



RAISING PLENTY IN 2021

Take centre stage and fundraise for better mental wellbeing

August 2021

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.



Take centre stage and fundraise for better mental wellbeing!

From feeding the nation, to supporting your communities and one another, one thing is for certain - Co-op colleagues truly are superstars. We want to say a huge thank you to colleagues for showing massive ongoing support for our charity partnership with Mind, SAMH (Scottish Association for Mental Health) and Inspire, raising an incredible £5.5 million so far.

This August, (23-30 August) grab your wellies and put on your sparkliest festival outfit because - we're asking you to get into the festival spirit and raise money for Mind, SAMH & Inspire!

Why not dust off your old guitar and form a super-group from the best local musical talent around, or go all out with a fun-tastic fundraising festival that represents what YOUR local community is all about. If another time in August suits your team better that's not a problem - we haven't added dates to the materials in your pack.

Just make sure you bank any time up to 4th September 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

Music Festival

With many music festivals postponed this year, why not bring the festival vibes into your store or local community. Channel your inner rock star by dressing up as your favourite band or musician, or get into the festival spirit by donning your wellies, waterproof ponchos, sunglasses, glitter and flowery headband!

Alternatively, you could start a flash dance/ dance off in store, or challenge your colleagues to a lip sync battle to one of your favourite festival tunes! Ask colleagues for a donation to take part and encourage customers to donate.



Food festival

If you're a bit of a foodie, then why not hold host a food festival fundraiser. Challenge your colleagues to the ultimate bake-off competition or host a community BBQ with colleagues, friends and family. Ask for donations to take part.

Alternatively, put a seasonal twist on a hamper fundraiser by including some summery goods or filling it with BBQ goodies. Or host a strawberries and cream or homemade lemonade stand in your community and donate the proceeds to the charity partnership.



Community Festival

Music festivals not your thing? You could host a community festival themed fundraiser in your store, funeral branch, or in your community. Set up classic games such as hook a duck (in a paddling pool!), a ring toss or a coconut shy and ask colleagues and customers to donate to have a go.



Fitness festival

Interested in more of an active fundraiser? Challenge your colleagues to a step challenge and try to clock up the same amount of steps you think you'd do during a day at a festival. Or alternatively, if cycling, running or rowing is more your thing, take on a static or non-static exercise challenge to recreate the distance from your home address to your favourite festival. Always fancied going to Coachella? Now's your chance! Set up a Just Giving fundraising page and ask for sponsorship from your friends and family.





Learn more from the services you've helped fund

You've raised an amazing £5.5m, which is funding services across the UK. The services are designed to build resilience to support mental wellbeing. Resilience helps people cope when times are tough and, for example, includes learning coping strategies, looking after our overall wellbeing and making positive and supportive social connections in our community.

We already have a number of services underway across the UK and more will come on board in October thanks to your heroic fundraising efforts. At least 10,000 people who may not otherwise get support will be helped by these services.

Find out more about some of these new services here to learn how the services are helping real people improve their mental wellbeing.

REMEMBER,
the more you
fundraise for Mind,
SAMH and Inspire, the
more people you can
help - so keep up the
fantastic work!

Inspire

Healthy Restart is an eight-week transformation service based on the five ways to wellbeing. Sessions include healthy eating, self-care and resilience, coping with change and healthy relationships. Those being supported will set themselves daily and weekly goals to improve their wellbeing.

Mind

The Conwy wellbeing champions service will support young people to look after their own and others' mental wellbeing through resilience training centred on art or outdoor activities. The service will also set up peer support groups and train wellbeing champions in schools and the community to signpost young people to support.

SAMH

One of our new services will support the bereaved in North and South Uist and Benbecula in the Outer Hebrides. The service will train local carers on how to support people who are bereaved and will also help establish bereavement groups.

Spotlight on: Young Rainbow Minds

Carlo is a project co-ordinator for Young Rainbow Minds, one of the services funded by your amazing fundraising.



Hi Carlo! Could you tell us how the Young Rainbow Minds service works?

Young Rainbow Minds is a 1-2-1 service for young people which is on Zoom at the moment, and we also have a regular drop-in group for young LGBTQ+ people called the Rainbow Room. The Rainbow Room is tailored to young people. It's interactive and we use video clips and music, as well as drama-therapy type activities. Whilst delivering the project remotely has its challenges, it has meant that we've been able to open it up to people living around the country.

So the Rainbow Room is open to anyone who wants to drop in?

Yes, and we like to keep it led by the people we are supporting. Each week we take feedback from the participants and then we try and build that into the group for the next week. A recent theme was LGBTQ+ history and then we tie in mental health support around that. We've also had performances, magic tricks, and we've met everyone's pets!

Why do you think the Young Rainbow Minds project is important to the young people involved?

I think right now it's really vital because of the disconnection that everyone's experienced, and the isolation. We're working with young people so a lot of the time they're just starting to explore their sexuality or their gender identity, and it's that time where the LGBTQ+ community would step in to provide mentorship, friendship, support, and make you feel like you're not alone. All of that is missing during the pandemic, and we're all atomised into our own bedrooms, university halls, or parents' houses. **We learned quite early on that one of the most important things that we were doing was community building.**

On top of the isolation, the first year of university or moving away from home for the first time can be very challenging for young people. Add a pandemic on top, add coming out about your sexuality or coming to terms with your gender identity, and some of the young people we're speaking to are feeling incredibly isolated.

The planets are aligning to make life really difficult for some LGBTQ+ people at the moment and that's what we hope we're alleviating by providing some support, some community connection and more intensive mental health support where necessary.

Banking your money

Banking Deadline: Saturday 4th September

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 @InspireWBGroup 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 benefitting 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.



A HUGE well done to Kit, Will, Ben and Tom for walking 320 miles from Land's End to Bath and raising a seriously incredible £11,407!!!



Colleagues from Bridge of Earn held a **fab fundraiser** dressing up as Superheroes and holding a raffle.

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:



At **Mind**, we provide advice and support in England and Wales to empower anyone experiencing a mental health problem.

For more information, visit mind.org.uk

Mind offer 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 offer 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 offer 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)



LifeWorks

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

0800 069 8854

SAMARITANS

Call Samaritans for support anywhere 24/7 on

116 123^Δ

or email jo@samaritans.org

shout

85258

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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