



**Fundraising**  
**for Lancashire Mind**



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"I chose to raise money for Lancashire Mind because I feel really strongly about supporting mental health and the services Lancashire Mind provides to so many people."

**Ainsley**

# Who are we?

## Your local mental health charity

Lancashire Mind is a local, independent mental health charity

We want to work with Lancashire, for Lancashire - we believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible. To achieve this we:

- Connect Minds through ongoing engagement to understand people's experience of mental health in Lancashire.
- Change Minds by challenging stigma and increasing knowledge around mental health.
- Support Minds by offering services which meet the needs of local people and communities.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

Our work empowers people in Lancashire to value and take care of their mental health.

We work in partnership with others to provide support, raise awareness and campaign to make mental wellbeing a priority.

Our five strategic aims are:

1. Listen, learn and influence
2. Work with others to make positive changes
3. Make it easy to talk about mental health
4. Get people the help they need
5. Keep getting better

These are underpinned by our four values: Real, Bold, Caring and Open.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition and, for those who do, to have a better chance of remaining well.

# Why choose Lancashire Mind

Make a difference in Lancashire today



Mental health has never been at the forefront of people's minds more so than it is right now.

Recently, many people have experienced a mental health condition for the first time or have supported a loved one with poor mental health. Your family, friends, colleagues and neighbours will all have a connection to mental health.

We can't achieve better mental health for all alone. We know that individuals and community groups can help us to innovate, expand and enable everyone in Lancashire to value and take care of their mental health.

By working together, we can change the way in which mental health is viewed.

We all have mental health.  
1 in 4 of us will experience  
a mental health condition  
every year.

75% of people with poor  
mental health receive little  
or no treatment.

# How we make a difference

We are improving lives in Lancashire

"If it wasn't for Lancashire  
Mind I wouldn't be  
here today".

We listen to local people and work with them to develop projects and services.

We deliver coaching and resilience programmes to schools across Lancashire to help shape a generation who understand and look after their mental health.

We collaborate with local businesses to build a culture that supports mental health and promotes responsibility for workplace wellbeing.

We engage with local communities to empower people to make change that will improve their own and their peers' wellbeing.

We support people experiencing a mental health condition, providing one-to-one coaching and supporting people to live independently.

## Support we offer:

- Bounce Forward: we teach children how to be resilient through tough times.
- Wellbeing Challenge: we enable groups to create wellbeing initiatives with lasting impacts for their school or community.
- Wellbeing Coaching: one-to-one support, helping children and adults to develop selfcare skills and coping strategies.
- Tenancy Management: we provide stable housing for adults with long term mental health conditions, giving them skills and confidence to move to independent living.
- Workplace Wellbeing: we support companies to improve health, wellbeing and performance through tailored training and quality support packages.
- Training: we increase awareness of mental health and wellbeing and equip people with the skills and confidence to support others.

“Bounce Forward has helped me because I used to be very angry, but now I can deal with my emotions better. I’m also more open, and I can talk to people better about the way I feel.”

**Milly, aged 10**

# How you can get involved

We are here to support your fundraising journey

Our fundraisers are vital to the delivery of our work across Lancashire, but we don't expect you to do it alone!

We have a dedicated fundraising team to support your fundraising activities from start to finish.

We are always trying to improve the ways in which we can support your fundraising because we understand that no two fundraisers are the same.

For more information get in touch with our Fundraising Lead, Emma Bateson:

[emmabateson@lancashiremind.org.uk](mailto:emmabateson@lancashiremind.org.uk)

## Every donation makes a difference

### £5

Could answer a call to someone seeking support for their mental health and provide them with detailed signposting information

### £20

Could give 30 minutes of coaching to someone experiencing poor mental health, helping them to overcome barriers

### £100

Could provide someone moving into one of our properties who has nothing, with essentials such as towels and kitchen utensils.

### £500

Could deliver five workshops in the community to teach children daily activities for looking after their mental health.

### £2,500

Could support a class of young people with a 10-week mental health and resilience programme - giving them the tools they need to manage their mental health today and in the future.

# How you can get involved

Choose the fundraising activity that's right for you

## Fundraising your way

### Bring your fundraising idea to life

Our fundraisers come to us with some amazing challenge ideas. Here are just a few of the ways our supporters have raised funds recently:

- Wild Swimming
- Gig Nights
- Football Tournaments
- Craft events
- Fancy Dress Days

We are here to support you through your fundraising- get in touch to find out more about how we can help.

## Our Events

### Cross Bay Walk

Walk the Morecambe Bay Sands and raise funds for Lancashire Mind. An annual opportunity to experience the beautiful Morecambe Bay Sands through a guided walk provided by the The Guide over Sands Trust. The Trust is a charity which provides two guides to offer safe passage across both Kent and Leven Estuaries.

### Mental Elf

Join us for our Flagship Fundraiser! Mental Elf is our annual 5k fun run which raises awareness and funds for better mental health across Lancashire while encouraging as much fun as possible. The event is open to all and there are lots of opportunities to get involved. As well as taking part and fundraising, individuals can choose to volunteer on the day.

"I did my first fundraising event in 2016 and never looked back. The feeling I got helping others while pushing my limits and exploring the UK through outdoor challenges is amazing."

**Chris**

# How you can get involved

Choose the fundraising activity that's right for you

## Organised Events

Fundraise for Lancashire Mind and we will cover the cost of entry into a range of events and activities. Lancashire Mind regularly obtains charity places for sought after events in the North West giving supporters a free place at famous run events such as the Great Manchester 10K and Half Marathon.

We will register your place and send you all the details. All you need to do is fundraise for us (with minimum amount agreed before sign-up, depending on the event) and enjoy the event!

## Virtual Challenges

### Breaking Boundaries

Can you push your boundaries to help us remove the boundaries faced by those experiencing poor mental health and those facing stigma?

Breaking Boundaries is all about setting yourself a fun challenge that will push boundaries. You could choose to run a 10k for the first time, wear fancy dress for the day at work or out in the community, arrange a karaoke session for those who wouldn't normally sing in public.

It's all about making people smile, achieving something to be proud of and making a difference.

### 600 Miles September

This September, why not challenge yourself and 'your team' to take on the 600 Mile September Challenge for Lancashire Mind.

- Assemble your team of 4 people (or more)
- Choose to walk, cycle or run 600 miles between you during 1st - 30th September 2022
- Gather sponsorship online for Lancashire Mind

Your team has a whole month to log your miles and raise funds for better mental health and all finishers will receive a Lancashire Mind goody bag in the post. Sign up is free and there is no minimum sponsorship required – just raise whatever you can!



# Why we need you

## We can't achieve better mental health for all alone

Commissioned work with the NHS and local authorities allows Lancashire Mind to deliver some core services and fund our central costs.

Additional donations from individuals and businesses allow us to invest in areas of work where we can see an immediate need, and where there is no other funding.

Last year, fundraisers enabled Lancashire Mind to invest in four new projects, that otherwise would not have happened:

- Extending our offer of wellbeing coaching for children and young people, so that every young person in Lancashire who needs this service can access it, with minimal waiting time.
- Delivering Bounce Forward across schools in North Lancashire – to help young people build resilience at key points in their lives, such as the transition from primary to secondary school.
- An innovative programme to look at new ways of preventing homelessness and providing safe accommodation for people with long term mental health conditions.
- A new engagement worker to reach people in communities across Lancashire and help them co-design solutions to wellbeing challenges and influence NHS and local authority decision-makers.

Just one in every ten pounds of the NHS budget is spent on mental health care.

"I chose to fundraise for Lancashire Mind as mental wellbeing is so important to me. I suffer with poor mental health. Luckily I am still here and have an amazing support system around me that got me through the lowest point of my life and continue to help me manage my mental wellbeing day to day. However I am aware that there are people not as lucky as me and I wanted to help those people."

**Sophie**

# Mental health and Wellbeing

## Looking after your mental health

An important part of Lancashire Mind's work is supporting people to understand more about mental health and to learn how to look after their own mental health.

Mental health, like physical health, is something that we all have. Our mental health can shift from good to not so good to poor. In the same way that poor health can lead to a physical illness, poor mental health can lead to a mental illness.

At Lancashire Mind we refer to mental illness as a mental health condition.

Having good mental health doesn't just mean not having a mental health condition, it's our ability to:

- care about and for ourselves
- look after our physical health
- keep learning
- express and manage our emotions
- build and maintain good relationships
- deal with the challenges we face
- adapt to changing circumstances
- contribute to society
- realise our own potential

We can all experience poor mental health and many of us will have periods where our mental health is somewhere between good and poor. Good mental health doesn't mean never experiencing a negative emotion or feeling low. It is about our ability to cope with the range of emotions we experience and the challenges we face during our lives.

We all know the importance of eating a balanced diet and getting regular exercise to keep physically healthy. However, there is far less understanding about how to stay mentally healthy. Eating well and keeping active are really important for our mental health too and there's lots of other things we can do to improve and maintain our mental wellbeing including:

- Activity and exercise
- Eating well
- Staying hydrated
- Getting enough sleep
- Asking for help

There are also daily actions we can all take to look after our mental health and wellbeing. The Five Ways to Wellbeing were researched and developed by the New Economics Foundation.

Find out more about the five ways, local and national support organisations and more within the Our Services section of our website under 'Self Help Information'.





Darren Robinson Photography

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