

 mind Solent



# Mayfield Garden Centre

Weston, Southampton

Your guide to fundraising





# Thank you!

By raising money for Mayfield Garden Centre, you're helping more people with mental health problems get the support they need.

“Coming to Mayfield has given me a fresh outlook on life as well as a sense of purpose”

Jonathan, Mayfield service user

We know getting started can be hard. Maybe you're nervous about whatever challenge or event you're taking on or maybe that fundraising target seems a little bit daunting...

But here's the good news: you're capable of achieving far more than you realise. So whatever challenge you've set yourself, you can do it – and we're here to help make sure you reach your target.

This guide will be a handy starting point – it's full of advice on everything from planning a successful fundraising event to spreading the word about your efforts.

## How your donations help

**£30**

Could pay for someone with serious mental health problems to have a 1:1 support session from one of our senior wellbeing advisors.

**£50**

Allows us to run a family growing session to give children the chance to get messy and learn more about plants.

(Up to 8 families per session)

**£88**

Runs a dementia session for people with dementia and their carers to get support and take part in activities.

(Up to 10 people per session)

# Getting Started

**Not sure how to begin your fundraising? No problem. Here are our top tips for getting off to a flying start.**

## Find a venue

If you are organising an event or challenge, sort out the location first. Once that is done, you can decide on a date and start spreading the word. Make sure you tell the venue owner that you are fundraising for a charity - you never know what discounts or freebies could come your way.

## Get online

When it comes to fundraising, the internet is your best friend. We have more information later in this pack, but from the very beginning make sure you have set up a fundraising page and you're online telling people what you are doing. It means less effort to reach more people.

## Shout about it

If your friends, family and colleagues don't know what you are up to, they can't get involved! So make as much noise as you can and let everyone know what you are doing and why.

## Finally...enjoy it!

Put the 'fun' in fundraising and do everything you can to enjoy yourself. Don't forget to keep your own wellbeing in mind as you are getting ready for the big day.

**If your sponsors are UK tax payers, make sure they tick the Gift Aid box when they donate. The taxman will then add 25% to their donations at no extra cost to them!**



# Fundraise Online

**Fundraising online is great - it's free, quick, secure and the donations reach us automatically. Here's some steps to help you with setting up a fundraising page.**

## Make it personal

Let people know why you have chosen Mayfield Garden Centre and what your challenge means to you. It will help people relate to what you are doing.

## Say thanks

When you set up your page, follow the steps to write a personal thank you message. This will be sent to everyone who donates.

## Set a target

It shows your progress, encourages people to donate and helps to keep you motivated too.

## Share your page

Email the link to your page to friends, family and colleagues so they can donate, and ask them to share the link for you with people they know too. Don't be afraid to send the link around more than once, particularly as your event gets closer.

## Get social

Remember to add the link to your fundraising page to your posts on Facebook, Twitter and in the bio of your Instagram.

## Add cash and cheques

If people give you donations in person, add them to the offline section of your online page, as it all adds to your fundraising total.

## One last fundraising push

Once your event is done, update your fundraising page and post about your achievements on social media. It's a great way to give that final reminder to anyone who's been meaning to donate.

**Websites like JustGiving will take you through a step by step process to help you set up your page:  
[justgiving.com/solentmind](https://www.justgiving.com/solentmind)**





# Three tips to shine on social media!

## 1) Share your motivation

Is this the first time you've done something like this? Do you have a personal reason for fundraising for Mayfield Garden Centre that you are happy to share? Bringing to life and sharing on social media what you're doing and why, can really boost your fundraising total.

## 2) Become a film star

You can upload to Facebook, Instagram, YouTube, Snapchat or TikTok. Or there are apps like Boomerang or Hyperlapse that can help you get creative with easy editing and speedy footage. Have a go and see what happens.

## 3) Be proud

The trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to Facebook, Twitter and Instagram and people will always be happy to hear from you.



# Keep it legal

**The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. So here are some tips to help keep everything above board.**

## Collecting money

- You have to be 18 in London and 16 everywhere else to collect money.
- If you are planning a collection on private property, you will need to get permission from the owner.
- You need a licence from your local authority to collect donations on the street or any other public property.

## Children and young people

- If you are under 16, you will need a parent or guardian to give consent for you to fundraise for Mayfield Garden Centre.
- If you have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised.

## Health and Safety

- Keep your personal safety in mind while you're planning and on the day. Mayfield Garden Centre can't take responsibility for your activity, so we recommend doing your own risk assessment ahead of time. This is important even if your event will take place somewhere you know really well like your workplace.
- If you are serving food at your event, everyone involved will need a basic understanding of food hygiene.
- You need an alcohol licence from your local authority to sell alcohol.





# Keep it legal

Competitions, prize draws, raffles and lotteries

- These are brilliant for raising money, but there are lots of important rules about how lotteries, prize draws and raffles can be run. You might need to apply for a license to hold a raffle or a lottery at your event. You can find more information on the Gambling Commission website.
- You can't sell tickets to anyone under the age of 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

“Mayfield has given me hope for the future and a better quality of life. I can start to think ahead about going back to work part time”

Melanie  
Mayfield volunteer

The Gambling Commission:  
[gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

The Fundraising Regulator:  
[fundraisingregulator.org.uk](http://fundraisingregulator.org.uk)

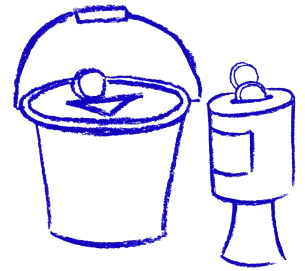


# Paying in

**This is the page to turn to once you have completed your fundraising. If you are here, congratulations! Your amazing efforts mean fewer people will have to face a mental health problem alone.**

## JustGiving

If you have raised money online, make sure you let the fundraising team at Solent Mind know you would like your donations restricted to Mayfield. You can contact them at [fundraising@solentmind.org.uk](mailto:fundraising@solentmind.org.uk)



## Cheque and cash donations

If you have cash or cheque donations, you are welcome to drop these off to us in Mayfield Graden Centre during opening hours. For cheques, you can also post these to the address on the back page of this pack.

## Payment by BACs

If you would like to send your donations by BACs transfer, please get in touch and we will provide you with the details you need.

## Through our website

Please visit: [mayfieldgardencentre.org.uk](http://mayfieldgardencentre.org.uk) and click the donate button at the top of the page.

**“My husband always says 'You'll be fine! Once you've been to Mayfield you'll feel okay again' And he's right, I go home just feeling better”**

**Janet, Mayfield service user**



# Other ways to support Mayfield Garden Centre

**After your fantastic fundraising has finished, there is a number of ways you can continue to support us.**

**Volunteer with Mayfield:** Volunteering is a great way for you to make use of your skills, give back, meet new people and gain valuable experience while supporting us. For current volunteering opportunities please visit the 'support us' section of the Solent Mind website. [solentmind.org.uk/work-with-us/volunteer/](https://solentmind.org.uk/work-with-us/volunteer/)

**Become a corporate partner:** Suggest to your workplace about making Mayfield Garden Centre their corporate partner and get all the staff involved in supporting the work we do. For more information and to make an enquiry, please visit the 'corporate partnerships' section of the Solent Mind website: [solentmind.org.uk/support-us/corporate-partnerships/](https://solentmind.org.uk/support-us/corporate-partnerships/)

**Leave a legacy:** Leaving a gift in your will, large or small, can help us achieve our vision and a better future for the 1 in 4 people experiencing a mental health issue in Hampshire. For more information please visit the 'leave a legacy' section of the Solent Mind website: [solentmind.org.uk/support-us/legacies/](https://solentmind.org.uk/support-us/legacies/)



**Mayfield rely on our volunteers. We have people giving their time to us from all walks of life, helping us with the running of the nursery and cafe, as well as guiding our participants to engage in meaningful activities, which support them on their road to recovery. Each one of our amazing volunteers brings a unique perspective and set of life experiences which are the bedrock of our Mayfield community - we really couldn't do without them!**



**Jude Gardner  
Community Manager**

# Thank you for your support!

**Get in touch**

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**Email:**  
**[enquiries@mayfieldgardencentre.org.uk](mailto:enquiries@mayfieldgardencentre.org.uk)**

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 **Mind Solent**



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**Weston, Southampton**

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