



Our Fundraising Resources Pack

Ideas, words, graphics & more to help you fundraise for
Mind Over Mountains
Restoring mental health, naturally



THANK YOU

Firstly, and most importantly, thank you so much for embarking on your fundraising challenge for Mind Over Mountains. We couldn't deliver our life-changing work without people like you taking time out of your busy lives to raise money for us. With your help, we can grow and develop our services, reaching many more people and supporting them to enhance and sustain their mental health.

This information pack contains resources that you can use to make your fundraising as effective as possible – and we hope that it's helpful. It's only a guide – you will know your network of supporters better than us and will undoubtedly have the best sense of how to engage them around your event. But of course, if you have questions or ideas that you think should be incorporated in this pack, please let us know at info@mindovermountains.org.uk.

FUNDRAISING TIPS

1) JustGiving: Setting up a JustGiving page is a quick and easy way to collect your fundraising. Here's a helpful guide with some tips:
<https://www.justgiving.com/fundraise/how-to-fundraise/how-to-create-a-fundraising-page/>

If you are doing a team challenge and want to combine your pages to a collective total, see here: <https://www.justgiving.com/fundraise/how-to-fundraise/fundraise-with-friends>

2) Tell the world! Once the page is live, social media is a great place to share it, but if you don't have social media then why not share the JustGiving link to any work colleagues, groups or clubs you are part of? Many employers also offer match funding for people taking on charitable endeavours – so make sure you ask your line manager or HR team if that opportunity exists in your workplace. And make sure you let us know about your event – we are happy to support you, send you a T-shirt, or give you a shout out on social media. If you want a chat with Helen, our Marketing & Comms Manager, please email helen.wooldridge@mindovermountains.org.uk

3) Share the Journey: Don't forget to post regular updates about your training and the challenge. It often takes a few reminders for people to donate. And make sure your supporters know just how challenging your event will be! Even a quick mobile phone video share of your thoughts will really encourage people to support you. It's normal to get a spike of donations at the very beginning, to get a lull and then another boost during and right after the challenge, so don't get disheartened if things go a bit quiet.

4) Think differently and be creative: There are lots of fundraising challenges for great causes, so how can you make yourself stand out? Why should people donate to your event? Consider some fun ways for people to get involved— you could contact local businesses for raffle prizes and sell tickets to raise money or add the names of your donors to a flag you'll carry on the challenge.

5) Make it Personal: People really connect with your 'why' and the reason behind the challenge, so the more you're able to share about why you're taking on the challenge and why mental health is important to you, it will really encourage people to donate.

6) Make it Tangible: Donors often like a tangible sense of what their donation could help to fund. The following costs can be helpful to share with your supporters:

Here's some suggested copy which you can use on social media or your fundraising page:

I'm supporting Mind Over Mountains because I'm passionate about the role that nature can play in enhancing and sustaining mental health.

Mind Over Mountains is a ground-breaking charity that helps people to overcome their mental health challenges through therapeutic outdoor experiences. Their specialist wellbeing walks and retreats bring together professionally guided hill-walking, mindfulness, and quality time with experienced coaches and counsellors. It is an innovative and highly integrated approach that delivers real impact in supporting and enhancing mental health.

Mind Over Mountains programmes have been shown to deliver meaningful reductions in anxiety and depression, and both short- and long-term beneficial mental health outcomes. Participants come away feeling mentally stronger, more resilient and more able to manage the impact of trauma in their lives.

Mind Over Mountains is an ambitious charity, seeking to make the sorts of programmes they deliver a key part of mainstream mental health support across the UK. Please help me to support their life-changing work!

IMAGES

You can download some images that you can use in your fundraising [here](#).

LOGO

You can download the Mind Over Mountains logo [here](#).

TESTIMONIALS

Here are some of our favourite testimonials from our recent events for you to share with your supporters:

"What an experience. It ticks all the boxes: connecting, noticing, being active, giving to others and being in nature together".

"I know I have found it good to walk and talk, laugh, cry and attempt to process. Being outdoors and beginning to start to think in a different way is hopefully a catalyst to help me further. I will remember to keep putting one foot in front of the other and no matter how small it's still a move in the right direction".

"I admit despite being very keen to go I was also a bit sceptical as to what could be achieved in two days, but how wrong was I! The weekend has made a huge difference to my mindset and I feel lighter, mentally stronger and looking at it all a little differently now. I cannot believe the difference it has made".

"I've come back from what they do a completely different person and now I want to help them as they've helped me. I had a fantastic time. It was the best weekend of my life. It made me realise I've got a lot to live for. Being outside and with nature was just eye-opening".

“Yesterday for me was exactly the kind of ‘circuit-breaker’ I needed. On reflection, your charity is exactly the tonic we need right now. It’s unique, and that uniqueness is driven by the qualities in your team: empathy, warmth and a spiritual awareness to do good.”

SOCIAL MEDIA

Don't forget to tag us in your posts, so we can share, support and celebrate with you!
Our handles are:

Twitter @MindOMountains

Facebook @mindovermountainsscic

Instagram @mindomountains

LinkedIn @Mind Over Mountains

Once again, thank you for supporting Mind Over Mountains – and good luck in achieving your goal!