



#TakingActionOnMentalHealth



Action Mental Health's
Fundraising Pack 2024

Thank You!

Thank you so much for supporting Action Mental Health. By fundraising you will be making a real difference to the lives of people here in Northern Ireland.

This pack will give you some tips and ideas on how to get started and keep you on track. As well as raising funds, we hope you have a lot of fun in the process and are able to CONNECT with others.

Your fundraising will make a massive difference helping to support positive mental health across Northern Ireland in 2024 and beyond.

Now, more than ever, we need your support. So, thank you for providing hope and raising much needed funds.

In our community 1 in 5 people will experience a mental health problem at some point in their lives and half of all these problems start before the age of 14.

A previous survey has shown that mental health issues are 25% higher among children and young people in Northern Ireland than other parts of the UK. Action Mental Health is working hard to tackle these issues.



Our vision is: A society which actively values and supports people on their journey to positive mental health.

Our Mission is: To make a positive difference to people's mental health and wellbeing.



Demand for our services continue to grow and last year we supported over 45,000 local people through a range of recovery programmes, resilience building and counselling services. We support people of all ages.

Fundraising suggestions...



ORGANISE A CONCERT OR SALE

Why not organise a concert, a murder mystery night, a craft or bake sale?

Book a venue, advertise the event and sell the tickets.

A great fun way to raise some dosh for Action Mental Health.



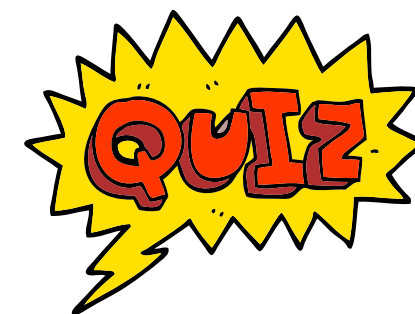
CHOOSE YOUR PHYSICAL CHALLENGE

Get moving more – could you do 50 jumping jacks; burpees or press ups a day for a month? Will you use the route of your local parkrun or local park to do a 5k every day for 12 days? Or will you join one of our supported events such as London Landmarks Half Marathon, Belfast Marathon events (Walk, relay, run) or Dublin Marathon?

Pick your activity, let friends and family know and get sponsored.



QUIZ NIGHT



You are the quiz master! This is a simple and fun idea, with many pre-written questions and answers available online. You can host a quiz in your local community hall or create a meeting online and ask your friends to log in maybe via Zoom.

You can even theme the quiz on your favourite decade or a subject of your choice such as a movie trilogy, and run a competition for the best fancy dress.

The legal stuff

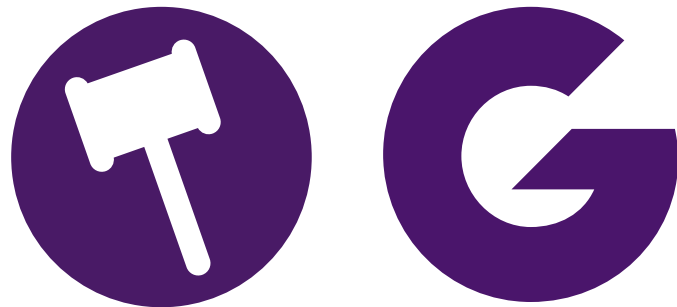
There are always some things to think about when hosting events or doing other fundraising activities. The fundraising team are here to help you stay safe and legal as you fundraise, so that you have FUN!

You can email us at any time on fundraising@amh.org.uk for support and guidance.

You can also check things out for yourself through this link to the Fundraising Regulator's website.

<https://www.fundraisingregulator.org.uk/code/all-fundraising>

One of the safest ways to fundraise and be accountable for the money raised is to set up a JustGiving page. This means you don't have to handle cash or move monies through your own bank accounts. However, in some cases we know a paper sponsorship form is still the most convenient. We have one on the next page that you can print off.



Setting up a JustGiving page

1. Click through to Action Mental Health on JustGiving <https://www.justgiving.com/actionmentalhealth>
2. Click '[Fundraise for us](#)'.
3. Log in to your JustGiving account or create one.
4. Fill in all the details asked and choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
5. We would love to keep in touch! If you would like to hear from Action Mental Health regarding future events and campaigns, please select to opt in for communications. If you would prefer not to hear anything following your activity, simply select the opt out option.
6. Once all your details are filled in, click '[Create your page](#)'.
7. It's time to personalise your page! Add your fundraising goal and a bit about you and why you have decided to support Action Mental Health. Remember to add pictures and updates of your fundraising journey!
8. Finally, it is time to get the word out there! Share your link on social media with friends and family, and why not ask your boss to allow you to share details of your activity and your JustGiving link in a work email? You may even find out your employer has a charity match scheme, which could increase your fundraising total.

**action
mental
health**

Email Address _____

Gift Aid

For every £1 you donate, Action Mental Health can claim an additional 25p more!

By ticking the box headed 'Gift Aid' below you confirm that you are a UK Income or Capital Gains taxpayer, have read this statement and want Action Mental Health to reclaim tax on your donation, given the date shown, you understand that if you pay less income tax / or Capital Gains in the current tax year than the amount of Gift Aid claimed on all of your donations it is your responsibility to pay any difference and you understand that the 25p you will be claiming tax on every £1 that you have given.

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Please make cheques payable to 'Action Mental Health'
Please send your completed sponsorship form to: Fundraising Department,
Action Mental Health, Central Office, 27 Jubilee Road, Newtownards, Co. Down BT23 4YH.
T: 028 9182 8494 E: fundraising@amh.org.uk www.amh.org.uk

Merchandise

We have lots of merchandise available for our fundraisers. Please email fundraising@amh.org.uk if you think any of these items would be useful for your activity. Some items are only available on a return basis.

Unisex T-Shirts, Running T-shirts/Vests, Wrist Bands, Pens, Thunder Sticks, Flags, Pin Badges, Bunting, Outdoor Banners, buckets and canisters.



Other ways to donate

- **Post:** You can post cheques made payable to:
Action Mental Health, Fundraising Department, 27 Jubilee Road, Newtownards, BT23 4YH.
- **Online:** Visit our website www.amh.org.uk and make a donation with a debit/credit card.
- **Bank transfer:** If you would like to forward your donation by making a bank transfer, please give us a call on 028 91 828494 or email fundraising@amh.org.uk for our details.



Links to support resources



5K training plan: <https://www.shape.com/fitness/training-plans/beginners-guide-running-5k>

Parkrun routes: <https://www.parkrun.com/map/>

How to set up Strava: <https://www.runnersworld.com/beginner/g25619156/what-is-strava/>

Bakes for Kids: <https://www.bbcgoodfood.com/howto/guide/top-5-easy-bakes-kids>

Quiz questions: <https://www.mentimeter.com/blog/audience-energizers/55-free-trivia-and-fun-quiz-question-templates>

Instructions on using Zoom: <https://support.zoom.us/hc/en-us/articles/201362613-How-Do-I-Host-A-Video-Meeting>

Remember to enjoy yourself
and put the fun into
fundraising!

Thank you for supporting the
vital work of Action Mental
Health.

#TeamAMH



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Central Office
27 Jubilee Road
Newtownards
Co Down, BT23 4YH

T 028 9182 8494
E fundraising@amh.org.uk
www.amh.org.uk
@amhNI



NI Charity Commission No: NIC100753