



Charity reg no. 1101976.



Your Step-By-Step RED January Fundraising Guide



**“I cannot wait
for January.
I never thought
I’d say that!”**

Paul, REDer

Dear fellow REDer,

It's wonderful that you've decided to fundraise for Mind, our exclusive charity partner for 2019. Mind's dedication to helping everyone experiencing a mental health problem get the support and respect they deserve, means that every penny you raise will make a difference to people's lives.

We understand that fundraising can sometimes feel a little daunting. To help take the pressure off, we've put together a fundraising guide packed with information and ideas to inspire and support you.



We're here for you every step of your RED January journey, so please do contact us at redregistrations@mind.org.uk with any updates, questions or just to say hello! We'd love to hear from you.

In this together, RED and Mind.

READY...

“We want to wish everyone taking part in RED January the very best of luck. Not only is it a brilliant way to kick-start the New Year, but in taking part you are helping to raise awareness and open up the conversation about mental health. Every penny you raise will fund Mind’s vital work such as the Mind Infoline, our information services, as well as the campaigning we do to make sure everyone experiencing a mental health problem gets the support and respect they deserve.”

Paul Farmer, Chief Executive of Mind



REDers, we're incredibly proud of each and every one of you for taking part in RED January. By signing up, you are helping to raise awareness around mental health and support fellow REDers from around the UK and beyond.

We wanted to share the ways that your fitness and fundraising will have a lasting positive impact well beyond January. The funds you help raise support Mind's vital services all year round.

Digital Peer Support

RED January's social channels offer caring environments, uniting REDers across the UK so you don't have to feel you're embarking on RED January alone.

Like RED, Mind runs a supportive online community called Elefriends. It offers a safe place to listen, share and be heard.



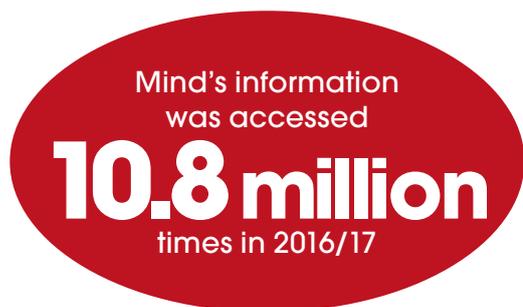
I was alone before I found Elefriends. Now I have a handful of trustworthy, genuine and amazing friends... you know who you all are. I'm so glad to have you.

Peer Support Services

REDers join together in January to support each other as they get active every day. Many share their past and present experiences relating to mental health. This knowledge can be invaluable in reassuring REDers that they are not alone.

Mind also values the support that you can get from others who share experience of mental health problems. Mind runs events and training, develops resources and supports individuals and organisations to get 'peer support' groups set up and running.

Rosanne set up peer support group Swift-tees with the help of Mind.



Through 'Swift-tees' I have a new life. I open the front door, I go out and I'm me.

Infoline

Mind's Infoline is for everyone seeking confidential support and information about mental health. The service isn't only for those experiencing mental health problems. Many contact the Infoline on behalf of a loved one or to find out more about services that support those effected by mental illness. The service is available via phone, text or email.

The service covers topics such as signs and symptoms of mental health problems, local services, self-help strategies, treatments and medications

76,323
queries answered by
Mind's helplines 2016/17

Mind support more than 70,000 people a year through their helplines. The money raised by RED January means we can support many tens of thousands more, making a huge difference to people's lives.



It means so much to me that the money raised by RED January is going to Mind. Phoning Mind's Infoline and accessing their website when I was suffering with severe anxiety really helped me. The information and personal stories shared, normalised what I'd gone through and made me feel less alone.

Learning that other people have been in the same boat as me and have gone on to live productive, fulfilling lives has been hugely empowering.

The money you raise will help ensure that others can benefit from services like this too.

Pete, REDer

...SET...



Kick-start Your Fundraising

Fundraising online is great - it's free, it's quick, it's secure and donations reach Mind automatically. If you haven't already, register for **FREE** at heymind.org.uk/redjanuary and follow the step-by-step guide to set up your fundraising page.

FUNDRAISING IDEAS

Give your 'fun'draising a boost with these simple suggestions.

Aim to raise £50

Get RED

Ask your friends, family and colleagues to wear red for the day to raise awareness. Take it further and pledge to wear red EVERY day in January!

Get Moving

Ask your friends, family or colleagues to walk, stretch or dance your way through a morning, lunch or afternoon break time.

Donate your Travel Fare

Encourage colleagues to walk to work, get on their bike or get off the bus and donate their fare instead. It keeps them active and the money saved goes to a good cause.

Aim to raise £100

Get Active Every Day, Your Way

Get sponsored to mix it up this RED January by getting active in a different way each day. Walk one day, jog the next, climb, go for a swim. Variety is the spice of life!

Payday Pledge

Share your fundraising page on payday. Who doesn't feel more generous when they've just been paid?

Organise a Quiz

Each team pays to play. The winner takes the title! You can even make questions RED themed. Download a quiz template from mind.org.uk/resources

Aim to raise £250

Run a Raffle

Contact local shops and businesses to ask for donations you can use as prizes. Just let us know if you'd like a template letter and a letter from us confirming what you're doing.

RED Celebration

Get your local community together for a group workout to celebrate the end of RED January. Everyone pays to take part. You can sweeten the appeal with post-workout treats.

FIVE WAYS TO WELLBEING

Look after your own mental health while you're fundraising with these handy tips.



Connect

Contact us whenever you need us, and connect with everyone who might be willing to get involved and help out.

Be active

Clear your head with a walk, run, cycle or swim – solo or with friends.

Keep learning

Fundraising is a great way to try new things and to discover talents you didn't know you had.

Give to others

You're already doing this one, so take time to reflect on the lasting difference you're making.

Take notice

Make a conscious effort to appreciate the world around you and take time out so your fundraising doesn't start to seem overwhelming.

...GO



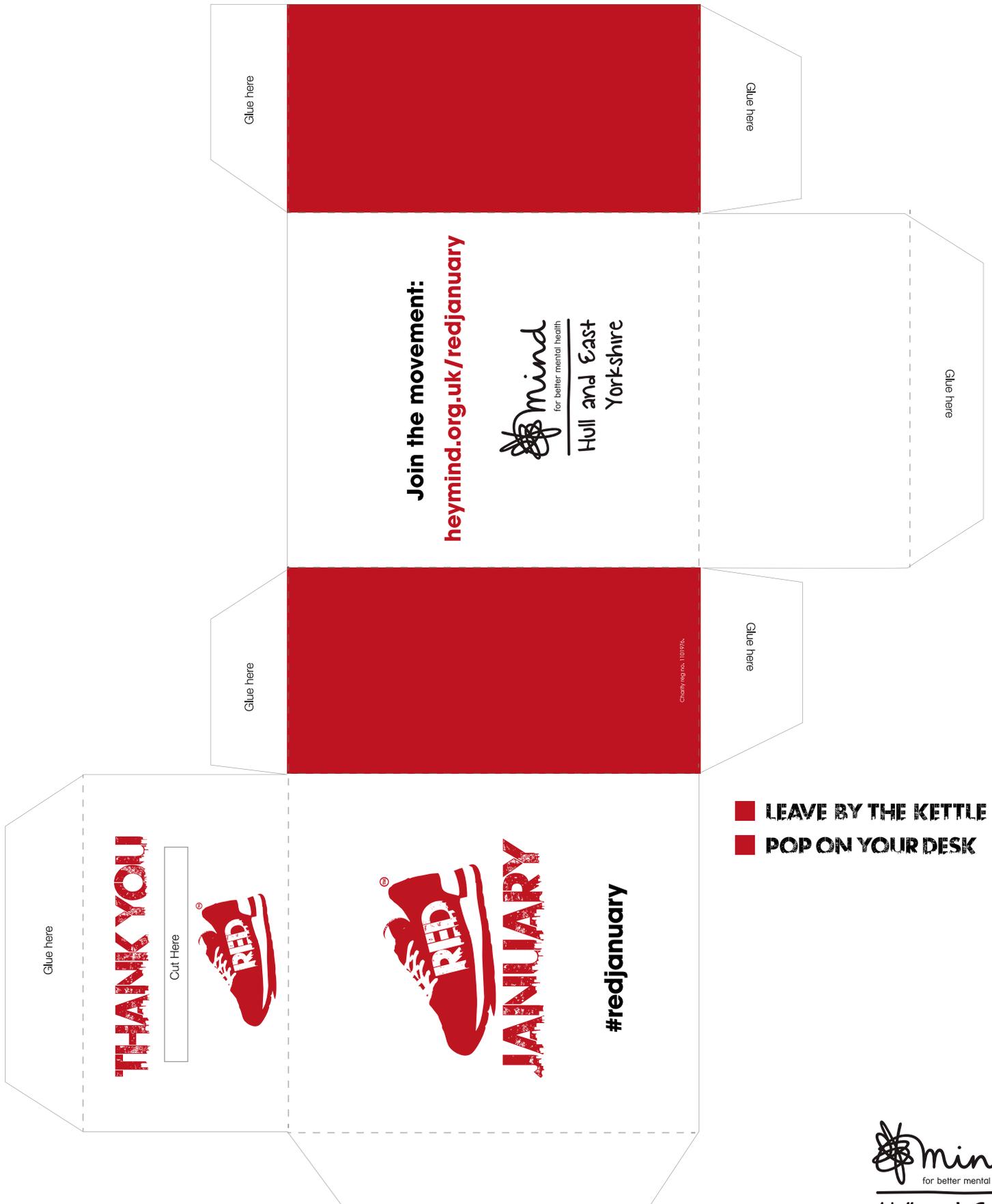
Exercise your Creativity

Print out the following pages to help bring your fundraising to life!



MINI DIY COLLECTION BOX

1. Print out the box template (if possible use card)
2. Cut out the box, including the coin slot
2. Score the dotted lines and fold the box into position
3. Use glue on the flaps & stick down
4. Raise lots of money for Mind!

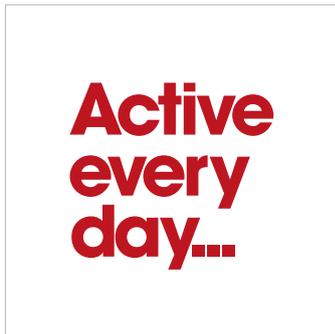




PROMOTE WITH PRIDE

Create your very own pin badges & cake toppers.

1. Print out the squares onto card.
2. Cut them out.
3. Using sticky tape, secure a cocktail stick or a safety pin to the back
4. Et voila... promotional goodies!



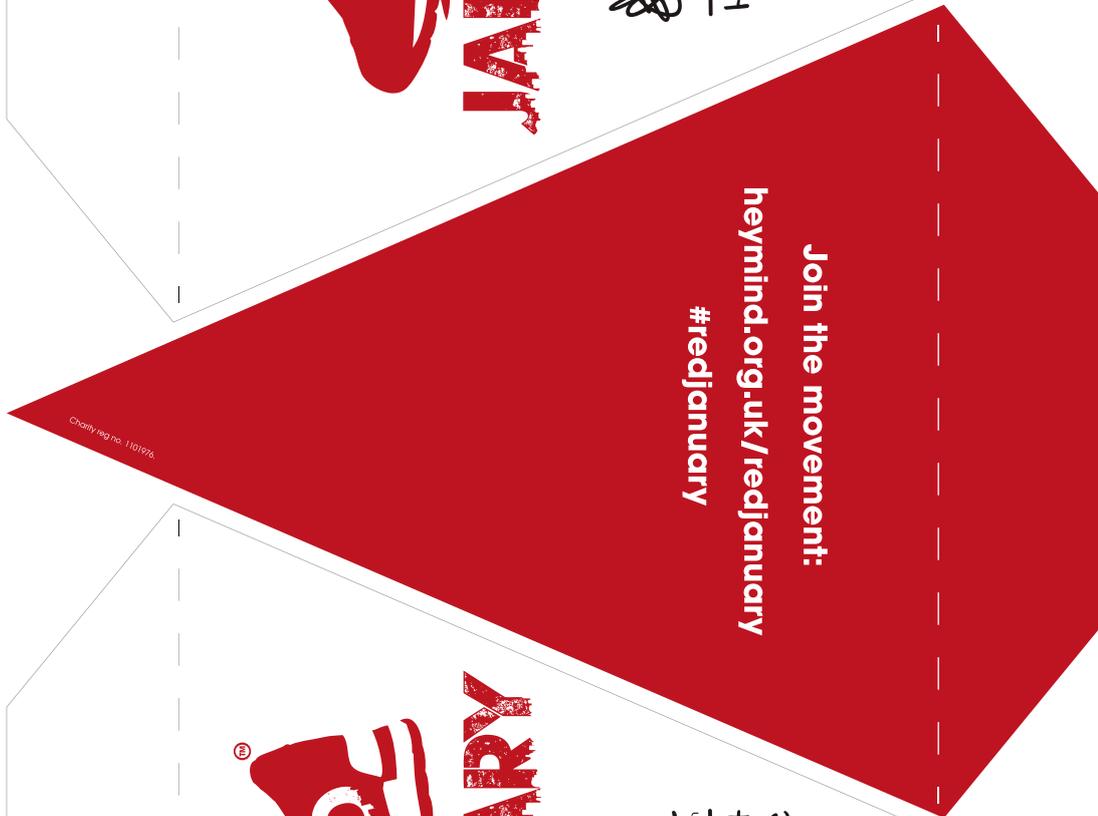
- CAKE TOPPERS
- PRICE TAGS
- PINBADGES
- STICKERS



FUNDRAISING BUNTING

1. Print out enough sheets of pennants for the size of banner you need.
2. Cut out each pennant individually
3. Fold the tops over a long string (alternate the colours)
4. Tape or glue to secure
5. Make sure there is enough spare string at either side of banner for hanging

- DECORATE THE OFFICE
- PERFECT FOR HEALTH SNACK SALES
- HANG IN SUPPORT OF A REDER
- RAISE LOTS OF AWARENESS





SUPPORT FLAGS

1. Print out the flags
2. Cut out each flag individually
3. Score the dotted line to create a flap
4. Glue the back of the flap and wrap around stick or skewer
5. Hold firmly for a minute or two.
6. Write your message of support



- CHEER ON YOUR FRIENDS
- EVERY MILE COUNTS!



JANUARY

EVENT

DATE

TIME