your page, you will find downloadable instructions on our website. Once your page is set up all you need to do is email all your contacts, you can even link your page to your Facebook and Twitter accounts.

## Sponsorship forms

There are downloadable forms available on our website. If you don't have access to a computer don't worry, we have included one at the back of this pack which you can get copied, or, get in touch and we will put some in the post to you.

**Top Tip – always start your sponsorship form with a generous supporter, as this will set a high standard for everyone else to follow**



When you ask people for a donation remember to ask them if they would like to Gift Aid it. The tax man enables us to reclaim 25p for every £1 they donate, all you have to do is ask them to tick the box on the sponsor form. They also need to complete their full name, address and postcode. Everyone who pay tax in the UK is eligible for gift aid. Remember this is only for donations, it cannot be claimed for ticket sales or a raffle. It will enable us to raise 25% more without costing you a single penny!

## **Paying in your money**

**Please make your cheque payable to 'Caring Minds' and return to the fundraising office: Birmingham and Solihull Mental Health NHS Foundation Trust, Unit 1, B1, 50 Summer Hill Road, Birmingham B1 3RB**

## Fundraising Tools

Once you have registered your event with us, we will send you a poster and ticket form for you to complete with your event details and print off. We can supply collecting tins / t-shirts / running vests / balloons / letter of authority – but there may be a small charge for some items. You can order these on your event registration form, available to download from our website.



Don't forget to promote your events on your own and also our BSMHFT pages

## Legalities

Do you need a license? You will if you are selling or providing alcohol, there will be live music, or performance of a play or sporting event, or you are doing a street collection. Please remember to contact your local council well in advance of your event. Consider what insurance you may need – Birmingham and Solihull Mental Health NHS Foundation Trust and their charity Caring Minds cannot accept responsibility for your event or anyone who takes part in it. Generally venues will have the necessary licenses in place for alcohol and entertainment so liaise very carefully with your event manager to check everything is in place, obtain copies of their health and safety certificates where possible.

## Money

Ensure money is kept in a lockable box and always take care of your personal security. When carrying money ensure there are at least two people present.

If possible deposit money in a bank on the day it is raised, do not keep it in your house unless absolutely necessary, preferably in a safe. Always count the proceeds on the night so the total can be announced at the event where possible – make sure this is done in a private room, away from the public

## Raising Extra Money

Organise a collection or raffle. Sell food and refreshments. Get some freebies from local and national businesses. If you need a letter of authority just let us know.

**Top blagging tips – visit the shops or venues in person, ask to speak to the manager, offer them some free advertising at your event, take a request letter that explains what you are doing that you can leave behind, try to get a good range of donations. REMEMBER IF YOU DON'T ASK YOU DON'T GET!**

# Fundraising Ideas



## Schools

Non Uniform Days / Pyjama Day / Dance Concert  
Count Your Pennies – collect loose change  
Sponsored Challenge – laps of the playground / swimming pool  
Fancy Dress Sports Day / Gym Challenge / Fun Run  
Themed Disco / Cake Sale / Carol Concert

## At Work



Dress Down Days / Themed Day  
Sponsored Sports shirt Swap  
Sweepstake – pay to enter, winner get 50% of the pot, the rest goes to 'Caring Minds'  
Quiz Sheets– £1 to enter – download from our website  
Golf Day – celebrate with an awards dinner  
Cake Bake and Sale / Coffee Morning  
Annual Leave Auction

Bucket Collection – why not have a 'caring minds' tin in your reception area  
Sign up for a team challenge – we have lots of ideas on our website



## Friends

Ladies Lunch / Dinner Dance / Summer Ball  
Karaoke / Quiz night / Psychic evening / Tribute Act  
Garden Party / Celebration / Family Fun Day  
Tea or Coffee Morning / Cake Bake / BBQ  
Auction / Raffle / Bingo / Bucket collection

Swish Party – ladies all donate 1-2 good clothing items each and then swap with each other - Charge an entry fee and hold a raffle.

Celebrity Football match / Pub Fun Day / Darts Match / Snooker Match  
Sponsored ANYTHING!!



## Groups

Themed Parties – 60's,70's,80's / Soul Night / Casino  
Village Carnival / Church Fete / Jumble Sale  
Tea Dance / Book Sale / Garden Safari / Plant Sale  
Supermarket Bag Packing / street collection  
Treasure Hunt / Fancy Dress Pub Crawl

# Keeping it Legal

## Street Collections –

- There are strict rules and regulations governing collections in streets and other public places. You will need to contact your local Council to discuss your idea and to possibly obtain a licence/permit from them. You will need to do this in plenty of time, no later than one month before the proposed date, to allow the correct paperwork to be obtained.
- A collection can only be made on the day and between the hours stated on the permit.
- The person applying for the permit and taking responsibility for the collection is termed the 'promoter'.
- All collection of monies must comply with local authority and police regulations. Collectors should wear a badge and carry a certificate or letter of authority from 'Caring Minds' to validate their identity.
- All the collectors should be over 16 years of age
- Collection Boxes / tins / buckets must be sealed and numbered
- When the Council sends the permit it will include a 'statement of returns' form, which must be completed by the promoter. When the money has been banked with 'Caring Minds' we will then sign and return this form to you. You will then need to send it to the council within one month of the collection taking place.

## Collection Tins –

- Collection tins are an effective way to raise funds, especially when volunteers place the tins and service them in their local area.
- They are also a great way to increase the profile of the 'Caring Minds' Charity in local communities.
- We are required to keep accurate records of all collection tins – if you would like one to use as part of your fundraising please let us know.
- Alternatively, if you are able to service and place 5-10 tins in your local area, we would love to hear from you. The tins would need to be emptied approx. every 2-3 months, so would take up no more than one day a month of your time.