The Happier Lancashire Challenge is our quick and simple way to have fun fundraising for us at any time of the year whilst challenging yourself to embed the five ways to wellbeing into your life. Whether you try one or all five, on your own or as a team the Happier Lancashire Challenge is ideal to raise awareness, have fun and generate some much needed funds for Lancashire Mind.

**So what are the five ways to wellbeing?**

The five ways are simple daily actions we can all do to improve our mental wellbeing.

* **Connect** with people around you, your family, friends, colleagues and neighbours. Spend time strengthening those relationships.
* **Be active** by finding an activity you enjoy. Take a walk, cycle or have a kick about with your friends.
* **Take notice** by being more aware of your surroundings and the present moment. Notice the little things that make you smile.
* **Keep learning** by trying something different. Sign up for a course, read a new book or Google something that interests you.
* **Give** to others, to feel good yourself. Say something kind, help out a friend or make the next brew. Volunteer or support a charity.

**The Challenges**

We have created the challenges to be as accessible and varied as possible to ensure that it is as straight forward as possible to get involved but that you will still have a great time doing so.

**How many can I do?**

We advise you take on one challenge at a time, if you want to do all five you can do them one after the other or spread them out over time it’s completely up to you. We think a year is a perfect time frame to work to but you know your own schedule, so set a goal to keep yourself on track.

But remember Your friends and family only have so much to give so make sure you aren’t asking for too much all at once.

**How do I get started?**

First of all, you need to choose your first challenge. If you’re unsure which one to choose, look through the pack and decide which of the five ways you feel is most important to you. Once you have done that you can sign up online and we will send everything you need out to you.

**Select your Challenge**

**Connect: Host a coffee morning**

Connect with friends and family and new connections by hosting your very own coffee morning.

Sell cakes, coffees and sandwiched to raise money. Or just leave a collection tub by the door and opt for an honesty policy. Either way be sure to take the time to sit, chat and really connect with those around you.



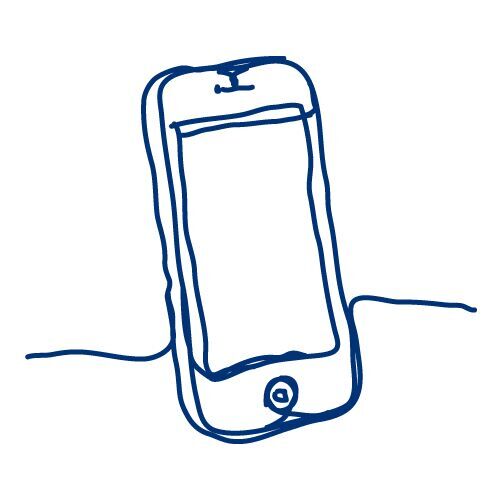
**Be active: Skydive Challenge**

We have partnered with Skyline Events to offer you the best sky dive package possible. Skyline manages the booking and you collect your sponsors.

Now, we love a 5k as much as the next person, in fact we love them so much we host one every year, in the middle of winter! But we also know there are many ways to get active and challenge ourselves. A skydive is no exception to that, but be warned this isn’t for the faint hearted! This one is designed to push you out of your comfort zone and really impress people to sponsor you.

Skydives can be expensive, but they are a fantastic experience, and for some a lifelong dream and therefore Skyline Events give you the option to pay the booking fee yourself or agree to raise a minimum sponsorship amount to cover the cost. That way anyone can take on the challenge without breaking the bank.

**Take notice: Give up your smart phone**



Find it hard to be apart from your smart phone? Then this could be the challenge for you. While smart phones can be a great way of keeping up to date with our friends and the news and working on the go they can detract our attention from what is going on around us and our ability to live in the moment and take notice of the little things that make us smile around us.

This challenge is designed to take us back to simple, less fast paced times when all a phone did was ring and was used to make plans, take a business call or check in with loved ones to let them know you are safe.

The idea is you give up all the fancy features of your Smartphone for two weeks. You can make a limited number of calls a day but only when absolutely needed. Want to take a picture? Get a disposable camera and print it the old fashioned way. Want directions? Ask someone on the road. Want to chat to friends? Meet up for a walk in the park or a coffee.

Take the time to look around you and smell the roses, rather than refreshing your newsfeed.

You can ask friends and family to sponsor your bold sacrifice and can use our penalty charge sheet and fine yourself for each slip up. Whichever way you choose to raise money, do it while taking notice.

**Keep learning: Host your own night**

This one is for the general knowledge master of the group. Impress your friends and family, or work colleagues with your general know how and quiz mastery.

Invite people to take part, charge a fee per person or per team and ask a local business to donate a prize for the winning team.

Host at home, work or you could even ask your local pub to let you host the quiz there if you really want to take it to the next level.

This challenge lets you enjoy to company of others and with our carefully designed quiz questions, everyone learns something new

**Give: Favor Coupons**

Giving is a fantastic way to raise money though often people feel uncomfortable asking for sponsorship or do it quite often, which is great but at the end of the day, our friends and family only have a limited amount to give. This one is great because you can offer something in return for their kindness.

We have created a ‘coupon pack’ full of favours you can do for your friends, those you work with, or your family. Things like a ‘home cooked meal’ or ‘one dog walk’. Whatever your skills are, we have a coupon for it, and if we don’t- then get creative and make your own. Sell them on and feel good for helping out others while raising money for a great cause. It’s a win win!

**How to get involved**

To sign up for the challenges visit [www.lancashiremind.org.uk](http://www.lancashiremind.org.uk) once you have registered we will send you over your challenge pack and you can get started.

Tips for fundraising success

You’ve chosen your challenge and you’re eager to get going but you don’t know where to start. Fundraising activities can seem like great fun, but it’s not always clear how to raise the money. That’s why we have done all the planning for you.

Here are just a few easy-peasy ideas that are guaranteed to get your friends, family, neighbours and colleagues digging deep.

**Set a target**

Setting a realistic target is the most important part of your early planning. Knowing how much money you would like to raise will help you to focus on how you are going to hit that target. It will also keep you motivated along the way. After all, the more money you raise, the more people across Lancashire we can help.

To find out a bit more about how the funds you raise will be used to support the mental wellbeing of people in Lancashire, take a look at our website [www.lancashiremind.org.uk](http://www.lancashiremind.org.uk)

**Advertising your activity**

You need to set an audience. Figure out who you want to promote your fundraising to, who is your target audience and how will you reach them?

Once you have signed up to take on the Happier Lancashire challenge you will have access to our many resources to help you hit that audience; packs, posters, and sponsorship forms are all available. Just let us know what you need and we will get it to you.

Having the right materials will leave you able to focus on promoting your fundraising activity through the media. This will help you to shout about the fantastic work you’re doing and really boost your fundraising total.

**Social media**

Social media is a great tool for fundraising, it allows you to keep your friends and family updated and spread the word about your fundraising to wider audiences. If you have a Facebook page, or if you’re on Twitter, make sure you to use it to promote your efforts.

We’d love you to share your amazing fundraising achievements with us too, so make sure you connect with us at:



**@LancsMind**



**@Mind Lancashire**

**justgiving.com**

The easiest way for people to support your fundraising activity is via a JustGiving page. This allows you to collect donations online, while we love a good old fashioned sponsorship form; they really are only useful in a handful of circumstances, it’s much simpler to do everything online.

It’s simple and easy to create your own page. Just go to justgiving.com and share the link to let your supporters see how your fundraising is going.

**Set up a unique text code**

If your event is set to be a big one or your fundraising activity is likely to draw a lot of attention why not make it even easier for people to support you with a unique text code? It will mean that anyone can send a donation by text and it will be added automatically to your JustGiving total.

Its straight forward to do and costs nothing to promote, you simply log into your just giving page and follow the instructions. Once you’ve got your code, make sure you let everyone know about it. Pop it on all of your fundraising materials and post it proudly on social media.

**Gift Aid**

Gift Aid is possibly the best thing ever to come from the tax office. It is the governments way of supporting charitable income and your fundraising efforts. For every £1 the people who are sponsoring you donate (provided they are paying tax at the time of the donation) HMRC will give us an extra 25p at absolutely no cost to the supporter.

So, in order for us to ensure you’re getting the biggest bang for your buck and turn every pound you raise into £1.25, please make sure all of your supporters use Gift Aid on their donations. If every supporter who qualifies agrees to Gift Aid their donation, that’s more money we can use to achieve wellbeing for all.

**The Eager Elf**

For some of the challenges you could sell tickets. Creating a discount for early ticket purchases can really help kick start your guest list. Selling tickets ahead of the event allows you to gather an idea of how many people to expect, generates excitement and because it’s all for charity even if a couple of people decide not to come on the day, you’ve still got the money from their ticket sale.

**Get your employer on board**

Ask your boss to support you either by making a donation or holding an event for your fellow colleagues. Some larger companies offer matched funding which means they double the money raised from your fundraising; it’s always worth asking the HR department to see if they offer this.

**Sponsorship**

Corporate sponsorship can really keep the cost of your event or activity low. If your event will be open to the public, consider approaching local businesses to sponsor you. This doesn’t have to be a raffle prize, lots of big supermarkets will support your event by donating food or drinks for you to sell or vouchers to spend on items you need for the event.

**Raffles and auctions**

Raffles and auctions are a great way to raise some extra money at any type of event. You don’t need to secure hundreds of raffle prizes; one or two good ones are enough and because it’s for a fantastic cause usually people will buy raffle tickets anyway. Raffles are strictly regulated, so don’t forget to double check the ‘keep it legal’ section on our website to make sure you’re following those guidelines.

If you are struggling for raffle prizes or want to do something a little different, why not hold a table game instead? Everyone puts in £5, £10 or £20 and the winner from the draw keeps half and the rest is donated to Lancashire Mind, simple. It saves you time sourcing prizes and sometimes the winner even donates it back. Whatever you do, make sure to remind everyone why you are doing it and the difference the money will make.

**Tell your story**

If you are doing a personal challenge, consider doing a blog or sharing your experience via social media. You could build up a bigger following than you expect and find donations come in from friends of friends and even strangers. We have a blog section on our website that you can submit to and we will support you in circulating your story.

**Lancashiremind.org.uk/blog/**

It’s easy to pay in the money you’ve raised..

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to Lancashire Mind.

**Get personal**

If you’d like to make a donation in person, our fundraising coordinator is happy to arrange that with you. You can either pop by head office or we can come to. We love a photo opportunity too so if you like we can even take a few snaps of you handing the money you worked so hard to raise.

**Head to the Bank**

You can pay it directly into the bank by visiting your local Royal Bank of Scotland branch. You will need to have our bank details to do this so please contact our fundraising coordinator who will give you all the information you need.

**Pop to the post box**

Cheques made payable to Lancashire Mind can be sent by post to:

80-82 Devonshire Road, Chorley, Lancashire, PR7 2DR

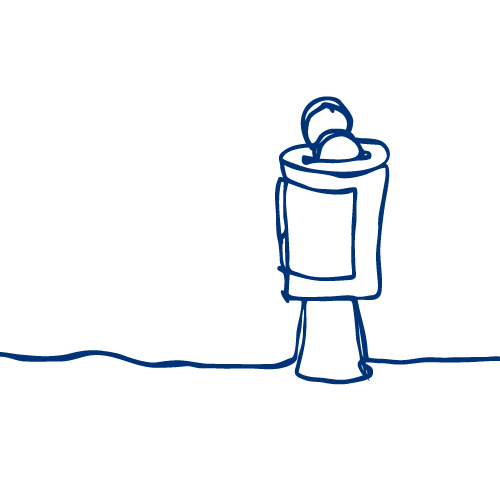
Please make sure you include any sponsorship forms you have used and a note detailing how the money was raised and don’t forget to tell us who you are and all about your amazing fundraising efforts.

**Hop online**

You can pay your money in to us directly by making a bank transfer or BACS payment. Just contact the Fundraising Coordinator and we’ll provide you with a reference and our account details.

**Just Giving**

Not forgetting Just Giving! Before you start any fundraising you can set up your own donation page. It’s so simple and takes all the hassle out of collecting donations. Your donors can select gift aid on there too!



Lancashire Mind relies on support from fundraisers like you...

**What does the money you raise pay for?**

It’s important that you know that it’s thanks to your hard work and generosity that we’re able to carry out our work across Lancashire. Without your help we simply could not do it.

The money raised from these challenges will help to shape a generation who won’t treat people differently based on their mental health. Within Lancashire, we work for people at every level of mental health to help them find the tools to stay on track and, when needed, get back on track.

The figures below show what the money you raise could fund. If you wish to set a fundraising goal, why not use these examples to demonstrate the impact your sponsors are making to help create a Happier Lancashire?

**£2**

Could help us provide a platform for local support groups and provide access to peer support across the whole of Lancashire.

**£5**

Could allow us to provide an advice and signposting service helping people to find the support they need.

**£10**

Would allow us to station our wellbeing coaches in locations across the county, helping people to feel happier and healthier.

Thank you for raising money for Lancashire Mind.

At Lancashire Mind, we make mental health a local priority, by taking part in these challenges you are helping to make Lancashire a happier healthier place to live.

1 in 4 people are affected by mental health, and we need your help to make sure that people have the tools they need to get back on track. Together let’s create better wellbeing for all.

If you have any questions about your activity we’re here to help. Get in touch on 01257 231660 or email the fundraising coordinator fabienneclough@lancashiremind.org.uk



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