

# Real change starts here.

Together we're fighting for better mental  
health support in the Borough of Rochdale.

This is your  
**Fundraising Pack!**

A handy guide to who we are and  
how you can help us to fund vital  
mental health services in the  
Borough of Rochdale.



# Who are we?

Rochdale and District Mind is a proud Local Mind, part of a national network of independent charities connected to Mind.

While we work closely with national Mind, we raise our own funds and are governed by our own board of trustees, ensuring that everything we do is rooted in the unique needs of the communities we serve.

We provide information, services and spaces that support better mental health and wellbeing across Heywood, Middleton, Rochdale, Bury and N.E. Lancashire.



## Our aim is simple:

**To empower people to improve and maintain their mental health, and to build a community where everyone feels supported, understood, and respected.**

Find out  
more about  
the services  
we offer  
here



Through peer support groups, creative sessions, emotional wellbeing services and more, we offer free and inclusive support that's shaped by the people who use it.

We won't stop until everyone experiencing a mental health issue gets both support and respect.



**We've been supporting our  
community for over**

**35 years**



**Your support makes sure no  
one in Rochdale faces mental  
health challenges alone.**

# How your support helps us



Your fundraising allows us to offer safe and welcoming spaces to those in need of support, respond quickly to those in crisis and guide people through their journey to feeling better.



## Resources for support groups

Resources such as wellbeing booklets, pens and pencils, cups of tea, etc.

## Wellbeing resources

To tell people about our services we create and distribute leaflets, posters and group timetables.

## Building Maintenance

Keeping the lights on and making sure that our spaces are safe and welcoming to those reaching out for help.

**What would the money I raise be used for?**

## Events

Getting out in the community is a key part of our work towards breaking the stigmas that still surround mental health issues.

## Running our Infoline

Our Infoline workers guide those who are reaching out for help towards the support that best suits their needs.

## Paying our staff

Counsellors, Support Workers, Group Leads, Advocates etc.



**None of the work we do would be possible without the vital support and generosity of our local community.**

# Inspiring Fundraising Ideas

## 10,000 Steps Challenge

Walk 10,000 steps daily for a month. Connect with your body, being present, and appreciating your surroundings while you walk.

## Digital Detox Challenge

Ignore the notifications and take a sponsored break from your smart phone.

Do something mindful

## Sponsored Walk

Take a mindful walk around a local spot like Hollingworth Lake. It's a chance to connect with nature, bond with others, and raise sponsorship.

## Yoga for Wellbeing

Organise a gentle yoga class to promote mental and physical wellness while raising funds.



## Crafternoon

Host a relaxed afternoon of crafting with friends or community members. Whether it's knitting, painting, or DIY projects, it's a great way to get creative, connect, and raise funds through entry fees or donations.

## Seasonal Dress-Up Day

Celebrate summer festivals, Halloween, or Christmas jumper day with your colleagues.

Do something creative

## Storytelling Night

Invite people to share personal stories, poetry, or songs in a cozy, supportive space. Charge a small entry fee or ask for donations. It's a creative way to connect and raise awareness.

## Murder Mystery Night

Host an evening full of fun and suspense, with a small entry fee.



# Inspiring Fundraising Ideas



## Coffee & Cake Morning

Gather your peers for the ultimate 3Cs: coffee, cake, and a catch-up!

## Quiz Night

Get those brain cells working and host a quiz event with an entry fee.



Do something together



## Raffle

It's a classic for a reason! Organise a raffle with donated prizes from friends, family, and co-workers.

## Three Peaks Challenge

Rally a team to conquer this famous mountain climb.

## Overnight Challenge

Take on an overnight challenge like camping out in an unusual spot (backyard, community hall, or even office) to raise funds and awareness. It's a bold way to push your comfort zone and start conversations about mental health.

## Shave Your Head

Bald today, a hero forever.



Do something bold!

## Running Challenge

Lace up your running shoes, sign up for a 10k or half marathon, and raise sponsorship.



## Sky Dive

Take the ultimate leap for mental health fundraising.

# How to get started

Getting involved is easier than you think!

Your fundraising journey begins here...

Step 1

**Choose and let us know what challenge you are going to do**

Pick one of our fundraising ideas or get creative with your own!



Step 2

**Set a goal**

Decide how much you'd like to raise. There's no limit, whatever feels right and achievable for you.

Step 3

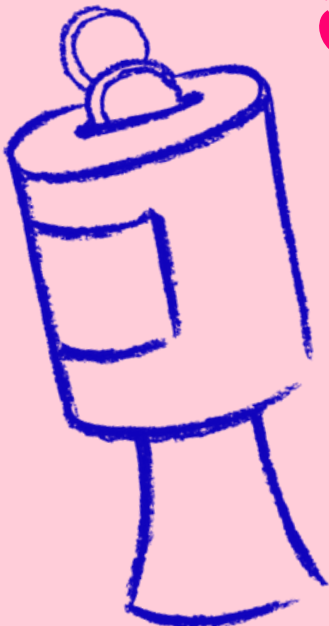
**Tell your friends and family**

There's nothing more powerful than community. Share your plans with friends, family and colleagues, in person and online and invite people to support your cause.

Step 4

**Create a Total Giving page**

It's quick and simple, making it easy for your friends and family to support your fundraising efforts.



To let us know that you are fundraising for us or if you need any help, just email

**[fundraising@rochdalemind.org.uk](mailto:fundraising@rochdalemind.org.uk)**

We're here to support you every step of the way!

# 10 Tips for a Successful Fundraiser



- 1 Set a clear fundraising goal**  
Give yourself (and your supporters) something to aim for. Whether it's £50 or £500, a target helps keep the momentum going.
- 2 Tell your story or why you care**  
Your "why" is your most powerful fundraising tool. Let people know what inspired you to support mental health, authenticity is inspiring.
- 3 Use photos or videos to engage your supporters**  
Don't be shy! Snap pictures, film short clips, and share your journey. Seeing you in action brings your challenge to life.
- 4 Share updates regularly**  
Let people know how it's going! Posting about your progress keeps your supporters engaged and can prompt new donations along the way.
- 5 Promote your page on social media**  
Use your wall, stories, reels... whatever works for you! Social media is one of the best ways to raise awareness and gather support quickly.
- 6 Add it to your email signature**  
If you send lots of emails, simply pop your fundraising link in your signature! It's an easy, passive way to get eyes on your fundraising page. Want a graphic to include? Just ask us.
- 7 Encourage friends and family to share your page**  
Sharing is caring. Every share expands your reach and spreads awareness of the work we do.
- 8 Thank your supporters - Kindness goes a long way**  
Publicly thank those who donate or help spread the word. It shows your appreciation and encourages others to join supporting your efforts.
- 9 Create mini-challenges**  
Turn your fundraiser into a fun game. "Be the person to take me over £100!" or "Sponsor me and pick my next challenge!". By creating mini-challenges people remain engaged with your efforts.
- 10 Most importantly- be real.**  
Fundraising can be exciting, tough and emotional; sometimes all at once. Let your personality and passion shine through. People connect with real humans doing real things for causes they care about.

# Corporate Partnerships

We're looking to partner with businesses who share our vision for a mentally healthy Rochdale. When your business supports Rochdale and District Mind, you're not just making a donation, you're making a statement about what you stand for.

## You could support us through:

- Charity of the Year partnerships
- Team fundraising activities: from coffee mornings to team triathlons
- Volunteering opportunities
- Donating prizes or professional time
- Sponsoring an event or campaign

## In turn, we'll champion your support and help you celebrate your commitment to wellbeing through:

- A personalised thank you across our social media
- Your logo featured on our website
- Our 'Proud Supporter' logo for use on your own materials
- A certificate of support for display

Get in touch via [fundraising@rochdalemind.org.uk](mailto:fundraising@rochdalemind.org.uk) to connect with us.



# Legacy Giving

Donating in memory of a loved one is a powerful way to honour their life while supporting others who are struggling with their mental health.

We have a MuchLoved tribute page, where you can set up a dedicated online space to remember someone special, share memories, and raise funds in their name.

Whether it's in place of flowers at a funeral, through a celebration of life, or simply a way to mark a meaningful date, your support helps us be there for others when they need it most.



To find out more or set up a page, visit [muchloved.com](https://muchloved.com) or drop us a message at [fundraising@rochdalemind.org.uk](mailto:fundraising@rochdalemind.org.uk) and we'll be happy to help.

# The legal bit



**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, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- 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 [mind.org.uk/resources](https://mind.org.uk/resources) to download our risk assessment template and for more guidance on when to do a risk assessment.
- If you're selling food at your event, get in touch with your local council for advice.

### Children and young people

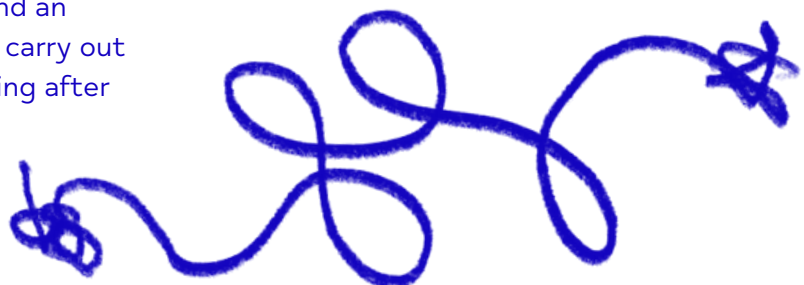
- If you're under 16, we'll need a parent's or guardian's consent for you to fundraise for us. Please get in touch with us for a copy of our consent form.
- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background 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 important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission – [gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more 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 Mind's insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.



## Rochdale and District Mind Brand

- Make sure you only use Rochdale and District Mind-branded fundraising 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 Rochdale and District Mind' (rather than 'on Mind's behalf').
- Double check you're using our Rochdale and District Mind brand, and not the (national) Mind logo –local Minds are separate charity, doing our own fundraising, and have different logo and charity number. Find out more about the difference between (national) Mind and local Minds at [mind.org.uk/localminds](https://mind.org.uk/localminds).

## Collecting money

If you collect money, give us a call 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.



**Got any questions or  
need to get in touch?**

Drop us a line at  
[fundraising@rochdalemind.org.uk](mailto:fundraising@rochdalemind.org.uk)  
or call us on 01706 752335

## Useful links

### Health and Safety Executive:

<https://www.hse.gov.uk/event-safety/>

### The Fundraising Regulator:

[https://www.fundraisingregulator.org.uk/  
code/specific-fundraising-  
methods/events](https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/events)

### The Gambling Commission:

[gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)





[www.rochdalemind.org.uk/fundraising](http://www.rochdalemind.org.uk/fundraising)



Registered with  
**FUNDRAISING  
REGULATOR**

We are proud to be registered with the Fundraising Regulator, giving our supporters confidence that all donations and fundraising are ethical and transparent.

## Get in touch!

01706 752335  
[fundraising@rochdalemind.org.uk](mailto:fundraising@rochdalemind.org.uk)

Rochdale and District Mind  
The Mind Wellbeing Centre  
3-11 Drake Street  
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## Follow us!

[@rochdalemindcharity](https://www.instagram.com/rochdalemindcharity)



[Rochdale and District Mind](https://www.facebook.com/RochdaleandDistrictMind)



[Rochdale and District Mind](https://www.linkedin.com/company/RochdaleandDistrictMind)



[rochdalemind.bsky.social](https://www.bsky.social/rochdalemind)



# Thank you for standing with us.

Your support helps bring hope, healing, and strength to those facing mental health challenges in the Borough of Rochdale.

 **mind** Rochdale and District

Rochdale and District Mind registered charity no. 519916