

Mental  
Health  
UK

# Virtual Fundraising Pack





## Times like these

When the government announced social distancing measures, many of our essential fundraising events were cancelled. However, since then we have seen an awe-inspiring amount of generosity and creativity from fundraisers across the UK.

We are hard at work making sure we are able to provide free support, information and advice for everyone through these challenging times, and in turn we are asking for your support too.

This is your guide to virtual fundraising. In here you will find ideas of how to come together (virtually!) with colleagues, family and friends to have fun and fundraise for Mental Health UK. Our fundraising ideas consist of at least one of the Five Ways to Wellbeing ([Take Notice](#), [Be Active](#), [Connect](#), [Keep Learning](#) and [Give](#)), to make sure you are keeping well whilst supporting our cause.

Thank you for joining us.

# The difference you make

As a result of the coronavirus, people are experiencing severe challenges to their mental health and wellbeing. The impact of social isolation, health worries and uncertainty are taking their toll on everyone. Some people may be experiencing mental health problems for the first time and many others who had previously existing conditions are having to cope with exacerbated feelings of anxiety, depression, isolation and helplessness.

We need your support to help people get through this crisis. By taking part in virtual fundraising like Nick, you can raise vital funds to enable us to be there for the people who need us.



**We need your help  
to get through this  
crisis. We can do this  
together.**



## Our fundraiser Nick told us,

"I'm very proud to have raised money to support those suffering from mental illness. For me, mental health is hugely significant and just as important than ever at the moment given COVID-19. We must support each other during this catastrophic pandemic. Mental health is very close to my heart. My dad and cousin both died because of suicide and I am determined to make a difference in this crisis."

# Stay active

## Strava shapes

Agree a route which creates a shape on a map e.g. a star. You can use a route tracking app like Strava to help. Ask everyone to donate £3 to take part by walking, running or cycling a route on their app, in their local area. After everyone has completed their routes you can compare maps to decide who had the most convincing shape.

— Keep Active, Connect, Give, Take Notice

## Step-a-thon

Split into (virtual!) teams and agree a distance to cover collectively from your own homes and local areas. Take donations for team entries and whichever team covers the distance first, wins. Make it a significant measurement – the distance between your offices or branches, or to the other side of the Atlantic! Steps can be racked up whilst walking around your house, from room to room, around the garden or up and down stairs.

— Keep Active, Connect, Give, Take Notice

Make sure you are sticking to social distancing measures by:

- only leaving your home for one form of exercise a day
- staying 2 meters apart from other people when you are out
- only exercising in your local area
- and exercising alone or only with members of your household when outside

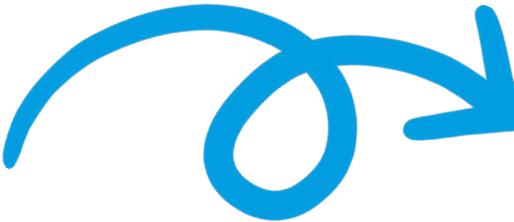
## Walking & talking

Use your 1 hour of allocated outdoor exercise time to talk to someone by phone or video call. You could have a 1:1 meeting, check in on a colleague who lives alone or a friend. Donate £3 so Mental Health UK can be there for people who don't have someone to check in on them.

— Keep Active, Connect, Give, Take Notice



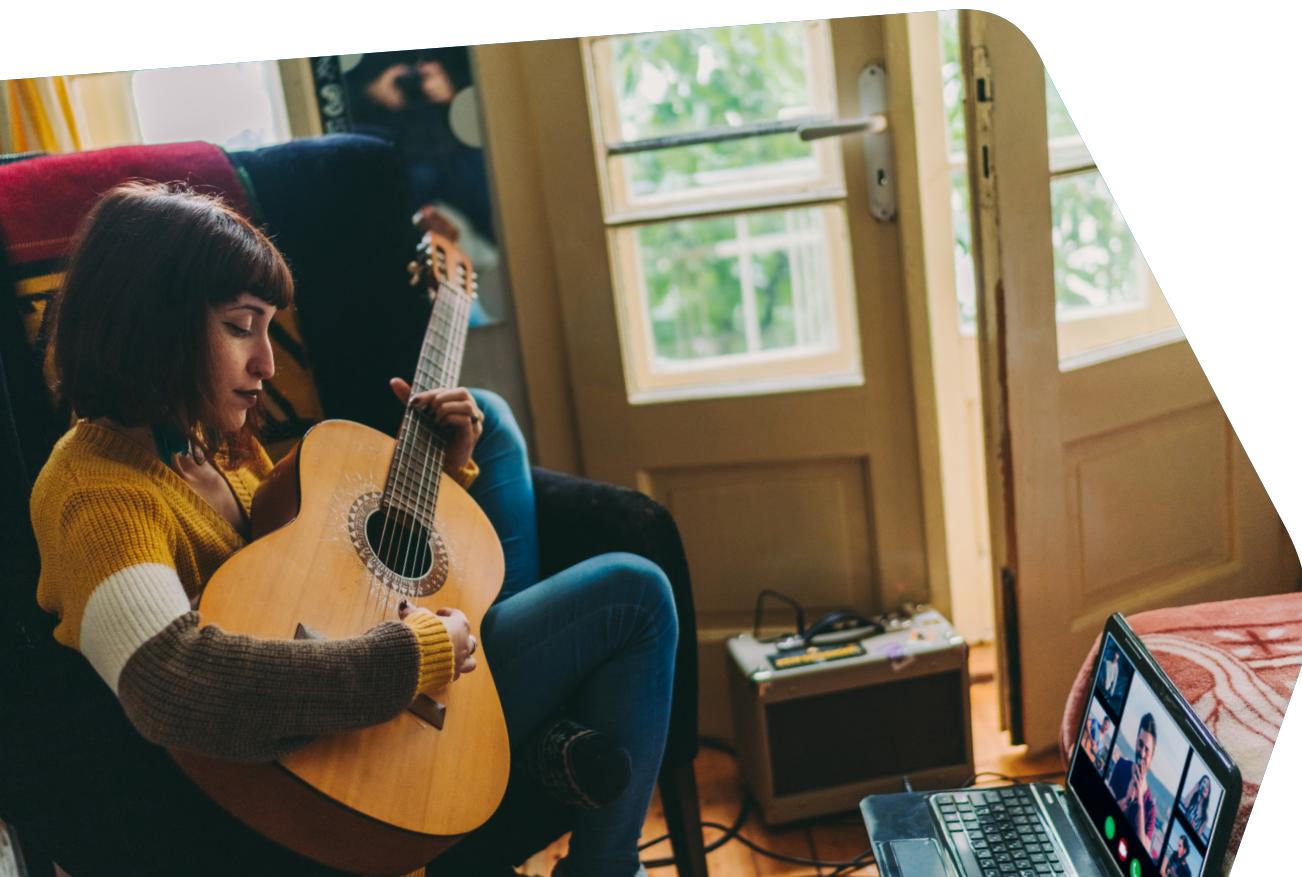
# Creative



## Crafts for giving

Create cards, e-cards or small gifts that people can send to their loved ones with a message of their choice in return for a donation. If you're good at poetry, you could ask for a donation to write a poem about their choice of recipient with 5 things that they like about that person.

— Connect, Give, Take Notice



## Share your talent

Whether you're a yoga master, Zumba fanatic, shadow boxing pro, ballet dancer, crafty crocheter, calligraphy artist, coding buff, baking god/goddess or an experienced mixologist... You could host a virtual masterclass for family, friends or colleagues and ask for donations to share your expertise.

— Keep Active, Connect, Give, Keep Learning

## Photography competition

Set a theme and ask entries to donate £3 and then pick a winner!

— Keep Active, Connect, Give, Take Notice

# Easy ways to donate

## Donate your...

Simply fill in the blank and donate whatever you're not currently spending money on. "I am going to donate my... (fill in the blank)... funds to Mental Health UK.". This could be your weekly coffee fund, commute costs, gym membership, haircut expense or even your usual pub fund!

— Keep Active, Give

## Birthday

Every day more than 45 million people give birthday wishes on Facebook, and now, you can create your very own birthday fundraiser at the touch of a button and turn your birthday into something even more meaningful. More information here: Start a Facebook fundraiser (<https://www.facebook.com/fundraisers>). Have a virtual birthday party and ask your friends and family to donate on your behalf.

— Connect, Give

## Shopping with a smile

### (An Amazon smile that is!)

Amazon Smile enables you to give to a chosen charity when you shop online, and it's super easy to do. Amazon will donate 0.5% of the net purchase price (excluding VAT, returns and shipping fees) from your eligible Amazon Smile purchases.

— Give

### Here's how to give as you shop on Amazon Smile:

1. Log in to your Amazon account at [smile.amazon.co.uk](https://smile.amazon.co.uk)
2. Search Mental Health UK in the 'Pick your own charity' search bar.
3. Select Mental Health UK.
4. You'll receive an email from Amazon and you're ready to shop!
5. Fill your basket and do your shopping as you normally would.

# Team games

## Taskmaster

Assign silly tasks which colleagues/friends can complete in their own time, paying a donation to enter, then you judge the best task outcome e.g. make an advert for a tea towel, best advert wins.

— Connect, Give

## Guess the baby photo

Ask for baby photos from all your colleagues (or maybe just the leadership team!) send round a document with all the photos in and colleagues have a day to make their guesses in exchange for a donation.

— Connect, Give

## Dress up day

Since every day is dress down day when working from home, why not have a 'dress up day', where you come into the 'office' in your fanciest clothes or host a fancy-dress themed meeting. Bonus points for top hats and tails, and ballgowns.

— Connect, Give

## Virtual bingo

Send everyone who enters a bingo board beforehand for a donation, ask them to dial into the video call and you call out numbers, match the numbers to win.

— Connect, Give

## Photo caption competition

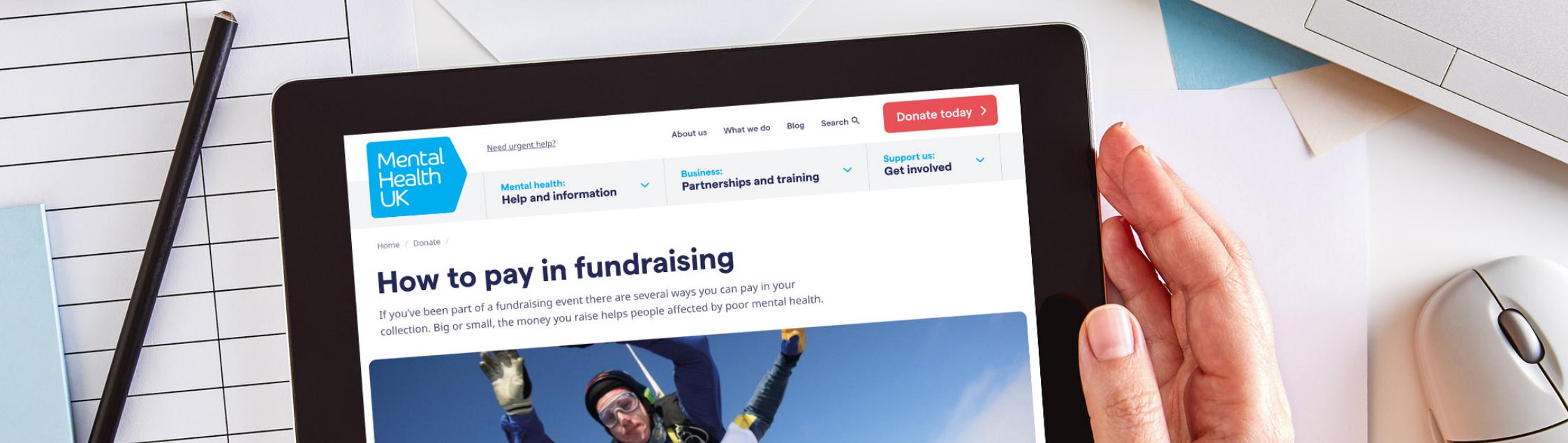
Take some funny photos and hold a competition for the best caption for your snaps, asking all entrants to pay a donation.

— Connect, Give, Take Notice

## Host a virtual quiz

A fun and simple way to encourage everyone to test their general knowledge, while helping raise vital funds. Think of some questions or download a ready-made quiz online (such as [quizquizquiz.com](http://quizquizquiz.com)), set up a JustGiving page to donate to enter.

— Connect, Give, Keep Learning



## Paying in donations

See our website [www.mentalhealth-uk.org/donate/how-to-pay-in-fundraising](http://www.mentalhealth-uk.org/donate/how-to-pay-in-fundraising) for the different ways you can pay in donations.

You can also set up a JustGiving fundraising page at [www.justgiving.com/mental-healthuk](http://www.justgiving.com/mental-healthuk) where you can do all of your virtual fundraising on your own page. Share it via social media and ask your friends and family to do the same and watch the donations start to come in!

In line with the governments guidelines we ask you not to handle money where possible, and not to visit the bank if it is not essential. By using the methods of paying in above, you and your supporters can make donations by card, bank transfer and PayPal with donations coming straight to

**£5** — could help us to write new online resources to support people manage their mental health during the coronavirus outbreak.

**£10** — could pay for a call to our advice and information line, supporting someone living with mental illness who may be feeling in distress during this time.

**£20** — could enable someone to attend a virtual chat session at one of our community support services, providing a continued connection to their community.

**£30** — could allow us to promote an online support group on social media, connecting people who are feeling isolated and may be experiencing mental health problems for the first time.

**£50** — could contribute towards helping someone living with money and mental health problems with personalised advice and support through our Mental Health and Money Advice.



# Thank you

Mental Health UK relies on support like yours to help more people across the nations. Every donation makes a difference.

We'd love you to share your fundraising ideas and pictures with us.



@mhealthuk



@mentalhealthuk



@mhealthuk



@mentalhealthuk

To contact the team email [partnerships@mentalhealth-uk.org](mailto:partnerships@mentalhealth-uk.org)

Mental Health UK. Registered Charity Number: 1170815 Registered Office:

89 Albert Embankment, London SE1 7TP

