

FUND

YOUNG MINDS

The voice for young people's mental health and wellbeing

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YOUNG MINDS

The voice for young people's mental health and wellbeing

Dear **Lovely Person, Friend, and Superhero Fundraiser**

It's **brilliant** you've decided to fundraise for YoungMinds.

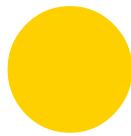
We think **you're great** and value your support and the effort that goes into fundraising for a charity. It is **YOU** that helps us to continue our vital work improving the emotional wellbeing and mental health of children and young people and empowering their parents and carers.

Here's your trusty fundraising kit full of info to help you successfully raise funds and enjoy doing it!

Give us a shout with any questions and to let us know how you're getting on at fundraising@youngminds.org.uk

Many thanks for choosing us, good luck and **have fun!**

The Fundraising Team at YoungMinds



Fundraising Kit Contents

Checklist for Fundraising Success:

- Fundraising for YM
- YM Essentials
- A - Z of FUNdraising ideas
- Shout about it - Ways to Publicise
- Sponsorship Form
- Gift Aid Declaration
- Donation Form
- Posters

Between this kit and our staff you can do it all!



YoungMinds is the UK's leading charity improving the mental health and emotional wellbeing of children and young people. We are reliant on donations and fundraising of people like you to help ensure young people are getting the support they need and parents and professionals are informed about the issues that affect young people.

One thing you might not yet be aware of is it's not just anyone who fundraises for YoungMinds. No, in a recent poll of our donors, we found that those people who support us are almost without exception any two of the following:

- Generous and warm-hearted
- Alarmingly good looking
- Have bright pink hair

As a reward to yourself, we say you now have full authority to feel good about yourself and enjoy everything you do for the rest of the day. Tomorrow too. As long as you like, in fact.

£10 can pay for information packs raising awareness about mental health in schools

£25 can help a distressed parent who rings our Parents' Helpline

£50 can support YoungMinds' campaign to reduce the stigma of ill mental health

£100 can support young people who have suffered from mental illness to help other young people suffering from emotional problems

Where your money will go?
Your fundraising will contribute directly to YoungMinds' vital services for children, young people, parents, carers and professionals.



£10
£25
£50
£100

“ Every time I'm training in preparation for the run I'm thinking of the young people I'm running for. And raising money for YoungMinds makes the sweat and pulled muscles all worth it. ”

Rebecca Smith – ran the Bupa Great Yorkshire Run 2013



‘Being part of the mental health services in this country can be very lonely and carries a lot of stigma with it; as a result my mental health condition has always been separated from my ‘everyday’ life. But with YoungMinds, it is completely different: I get to be part of something that fights stigma, and that says

“ you don't have to be ashamed. ”

Cheryl 20

Fundraising for YoungMinds

YoungMinds
Suite 11
Baden Place
Crosby Row
London
SE1 1YW

Registered Charity numbers:
1016968 & SC39700
Company
number: 2780643

www.youngminds.org.uk
fundraising@
youngminds.org.uk
020 7089 5050



essentials

Money can be
given in the
following ways:

 Donate
Fundraise

Set up an Online
Fundraising page at
www.virginmoneygiving.com
or
www.justgiving.com

Donate securely
online at
[www.justgiving.com/
youngminds/donate](http://www.justgiving.com/youngminds/donate)

Donate by telephone by
calling
020 7089 5050
with your credit/debit
card

Donate by bank
transfer (please use your
name as the
reference)
CAF Bank Ltd
Sort code: 40-52-40
Account number
00002523

Donate by post
with a cheque
(payable to
YoungMinds)
To send us a gift
in the post, please
complete our
Donation & Gift
Aid Form and send
it to us with your
cheque.

Fundraising Guidelines

1 Here's some general guidance to help you on your fundraising way.

Any fundraising materials you use should say:-
I am/we are fundraising on behalf of YoungMinds
Registered Charity No. 1016968 & SC 039700

If you are doing raffles please remember the following:

• Keep the cost of a raffle within a budget- do not spend a large amount of money buying prizes. Get businesses to donate or spend no more than £50-100 on prizes.

• Small raffles held as a part of a larger event are acceptable as long as ticket sales and the announcing of results take place during the event and there are no cash prizes.

• Public lotteries and big raffles must be registered with the local authority.

For more guidance, check the rules with your local authority or the Gambling Commission.

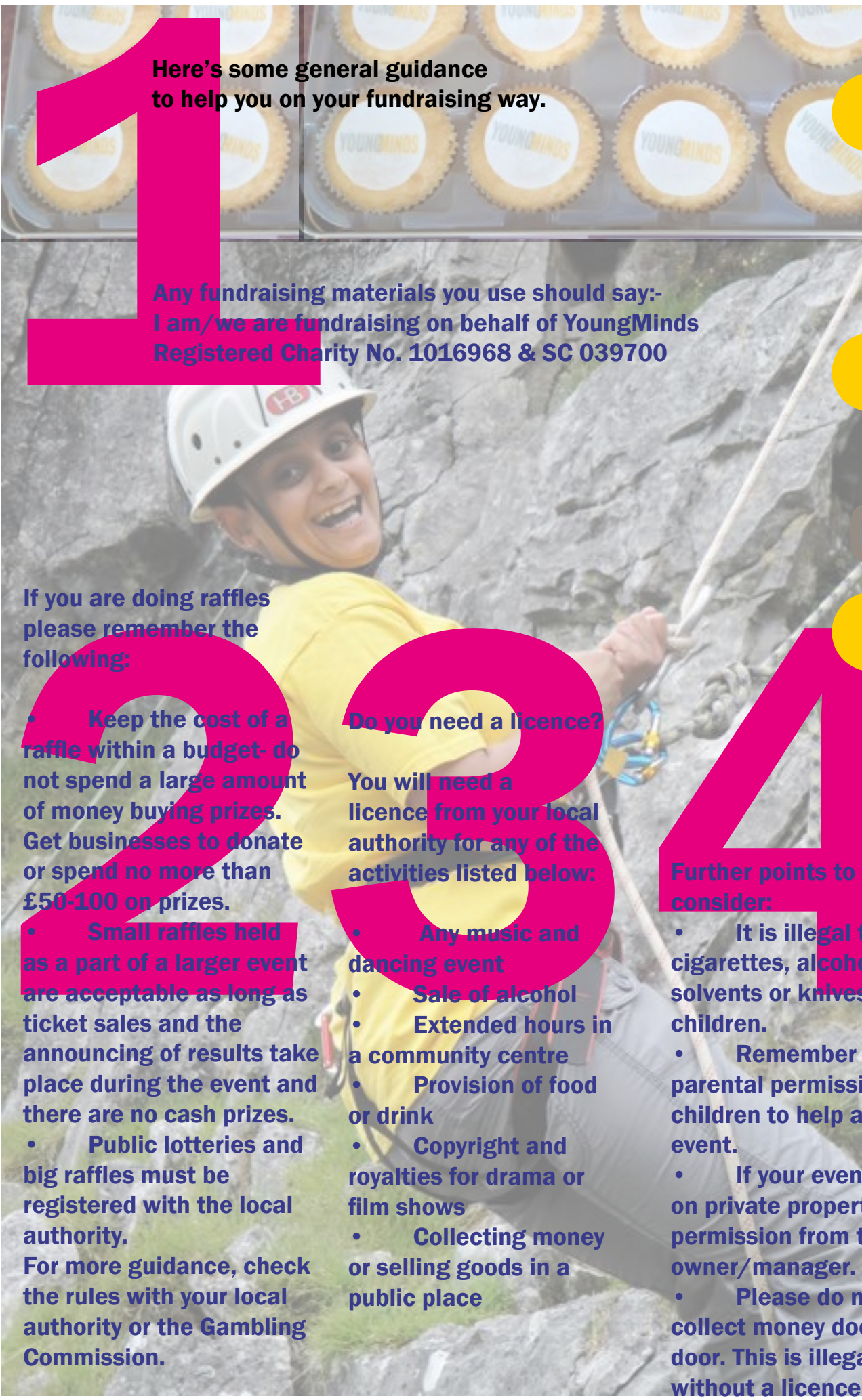
2 Do you need a licence?

You will need a licence from your local authority for any of the activities listed below:

- Any music and dancing event
- Sale of alcohol
- Extended hours in a community centre
- Provision of food or drink
- Copyright and royalties for drama or film shows
- Collecting money or selling goods in a public place

3 Further points to consider:

- It is illegal to sell cigarettes, alcohol, solvents or knives to children.
- Remember to get parental permission for children to help at your event.
- If your event is on private property, get permission from the owner/manager.
- Please do not collect money door to door. This is illegal without a licence.





A

- abseil
- auction
- arts event
- afternoon tea
- assault course



B

- bake
- baked bean bath
- bingo
- book sale
- bungee jump



C

- cycle
- car boot sale
- cabaret
- channel swim
- comedy show



D

- drive
- dance competition
- drama production
- dress down day
- dress up day



E

- exhibit
- eliminate technology
- egg and spoon race
- expedition
- ebay



F

- face - painting
- fashion show
- fair or fete
- film festival
- football tournament



G

- golf
- games day
- guess the number
- garden party
- gnome sale



H

- hair today gone tomorrow
- halloween party
- hike
- horse riding
- hat sale



I

- international themed event
- ironing service
- indoor market
- ice-cream making
- ice-skating show

A-Z of Fundraising Ideas

jewellery making
jumble sale
jazz night
juggling competition
jamming

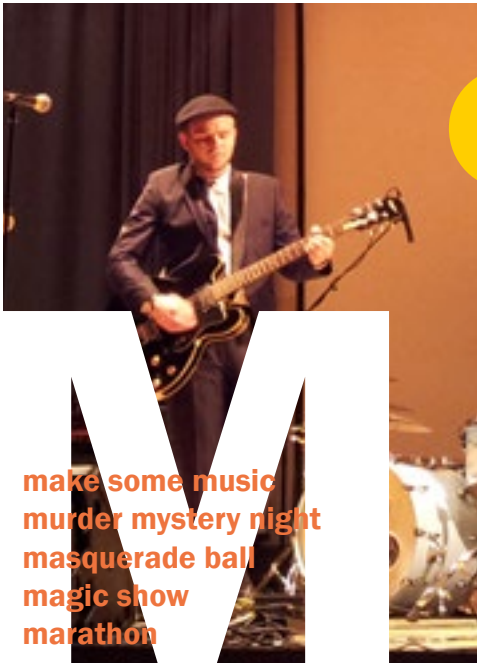
J

karaoke
knitting
karate
kayak
kipper eating

K

learn something new
letter day
lawn mowing
lentil cooking
laugh-a-thon

L



make some music
murder mystery night
masquerade ball
magic show
marathon

M



new years eve party
non-uniform day
netball match
noodle eating
nature trail



oscar night
operatic concert
obstacle course
ornament sale
ooh lala french day

O

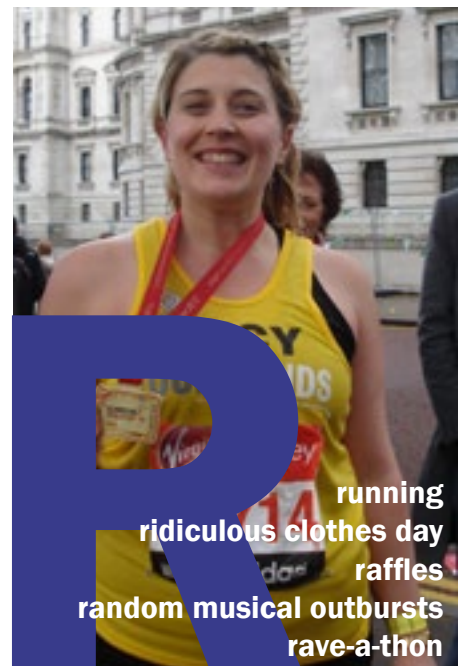


parachute jump
picnic
pyjama party
play
plant sale

P

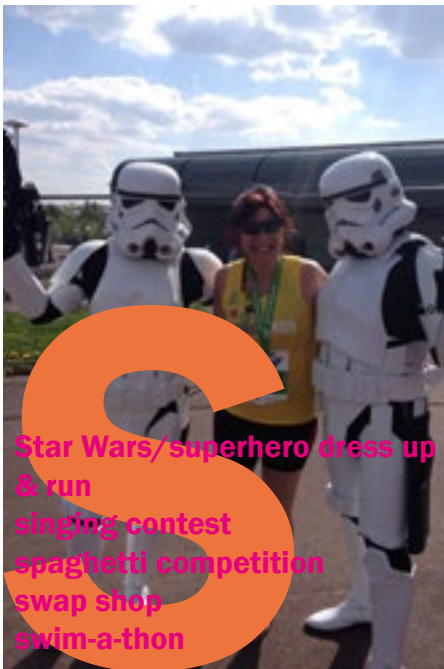
quiz night
quiet please
sponsored silence
quiff day
quorn week
quilt-making

Q



running
ridiculous clothes day
raffles
random musical outbursts
rave-a-thon

R



S
 Star Wars/superhero dress up
 & run
 singing contest
 spaghetti competition
 swap shop
 swim-a-thon



T
 three peak challenge
 tug of war
 treasure hunt
 t-shirt printing
 triathlon

U
 ultimate frisbee
 ugly face pulling contest
 umbrella sale
 under the hammer
 ultra funny walk contest



V
 variety show
 volley ball tournament
 vegetable growing
 valentines ball
 vampire night



W
 walking
 wine tasting
 wilderness exploring
 wacky races
 welly throwing



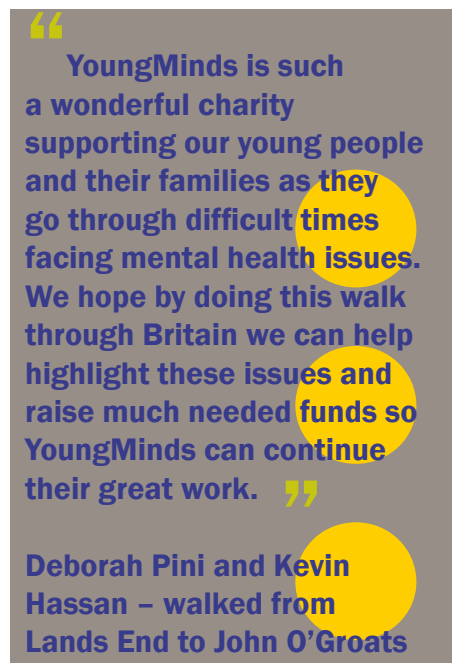
X
 x-factor contest
 xylophone concert
 xmas cards
 xmas hampers
 xbox marathon



Y
 young people matter day
 yoga marathon
 yo-yo contest
 yodelling competition
 yurt camping trip



Z
 zumba dance off
 zig-zag race
 zodiac fortune telling
 zombie dress up day
 zany hat making



“ YoungMinds is such a wonderful charity supporting our young people and their families as they go through difficult times facing mental health issues. We hope by doing this walk through Britain we can help highlight these issues and raise much needed funds so YoungMinds can continue their great work. ”

Deborah Pini and Kevin Hassan - walked from Lands End to John O'Groats

Social media is your friend and a great way to fundraise, campaign and publicise your event, and will **double** the amount you raise! Post regular updates for everyone helping, supporting, donating and fundraising for you.

- **Facebook**
- **Twitter**
- **LinkedIn**
- **MySpace**
- **Wordpress**
- **Tumblr**
- **Blogger**
- **YouTube**
- **Vimeo**

Link to our Facebook page:

www.facebook.com/youngmindsuk

Post messages on our Wall and reach lots of people.

Set up a page for your event or challenge.

Get people interested with great photos and images.

Update your page with info about YoungMinds and let people know why you are getting stuck into fundraising.

Tweet all about it and follow us at

<http://twitter.com/YoungMindsUK>

Blog away

Show off your articulate mind and creative flair using blogging sites:

www.wordpress.com www.tumblr.com www.blogger.com

Make a film

Film yourself fundraising, take some great photos and make some

striking images. Make a fun film about your challenge.

Upload it to YouTube and Vimeo. By yourself or with friends, it doesn't have to be expensive – all you need is a smart phone and a great idea! Post it online and invite people (including your MP!) to watch it.

See some examples on our YouTube channel and Vimeo:

www.youtube.com/user/youngmindschar
and

<http://vimeo.com/youngminds>



Shout About It Ways to Publicise Your Event



Advertise at schools/colleges/universities and community centres with their permission. Use engaging images and the poster templates at the end of this kit.

Use relevant info and stats about YoungMinds and mental health. Add your event/fundraising challenge and where people can donate to. Use an online donating site, and boost your efforts by contacting the **local media**.

Work with the local media through **newspapers** and the **radio**. Write a press release to tell local people about your event or local info you want to highlight. This will help inform people about your work, raise the profile of YoungMinds and by talking about mental health more openly you will be tackling the stigma surrounding it.

Use **Community Newswire** - a free news distribution service for charities, voluntary groups and communities. The Newswire service aims to make it as easy as possible for community and voluntary groups with little media contact, to gain access to the media and get their voices heard.

<https://twitter.com/CommNewsWire>

Write a press release

A press release is a short news article/bulletin written either by an individual, charity, government agency or a company when they want to announce information to the public and the media. For example: product announcements, earning reports, company awards, scheduled events, legal updates, campaigns and so on.

Tips for writing a press release:

Try and sound as if you are trying to inform the reader of something.

Keep the article written in a professional tone and state facts only.

Submit an image or logo with the release.

Always spell-check your release before submitting.

Email the story to **journalists in the local area**.

Include action-items for the readers of the release. For example, if you are describing the release of your new book, include the ISBN number and the website where it can be purchased.

Always add a hyperlink on your website to the press release for better search engine optimization and visibility.

If possible include quotes within the release.

Have a look at www.youngminds.org.uk/news/news for some examples.

Email Jenifer Phillips at jenifer.phillips@youngminds.org.uk with your press release. She can check it through and look for local contacts to send it to. She can also upload it to the YoungMinds website... for more press coverage! Here's a template for a good press release followed by an example.



Press Release Template:

Date

Title - It should be short and grab people's attention!

The opening paragraph should be a summary of the story; it should include the key points and catch the attention of the reader.

It should answer the important questions such as who, what, where, when, how.

The second paragraph goes into more detail, for example, if writing a press release about an event, explain the importance of the event and why it is taking place.

The second paragraph should also present to the readers/journalists what is unique or new about the story.

Add a quote from yourself or a young person about why the event is so important. Make sure you don't just repeat information you have already given - you need to give an opinion.

The third paragraph could discuss the history of the particular event, news event or programme; you can go into detail about how it got started.

The press release finishes with: ends

Below this are the notes for the editors, this includes:

Telling the editor who to contact for more - include mobile, landline and email if possible.

Short background information on you/your school/your company, achievements, etc.

Opening hours, prices, venues, dates as appropriate to the story.

You should also state whether you have photos available or spokespeople.

This should look something like this:

Notes to editors

YoungMinds is the UK's leading charity committed to improving the emotional well being and mental health of children and young people and empowering their parents and carers.

www.youngminds.org.uk

For further information please contact Jenifer Phillips on 0207 089 5050 or email

jenifer.phillips@youngminds.org.uk

Useful key statistics to use when publicising your event/ telling people about YoungMinds:

1 in 10 children and young people aged 5 - 16 suffer from a diagnosable mental health disorder - that is around **3 in every class**¹.

Between **1 in 12** and **1 in 15** children and young people deliberately self-harm² and around **25,000** are admitted to hospital every year due to the severity of their injuries³.

Over half of all adults with mental health problems were diagnosed in childhood. Less than half were treated appropriately at the time⁴.

Nearly **80,000** children and young people suffer from severe depression⁵.

Over **8,000** children **under 10** years old suffer from severe depression⁶.

45% of children in care have a mental health disorder - these are some of the most vulnerable people in our society⁷.

95% of imprisoned young offenders have a mental health disorder. Many of them are struggling with more than one type⁸.

Sources

1 Green, H., McGinnity, A., Meltzer, H., et al. (2005). Mental health of children and young people in Great Britain 2004. London: Palgrave. See www.statistics.gov.uk

2 Mental Health Foundation (2006). Truth hurts: report of the National Inquiry into self-harm among young people. London: Mental Health Foundation

3 Fox, C. & Hawton, K. (2004). Deliberate self-harm in adolescence. London: Jessica Kingsley Publishers.

4 Kim-Cohen, J., Caspi, A., Moffitt, T.E., et al (2003). Prior juvenile diagnoses in adults with mental disorder. Archives of general psychiatry, Vol 60, pp.709-717

5 Office for National Statistics (2004). Census 2001: national report for England and Wales. London: Office for National Statistics.

6 Office for National Statistics (2004). Census 2001: national report for England and Wales. London: Office for National Statistics

7 Meltzer, H., Gatward, R., Corbin, T., et al. (2003). The mental health of young people looked after by local authorities in England. London: Stationery Office.

8 Office for National Statistics (1997). Psychiatric morbidity among young offenders in England and Wales. London: Office for National Statistics.

Here's an example:

10 June 2009

Faringdon four get their skates on Bristol to boost support for young people's emotional problems

On Saturday, 13th June 4 young skaters will roll over 100 miles in four days, from their home in Faringdon Oxfordshire to Filton, Bristol and back, to raise vital funds for children and young people's mental health charity YoungMinds.

Dan (22) and Mark (19) Langlay-Smith, Vince Callanan (20) and Tom Southerdon (20) will leave their homes in Faringdon at 7:30am on Saturday and travel through Highworth, Blunsdon, Purton and Malmesbury. On day two they will skate through Sherston, Luckington, Acton Turville, and Pucklechurch, and finish at the 'Yellow castle' near Frenchay, Bristol before making the return journey home.

Dan Langlay-Smith said: "YoungMinds is a great charity, and we only hope that we can help those who are silently suffering by raising awareness of the problems that are affecting increasingly more children. We are truly lucky that we can do so by doing something we all love!

"So far we have raised over £3000. Please help us meet our target of £5000 and donate to an important cause www.justgiving.com/skate."

You can find out more about YoungMinds work at www.youngminds.org.uk

ENDS

Notes to editors

YoungMinds is the UK's leading charity committed to improving the emotional wellbeing and mental health of children and young people and empowering their parents and carers. www.youngminds.org.uk.

For further information please contact Chris Leaman on 0207 089 5050 or email chris.leaman@youngminds.org.uk

You can also write letters to local papers about issues that appeared in the paper or something you want to raise awareness about or call local radio phone-ins where relevant.

To ensure you are sending it to the right people look up your local papers' editors and radio station producers online, or if you are unsure contact our press office jenifer.phillips@youngminds.org.uk



More About What We're Up To:

Join our Campaign!

We only get one shot at growing up, but now it's tougher than ever. School stress, bullying, sexual pressure, no jobs and then not being able to get help when we need it are stressing us out.

So we are fighting the pressure and creating a mass movement of children and young people campaigning for better mental health and wellbeing.

YOUNG MINDS VS
#FightThePressure

Following a consultation with 1,600 young people, YoungMinds Vs is focussing on:

 YoungMinds Vs Sexed Up – Don't believe the hype
(Campaign tackling sexual pressures)

YoungMinds Vs Bullying – Stop the rot
(Campaign tackling bullying)



 YoungMinds Vs No Work – Fight for your future
(Campaign tackling unemployment)

YoungMinds Vs School Stress – Rewrite the rules
(Campaign tackling school stress)



 YoungMinds Vs No Help – Make your feelings loud
(Campaign tackling access to counselling)

www.youngmindsvs.org.uk

HEAD MEDS

STRAIGHT TALK ON MENTAL
HEALTH MEDICATION

HeadMeds is a unique website about mental health medication for young people created by YoungMinds, launched March 2014.

HeadMeds provides accessible, useful information about mental health medication during a time which is often confusing, frightening and isolating.

It includes information about potential side effects, when you should go and get help, and provides answers to some of the difficult questions that you may have around your medication but may feel uncomfortable asking your GP, including 'Will it affect my sex life?' or 'Can I drink with this medication?'

Complete with real life stories and created side-by-side with young people, HeadMeds provides much-needed, straight talk on mental health medication whenever you may need it

www.headmeds.org.uk

YOUNGMINDS

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Donation Form

Title

Name

Address

Postcode

Email

Telephone

I'd like to pay by:

cheque/

Visa / Mastercard / Maestro (switch) /

Other _____

Card Number

Card Holders Name

Start date (mm/yy)

Expiry date (mm/yy)

Security code

Reason for Donation:

I would like to donate
(please tick a circle or
insert amount)

£10 will help us to
break down the stigma
surrounding mental health.

£35 will provide a parent
with a 50 min phone call with
a mental health professional.

£100 puts us at the
forefront of lobbying and
policy development around
the issue of children and
young people's emotional
wellbeing and mental health.

Other £

Many thanks for your support. We'd like to keep you up to date about YoungMinds via our monthly e-newsletter. Circle NO THANKS to opt out.

giftaid it

Prefer to give online? Please visit us at www.youngminds.org.uk/donate

I would like to Gift Aid all of my donations made since 6 April 2000 and any donations I make in the future unless I inform you otherwise. For YoungMinds to reclaim tax paid on your donation - 25p for every £1 donated - you need to have paid income, or capital gains tax at least equal to the tax we have claimed on your donation. I confirm I have done so, or will do so, and understand that VAT and council tax do not qualify. (Please tick circle for Gift Aid.)

Please return the completed form to:

YoungMinds, Suite 11, Baden Place, Crosby Row, London SE1 1WY

YoungMinds is registered Charity NO: 1016968 and SC039700 and Co Limited by Guarantee No 2780643

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