

A photograph of a fundraising event. In the foreground, a blue bucket with a white label that says "Rethink Mental Illness." is being held. A hand is putting a £5 note into the bucket. Another hand is holding a pen, ready to write on a white card. The background shows other people and more blue buckets, suggesting a large-scale event.

Fundraising at work

Together we can make a difference

In partnership with

Rethink
Mental
Illness.



Who we are and what we do

Who we are

We're Rethink Mental Illness and no matter how bad things are, we can help people severely affected by mental illness to improve their lives. We're on a mission to bring about meaningful change, through our services, groups and ground-breaking campaigns.

What we do

As a leading charity provider of mental health services in England, people living with mental illness and those who care for them, are at the heart of everything we do. They shape our expert advice, information, and around 200 services – everything from housing to community-based services. And they drive our campaigning to change the law and tackle discrimination. Together, we run over 130 local groups which provide vital peer support in the community.

We know, from our vast experience, that people severely affected by mental illness can have a good quality of life.

*Together we will
make that possible.*

A whole new world of fundraising

We couldn't do what we do without our corporate partners, fundraisers, staff and volunteers. Through challenging times we have been blown away by the generosity and creativity of our partners' colleagues across the UK.

Planning your fundraising

1. Setting up a fundraising page

Use your work email to set up your fundraising page [here](#). This gives you a platform to receive and keep track of donations and lets your colleagues, friends and family know about your goals.

There are many ways to add value to your page and increase donations. Including a photo, writing a few sentences on why you're fundraising and how donations can help Rethink Mental Illness will make a huge difference!

1. Solo or group?

If you've decided to fundraise with other colleagues and want your fundraising pages to feed into an overall page, you can find out how to do that [here](#).

2. Promoting your challenge

Once you've got your page up and running, you can start sending the unique URL from your fundraising page to potential supporters via Whatsapp, email or share with your social networks



FAQs

How will you know I'm from your corporate partner?

If you have used your work email to set up your fundraising page, we will know. Alternatively you can email us on events@rethink.org to let us know.

How do I make sure the money on my page gets to you?

1. The beauty of [JustGiving](#) is that everything is automated and you don't have to do a thing! 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. Therefore, setting up a JustGiving page you will be able to collect and make donations online that come straight to Rethink Mental Illness.

If you have any other queries, get in touch with your account manager or email our events team at: events@rethink.org

Max Out

for Mental Health


Unleash your gaming powers and support people severely affected by mental illness.

At Rethink Mental Illness we believe in the power of gaming and the positive effect it can have on our mental wellbeing. During this difficult time, we know that gaming offers a great way to connect with others – be those fellow gamers in your community, colleagues, and even your family. Doing a Max Out fundraiser with your children could be a great way to spend time together and gives them a great experience in their power to make a difference.

Follow these steps to get going with your Max Out fundraiser:

1. Decide what you're going to do for your Max Out fundraiser. Are you going to organise a FIFA tournament with friends? Have a Mario Kart marathon with the kids?
2. [Register here!](#)
3. Set up your [GivePenny](#) page [here](#). Remember to tell your story – why are you doing the fundraiser, what does supporting mental health mean to you.
4. Spread the word. Share your Max Out fundraiser with friends, family, colleagues, so they can support you. Social media is an easy way to share it, where you can reach a range of people. You can also build an audience by streaming your fundraiser.
5. Link your stream and GivePenny page and watch your donations roll in!

We'll support you throughout the whole process and help make your streaming experience as easy as possible.



Gaming has great benefits for your mind and mental health. It enhances memory and multi-tasking skills.



Join Miles for Mental Health and be a part of our mission improving the lives of people affected by mental illness.

Miles for Mental Health is an important event for Rethink Mental Illness. It's more than just a fundraiser. It's a movement, a way for colleagues to connect, to challenge themselves, and to recognise the benefits of physical activity on our mental health.

This year, we're challenging colleagues to do something to help your wellbeing, whilst keeping active and working towards a goal, which supports others.

The great thing about Move it for Mental Health is that it's on your own terms, and can easily be done within all levels of the Government's Covid-19 regulations. You can tally up the miles on regular walks with your household over a few months. You could undertake it as part of a physical fitness goal. You could use it as a way to keep the team connected, virtually taking on the challenge together.

As long as you are keeping a record of the miles you've done, it all counts.

4 steps to getting involved in Miles for Mental Health

Miles for Mental Health is simple:

1. The beauty is that you can do Miles for Mental Health, your way. Whether you plan to do it solo, with a team, or even with a furry friend, have a think about the distance you want to cover over a month. You could run the distance of a marathon, be that in your garden, round your front room, or out during daily exercise. Take on whatever feels like an achievable challenge for you.
2. Track your progress by using the app Strava (free to download) and chat to others taking part in the challenge. You could even use a tracker to mark your progress or inspire some friendly competition with others in your team.
3. Fundraise for Rethink Mental Illness as you go so that we can help people affected by mental health problems. This will be no mean feat so ask others to support you if they can, whilst you take on this epic challenge. Set up a **JustGiving** page and share it with your networks, friends, family and ask for a donation, if they can give. Ask for £1 for each mile – and at the end, you would have made a significant difference for your own mental health and those that we support.
4. Get going and keep us updated - make sure you keep us updated by sharing pictures, stories, quotes on your event, by tagging us in social media posts or emailing us at events@rethink.org

Ready to get signed up?

1. Register [here](#) for Miles for Mental Health and you'll receive support every step of the way.

Hit £75
fundraised and
we will send you
a Rethink Mental
Illness running
vest

*You may be new to
running or a seasoned
pavement hitter - the
idea is to run to improve
your health and mental
wellbeing while supporting
the Rethink Mental
Illness community.*





Break down barriers, raise awareness around mental health and fundraise for Rethink Mental Illness by taking on a challenging bake.

1 in 4 of us has experienced mental illness, any many people continue to feel isolated and ashamed about it.

That's why it's so important for us to talk about mental illness. The more conversations we have, the more myths are busted, barriers broken down, and stigma fades.

Take on our Bake for Mental Health challenge and get people virtually together and talking. It's a good one to do as a team, giving you an opportunity to do something fun and social together.

There's no better way to do it, than over some delicious cakes.

Organise your bake for mental health

1. Choose when you're going to complete your Bake for Mental Health.
2. Choose your challenging cake bake (we can send you some ideas). Get your team and colleagues in your network involved by organising a video call for when you bake or to show the results. You could 'Bake off' with other teams and raise money together.
3. To support Rethink Mental Illness, set up a Justgiving page and ask people to make a small donation when you've completed your challenge.
4. Get going and keep us updated - make sure you keep us updated by sharing pictures, stories, quotes on your event, by tagging us in social media posts or emailing us at events@rethink.org

[Register here](#)

Why not show of your baking skills and create your own version of the GBBO. Inspiring some friendly competition with others in your team on a video call. Ask every participant to donate to take part.

Other fundraising ideas

What you can do

Break down barriers, raise awareness of mental illness and fundraise for Rethink Mental Illness by doing one of these simple things:



Rethink Your Wardrobe

It is now officially spring, so what better chance to put your phone down, forget about the news and take an hour or so to have a declutter of your wardrobe and clothes drawers and donate the proceeds to us? Find out how you can rethink your wardrobe.



Virtual Pub Quiz

Host a quiz over a video call, invite your friends and family and ask them for a small donation to Rethink Mental Illness to play. You can either find template questions online, write your own, or ask your contestants to submit a question each to mix it up a little!



Garden pitch and put competitions

In the mood 'fore' golf? Agree on a setup and par with your friends and play the course over a video call to see you completes it in the fewest shots.



Teach your talent

Are you a yoga master, a crafting extraordinaire, or just really great at something and fancy a skill-share? Why not use any spare time you have to share your pearls of wisdom with others?



Fancy dress Fridays

It's simple - you and your friends or colleagues attend a video call or meeting dressed up. If you want to make it interesting, perhaps you can introduce a prize for whoever pulls it out of the bag with the best outfit?



Grow your hair/beard

1. Lean into the fact that you can't get your hair cut and do a sponsored hair or beard grow-a-thon. Set up a [Justgiving](#) page and ask people to support your journey of growth. You can style your hair or beard in increasingly elaborate ways as time goes on. Put little Lego people in it. Gel it into a giant spike. Incorporate glitter.



Your support goes a long way...

- £10 could help us answer a call from someone in need of mental health support
- £25 could support vital campaigns that aim to change unfair laws and tackle discrimination against people with mental illness
- £50 could provide materials for art therapy sessions, helping people relax and build new friendships



 facebook.com/rethinkcharity

 twitter.com/rethink_

 www.rethink.org

Contact us:

events@rethink.org



Registered with
**FUNDRAISING
REGULATOR**



**INVESTORS
IN PEOPLE** | Silver
Until 2020



**MINDFUL
EMPLOYER**



Approved
Centre



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