

# Move for Mind



## Your online fundraising

### Create your fundraising page

The first thing you need to do is **create your JustGiving page** for Birmingham Mind. Follow this link to get started.

<https://www.justgiving.com/campaign/move4mind>

### Personalise your page

Update your JustGiving photo and story to **let people know what taking part in Move for Mind means to you**. Fundraisers with photos on their page raise 14% more – perfect excuse for a selfie!

### Donate to yourself

**Kickstart your fundraising** with a donation, and set the trend for how much your supporters are likely to give.

### Share and share again

According to JustGiving, every share is worth £10. Don't be afraid to **share your page multiple times** – sometimes it takes people a few times seeing it before they donate.

### Getting to the finish line

20% of donations come in after your challenge is finished, **so keep it going!**

### Update your supporters

Your supporters want to hear how your challenge is getting on, so keep them up to date by sharing your progress. Remember to use **#MoveforMind** so we can follow along too!



Earn a Move for Mind t-shirt when you raise

**£50.**

Make it to

**£150**  
for a special  
Move for  
Mind medal.



If you hit **£350**  
we'll send you  
a Mind neck buff.

## Move for Mind checklist

- Personalise your page.
- Join our [Facebook page](#).
- Set your challenge goals using our [progress tracker](#).
- Share your challenge with friends and family.
- Reach fundraising milestones to receive your rewards.
- Keep friends and family up to date with how you're getting on.

## Mind resources

- ▶ **Download** your Move for Mind progress tracker.
- ▶ Visit our **resource centre** for exciting fundraising and activity materials.
- ▶ Visit our **exercise and wellbeing hub** to find ways you can get active.
- ▶ Read our Move for Mind **FAQs**.
- ▶ Join the Move For Mind **Facebook** page.

## How your fundraising helps

Currently our fundraised and donated income is used to support the Birmingham Mind Helpline

We manage a dedicated Mental Health Helpline for residents in Birmingham and Solihull, available to everyone 24/7.

Whether you are;

**Worried about a family member**

**Need emotional support**

**Experience continual low mood**

**Feeling unable to cope**

**Have suicidal thoughts**

or

**Are experiencing a mental health crisis.**

Simply call 0121 262 355

Our team of Helpline Workers can provide support, guidance, and signposting.



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