



Co-op

Colleague fundraising toolkit

Get inspired and fundraise for

Mind, SAMH (Scottish Association for Mental Health), and Inspire.

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



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If you need support

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

For Co-op colleagues, call Lifeworks for support anywhere on our confidential 24/7 Employee Assistance Programme on **0800 069 8854**

Call Samaritans for support anywhere 24/7 on 116 123 or email jo@samaritans.org

In a crisis, you can text Shout for immediate support anywhere on **85258**



Get inspired and fundraise for Mind, SAMH and Inspire!

Since the beginning of the partnership you've done an amazing job so far raising over £6 million! The next national initiative is not until February 2022, so we've created this guide with some key dates and ideas for fundraising you can do in the meantime. We'd love to see any pictures of you getting involved at coop@mind.org.uk. **Thank you and good luck!**



Fundraising top tips

Enjoy it

The first three letters of 'fundraising' are no coincidence enjoy yourself, and keep the five ways to wellbeing in mind as you're getting ready for the big day.

Make a plan and set a target



What and who do you need? Track your fundraising deadlines, event timings, people to contact and so on. A target will help you raise more money and it's a great way to engage your fellow colleagues. Having shared goals creates a sense of team effort.

Shout about it

Make as much noise as you can! Wear your partnership t-shirt or even fancy dress to make everyone aware of what you're doing. Share pictures on yammer and twitter. You could also share your story about why you are fundraising.

Posters

Download our empty belly poster [here](#) from the colleagues webpage to ensure everyone knows about your event. Share on your socials for impact!

Raffle guidance setting up a raffle? Check the rules [here](#) beforehand.

Don't forget the 5 ways to wellbeing: connect, be active, take note, learn, give.

Banking your fundraising

Click [here](#) to set up your online giving page linked to the partnership. 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. Food and funeralcare colleagues can bank their fundraising through the till and Rainbow respectively. For colleagues in other business areas and for further support on banking email: charitypartnership@coop.co.uk.



Fundraising ideas ... that need less time and effort

Raffles and tombolas (raffle guidance [here](#))



Charge a donation for a raffle ticket and give away prizes to the lucky winners. Ask local businesses to donate a prize for your raffle – email coop@mind.org.uk for a letter of authority to show businesses.

Themed fancy dress

Dress up using your own creative ideas for Halloween, Christmas, Easter, Valentine's Day, World Book Day and any other celebration you wish! Create your own dress up day including superheroes, movie stars or cartoon characters.

Themed window and Christmas tree displays

Hang wellbeing messages on a tree or plant or wall for Time to Talk Day to create a window display and donate a few pounds to the partnership to show your support for mental health. You could also hold a Christmas tree decoration competition at Christmas or create a glittering window display for Diwali.



Hampers

Create a hamper of goodies and ask participants to donate to guess the value of the hamper with the chance to win.

You could have a themed hamper full of treats for Halloween, Christmas, Valentine's Day and Easter.

Book sales

Set up a book shelf for unwanted books and ask customers and colleagues to donate to take a book home.

You could do a theme, for example, Black History Month in October or World Book day on 3rd March 2022.

Static bike rides

Set yourself or your team a challenge by cycling a certain distance, or challenge each other to a competition to see who can get there the fastest!

Forfeit to fundraise

Gather some brave colleagues and challenge them! Write up creative challenges, for example 'Leah will eat a chilli' or 'Joe will dye his hair blue'. Ask your colleagues to place their vote on who they most want to take up the challenge at the end of the week. £1 = 1 vote and the colleague with the most votes at the end of the week forfeits and has to complete their challenge!





Bigger ideas ...that need more time and planning

Car wash

Get the team together for a charity car wash this autumn. Organise well in advance and charge £5 per car. Dress up to give your clients extra experience!



Taskmaster-style challenges

Host a range of challenges in store and invite colleagues to join or livestream. similar to the TV programme taskmaster! Challenges could include asking colleagues to get an egg the highest without breaking it, stacking as many items as possible or getting a teabag into a mug from the furthest distance. Pay to play and hold a sweepstake, dishing out half the winnings to the person winning the most challenges. More ideas [here](#). Please consider health and safety.



Community walks

Get out and enjoy nature by holding a sponsored community walk. Why not challenge yourself to walk 10k and get colleagues and friends to sponsor you through your fundraising page. Host this the first day of winter on 21 December.

Christmas Fete

Dress up, host a trivia quiz and decorate your shop or branch window and ask for donations. Similarly, hold a festival for **Chinese New Year**. Set up your stall and host fundraisers such as guess the number of fortune cookies in a jar or a winter raffle.

Valentines video (14 February)

Share the love and raise awareness of our partnership through a video of your own [making](#)! Add a fundraising element and 'pay it forward'. Ask colleagues who are taking part to pick a name out of a hat and treat your colleague to a friendly favour or gift, this could be buying them their favourite coffee or a book. Donate the rough cost of the gift or favour.



The ultimate football tournament

Compete in the ultimate footie tournament! Get everyone to pay a couple of quid to enter, donate and have a go at taking home the glory, Tournaments could be held on a regular weekday out of peak working times in order to give everyone the best shot at competing.





Calendar of Awareness Days

Here are examples of other awareness dates which may help you with planning.

October '21 Black History month themed book sale Halloween Spooktacular (31 Dec) World Mental Health Day	November '21 Stress Awareness day (3 Nov) Diwali (4 Nov) Fireworks night (5 Nov) Chanukah (28 Nov—6 Dec)	December '21 Winter solstice walk (21 Dec) Christmas (25 Dec) New Year (31 Dec) Winter Fete Decorate the Christmas tree	January '22 New Year (1 Jan) Forfeit challenge for New Year Cycle challenge for New Year Burns Night (25 Jan)	February '22 LGBTIQ+ history month Time to Talk Day (3 Feb) FEBRUARY NATIONAL INITIATIVE
March '22 Holi (10 Mar) Taskmaster style challenge for Spring Book sale—World Book Day (2 March)	April '22 Easter (17 April) - guess the number of mini eggs in a jar - Football tournament/ celebration of partnership	May '22 End of partnership raffle MAY NATIONAL INITIATIVE	June '22 LAST MONTH OF FUNDRAISING	July '22 End of fundraising period



Thank you!



The money you have raised is making a **huge impact**, directly funding around **40 new services** that will support more than **10,000 people**.

These services are helping people to improve their resilience, empowering people to make **meaningful relationships** and feel connected **to their communities**, **improve their wellbeing** and **learn techniques** to cope with their thoughts, feelings and actions.

Mind, SAMH and Inspire are **incredibly proud** to be the Co-op's national charity partner for England and Wales, Scotland and Northern Ireland. Thanks to you, we will be able to make lives better for thousands of people in communities across the UK. For help with fundraising or any questions, contact us at **coop@mind.org.uk**

Your fundraising makes a difference

Every penny goes towards helping fund our services. Here are some anonymous quotes we have received from the evaluation of our pilot services between January - June 2021.

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

"I think everyone should experience this course as it would give them an understanding of grief, and an ability to support those suffering from grief. It could even allow people to handle their own personal grief in a better way."

"I enjoyed seeing some people older than me who openly shared their sexuality/ gender identity, it felt good to see and 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."

We'd love to hear from you!

The teams at Mind, SAMH and Inspire are still here to support you.
Meet the teams and feel free to give us a follow on Twitter;

Mind:

Lucy - @LucyDodridge
Steph - @steph_campbell13
Lucy - @lucy_newman1



SAMH:

Rachael - @SAMH_Rach
Robin - @SAMH_Robin



Inspire:

Jenna - @jennabooth88
Danielle - @dani_sherd



If you have any fundraising questions, need any advice or to share your photos and stories, please get in touch via the Co-op inbox at:



coop@mind.org.uk
or call
020 3995 6188



We look forward to hearing from you and supporting you in the future!