

# RECIPES

## for fundraising success



School, local business or individual ...  
fundraising for The Shaw Mind Foundation  
is as easy as 1,2,3.

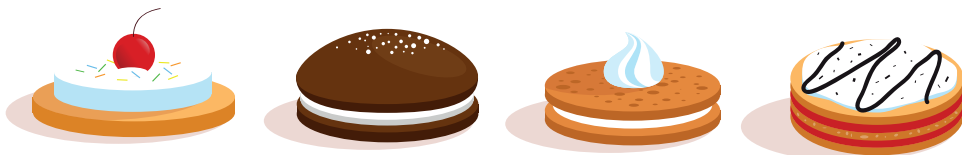
**Just add a little imagination!**



Quite often, organisations are keen to arrange a fundraising event for **The Shaw Mind Foundation**, but they don't always know where to start. We are here to help you with a bit of inspiration to help you get started.

### Before you start

- Brainstorm your fundraising ideas with friends and agree on something that is realistic and likely to work
- Set yourself a fundraising target to aim for, such as £500
- Give yourself adequate time to prepare and promote your fundraising activities
- If you will incur any overheads – plan a budget or get sponsorship, prizes donated or a venue provided free of charge by contacting local business and people you may know you can assist you. Try local supermarkets and shops.
- Contact The Shaw Mind Foundation and let us know what you are planning – we can help you maximise and promote your fundraising event.



### Fundraising ideas

Here are a few ideas to get you started.

You can also download our free fundraising guides at <http://shawmindfoundation.org/get-involved/> or contact [enquiries@shawmindfoundation.org](mailto:enquiries@shawmindfoundation.org) if you have any queries or would like us to send you free printed material, sponsorship forms, collection boxes etc.

**Golden Oldies** – sometimes the more traditional ideas are the best. Organise a raffle, have a good old chinwag at a coffee morning, bring out your inner Ant & Dec by holding a quiz night, take part in a sponsored challenge or unleash your Nigella and have a bake off (we won't tell anyone if it is a packet mix!).

**Crafty** – is Banksy your hero? Or more Art Attack? Why not turn your creative skills into cash and sell them at local shows and fetes?

**Sporty** – are you up for hosting a family sports day, football tournament or even arrange a darts competition (purely so you can shout “*Look what you could have won!*”), or are you brave enough to do a sky dive?

**The whole community** – if you are looking for something little Timmy and Great Auntie Nellie can get involved in, then family fun days, fetes and galas are always a winner.

**Charity shop pop up shop** – a bit of a tongue twister, but why not organise a pop up shop? Simply get people to bring their unwanted items where they can swap with other people unwanted treasures (Christmas socks!). Simply charge an entrance fee to attend.



## Want one of our representatives to attend your event?

Please let us know if you would like one of our lovely charity staff members to attend your event. We will try and attend as many events as possible but unfortunately, we cannot guarantee our availability. Ideally please give 4-6 weeks + notice so we can arrange one of our pop-up stalls.



Read all about it,  
read all about it!  
Get publicity

Contact your local media (radio, TV, newspaper) to attract support and raise awareness of your fundraising. You will be surprised how many local papers are supportive when residents fundraise via local events.

Press love to hear about why you have been inspired to fundraise for The Shaw Mind Foundation. This could be a moving personal story or that you just want to help those suffering with mental illness.

It is useful to include: details of your event, why you are supporting The Shaw Mind Foundation, your fundraising target (£) and what you are planning to do.

You can also send in photographs from your fundraising so that the newspaper can do a follow up article.

Word of mouth is often a forgotten (but simple) way of letting people know of your fundraising. Make sure you tell all your family, friends, neighbours and colleagues. You can let people know of your efforts on a notice board at your place of work, college, gym etc. You can even advertise your event on The Shaw Mind Foundation Twitter and Facebook pages – simply email [enquiries@shawmindfoundation.org](mailto:enquiries@shawmindfoundation.org) to arrange.



### Be a Social (Media) Butterfly



A powerful yet free way to promote your event!

Post on your own social media pages (Facebook, Twitter, Insta, LinkedIn etc) and to any online groups you are part of.

Download our free social media and website banners at [www.shawmindfoundation.org/marketing](http://www.shawmindfoundation.org/marketing) to promote your fundraising.

### Promo items

We have a range of pre-printed posters for you to display in and around your local community, money collection tins, wrap arounds for collection buckets, sponsorship forms and balloons. Just email [enquiries@shawmindfoundation.org](mailto:enquiries@shawmindfoundation.org) to request some.

There are also t-shirts, sweatshirts and self-help books on mental health you can sell at your event. Please contact us for more details.

### Money talks

Talk to us about the best way for collecting money donated to The Shaw Mind Foundation. We can advise you on how you can set up your own fundraising page at Just Giving – see [www.justgiving.com/shaw-mindfoundation](http://www.justgiving.com/shaw-mindfoundation) for more details (click on the orange 'Fundraise for us' box) or by traditional means of using a sponsor form.

giftaid it

**Gift Aid your donation  
- at no extra cost to you!**

If you or the people donating to your fundraiser are a UK taxpayer or pay Capital Gains, your donation can be made under the Gift Aid Scheme. This means that The Shaw Mind Foundation will benefit by reclaiming the tax on the donation made, increasing the donation by 25%. So for every £1 you raise, we receive an extra 25p - at no extra cost to you! People will have the option to Gift Aid their donation/sponsorship when they make the payment via Just Giving or you can download our sponsorship forms (including Gift Aid boxes) at <http://shawmindfoundation.org/get-involved/> or ask us to send you some in the post.



**Kind bosses**

Some businesses offer matched-giving.

Companies will donate £1 for every £1 you raise. Speak to your boss or HR department for more details.

More information or help simply visit:  
<http://shawmindfoundation.org/get-involved/>  
or email [enquiries@shawmindfoundation.org](mailto:enquiries@shawmindfoundation.org)

**Write your fundraising ideas here ...**

Lined area for writing fundraising ideas, consisting of 20 horizontal lines.