



Your guide to
fundraising around
**World Mental
Health Day**

RAISING
PLENTY IN **2020**

**Raise your game and fundraise
for mental wellbeing**
5 - 11 October

working in partnership with:



Calling all game players, quiz takers and record breakers

It's time to get your game face on because in the run up to World Mental Health Day (Saturday 10th October) we want you to challenge your colleagues to use their skills in some fun games and activities to raise funds for our charity partnership.

Mental health problems can affect anyone, any day of the year, but World Mental Health Day is a great time to show your support and start learning more about mental wellbeing.

Thanks to your incredible efforts so far, this week also sees the launch of our partnership pilot services to help explore the role our communities can play in improving mental wellbeing.

So raise your game and join us in October's Raising Plenty in 2020.

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**

Kelly's Story

“Through talking I slowly started to piece together how I had been feeling.”

“I didn't want to speak, I became isolated”



When I was in college my life took an unexpected turn, a friend took his own life. As everyone was turning 18, he decided that he didn't want to. For years afterwards I questioned myself - could I have done more? The questions went round and around in my head, a constant stream of "what ifs".

I didn't want to speak, I became isolated and found myself using coping mechanisms that I knew were not helping. I didn't want to feel the emotions I had inside, so I bottled them up and blocked them out. A friend suggested I speak to a professional and eventually I took the plunge.

Through talking I slowly started to piece together how I had been feeling, and realised that I couldn't continue this way.

This made me more determined to help others in the same position.

I trained in Cognitive Behavioural Therapy and started my role as a CBT therapist volunteering for Mind. I saw Mind giving people the chance and support to change their lives and became determined to help to raise money for Mind throughout my career, to help those in need and to make sure that people with mental health difficulties never feel like they have to face it alone.

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.

CHALLENGE your colleagues

Gather some brave colleagues and write a challenge for each on the speech bubbles in your pack - stick these up somewhere for all to see. **Ask customers and colleagues to donate £1 to place their vote on who they want to take up the challenge at the end of the week.** Alternatively you could use the speech bubbles as a window display for World Mental Health day and ask people to donate to write on a mental wellbeing tip or a positive message.

"Noah will dye his hair blue"

"Jennie will do a karaoke video call"

Fancy Dress

Donate to dress up as your favourite character from a game you used to (or still!) play. Think Pacman, Mario Kart and Sonic the Hedgehog. Not into computer or PlayStation games? Why not dress up as your favourite Cluedo or Monopoly character.

Asking for sponsorship?

Build a fundraising page **online** or **download** a sponsorship form



Guess the....

Get creative with the well-known guessing game. **Sweets in the jar? Mystery item in the box? Weight of the baby?** Whatever you choose, find a prize, use the guessing sheet in your pack and ask for a donation to take part.

Higher or Lower

Ask customers or colleagues to donate £1 to guess whether the weight of one item is higher or lower than another. If they get the answer correct, add them into a prize draw where they could win half the pot that has been donated. The other gets donated to the charity partnership.

GET YOUR QUIZ ON

Hand out quiz sheets or organise a virtual get together. You can also join Members and Co-op colleagues for Co-op's huge virtual quiz on the 14th October to see who will be crowned the Quiz King or Queen. **Further details on the quiz, downloadable selfie sticks and how you can join can be found on the colleague site.**

Top tips for safe fundraising

1. Always check the latest government coronavirus advice for your area and keep 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 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' or the Intranet.



How to Bank your Money

Banking Deadline: Saturday 7 November

Reduce cash handling, fundraise online!

You can set up a Co-op online giving page linked to the partnership. All of the money raised (including the Gift Aid) will be paid directly to our partners.

Click here to set up your page

You can find a guide to setting up your page via 'How Do I' or the **Funeralcare Intranet**. 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

If you are fundraising with your 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

Fundraised cash should be paid in via Loomis or your agreed process. If you're unsure email charitypartnership@coop.co.uk

Co-op 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



Safety tip:
Leave cash for 3 days before counting, avoid touching your face and wash your hands afterwards



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. Don't forget to share your ideas and photos of your fundraising activity online using social media **#ItsWhatWeDo**
@coopukcolleagues @Mindcharity @SAMHtweets @InspireWBGroup
Join our **Yammer group**:
Co-op National Charity Partnership - Fundraising for Mind, SAMH & Inspire
3. All stores and funeral homes will receive printed packs. You can also click here to **print the posters and other materials yourself**. and **find template press releases to help you promote your activities**
4. 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

Thank you to every one who got moving and took part in August's incredible fundraiser - you SMASHED it!!!



Eye Funeralcare £166!



Fundraising Week
Higham Ferrers Co-op



A car wash at the South Darenth store raised over £600!

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**

Call Lifeworks for support anywhere on our confidential 24/7 Employee Assistance Programme on **0800 069 8854**

Contact Mind for information and support in England and Wales on **0300 123 3393*** (lines open 9am to 6pm, Monday to Friday) Text: **86463** or email **info@mind.org.uk**

Call 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**

Call Inspire for information and support in NI on **0289 032 8474‡** (Lines open 9am to 5pm, Monday to Friday. Closed bank holidays)

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.

‡ Freephone. 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 and Telecom Plus. SHOUT are 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.

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 Wellbeing is a registered charity in NI no. 103470.