

FUNDRAISING TOOLKIT



Thank you



On behalf of Mental Health Reform, **THANK YOU!**

We are delighted that you are raising the much needed funds for Mental Health Reform and we are so grateful for your support. Your contribution will play a vital role in helping us to drive reform of mental health services and supports, and to continue to campaign so people can achieve their best possible mental health.

In this Fundraising Toolkit, you will find more information about what we do, tips and tricks for fundraising, and how we can support you as you so generously raise money for Mental Health Reform. Our team are on hand to support you as much as they can, do get in touch if you would like to speak with us about your fundraiser.

Our campaign work relies on generous donations, like yours, to make our voice louder. Without our supporters, we would not be able to advocate for the urgent changes needed to our mental health system, or our work to ensure people can get the mental healthcare they need.

Wishing you the very best of luck and thank you,

Fiona

CEO of Mental Health Reform



How we can help you



We promise to help you, our valued supporter, as best as we possibly can. Contact the Mental Health Reform office to get in touch with our team about your fundraising ideas.



A team member will work with you throughout the planning process for your fundraiser, from concept to completion.



We can supply you with Mental Health Reform t-shirts, posters, collection buckets, guides, as well as promote your fundraiser to the thousands of supporters of Mental Health Reform.



Where possible, a member of our team will attend your fundraiser. We are a small team in Mental Health Reform but we will do our best to go to your event and meet all those who are supporting your fundraiser.



T-shirts



**Collection
Buckets**



Promotion



**Mental
Health
Reform**

About Mental Health Reform

Mental Health Reform is the leading national coalition on mental health in Ireland.

We have over 75 member organisations representing a broad range of interests, like housing, disability, children's rights, human rights, ethnic minorities and many others.

Mental Health Reform provides a unified voice campaigning to drive progressive reform of mental health services and supports in Ireland.

Our Vision

An Ireland where everyone can access the support they need in their community, to achieve their best possible mental health.

Our Mission

To be the unifying voice that drives progressive reform of mental health services and supports in Ireland.

Our promise to you

Mental Health Reform are committed to ensuring our work is compliant with the law and codes of best practice for fundraising in Ireland. As such, we:

- are committed to complying with the **Statement of Guiding Principles for Fundraising**,
- have adopted the **Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland**,
- are registered on the **Register of Lobbying**, which is maintained by the Standards in Public Office Commission,
- prepare our financial statements in accordance with the **Charities Statement of Recommended Practice (SORP)** and **Statement of Financial Activities (SOFA)** ,
- and, file an annual return with the **Companies Registration Office**.

Mental Health Reform is registered with the following public bodies:

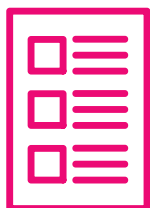
- Companies Registration Office (Number: **506850**)
- Charities Regulator (Number: **20078737**)
- Revenue Commissioners (CHY number: **19958**)
- Office of the Data Commissioner

For more information about Governance in Mental Health Reform, visit our webpage: www.mentalhealthreform.ie/transparency/

For more information about our Policies in Mental Health Reform, visit our webpage: www.mentalhealthreform.ie/our-policies/

Our work

Through coordination and policy development, research and innovation, accountability and collective advocacy we will have a demonstrable impact on the system of supports that fosters people's mental health in Ireland.



**Coordination &
Policy Development**



**Research
& Innovation**



**Accountability
& Advocacy**

Our current campaigns include:

- **Resource, Rebuild, Reform:** The COVID-19 pandemic has seriously affected mental health services. Now more than ever, Ireland needs an fit for purpose mental health system. We call on the government to Resource, Rebuild and Reform our inadequate mental health system.
#ResourceRebuildReform
- **Pre-Budget Campaign:** Calling on the Government to end the decades of neglect in mental health by investing in mental healthcare. We need to have our voice heard by Government so they will invest in the services and supports we need.
#MentalHealthBudget
- **Reform the Mental Health Act (2001):** Ireland's Mental Health Act needs to be updated urgently so that people who need to go to hospital for mental healthcare have their rights adequately protected and they can feel safe accessing the mental health services they require.
#ReformMHAct



**Mental
Health
Reform**

Fundraisers



Some fantastic volunteers doing a bag-pack in their local supermarket

Our fabulous supporter, running in the Mini Marathon to raise money in aid of Mental Health Reform

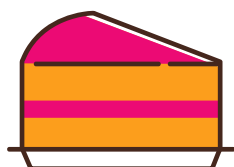


A group of wonderful walkers who took part in the 'Walk of Hope'

Fundraising ideas



Have a **CUPPA** with friends, family, neighbours, or colleagues - tea and coffee mornings are a great way to connect with people around you while raising money.



Host a **BAKE SALE** at home, at work, or in the local community centre - the sweet treats are bound to be a hit!



Do a **BAG PACK** in your local supermarket - a great way to raise funds for a good cause while getting to know people in your community.



Take on a **CYCLING** challenge - how about cycling the Wild Atlantic Way or the Great Dublin Bike Ride?



You can **WALK, HIKE, or RUN** - there are many marathons, half-marathons, fun runs and treks to take part in. You could try '**5K My Way**' where you can walk, jog, tumble, skip or swim 5KM in aid of Mental Health Reform.



A **SING ALONG**; karaoke, or concert - grab a microphone, press 'play' and sing your heart out!



Holding a **TABLE QUIZ** can be a great way to get together, test your general knowledge, and have lots of fun. Spot prizes and themed questions add to the events.

Action Plan

- ☐ Choose the type of fundraising event you would like to host - choose something that you and your guests will enjoy!
- ☐ Set the target amount that you would like to raise - be realistic about your targets.
- ☐ Get in touch with Mental Health Reform and let us know about your plans. We would love to hear about your event and speak about how we can support you in your fundraising.
- ☐ Share your event information with your networks on Facebook, Twitter, LinkedIn, Instagram and websites. Encourage your friends, family, colleagues and followers to help spread the word.
- ☐ Update your supporters, sponsors and guests about how your fundraising is progressing; preparations, training, amount raised so far.
- ☐ When your event is finished, thank your supporters, sponsors and guests for their donations and support.
- ☐ **Enjoy!** Remember, you are making a huge difference by fundraising for Mental Health Reform and you deserve to enjoy the incredible contribution you are making



Donating

There are many ways to make your generous donation to Mental Health Reform:

Online:

Donating via the Mental Health Reform website is the quickest and easiest way to send your donation. Visit www.mentalhealthreform.ie/donate to donate online.

EveryDayHero:

Creating a donation page on EveryDayHero is a great way to raise money in aid of Mental Health Reform. Set up your event on www.everydayhero.com/ie, select Mental Health Reform as your chosen charity, and share with your page online. EveryDayHero then sends the money you have raised to Mental Health Reform.

Cheque:

You can send your donation by cheque, written to Mental Health Reform, and post the cheque to Mental Health Reform, Coleraine House, Coleraine Street, Dublin 7.

Bank Transfer/ EFT:

Sending your donation by bank transfer or electronic funds transfer can be done using the information below.

Account Name:

Mental Health Reform

Bank Address: Ulster Bank,

College Green,

Dublin 2.

Sort Code: 985010

Account No.: 13668660



**Mental
Health
Reform**



Contact us



Mental Health Reform
Coleraine House
Coleraine Street
Dublin 2.
D07 E8XF



noconnor@mentalhealthreform.ie



01- 874 9468



www.mentalhealthreform.ie



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**Mental
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A series of horizontal lines for taking notes, overlaid on a large, faint pink circular graphic with a white stylized 'M' inside.

