



HOWEVER YOU DO IT,
FUNDRAISE
 FOR MENTAL WELLBEING

1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9 / 10 /
FEB
2022
 11 / 12 / 13 / 14 / 15 / 16 / 17 / 18 / 19 / 20 /

Working in partnership with:



Mind is a registered charity in England & Wales no. 219830. SAMH (Scottish Association for Mental Health) is a registered charity in Scotland no. SC008897. Inspire is a registered charity in NI no. 103470.

From 31 Jan to 6 Feb, however you do it, fundraise for mental wellbeing!

With **Time to Talk Day** right in the middle of the week on **Thursday 3 February**, we're asking you to fundraise around the theme of talking about mental wellbeing.

Talking about mental health breaks down harmful stereotypes and barriers to create supportive communities. That's why opening up the conversation about mental wellbeing is so important. By talking about it we can support ourselves and others.

Read on for plenty of fundraising ideas that'll get you talking and fundraising for Mind, SAMH (Scottish Association for Mental Health) and Inspire. Whether you organise a sponsored walk-and-talk, or start your own charity book club, there are loads of ways to get involved.

So get ready to join the conversation and, however you do it, fundraise for mental wellbeing this February.

Just make sure you bank any time up to 26 February and don't forget to share your photos online at #ItsWhatWeDo or #CoopRadio for a shout-out. Good luck!

Read on to find out what your amazing fundraising is doing in communities across the UK

5 Ways to Wellbeing

Evidence shows **we can all do things** to look after our own mental wellbeing

1.
connect
with other
people

2.
be
physically
active

3.
take notice
and be
mindful

4.
learn new
skills

5.
give to
others



Fundraising ideas

Do it your way and fundraise at work

On the lead up to Valentine's Day, show the love for colleagues, friends and family.

Use the cut-out shapes in your fundraising pack to dedicate a heart to a loved one or write down your Time to Talk Day pledge, then create a display. Ask customers or colleagues to donate to take part.

Prefer a night in with your pals? Ask for a donation of £1 for a chance to win a hamper full of goodies. Put a twist on your hamper fundraiser by including treats and essentials for a 'Pal-entines' night in.

Donate £2 to start a conversation with your colleagues or customers. We can help you start with this question: 'What celebrities talk openly about their mental health?' Use your conversation starter cut-out from your fundraising pack to help you keep chatting away.



Go bigger with your fundraising!

Does your community love football? Get everyone together for a (friendly!) football match fundraiser. Sell tickets and refreshments and embrace your ultimate sliding in the mud celebration.

However you do it, fundraise by hosting a night your way, whether it's a curry, comedy, quiz or karaoke. Ask for a £3 donation for a ticket to attend and host a raffle or silent auction during your event to boost your fundraising and make the night a memorable one for all.



Do it your way and fundraise in your community

Take your fundraising out to your community. Why not organise a tea and talk? Ask for a £2 donation, brew a cuppa, grab a snack and get to know each other. Remember to use your conversation starter cut out from your fundraising pack for some handy hints on how to get people talking. If you fancy getting outdoors, organise a walking group and ask for a donation from each member. Don't forget to bring the essentials... dogs, tea, coffee.

Not able to meet in person? Organise a sponsored virtual step challenge – aim to climb the height of your community's favourite landmark and share a pledge to show why you are climbing for mental wellbeing.

Quick win fundraisers for those who are short on time

Ask people to bring in an inspiring book or DVD that has helped raise their spirits or got them talking. Wrap it in paper with a quote or hint about the book or film (without giving away what it is!). Colleagues or customers can donate to choose one to take home.

Valentine's special – ask customers and colleagues to donate £2 to guess how many love hearts in a jar. The closest wins and takes a prize home to share with loved ones.

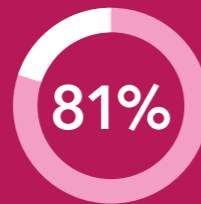


Your fundraising is making a real difference

Our recent partnership research, Together Through Tough Times, has shown:

1 in 3 people

in the UK say they don't have the support or tools to deal with the 'ups and downs of life'



of those people say that support in the community – such as having spaces to talk, activities and services – would help them

Our partnership is responding directly to that need. Co-op colleagues, customers and suppliers have raised over **£6 million** so far for Mind, SAMH and Inspire.

These vital funds are bringing communities together to support mental wellbeing, including funding more than **50 mental wellbeing services** across the UK that will be supporting thousands to improve their mental wellbeing - you have already helped over 4,000 people.

Hear from one of the people your fundraising is supporting...

I was struggling with my mental health earlier this year and things got worse, so I just had a look to see if there were any local groups or projects I could get involved with, and it went from there.

The gardening group is quite casual. Usually there's a little get-together just to decide what tasks need doing that day. If people have different ways they want to do it, they'll be gently discussed. But then you can just float off.

When you're struggling it's nice to have a structured thing to go out to at a specific time of day, but with flexibility. You're all working on a task together so you're not required to make conversation with anyone beyond what you're doing. I find that to be very helpful – you can very gently get to know people with no pressure.

It has an impact on my wellbeing in terms of having something specific to go out to do and, also, in growing things you see a reward for your effort. I've also learnt more since going and learning is something that helps me build resilience.

I'm really glad it exists, especially through the winter months when there isn't much to do. I really appreciate having a scheduled thing to do on a Monday or Wednesday that I know I can get up and go to, and that I can do as little or as much as I feel able to do that day, and actually if my world is falling apart, then I can quietly suss out who it feels okay to talk to that day.

John*, peer support group participant

*His identity has been changed to protect the anonymity of the individual



Here are just a few of the 50+ services you are funding

Community Connections - North Lanarkshire

Providing workshops, training and drop-in spaces for residents, community organisations and local businesses to learn how to support their own and others' mental wellbeing.

Healthy Restart - across Northern Ireland

An eight-week programme based on the Five Ways to Wellbeing. One-to-one and group classes online, focus on topics such as healthy eating, financial wellbeing, self-care and resilience, anxiety, sleep and letting go of negative emotions.

I-Connect - Across Northern Ireland

I-Connect is a new digital platform for people living with a mental health diagnosis. It will give them instant access to information and tools to support their mental wellbeing – available 24/7.

Community Resilience Hub - Aberystwyth

Community learning sessions and workshops, created with and for people from the Ceredigion area to boost resilience and improve mental wellbeing.

Young Minds - Neath Port Talbot

One-to-one and group wellbeing and life skills sessions for young people, with an emphasis on addressing transitions and covering topics such as identity, loss, confidence and managing change, alongside wellbeing activities such as mindfulness and yoga.

Time for Me - Fraserburgh & Peterhead

Time for Me is a six-week resilience and life skills programme that provides young people with time and space to be heard, to discuss and understand their feelings and emotions, develop coping strategies and build social connections with other young people.

Local Heroes - Redcar & Cleveland

A project providing listening spaces in the community where people can meet others and talk openly about their mental wellbeing. Based in community hubs such as community centres and schools, public outdoor spaces such as woodland and a campervan to reach more remote communities.

The Maccas Project - North Staffs

Workshops for young people in schools, support groups and online, focusing on topics such as anxiety, exam stress, coping with change, self-esteem and understanding your emotions.

Your fundraising has made a difference!

“

The project helped me understand myself better and know what I can do when I'm affected by certain feelings.

“

It is good to connect with others when you are feeling like you are on your own.

“

This has been the best because I've met people my age. I've met people who have gone through the same as me and that's never happened before.

“

The training was incredibly poignant. It helped to promote positive ways and techniques to support someone in dealing with grief - something which we will all have to experience at least once in our lives.

Hear from those you have supported

“

I enjoyed seeing some people older than me who openly shared their sexuality/gender identity.

It felt good to be able to talk with them and share experiences. It made me feel like what I'm going through is more normal than what I previously thought.

“

Everybody has mental health. Mental health problems don't change who we are.

Time to Talk Day 2022

Mental wellbeing is a big part of Co-op's vision of Co-operating for a Fairer World and we are delighted to be partnering with Mind and Rethink Mental Illness, as well as SAMH and Inspire on Time to Talk Day in 2022 to help reach into every community.

Time to Talk Day is the nation's biggest mental health conversation. This year, it takes place on 3 February 2022 during our fundraising week! There are lots of ways you can get involved. Share on social media using #itswhatwedo and #TimeToTalk, and have conversations with your own friends, families or colleagues. You can also organise activities and events in your community! To help you get involved, the fundraising ideas in this pack are focused on talking. We have also added extra resources in your printed packs with tips on starting conversations about mental wellbeing.



'Let's Get Talking'

Take 5 minutes out of your day to listen to a podcast jam-packed with lots of hints and tips.

[Click here to listen](#)

Conversations have the power to change lives. They can help create supportive communities where we can talk openly about mental health and feel empowered to seek help when we need it. **However you do it, have a conversation about mental health this Time to Talk Day.**

If you or a colleague needs support for your mental wellbeing, you can find details of support available to you on the back page of this guide. There are also details for where a customer or client can get support. If you are looking for resources to have a conversation with a colleague you can view the mental health toolkits [here](#).

Banking your money

Banking Deadline: Saturday 26 February

Reduce cash handling, fundraise online!

You can set up a Co-op online giving page linked to the partnership. Click [here](#) to set up your page. Don't forget to add your hub number or place of work to the page title so we can add this to your running total.

Co-op Food Store

Submit cash to 'Charity of the Year' through the till system in store. Customers can also add a donation to their shop using the new till buttons for Mind, SAMH & Inspire. This will also be added to your store total. For further details on the process, visit ['How Do I'](#).

Co-op Funeralcare

Branches should bank fundraised cash as normal and record this in Rainbow under 'OTHERS /OTHERS'. Please include 'Charity Partnership' in the description to ensure this is recognised as donation to the charity partnership.

Co-op Depots, Legal Services, Insurance and Support Centre to bank your fundraised money, contact charitypartnership@coop.co.uk

For further support on banking, email charitypartnership@coop.co.uk



Make it bigger and better

1. Contact your **Member Pioneer** to help you engage your community and other Co-op outlets in the area with your activities.
2. Share your fundraising activity online using [#ItsWhatWeDo](#) [@coopukcolleagues](#) [@MindCharity](#) [@SAMHtweets](#) [@InspireWBG](#) and join our Yammer group: Co-op National Charity Partnership - Fundraising for Mind, SAMH & Inspire
3. For t-shirts, buckets, security seals or for help and advice on fundraising, call the partnership hotline on **0203 995 6188** or email coop@mind.org.uk
4. For those in England and Wales, don't forget, we're supporting national Mind not your local Mind charity. Local Minds are engaging with and benefiting from the partnership through grants from the money we have raised. If you're setting up a Justgiving page online this needs to be linked to national Mind, not your local Mind, to make sure any funds raised contribute to the partnership total.

“

Well done to colleagues from Queen's Drive, - Bedford, who fundraised an incredible £1,400 during August by holding an auction, and doing a sponsored bike ride - brave colleague Sam even had her head shaved!



Huge congratulations to the 9 cyclists from Co-op construction and Co-op's construction supply chain, who took on the huge challenge of cycling 900 miles from Land's End to John O'Groats over 8 days, and raised a phenomenal £27,500!



Top tips for safe fundraising

1. Always check the latest government coronavirus advice for your area and keep this in mind when planning your fundraising.
2. Reduce cash handling by using [online giving](#). For help setting up your page, email coop@mind.org.uk. Include your hub/branch number or workplace on your page.
3. If you're in a Co-op store, you can now encourage customers to add a donation on to their shop using the till button.
4. If you cannot safely pass equipment between people such as a pen or a raffle ticket, reduce unnecessary risk by avoiding these activities.
5. For more fundraising advice and guidance, email coop@mind.org.uk or visit ['How Do I'](#).

About our partners:



We are **Mind**. We're here to fight for mental health. For support. For respect. For you.

For more information, visit mind.org.uk

Mind provide support in England and Wales.



SAMH is for Scotland's mental health. We support the mental health and wellbeing of adults, young people and their communities.

For more information, visit samh.org.uk

SAMH provide support in Scotland.



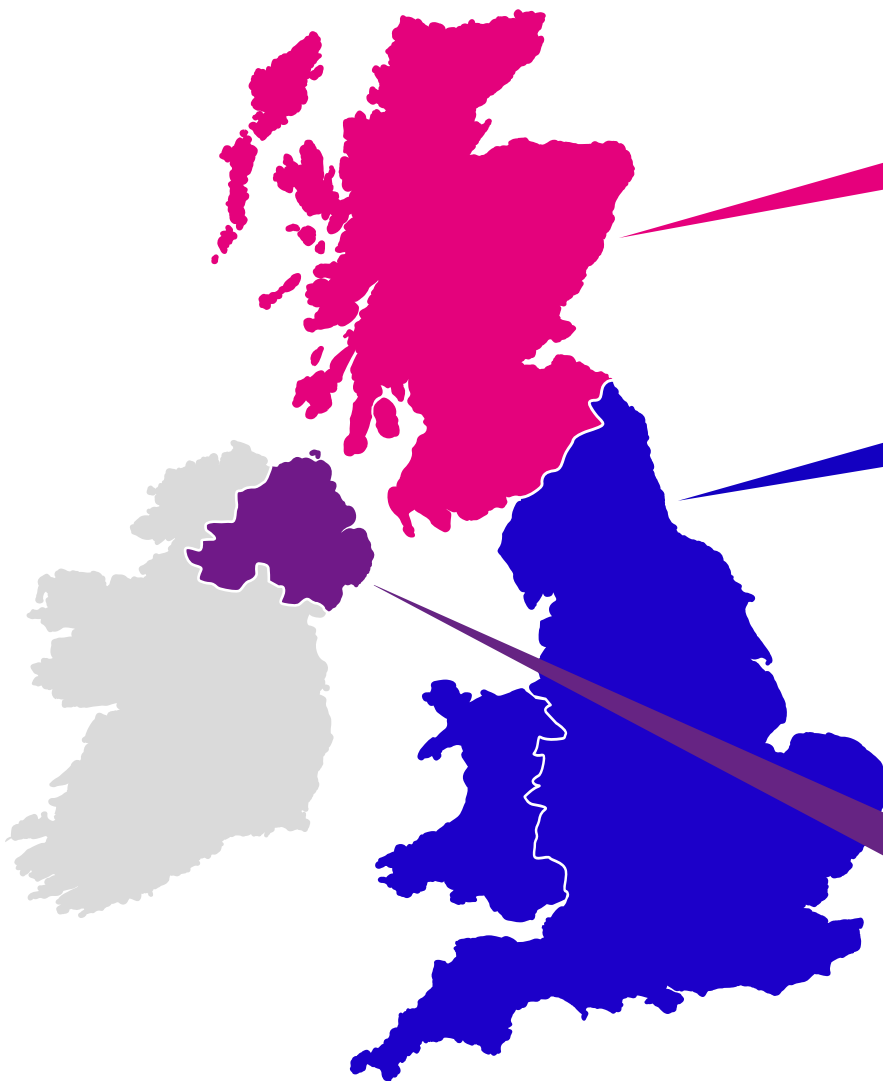
At **Inspire** we support people with experience of mental ill health and their families across Northern Ireland.

For more information, visit inspirewellbeing.org

Inspire provide support in Northern Ireland.

Would you like to appear in the next partnership guide? Tell us what you have planned and send photos after your event to coop@mind.org.uk

If you need support or know someone that does, **you can get help today**



for Scotland's mental health

Contact SAMH
(Scottish Association for Mental Health)
for information and support
in Scotland on

0344 800 0550*

(Lines open 9am to 6pm, Monday to Friday.
Closed bank holidays) or email info@samh.org.uk



Contact Mind for information and
support in England and Wales on

0300 123 3393*

(lines open 9am to 6pm, Monday to Friday)
or email info@mind.org.uk



Call Inspire for information and support
in NI on

0289 032 8474†

(Lines open 9am to 5pm, Monday to Friday.
Closed bank holidays)



As a colleague you have access
to lots of support for your
wellbeing. You can find details
of everything on offer [here](https://www.life-works.org.uk).

0800 069 8854

For UK-wide support



Call Samaritans for support anywhere 24/7 on

116 123^Δ

or email jo@samaritans.org



Text SHOUT for support anywhere on

85258**

**These numbers are also on our website at coop.co.uk/charitypartnership
if a customer or client is looking for support.**

* Phone calls from UK landlines are charged at local rates. Charges from mobile telephones vary considerably. The charge for your call will depend on your mobile phone provider and the contract that you have with them. Mind does not get any money from telephone calls.

† This is a low cost number. Callers can receive signposting information for mental health services from this number but it is not a helpline. Those experiencing distress or despair should call Lifeline 0808 808 8000. Lifeline counsellors are available 24 hours a day, seven days a week to listen and help, in confidence.

Δ This number is free to call from both landlines and mobiles, including pay-as-you-go mobiles. You do not need to have any credit or call allowance on your plan to call 116 123.

** You can text SHOUT free and anonymously from EE, O2, Vodafone, 3, Virgin Mobile, BT Mobile, GiffGaff, Tesco Mobile, Lebara, iD Mobile and Telecom Plus. SHOUT is working closely with all other mobile operators to have the same arrangement, but at this time, cannot confirm that if you are with a mobile operator that is not listed above that your messages will be free and will not appear on your phone bill.

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