



LET'S GET TOGETHER  
AND FUNDRAISE FOR  
MENTAL WELLBEING ★

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 9 to 15 May, let's get together and fundraise for mental wellbeing!

We've come a long way in our partnership and your fundraising is changing lives.

**Thanks to you, we have raised an incredible £7.5m.** From 9 to 15 May, we'd love your support to reach our goal of raising £8m to bring communities together to improve mental wellbeing.

**9 to 15 May is also Mental Health Awareness Week.**

We know that feeling connected to our community supports our mental wellbeing. So, we're asking you to get your community together for one final fundraiser – whilst celebrating how far we've come. **Together, we can raise £8m!**

Although this is your final chance to take part in a fundraising week for Mind, SAMH (Scottish Association for Mental Health) and Inspire, it's not the end for our partnership. We'll continue working with the charities throughout 2022 and 2023 to improve mental wellbeing in communities across the UK.

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

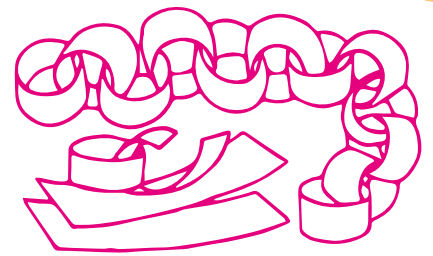
4.  
learn new  
skills

5.  
give to  
others

## Fundraising ideas

### Link up with your community

Use your paper chain cut outs in the fundraising pack to create a decoration for your store, branch or depot! We know that feeling connected in your community supports good mental wellbeing. Link up with your community by asking colleagues, customers or clients to donate £1 to write a wellbeing message on a link and add this to the chain.



### Community get-together

Mental Health Awareness Week is a great opportunity to connect with others. Why not bring your community together and host a spring family fun day?

Set up classic games such as skittles, musical chairs or pick-up sticks. If the weather is nice, you could even put on a picnic or BBQ. Ask for a £2 donation to take part.



### Quick wins

Create a wellbeing hamper full of feel-good treats, such as chocolate, herbal tea, cosy socks and face masks and ask customers, colleagues or clients for a donation of £1 for the chance to win.

Alternatively, challenge customers, colleagues or clients to a guessing game; whether it's guessing how many of something are in a jar or the name of a teddy. Ask for a £1 donation to take part.



### Race to the finish!

Run, walk, swim, jog, row, rollerskate or dance your way to the finish line and help us reach the £8m!

Challenge yourself and your colleagues to carry out activities all around the number 8. Whether it's to complete 8 miles, 8,000 steps a day or creating a route in the figure of 8.

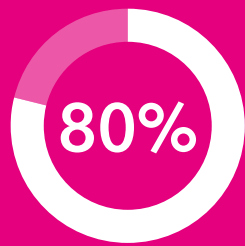
Set up a JustGiving fundraising page and ask for sponsorship from your colleagues, customers and friends.

# You've raised more than £7 million so far for Mind, SAMH and Inspire. **This is how you're changing lives...**

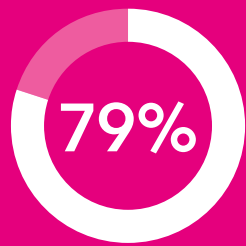
Your fundraising is supporting over **50 new services across the UK** to bring communities together to improve mental wellbeing.



**Over 8,000**  
people have been supported to date



**80%**  
say their mental wellbeing has improved



**79%**  
feel more able to cope with challenges

Our partnership research, **Together Through Tough Times**, found four ways that community supports our mental wellbeing.

- 1** Having places to go in your community where you can connect with other people can help you stay mentally well.
- 2** Feeling able to talk about your mental wellbeing with people in your community is important. Talking is often the first step to getting help!
- 3** Getting to know people in our communities can help us stay mentally well. Taking part in activities together is one way to meet others.
- 4** When we feel a sense of belonging to our community, this can help us get through hard times.

The stories below are from just two of the 8,000 people who have been supported so far by our new community mental wellbeing services.

## **Your fundraising has helped Remy**



“ I wanted to be more confident in how I spoke to people, and so I said okay I will go to this group and see what it's like. I enjoyed it and went back for more – now they can't get rid of me!

It's all been done remotely and I like it like that. I don't like crowds, I have anxiety, and that's why. It's a really diverse group of people which makes it really good. I feel more open and honest – better than before I joined the group.

**I've actually been 'out' to more people since this project. For ages – it took me 4 years to figure this out – but I feel better after saying it because it feels like there's a weight lifted off my shoulders. ”**

**Remy\*, supported by our new services**



## **Your fundraising has helped Sarah**

“ I hadn't long lost my son and I was finding that quite hard to cope with. I was obviously very upset, not coping particularly well. My son used to come in and see me virtually every day, you know?

This is where the project worker has come in. She's often given me the chance just to talk. I looked forward to being able to talk to her.

And I'm glad now because she gave me a lot of coping skills. One was a sleeping diary, which I did. And they also advised me to write down how I felt about things, about problems, for example problems my grandson brings to me.

**I'm just a different person now, and everybody is saying that. My daughter can't believe how different I am. ”**

**Sarah\*, supported by our new services**

\*Names have been changed and stock imagery has been used to protect the anonymity of this individual.



# Banking your money

**Banking Deadline: Saturday 4 June**

## Reduce cash handling, fundraise online!

You can set up a [Co-op 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.

## 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 till buttons for Mind, SAMH & Inspire. This will 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 a donation to the charity partnership.

## Co-op Depots, Legal Services, Insurance and

**Support Centre:** to bank your fundraised money, contact [charitypartnership@coop.co.uk](mailto:charitypartnership@coop.co.uk)

For further support on banking, email [charitypartnership@coop.co.uk](mailto:charitypartnership@coop.co.uk)



# Make it bigger and better

1. Contact your **Member Pioneer** to help you engage your community and other Co-op local outlets with your activities.
2. Share your fundraising activity online using [#ItsWhatWeDo](#) [@coopukcolleagues](#) [@MindCharity](#) [@SAMHtweets](#) [@InspireWBGroup](#) and join our [Yammer group](#).
3. For T-shirts, buckets, security seals and advice on fundraising, call the partnership hotline on **0203 995 6188** or email [coop@mind.org.uk](mailto: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 benefiting from the partnership through grants from the money you have raised. If you're setting up a **JustGiving page** online, link this to national Mind, not your local Mind, so any funds raised contribute to the partnership total.

Tell us what you have planned and send photos after your event to [coop@mind.org.uk](mailto:coop@mind.org.uk)



The team at Petrol Rochester got into the festival spirit to fundraise in store

Kit, Will, Ben and Tom walked 320 miles from Land's End to Bath and raised a seriously incredible £11,407!



# Top tips for safe fundraising

1. Always check the latest government coronavirus advice for your area when planning your fundraising.
2. Reduce cash handling by using **online giving**. For help setting up your page, email [coop@mind.org.uk](mailto: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. For further guidance visit ['How Do I'](#).
4. For more fundraising advice and guidance, email [coop@mind.org.uk](mailto: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](http://mind.org.uk)

**Mind** provides 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](http://samh.org.uk)

**SAMH** provides support in Scotland.

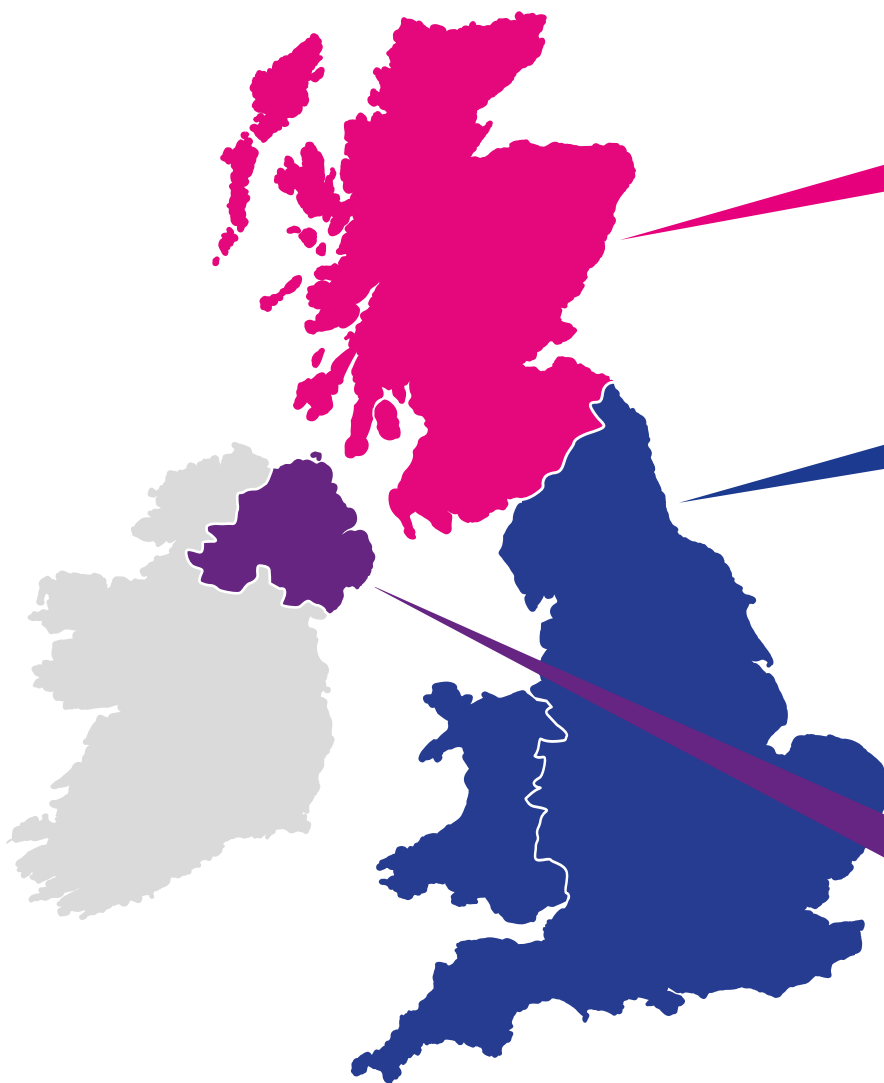


At **Inspire** we support people with experience of mental ill health and their families across Northern Ireland.

For more information, visit [inspirewellbeing.org](http://inspirewellbeing.org)

**Inspire** provides support in Northern Ireland.

# If you need support or know someone who 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](mailto: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](mailto: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<sup>Δ</sup>**

or email [jo@samaritans.org](mailto:jo@samaritans.org)



**Text SHOUT** for support anywhere on

**85258\*\***

**These numbers are also on our website at [coop.co.uk/charitypartnership](https://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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