

Rethink
Mental
Illness

Let's Fundraise

A supporter's guide



Making a difference

Thank you for choosing to support Rethink Mental Illness.

One in four adults

in England will experience a mental health problem in a given year. Yet many people still face stigma, long waits for support and access to services.

Rethink are working hard to create communities that care and support for people severely affected by mental illness.

By supporting Rethink, you are helping more people access the life-changing support they need. Every mile you run, every cake you bake, every pound you raise helps us on our journey. **Thank you!**

This guide gives you everything you need to fundraise confidently – from planning and ideas to safety and impact. Get in touch by emailing events@rethink.org. We're here to help!



Changing lives together

Your fundraising directly supports people severely affected by mental illness. Thanks to fundraisers like you, Rethink Mental Illness is able to:

- **Support thousands of people every year** through community services, housing, crisis support and carer support.
- **Provide personalised guidance through our Advice and Information service**, which helps thousands of people via phone, email and webchat.
- **Run Peer Support Groups** across England, helping people feel less alone.
- **Share accessible mental health information** with thousands of people through our website and resources.
- Influence policy and **fight for better mental health support nationally**.



£12

could allow someone the support and information they need by helping Rethink answer more calls to the advice and information line.



£27

could help provide safe, supported accommodation for someone at risk of homelessness, giving them stability when they need it most.



£50

could help fund one of our life-changing support groups, including our support after suicide group, offering connection, hope, and a path forward.

Here we go!

Here's four simple steps to get started and help change someone's tomorrow.

**1.**

Choose your activity

Choose something you genuinely love! Whether that's going for a run, baking up a storm, streaming your gaming skills or hosting a quiz night.

Whatever you're into, you can turn it into a fantastic fundraiser! The more fun you're having, the more energy and enthusiasm you'll bring, and the more support you'll inspire.

2.

Set your target

Set yourself a clear, suitable fundraising target. Having a goal gives you something positive to aim for, keeps you motivated, and shows supporters the impact they can help create.

When people can see your target, they're more inspired to get behind you, and together, you can reach something brilliant.

3.

Set up your quick and easy fundraising page

Set up your fundraising page to let people know why this cause matters to you. Share your story, add photos that bring it to life, and keep your page regularly updated.

The more personal and open you are, the more your supporters will connect with your journey and be encouraged to support you.

4.

Spread the word

Let the people in your life know what you're doing and why it matters. Share with friends, family, colleagues, and your wider community, both online and in person.

Every post, message, or conversation helps your story reach someone new, inspiring more people to get involved and support your incredible goal.

Fundraise your way

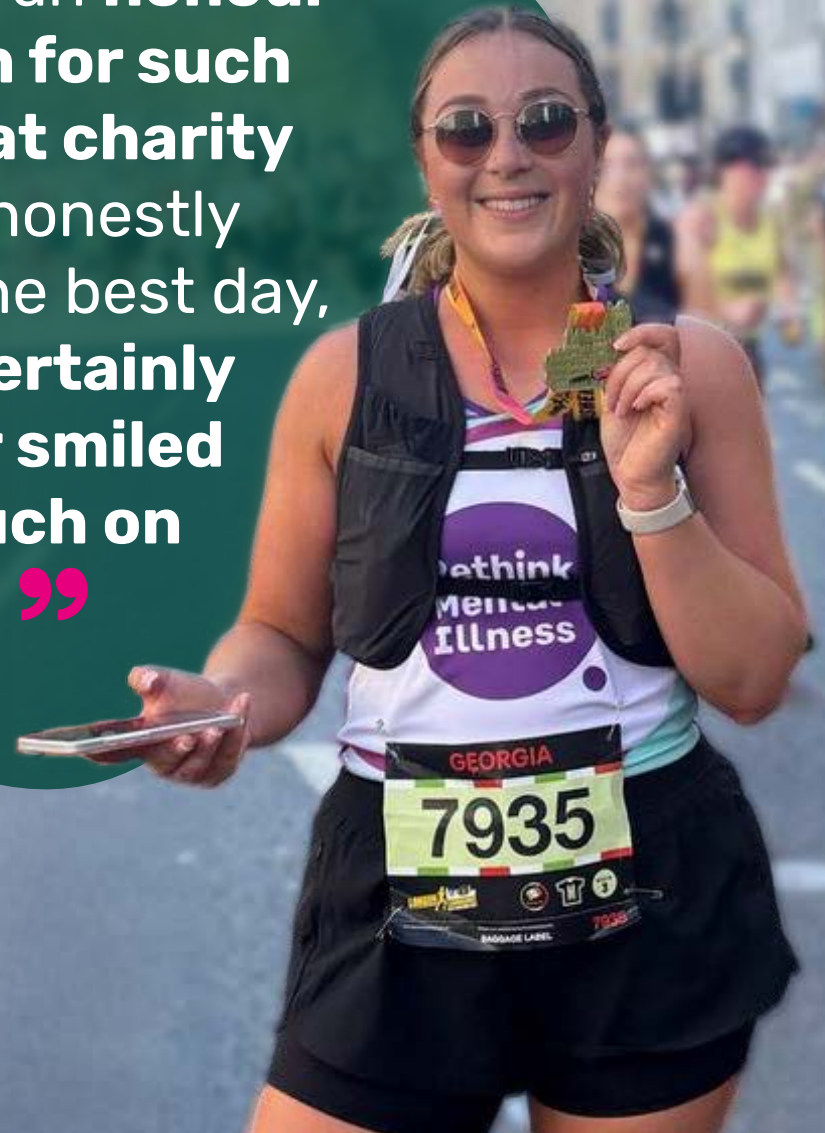
Fundraising can start anywhere, and even the simplest ideas can make a meaningful difference. Here are a few ideas:

- **At home:** Small events like bake sales, movie nights, or virtual quizzes are great for bringing people together while raising money.
- **At work:** Teams can get involved through dress-down days, group challenges, or matched giving schemes that double the impact.
- **In your community:** Sponsored walks, car boot sales, and local events create chances for people to support a cause while having fun.

For anyone looking for something more structured, there are plenty of [organised events to join](#)—whether it's a gentle walk, a fun run, a marathon, or even a sky dive. With options for every ability and confidence level, fundraising offers a powerful way to come together, raise awareness, and help create positive change.

“

It was an honour to run for such a great charity and I honestly had the best day, I've certainly never smiled so much on a run!”



Raise big: Our top ten ideas

Ten simple, high impact ideas that work for all types of fundraisers:



Take on a sponsored challenge like a run, cycle, hike, or personal goal to raise money.



Hold a bake sale or coffee morning, and raise money through donations and sales.



Host a virtual quiz or bingo night and ask for a small entry fee to support your fundraising.



Instead of receiving gifts for a birthday or anniversary, set up a campaign on Facebook and invite friends and family to donate to your cause.



Run a sweepstake or "guess my finish time" challenge to encourage friendly competition while raising funds.



Organise a themed dress-up day at work or school to encourage participation and small donations.



Hold a raffle or prize draw (with the correct permissions), offering donated items or experiences as prizes.



Host a skills auction allowing people to bid on talents such as baking, tutoring or coaching.



Run a live-stream challenge, such as gaming, art or cooking. Encourage viewers to donate as they watch.



Plan an office fundraising day with snacks, games and mini-competitions.



Boost your page

Small actions amplify your impact.

The best way to fundraise is via an online fundraising platform such as JustGiving, Enthuse or our website directly (fundraising.rethink.org). You can sign up for a specific event or just DIY!

Whilst pages may differ slightly platform to platform here are our best tips that will make a huge impact no matter where you fundraise!



Our top fundraising page tips:

Make it personal:



Sharing your personal story about why your fundraising for Rethink can make a big difference. Profiles that include a story raise 65% more on average.

Fundraising goals:



Your fundraising goal will inspire your donors to help you get there. Your goal is up to you, keep it achievable but you can always set yourself a more ambitious target.

Show your progress:



Your fundraising page is like your social media; post regular updates and share plenty of training photos. The more you share your page, the more donations you'll receive. On average, regular updates lead to 52% more donations.

Kick start your fundraising:



Get your fundraising started with a donation to yourself, and the higher you can manage the better. Your supporters will love your dedication and try and match your own donation. Fundraisers who self-donate can raise up to 42% more!

Say 'thank you': Remember to reply directly to donations on your page to let donors know how much their support means. And it works - fundraisers who say thank you get more donations!

Maximise the buzz!

Top tips on social media and how it can impact your fundraising:

1. Share the news

Once you have set up your fundraising page, it's time to share the news. Set up a fundraising social media page, share the news with your followers and begin to ask for donations! Be as personal as you feel comfortable with.

We recommend this is where you explain why the Rethink Mental Illness cause is important to you.

2. Take people on your journey

All you need is a phone to create a few short clips to share with your followers. Whether you're running, cycling, walking or even baking! Talk about what you're doing and why you're fundraising.

Try to keep your videos to no longer than a minute.

3. Keep people updated

Keep your followers up to date with your fundraising journey. Everytime you hit a milestone, for example 50% towards your fundraising goal, let people know. Give them every opportunity possible to help you on your journey.

4. Tag us!

Tag our Rethink social media handles and we'll do our best to engage with your content! We have hundreds of people tagging us in things every day, so we can't promise we'll always see your post, but we'll do our best!

Find us on social media:



Resource round-up

We're here to support you every step of the way on your fundraising journey. Visit our website at [Rethink Mental Illness: Support for your fundraising](#), for helpful resources, choose from sweepstake templates to bespoke posters and expert guidance – we've got you covered.

If you're hosting an in-person event, we can also provide small giveaway items, collection buckets and pots, and even a Rethink running vest or T-shirt.

We also offer plenty of ready-to-use resources that you can download and get started with straight away. And if you're creating your own promotional materials, you're welcome to use our [in support of logo](#).

Get in touch at events@rethink.org – we're always happy to help.



Gather and give

We recommend visiting [fundraising.rethink.org](https://www.rethink.org) and signing up to start fundraising online. This means funds come directly to Rethink. Alternatively JustGiving or Facebook are other great options.

If you receive donations offline, perhaps whilst hosting an event, **you can donate directly to us or donate onto your fundraising page.** Please get in touch if you need any help with this.

Gift Aid will automatically be suggested when people donate to your page, they can choose to opt in and make their donation Gift Aid eligible. Please note, Gift Aid does not add on top of your fundraising commitment.

If you would like to make a donation directly to the Rethink bank account, please get in touch for details.

Do's and do not's

- ✓ Do use your official fundraising page to collect donations securely.
- ✓ Do get permission from venues before hosting an event.
- ✓ Do follow basic food-hygiene rules if selling food.
- ✓ Do thank your supporters and share your progress.
- ✓ Do ask the Rethink team if you need materials or advice.
- ✗ Do not collect cash door-to-door without proper permissions.
- ✗ Do not use logos or branding that hasn't been approved.
- ✗ Do not run raffles or prize draws without checking licensing rules.
- ✗ Do not take unnecessary risks with physical challenges or events.
- ✗ Do not forget to enjoy yourself – fundraising should be fun!



Always here to help

The fundraising team is here for you at every step.

If you need help planning your event, would like branded materials, or simply need advice, just get in touch events@rethink.org

Thank you for supporting people severely affected by mental illness.

Your fundraising changes lives.



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The Rethink Mental Illness logo, featuring the text 'Rethink Mental Illness' in white inside a white circle, set against a dark green background with a leaf-like pattern.

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