

# Your guide to fundraising for West Sussex Mind



# Thank you!

By raising money for West Sussex Mind, you're helping more people with mental health problems get the support they need, and the respect they deserve

**We know getting started with fundraising can be nerve-wracking. Maybe you're nervous about whatever challenge or event you're taking on. 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. 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 is a handy starting point – full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

And it also features plenty of inspiration from other West Sussex Mind fundraisers who know exactly what it takes to meet your target.

Please know that every pound you raise will make a difference for someone with a mental health problem. Whatever activity you choose, you're making a massive difference for people's mental health. Thank you so much for caring about mental health and your community's wellbeing.

Contact our fundraising team  
for tips, resources and tools  
Call: 07879 571330

Email:  
[fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org)



# We support We train We campaign

**7,766** People supported by West Sussex Mind during 2024-25

**9,547** Calls answered by our Help Point phone line in 2024-25

**372** 16-25 year olds supported by West Sussex Mind during 2024-25

**524** People received walk-in crisis support at our Staying Well service

**9,429** People trained by West Sussex Mind





“ West Sussex Mind is a fantastic small charity doing excellent work for those that need support. Signing up for the Brighton Half Marathon, and the thought of helping people through the charity, really motivated me with my training and with the run on the day! ”

Lesley, a 2025 Brighton Half Marathon participant who fundraised for West Sussex Mind

## How your fundraising changes lives

**£50** can provide an hour of peer support with our Families in Mind support service.

**£50** could support an older person who feels lonely or isolated, and is facing mental health challenges.

**£200** can provide six weeks of dedicated mental health support for an adult in need. Every pound brings hope.

**£1,000** could fund 62 hours of vital mental health care for parents who desperately need someone to listen.

Your fundraising can make change happen!



# Fundraising 101

**Ready to get going? Follow our top tips for a flying start.**

## Find a venue and make a plan

We love a fundraising plan at West Sussex Mind. It's the perfect way to avoid any nasty surprises further down the line.

Check the date of your event to see if it conflicts with any other events in your area. Sort out a location if you're organising an event or challenge and start spreading the word. Make sure you tell the venue owner you're fundraising for West Sussex Mind – you never know what discounts or freebies could come your way.

## Create an online fundraising page

Set yours up with Just Giving or Enthuse and tell the world what you're doing. Setting it up is easy and it makes things fuss-free. Donations are secure and your money comes straight to us.

 [www.instagram.com/westsussexmind](https://www.instagram.com/westsussexmind)

 [www.facebook.com/WestSussexMind](https://www.facebook.com/WestSussexMind)

 <https://uk.linkedin.com/company/westsussexmind>

## Shout about it

The more noise you make, the more people will hear. One social media post alone could help you raise more money. Not everyone will donate the first time they're asked. So don't be afraid to put yourself out there.

## Create your own poster

Posters are a great way to let people know about your fundraising. Add your details to our template poster and bingo, you have a poster of your own. Local libraries, cafes, leisure centres, shops and community halls are great places to pop them up. Just make sure to ask permission first.

## Stay safe and well

Your health, safety and wellbeing come first. If fundraising is having a negative effect on your physical or mental health, it's okay to take a break or stop altogether.

## Don't forget to Gift Aid

If your sponsors are UK taxpayers, make sure they tick the Gift Aid box when donating. 25% will be added to their donation at no extra cost to them! But remember, events where tickets are purchased ahead of time (like a raffle or tombola) aren't eligible for Gift Aid.

# Looking for ideas on how to fundraise?

Here's an A-Z list of fundraising ideas

- Auction
- Bake sale
- Car boot sale
- Dinner fundraiser
- Escape room
- Fun run
- Holiday themed raffle
- Improv comedy night
- Jumble sale
- Karaoke night
- Lunch fundraiser
- Movie night
- Non-uniform day
- Office collection
- Pizza night
- Quiz
- Raffle
- Street party
- Talent show
- Used book sale
- Variety show
- Walking
- Xmas shop
- Yoga
- Zumba-thon



Staff at IKON Training fundraised for us during Mental Health Awareness Week



# Supercharge your money-making!

## To raise £50

- **Hold a sweepstake**  
on Strictly, Bake Off or whatever else is happening.
- **Share your online fundraising page**  
Try sharing your page on payday. Who doesn't feel more generous when they've just been paid?
- **Ask for donations for your birthday**  
Instead of presents. You don't need any more socks, after all.
- **Ask your employer to match your total**  
Many employers match totals fundraised by their employees.



## To raise £100

- **Arrange a bake sale**  
Try one at work or school. Why not choose a theme – like Halloween – and give a prize to the best cake maker. Nothing like a little healthy(ish) competition.
- **Contact your local supermarket**  
Ask if you can pack bags and collect donations while you do it. You can read our guide to holding a [collection on page 11](#).
- **Have a clear-out and sell at a car boot sale**  
You'll be amazed at how much your long-forgotten loot will raise.
- **Hold a dress-down Friday**  
Even a simple event such as a dress-down casual day at work can raise a good amount of money.

## To raise £250

- **Organise a raffle**  
Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.
- **Hold a pub quiz**  
Always a popular choice. Find a venue, plan your questions and give everyone a great night while watching your fundraising total soar.
- **Contact your talented friends and relatives**  
Best friend in a band?  
Sister in a ceramics group?  
Organise a gig/workshop/whatever you fancy and ask them to get involved.



# Jo's story: the human impact of West Sussex Mind's support

Jo struggled with her mental health when her twins were born prematurely and with heart conditions. Subsequently she experienced postnatal depression.

Jo had struggled with anxiety and depression from her teens and didn't have a big support network around her, in part because she was quite distant physically and emotionally from her immediate family. However, since seeking support with West Sussex Mind's Families in Mind service, she has found community with a group that feels "like family" to her.

**“Families in Mind has become like a family to me, where I always feel welcome and always feel accepted. I can turn up and chat and ask questions, or I can just hang back and not say anything at all and that's okay too”**

**-Jo**





## Fundraising spotlight: Worthing Dads and Steyning Saints

On a warm but blustery Sunday afternoon in August 2025, friends, families and football fans gathered at Steyning Town Football Club for a special charity football match between local teams Worthing Dads and Steyning Saints – all in support of West Sussex Mind.

Before kick-off, the crowd joined the players in a poignant minute's silence to remember Steve Seymour, a Steyning Saints player who tragically took his own life. His memory was honoured by both teams, several of whom counted Steve as a team mate and friend.

The match itself delivered excitement for the spectators, with Worthing Dads claiming a 4-1 victory over Steyning Saints.

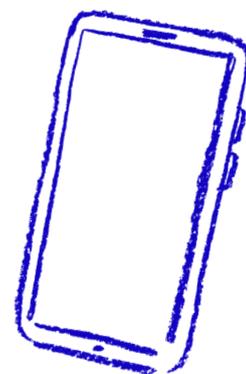
The teams raised £3,151 for West Sussex Mind, including £1,000 matched by an employer of one of the fundraisers.

**“We wanted to honour Steve today because he’s been a part of this [annual] event, and he has friends in both teams that are here. Several people in our group have opened up about having thoughts of suicide, and that’s why we decided to support West Sussex Mind.”**

John Burton, coach and founder of Worthing Dads

# Online = On target

Fundraising online is great. It's free, it's quick, it's secure, donations reach us automatically and you can contact people worldwide by simply reaching for your phone. Combine it with some creative thinking on social media, and you'll hit your target in no time.



## Top tip!

You can use use Just Giving to fundraise. To set-up your page visit [www.justgiving.com/charity/coastalws-mind](http://www.justgiving.com/charity/coastalws-mind). You'll be taken through the set-up process step by step. Or you can use Enthuse, to set-up your page visit [www.westsussexmind.enthuse.com/profile](http://www.westsussexmind.enthuse.com/profile), select "fundraise for us" and follow the instructions.

### 10 tips to make your online fundraising page successful

#### 1. Share your story.

If you feel comfortable, share why raising money for mental health is important to you. The personal details will help people connect and relate to your cause.

#### 2. Write a personal thank you message.

This will be sent to everyone who donates. People will really appreciate a thank you directly from you.

#### 3. Put your face out there.

Upload a photo of yourself. Seeing a face helps people relate and empathise with your story

#### 4. Set a public target.

Displaying your goal lets you and your donors track your progress. And will encourage donations – fundraisers who set a target raise on average 45% more than those who don't. Plus adding a profile picture could help you raise 23% more and a page summary 36% more. It'll keep you motivated too.

#### 5. Share, share and share again.

Don't be shy sending your page to everyone you can think of. You never know who might be inspired to donate. And why not ask people to pass it on. The more the merrier! And don't forget to share it more than once.

#### 6. Get social.

Instagram. TikTok. Facebook. LinkedIn. Whatever your platform of choice, make sure to add a link to your fundraising page. You can keep your followers and friends updated on your progress too.

#### 7. Create an email signature.

Add a link to your fundraising page and a brief explanation of your cause to your email signature to sign off in style.

#### 8. Keep track of offline donations.

If people donate with cash or cheques, log these in the offline section of your online page. And keep that total climbing.

#### 9. Celebrate your success.

Don't forget to update your donors and shout about your achievements when your event or activity is over. It could be a handy reminder to any stragglers who meant to donate but had forgotten.

#### 10. Create a QR code.

If your page is on Justgiving, simply add '/qrcode' to the end of your fundraising page URL and click enter. And if you're using Enthuse, create your code using a free QR code generator. Screenshot your code so you always have it to hand. Share the QR code, and make it easy for people to donate.

# Three tips to shine on social media

## Share your motivation

Is this the first time you've done something like this? Has anything funny or moving happened? Do you have personal reasons for fundraising for West Sussex Mind that you're happy to share? Bringing to life what you're doing and why on Facebook and Instagram can really boost your fundraising total.

## Become a film star

You can upload a video to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

## Be proud

People often worry they'll annoy their friends by asking for donations, but you're doing something amazing, and the trick is to keep people interested.

Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Instagram and TikTok and people will always be happy to hear from you. Tag us on your social posts using #WestSussexMind.

## Whatever you need, we're here.

### Contact us through email:

[fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org)

### Or call us on:

07879 571330





# Keep 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. We recommend doing your own risk assessment. We have a risk assessment you can download.
- 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 [www.westsussexmind.org/fundraising-pack-resources](http://www.westsussexmind.org/fundraising-pack-resources) to download our risk assessment template and for more guidance.
- If you're selling food at your event, get in touch with your local council for advice.

## Children and young people

- If you're under 16, you'll need to get permission from your parent or guardian before you can fundraise. We can provide a consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised.

## Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of rules about how they can be run. You might need to apply for a license. Find out more from the Gambling Commission.
- You can't sell tickets to anyone under 16.
- Online raffles and lotteries are also subject to rules. Your local council can give guidance.

## 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 West Sussex Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples include, a gambling licence for certain raffles, a public entertainment licence if the venue doesn't one, and a licence to sell alcohol. You'll also need a licence to collect money in a public place. You may need a temporary events notice for certain events. Check your local council websites for details.

## West Sussex Mind brand

- Make sure you only use West Sussex Mind branded 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 West Sussex Mind' (rather than 'on West Sussex Mind's behalf').
- Double check you're using our West Sussex Mind brand, and not the (national) Mind logo. Local Minds are separate charities, doing their own fundraising, and have different logos and charity numbers.

## Collecting money

If you collect money, give us a call or email first. We'll take you through the basics and 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.
- If you're planning a collection on private property, like a shop or train station, you need to get permission from the owner.

- You need a licence from your local authority or police to collect donations on the street or any other public property.
- Fancy dress will help attract donations as does having a dog with you (please ensure the dog is fit and happy to attend).

**Got any questions or need to get in touch? Drop us a line at [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org) or call 07879 571330**

## Useful links

**Health and Safety Executive:**  
[hse.gov.uk/event-safety](http://hse.gov.uk/event-safety)

**The Fundraising Regulator:**  
[fundraisingregulator.org.uk/code/specific-fundraising-methods/events](http://fundraisingregulator.org.uk/code/specific-fundraising-methods/events)

**The Gambling Commission:**  
[gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)



# What happens after?

You've raised money for mental health. And you're ready to pay in. We're so proud of you. But what happens next?

## Firstly – give yourself a massive pat on the back.

No one should have to face a mental health problem alone. Thanks to you, we can keep fighting to make sure everyone gets mental health support when they need it.

### **You're amazing.**

Once you've suitably spoilt yourself, find out everything you need to know about how to pay your money into West Sussex Mind.

## When to send your money

All money raised is due to us within two months of your event. But you can send it any time before that deadline.

## Send the money our way

### **JustGiving**

If you've raised money online through Just Giving, you don't need to lift a finger. The money comes straight to us, so you can get back to your tea and cake.

### **Enthuse**

If you've raised money online through Enthuse, you don't need to lift a finger either. The money will come straight to us.

### **Through our website**

You can use our website to send the money through Just Giving. Visit here [www.westsussexmind.org/get-involved/make-a-donation](http://www.westsussexmind.org/get-involved/make-a-donation), but please drop us an email at [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org) to let us know you have done this, and how much to expect.

### **BACS**

Pay directly into our HSBC bank account (please email and tell us you have done this, and how much you've raised!):

Account name: West Sussex Mind

Sort code: 40-47-23

Bank account: 11365665

### **Payment by cheque or card**

If you want to send cheques, please write your name, event and contact details on the back so we can send a thank you. Send to:

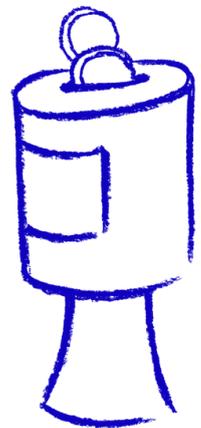
**West Sussex Mind**

**The Gateway**

**8-10 Durrington Lane**

**Worthing, West Sussex.**

**BN13 2QG**



**Please make sure you send all the money to us within two months of your event.**

**If you have any issues please email [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org)**

**Or call 07879 571330**

# FAQs

Here are some answers to the queries we're most often asked. If there are others on your mind, just let us know.

## How do I get fundraising materials?

We can provide you with materials to support your fundraising. You can request fundraising materials such as a branded shirts, leaflets and collections tins/buckets by emailing [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org).

## What is the difference between Mind and Local Minds?

Mind is a national charity supporting people all over England and Wales. We are West Sussex Mind, an independent charity that funds and runs its own operations for the benefit of people in West Sussex. We do not receive regular funding from national Mind.

## Is there a deadline for paying sponsorship money in?

Yes, you need to get all money to us within two months of your event.

## Can I fundraise as part of a group or in a team?

Yes. Just let us know everyone's details and if you're fundraising together. Your team can have one fundraising page. Don't forget to let us know the name of that page too.

## Having doubts?

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.



## What if I'm finding it hard to ask people for money?

Raising money can be tough, especially when lots of people are worried about money. But fundraising for mental health has never been more important. If you're struggling to ask for donations, we're here to help. We can suggest different ways to raise money and reach your target. We can explore where you could find other people to help. Or we can talk about trying other events with a lower fundraising commitment too.

## 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 is suddenly busy and you don't have time. That's okay, let us know as soon as you can, and maybe we can help.



# Congratulations!



# Get closer to West Sussex Mind

After your fantastic fundraising, we'd love to stay in touch with you. We're working to create a world where everyone with a mental health problem is treated with support and respect. We'd love for you to keep us company.

**We won't stop until everyone facing a mental health problem gets the support and respect they deserve.**

## Here's how you can help:

- Campaign with us and help us fight stigma, and push for better mental health services.
- Volunteer with us, there's lots to do, from cheering on fundraisers, to talking to the media.
- Fundraise for us again. Go on, you know you're tempted...

**Sign up as a supporter of West Sussex Mind to receive regular news and updates**

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

**Thank you again for being on our team**



West Sussex Mind,  
The Gateway,  
8-10 Durrington Lane,  
Durrington,  
West Sussex.  
BN13 2QG

[fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org)

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

Or call 07879571330

 [www.instagram.com/westsussexmind](https://www.instagram.com/westsussexmind)

 [www.facebook.com/WestSussexMind](https://www.facebook.com/WestSussexMind)

 <https://uk.linkedin.com/company/westsussexmind>



West Sussex Mind is a registered charity in England  
Charity number: 1155918  
Company number: 08884776

# Materials to help you fundraise

Need fundraising materials? We've got you covered. From online guides to t-shirts, there's plenty to help you fundraise.

We're working towards being a climate positive charity – and this means reducing our waste. So we've moved guides and forms online, and will only send things out if you ask for them.

## How to get your materials

### Download tools and guides

Head to [www.westsussexmind.org/fundraising-pack-resources](http://www.westsussexmind.org/fundraising-pack-resources) download posters and templates. You can print these at home if you need to.

### Order event materials

Need a collection tin/bucket for your event? Or want a printed copy of our fundraising guide? Email [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org). Or call us on 07879 571330.

### Use our order form

Use our form to order items. Fill it out and send it to [fundraising@westsussexmind.org](mailto:fundraising@westsussexmind.org).

