

FUNDRAISING  
FOR THE  
MENTAL  
HEALTH  
FOUNDATION

***Toolkit***



Mental Health Foundation

OF NEW ZEALAND

mauri tū, mauri ora

[www.mentalhealth.org.nz](http://www.mentalhealth.org.nz)



## ***Kia ora and welcome to the Mental Health Foundation fundraising community!***

We're stoked to have you in our fundraising community! With one in five New Zealanders living with mental illness and the highest youth suicide rate in the developed world, our work is crucial – and we couldn't do what we do without you. It's that simple.

We've assembled this guide to help you with your fundraising, to let you know a little more about what we do, and to share inspiration and tips from other awesome fundraisers.

If you haven't already, jump online and join our Facebook community "Mental Health Foundation Fundraising Team". It's great to have you on board and we can't wait to see you do your thing!



# ***Contents***

What does the Mental Health Foundation do? .....	2
Where does the money go? .....	4
Let's get started .....	5
Online fundraising pages .....	7
Tips for writing an awesome online fundraising page .....	8
Great examples of fundraising pages .....	9
Asking people to donate .....	12
Examples of Facebook posts promoting a fundraising page .....	15
Other fundraising ideas .....	18
Promotion, promotion, promotion! .....	23
Having conversations about mental health .....	26
Looking after your own wellbeing .....	27
Make your donations go that extra mile .....	28
FAQs .....	29
Give us a bell .....	31

# ***What does the Mental Health Foundation do?***

## ***We all have mental health***

The Mental Health Foundation works to raise awareness of the importance of taking a proactive approach to looking after our mental health. We want people to flourish; to live with a sense of purpose and hope, and have resilience to get through tough times. We believe this is possible for everyone – regardless of whether or not you have experienced mental illness.

Our message is for everyone – we all have mental health, just as we all have physical health.

## ***1 in 5 New Zealanders will experience a mental illness this year***

Every year, 1 in 5 New Zealanders will experience a mental health problem, and nearly half of us will experience a mental illness in our lifetime. That makes the issue of poor mental health highly personal and extremely relevant to all of us.

Thanks to the generous support of our donors, the Mental Health Foundation raises significant awareness about mental health by providing information about where to turn for help, and ways we can look after ourselves and others. Every year, we work hard to get this information into the hands of as many Kiwis as possible.

The Mental Health Foundation aims to normalise conversations about mental health, so people feel comfortable asking for help and know where to turn.

For those living with mental illness, the Mental Health Foundation advocates for better access to services, a national commitment to upholding dignity and human rights, and equal participation in communities and in employment..

## ***So where do you come in?***

### ***Donations make it all possible***

Every day we see the difference your donations make. Every story of lives saved, Kiwis reached, support given and awareness raised is thanks to the generous ongoing support of passionate Kiwis like YOU.

*Last year alone the funds you raised helped us reach over 2 million New Zealanders, helping them understand the importance of positive mental health, increasing their understanding of mental health problems and empowering them to prevent suicide in their communities.*

We work every dollar of every donation hard to ensure we get maximum impact. **In short, your donations significantly improve, and even save, many Kiwi lives. That's massive.**

**However, the need for mental health support in our communities remains heartbreakingly high. We must continue to keep issues of mental health on the radar so that those suffering can and do reach out for support. To do that, we need you – now more than ever.**

## ***Where does the money go?***

***“A good friend of mine had attempted suicide recently and I reached out to find out how best to give her support. Your team was very helpful in giving me the resources I needed to be as helpful as I could for my friend. Thank you so much.”***

Every cent of every dollar raised goes toward our lifesaving work helping Kiwis overcome the challenges that surround poor mental health. For some this help couldn't come soon enough.

Specifically, donations help support our highly successful mental health education campaigns. These campaigns raise awareness of how we can proactively look after our mental health and wellbeing to build resilience. We strongly believe that raised awareness leads to higher levels of disclosure, support and ultimately, lives lived to the full.

Donations also help fund our invaluable free information service, resources and website. All of which provides timely and information on understanding mental health conditions, suicide prevention information and where to find support services locally. Last year alone we had over 386,286 people access our information online..

We are extremely grateful for the donations we receive. Our foundation simply wouldn't exist without the generous support of our amazing donors – and of course, our incredible fundraisers.

**Donations translate into lives helped. You, and your passionate ‘sleeves rolled up’ fundraising support, are truly making a difference in the lives of Kiwis struggling with mental health challenges!**



# ***Let's get started***

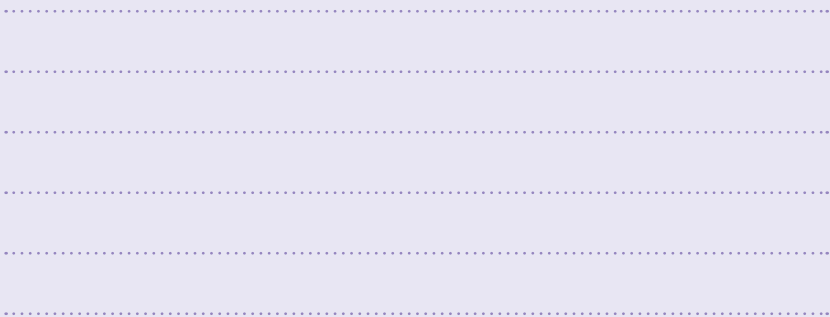
## ***Planning for success***

First and foremost, decide on a fundraising goal, and, while you're at it, go big! Be ambitious when setting a fundraising goal. Firstly, you'll be surprised by how quickly you meet and even exceed your target and secondly, people tend to be especially generous when your fundraising goal is hopeful.

Once you decide on a fundraising goal, start planning straight away! This gives you the chance to try different approaches if Plan A doesn't work. Plus, a longer stretch of time also gives you time to build a story around the cause that you are fundraising for.

Read through this booklet, and then take some time to map out how much you want to raise, how you'd like to do that, and by what date in the space below.

### **My fundraising plan:**



.....

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.....

If you're stuck for ideas, give the fundraising team a bell on [fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz) or phone 09 623 4810. We're more than happy to brainstorm ideas and help you out – we do this every day!

## ***Speak your passion and don't forget to ASK***

Everyone has their own reason for fundraising for the Mental Health Foundation. For many people that reason is deeply personal. For others, mental health is a cause that they are especially passionate about for a range of other reasons.

Whatever your reason, and however you choose to communicate that, be sure to tell everyone what that reason is. **Your passion for the cause will speak volumes – this alone will grab people's attention, and, most importantly, encourage people to dig deep for the cause.**

**Secondly, share the amount you aim to raise and, where appropriate, ask people for a specific amount.** People tend to respond favourably when a specific amount is requested.

**Lastly, people will want to support you first and foremost, and they will be compelled give to a cause you are passionate about. So be sure to approach anyone and everyone that you have a relationship with.** You'll be surprised by the level of support you receive – especially when you ask people directly. A friendly face to face ask followed by an email works best, however an email or IM with a link to your online fundraising page works well too.

# ***Online fundraising pages: getting the basics right***

Here are some tips to make the most out of your page:

- **Start with a clear photo.** If you are asking people to make a donation online, they want to be sure they're donating to the right person!
- **Make sure your passion for the cause comes across in your blurb, and make it personal to you and your story.** Flick to the next page for some tips on writing a great blurb.
- **Don't shy away from communicating the true need of the cause you are raising funds for** e.g. "It is a heartbreaking reality that New Zealand currently leads the world in youth suicide rates" OR "For many Kiwis, a battle with depression is often fought alone and with little to no support – this doesn't have to be the case" OR "Being bullied was one of the hardest experiences of my life to date. Sadly many Kiwi kids suffer at the hands of bullies. I'm determined to put an end to that". Just remember, people respond to need.
- **Set an ambitious target and track your progress as you go.** That way if you're getting close to achieving your target, people might make a second donation to help get you across the line. If you smash your goal early, up the target again.

## ***Tips for writing a great online fundraising page***

When you first tackle the often-difficult job of writing the blurb to your online fundraising page, focus on why you have chosen to fundraise for the Mental Health Foundation.

It can be helpful to go through the following exercise to write your fundraising blurb. Have a go at finishing these sentences:

- **I'm passionate about mental health because...**



- **The change I most want to see is...**



- **And that is why I am doing [name of your event]**
- **I am choosing to support the Mental Health Foundation because they...**



- **Please help me to help the Mental Health Foundation by donating today.**
- **I need your help because...**

Then rewrite it in your own words. Say it aloud – does this sound like something you'd say?

If not, go back and change some words until you can read it out loud and it sounds natural. Some real-life examples are over the page.

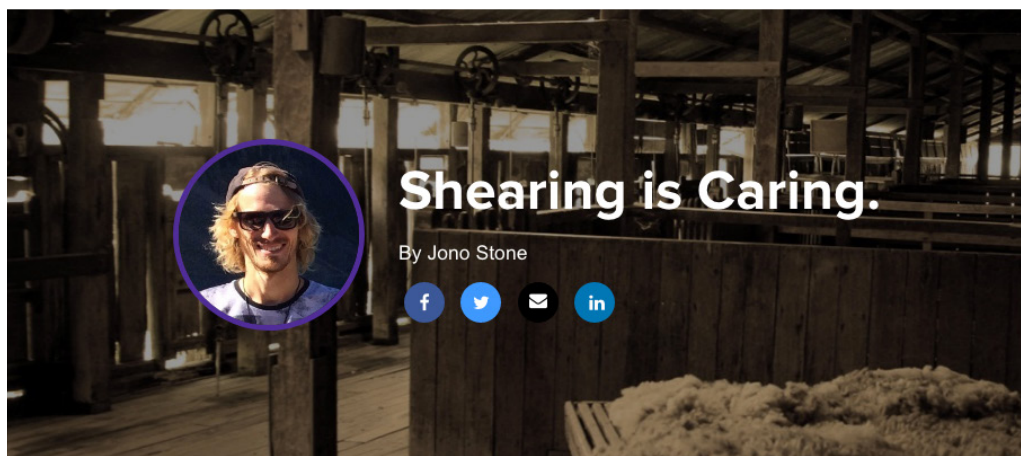
## ***Great examples of what other people have written:***

"This cause is one dear to my heart. Everyone knows someone affected some way or another by mental illness or suicide. We owe it to ourselves and our children to be the best we can be, and to be open and supportive of all those who ask for or need help. This is me trying to make a start."

"Mental health problems affect many friends and family around us. It's so hard to watch the daily struggles of those you love. If I can contribute in creating more resources to help and support, and ultimately save or change some lives then I will try my best."

"I'm inspired by the work of Mental Health Foundation and wanted to support them by raising money as part of my participation in the marathon. I want to support them because of our experiences with our teenage son. This has shown us the need for greater support, funding and research that will truly benefit those with mental health issues and for the families and those who care for them. Please help me help them by giving whatever you can."

"In October, I will be running my first ever half marathon and I would love your support and donation for the Mental Health Foundation. The more you are aware of mental illness, the more likely you are helping someone or yourself in need of support. Someone very close to me overcomes his schizophrenia, anxiety and bipolar every day and I want to make sure other people have the support and care to be able to do the same. Please help me help them by giving whatever you can."



## The Problem, Solution and Gameplan

□ Posted by Jono, Thursday 16th Nov

Mental Health issues are something we've all faced or will face within our lifetime. Whether we're aware of it or not. It effects everyone in different ways, to different extents.

We live in heavily pressure-driven times and are therefore more vulnerable then ever.

This is reflected in the rise in depression and other mental disorders within our workplace, schools and homes.

Lets give this the attention it deserves and help fund the resources available for our youth and those suffering, to fight back!

Please help by donating what you can as I prepare to lose my mop and join the elite society of chrome domes.

As a result of your kindness; I invite you to join me on Saturday 23rd of December as I make the transition from a munter to monk, Hogan; to Rogan, Gwen Stefani; to Joe Satriani.

...You get the gist of it.

There will be light drinks, nibbles, music and good company provided; so come along and enjoy!

### Prizes for Top Donators include:

**1st:** The honour of attacking me with the razor, scissors and/or blade in your chosen fashion. - Start with a Mohawk, then progress to a Jonah. Or maybe a Joe Dirt is your first move. The power is yours!

**2nd:** I offer my artistic side to you and will create any piece of art or design you desire (within my abilities of course).

**3rd:** The opportunity to draw 6 Krillin dots on my forehead and rub my freshly shaved head to make a wish.

Find a friend



LOGIN

HOME

BUY STUFF

DONATE

## Please support my cause

Raised

**\$2,125.80**

My Goal

**\$2,000**



### Select amount to donate

**\$10**

Less than a month's payment for your Cellphone, Spotify or standard Netflix prescription.

**\$20**

No more than the price of a bottle, box or carton of your favourite poison.

**\$50**

A fraction of the cost of a standard night out (considering food, drinks and transport!)

**\$100**

Lower than the price-tag on that branded pair of jeans, shoes or other treat you've been eyeing up.

### Or enter an amount

\$

DONATE

If you are using our fundraising website *Funraisin*, your page will look like the one on the left.

You can add some personality or humour by customising the amounts you are asking people to donate. If you're not sure how to do this, get in touch!

# ***Asking people to donate to your online page***

## ***Share, share, share!***

Don't be shy. Start with Facebook. Write a post that is a shortened version of the text on your page, ask people to donate and include a link to your online fundraising page. Be cheeky e.g. "Hey Facebook friends, I need to hit you up for a good cause!" Then make sure you reply to every comment make on your post.

As the event date approaches, post again. A post a week in the lead up to your event will work wonders to raise awareness as well as remind people that you still need support.

Most online fundraising pages have a blog section where you can post pictures and keep people updated about how you're crushing it! Share these on Facebook as you write them and keep people engaged with your fundraising.

Posting just before or after your event is also a great time to give people a final update on your fundraising journey and collect any last-minute donations.

## ***Flick people an email or private message***

Kick your fundraising up a gear by sending PMs (personal messages) or emails to friends and family – both here in New Zealand and overseas. One of our amazing donors was able to raise \$700 in 24 hours by doing just that.

Make sure you: include a link to your fundraising page and personalise as many messages as possible.

Think about the people who you could imagine saying "if I had known you were doing that, I totally would have donated". These are the good folks you should email!

Here are a couple of examples to get inspired by. The first can be sent to a large group of friends, keeps the cause broad (mental health) and includes a specific amount, the second is more personal, focuses on suicide prevention and leaves the amount open.



### Example 1

“Hi wonderful colleagues and friends,

On May the 31st I am running my first half marathon (\*gasp!\* I know right?). After what my family have been through in the last few months, it was a no-brainer to dedicate my race to raise \$ for mental health. I hope to raise \$1000 for the Mental Health Foundation. Please, please, please pledge your support!

I just need 47.6 people to pledge \$1 a km (that's just \$21 each!) and it's done... Please donate here.”

### Example 2

Hey Sophia!

How are you? I've loved seeing your Facebook updates lately. George is getting so big!

If it's okay I'd love to be a bit cheeky and steal a quick minute of your day for something super close to my heart. As you know, preventing youth suicide hits pretty close to home for me. Well this year, I'm doing something about it. I'm lacing up my hiking boots and climbing Africa's highest freestanding mountain in the world (yup you heard me – bring on the blisters and altitude sickness!).

It will all be worthwhile if I can hit (or even smash) my fundraising goal. And of course that's where you come in! Would you be keen to back me and the cause of preventing youth suicide with a donation? Donations of any size make a massive difference.

If you could dig deep and spare a few dollars I'd be so so grateful! Here's a link to my fundraising page: (insert link). Donating is super easy.

When all this is done and dusted let's have that long overdue catch up!! Heck if you donate I might even cook up a batch of my low fat (ha!) brownies (yes I DID just try to bribe you – did it work??).

Thanks hun. Talk soon xx

## ***Make a scene: Put on an MHF t-shirt or put up some fundraising posters***

Draw attention to what you're doing so people ask you about it, and you don't have to be the one to try and bring it up. When they ask, let them know you're fundraising for mental health and PM, text or email them a link to donate right then and there. Our Mental Health Foundation t-shirts are a great way to start these conversations and they're free for anyone who raises over \$200.

Another great way to turn casual conversations into donations is having a text-to-donate number set up by our fundraising team. This means that people can text a keyword of your choosing to 2446 and they will automatically donate \$3 – no sweat! You can use your name as the keyword, or even words of encouragement... make it fun!

## Examples of Facebook posts promoting a fundraising page



Megan Bird

September 4, 2017 · 🌐

<https://8weekchallenge.co.nz/meganbird>

Hey team, over the next 8 weeks i will be participating in a fitness journey to better myself and my self esteem, but also fundraising for a very important cause, the mental health foundation. I will aim to raise \$5000 dollars for the foundation and will be doing baking and different fundraisers to go towards this goal. Lets get behind this cause together to show that no body is alone! (link is below if you are wanting to donate, every dollar counts) 🙌



### Megan Bird - Snap Cares 8 Week Challenge for the Mental Health Foundation of New Zealand

Growing up i never knew that people suffered mental illnesses. I always thought people could get through everything. But as i got older and started...

[8WEEKCHALLENGE.CO.NZ](https://8weekchallenge.co.nz)



Like



Comment



Share

👍❤️ 19

5 Shares



Hugo Cross

November 11, 2017 · 🌐

Today marks one week from the Queenstown Marathon where James and I will be running to raise funds and awareness for the Mental Health Foundation. An incredible organisation that works towards creating a society where all people enjoy positive mental health and wellbeing.

New Zealand has a real issue with mental health problems which is growing worse and worse. The Mental Health Foundation is a service that offers expansive services to cover all aspects of mental wellbeing.

You can help support the Foundation by donating towards James and my givealittle page! Any and every donation is greatly appreciated, both by us and the Foundation xx



### James and Hugo's Marathon for the Mental Health Foundation - Givealittle

We are running the Air New Zealand Queenstown International Marathon on the 18th of November, for the Mental Health Foundation. - Givealittle is the...

[GIVEALITTLE.CO.NZ](http://GIVEALITTLE.CO.NZ)



Like



Comment



Share



89

2 Shares

1 Comment



So proud of you

Like · Reply · 17w



Katie Carroll

October 25, 2017 · 🌐

This Sunday I'm running 21.2km - I'm doing it fundraising for the Mental Health Foundation and for MY mental health. Exercise has always been something that has made me feel good, and when you're not feeling your best, it's important to do what you can to boost your mood, whether temporarily or long-term.

Please consider a \$5 donation towards my cause - every little bit helps. A HUGE thank you to everyone who has donated, it means the world to me to see everyone dig deep and give something for a cause that is struggling to come out of the dark-ages.



### Help Katie's Run for Health! make a difference

Mental health is still a taboo subject in society - even when it shouldn't be. People need to be able to openly express when they need help without facing persecution from their peers. That's why I'm fundraising for the Mental Health Foundation -

[AUCKLANDMARATHON2017.EVERYDAYHERO.COM](http://AUCKLANDMARATHON2017.EVERYDAYHERO.COM)



Like



Share

👍❤️😮 18

1 Share

4 Comments



Tracy Matthews Done! You're amazing! ❤️ 1

Like · 20w



Katie Carroll replied · 1 Reply



Tracy Matthews Done. ❤️ 1

Like · 20w



Katie Carroll replied · 1 Reply

## ***Other fundraising ideas***

Having an online fundraising page is great, but it's not the only way you can raise funds. Here is an inspiration index of other ways you might want to fundraise.

Not all of them will be your cup of tea, but there's sure to be at least one that takes your fancy. Remember, fundraising should be fun! Try an idea that appeals to you.

### ***Bake sale***

Who doesn't like cake? Run a bake sale at your workplace, school, farmers market or community event. If you're not a baker, ask your friends to contribute baked goods or buy cupcakes and on-sell them for a donation.

### ***Casual Friday***

Does your workplace have a casual Friday or charity of the month? Apply to have the Mental Health Foundation as the charity of choice and add the money raised to your total.

### ***Raffles***

Everyone loves a raffle! Get in touch with friends, family or local businesses to ask them to donate goods for your raffle. If you're struggling to pull together prizes, do some home baking or purchase some items you know people would want. Selling raffle tickets to colleagues or friends can be way easier than asking them for a donation.

### ***Sausage sizzle***

Fundraising wouldn't be fundraising without the quintessential Kiwi sausage sizzle. Ask your local Bunnings, Warehouse or Mitre 10 stores if you can have one of their weekend morning spots. Get in quick – those spots tend to book up quickly. Maximise your profits by selling drinks or raffle tickets as well.

## ***Real life stories: High tea***

### ***Raised: \$470***

The Chilberto family were fundraising towards the Auckland Marathon. As well as an online fundraising page, they held a high tea at their house and sold tickets to family and friends for \$15 each. On the day, they had also organised a raffle.

*“Raffle items were donated, slices, scones, sandwiches and biscuits were made, brought and consumed, MHF resources were shared, and lots of elderflower cordial (and just a few cups of tea) were enjoyed by those who were able to come along.”*

The event was such a success, they are keen to make it an annual event!





## ***Real life stories: BBQ Fundraiser***

***Raised: \$624***

Maysie is running the New York Marathon in 2018 to raise money for the MHF. To help with her fundraising, Maysie organised a BBQ at her local Mitre 10.

She brought along some friends to help her out, contacted the MHF fundraising team for some t-shirts and handouts and approached Countdown and the Mad Butcher for discounts on bread, sauce and sausages.

She also create a small flyer about the work the MHF does, and the event she is fundraising for.

Maysie added \$624 as funds raised “offline” onto her online fundraising page.





## ***Quiz night***

Quiz and trivia nights are timeless and popular fundraisers. Contact a local RSA or bar and you will find they will often host for free or offer a discounted rate.

You can go DIY by writing your own questions and having yourself or one of your charismatic friends host it. Or take the hassle out by buying a quiz package and get in touch with *Believe it or Not Quizzes* ([believeitornot.co.nz/contact](http://believeitornot.co.nz/contact)). Mention that you saw them in our fundraising guide to receive 30% off their quiz packages!

## ***Garage sale/Trade Me fundraising***

Clear out your garage and raise some money – it's a win-win. See if your friends will have a clear-out for you as well, or auction your old things on Trade Me. Make sure to get in touch with their charity team ([charities@trademe.co.nz](mailto:charities@trademe.co.nz)) to see what they can do to help.

## ***Gym classes***

Get in touch with your local gym and see if they might help you organise a Zumba or yoga class to raise money for mental health.

## ***Markets***

Get a stall at the local market and sell your homemade baking, soaps, candles, jewellery or any other craft skills you have.

## ***Party***

What kind of party would your friends dig? You could organise a masquerade ball, degustation dinner, high tea or a murder mystery dinner and sell tickets to your friends and acquaintances.

## ***Clothes swap***

Everyone has clothes in their wardrobe just waiting for a new home. Invite your friends to bring them around one weekend for a clothes swap. Ask for a \$10 donation towards your fundraising and put on coffee and snacks.

## ***Film night***

Invite your friends around, show a classic film, make popcorn and have an entry fee to raise money. Make it a musical and host a dress up sing-a-long, or invite the neighbourhood kids and make it a family movie night.

## ***Sell your t-shirt space***

Are you running a marathon, climbing a mountain, biking around New Zealand or kayaking the Cook Strait? If what you're doing is going to get local media coverage, ask if your workplace or a local business would like to support your efforts and purchase space to promote their business on your t-shirt. If you are keeping a blog or have a good social media following, this might work for you.

## ***Head shave***

Extreme – but great as a fundraiser! Promote on social media that if you reach a certain amount of money raised, you (or a lucky donor!) will shave your hair off. This can prompt people, particularly ones you don't know very well or haven't got around to donating, to get their wallet out.

## ***Sell wristbands***

If you are having an event, or will be at an event with lots of people you think would support you, we have ethically produced wristbands that we produced here at the Mental Health Foundation which you can exchange for donations. Give us a bell to find out more.

**If you're stuck for ideas, call the friendly fundraising team on (09) 623 4810 and we can help you brainstorm ideas.**

# ***Promotion, promotion, promotion!***

## ***Is what you're doing newsworthy?***

Reporters, newspapers and radio stations receive hundreds of requests to feature fundraisers every year, so make sure your event stands out. Simply raising money for a good cause is unlikely to be considered newsworthy.

Before you talk to the media make sure you think about the what, when, how, why and where. Think about some potential angles that makes your event different, such as:

- Are you the first to do something?
- Will you be doing it in a costume?
- What's newsworthy about why you are fundraising for mental health?

Also, make sure you also think about any images you can supply for a potential story. They need to be a good resolution, anything over 2MB is generally fine.

If you are successful in getting coverage, think about *how* people can donate, and make it as easy as possible for them. For example, if you are getting mentioned on TV or on the radio, think about setting up a text to donate for your fundraising. This is where people can simply text a keyword to 2446 to make a \$3 donation. Contact the Mental Health Foundation fundraising team and we can do this for free and in just minutes!

If there will be an article in the paper or online, make sure you include your online fundraising page details and the amount you are hoping to raise.

If you are organising an actual event, such as a BBQ or a movie night in your local community, promote it through your local community Facebook page or through Neighbourly ([neighbourly.co.nz](http://neighbourly.co.nz)). You can also add it to our Mental Health Foundation events calendar so our supporters can check out what you have planned: [mentalhealth.org.nz/home/events-calendar/](http://mentalhealth.org.nz/home/events-calendar/)

## ***Real life stories:***

### ***Paul Emery gets in the media***

### ***Raised: \$4,444***

For his epic climb up Mt Kilimanjaro in 2017, Paul needed to fundraise to get himself there. In the lead up to his climb, he managed to get coverage in local newspapers and radio stations.

Paul's media tips:

- **When you approach your local newspaper, try to find an angle that makes you a little different from the usual fundraisers.** In my case, I thought the fact that I was a grandfather of six was interesting. Try to make the angle as local as possible too.
- **If at first you don't succeed.... Keep trying!** After a few tries move on, but don't give up at the first attempt!
- **Have some photos they can use.** Reporters will appreciate that you have photos already available for them.
- **When you meet the journalist, be sure to get their details so you can get in touch after the event.** Have a funny story or two prepared to encourage him/her to write a post-event story.
- **When contacting a radio station, do it in plenty of time.** Journalists have strict deadlines, so letting them know early will increase your chances of coverage.
- **Always thank the reporters afterwards for promoting your event.** Even if it's just an email. There is a lot to be gained for being polite and thankful.



## ***How to write an email for media***

Email Body:

Hi there,

Introductory blurb, why

Here are some details about my event:

What:

When:

Where:

Why: (point of difference)

We'd be grateful if you could share details of the event in your paper/publication to encourage the public along and we'd also like to invite someone down from your newspaper/publication to come down and cover it.

Kind regards

## ***Having conversations about mental health***

When you're fundraising for the Mental Health Foundation, some people will see you as an ambassador for mental health and will want to share their own stories and experiences with you.

Many fundraisers will have an experience where someone very close to them opens up and shares a really personal story.

On one hand, it's great that people start talking about their experiences and people realise they are not the only one to go through something, but sometimes it can be a little overwhelming.

The best thing you can do is just listen.

If you are concerned about their situation or they are looking for advice on something you don't know about, you might encourage them to talk to their GP about it. If that doesn't seem the right answer, you can encourage them to free call or text 1737 (anytime 24/7).

1737 is answered by trained counsellors who can guide people through what to do and where to turn in different situations.

# ***Looking after your own wellbeing***

***When you're busy fundraising to improve mental health and wellbeing in New Zealand, remember not to neglect your own wellbeing!***

Set aside time to take five. Give yourself a pat on the back and do something just for you.

Here are some of our favourite “take five” treats:

“Tee up your favourite song or album, pop some headphones on and dance/move like no-one's watching!” – Tim

“Get out of the house and go for a walk. I love walking on the beach, listening to the ocean, watching the waves, and breathing in the salty air. No phones, just noticing nature. It rests my mind!” – Andrea

“Everyone loves a good GrabOne deal. Check it regularly and see if there's a cheap massage deal, or pick up a local restaurant voucher to have a night off with your loved ones.” – Rachael

“Sneak off to your local mall and have a 10-minute shoulder massage. It works wonders for me!” – Joanne

We want your fundraising to be fun, not a massive stress!

If you get stuck with your fundraising, or feel like you're getting nowhere, call our super friendly fundraising team. Remember we have helped hundreds of people from all sorts of backgrounds with their fundraising and we are more than happy to help you out.

## ***Make your donations go that extra mile***

For more information on tax rebates, visit the IRD website, or you can make your claim through our donation rebate partner, Smart Donation. Details are on their site – [www.smartdonation.co.nz](http://www.smartdonation.co.nz).

Did you know that anyone who makes a donation of \$5 or more can claim back 1/3 from the IRD as a tax rebate? When you claim for it, you can nominate to re-donate the money to the Mental Health Foundation, or have it paid into your bank account.

Make sure your friends and family also know that any direct donation they make towards your campaign is also eligible for a tax rebate.



## **FAQs**

### ***If I collect money, how can I get it to you?***

The Mental Health Foundation donations bank account details are:

Bank: BNZ

Name of account: Mental Health Foundation

Account number: 02-0100-0752592-097

Please email us at [fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz) and let us know how much you are depositing and what it is for.

If you have a cheque and want to post it, put it in an envelope (no stamp required) to:

FreePost 192225

Mental Health Foundation

Fundraising Department

P O Box 10051

Auckland 1446

### ***If I have an online fundraising page, can I add donations I have collected to my grand total?***

Absolutely, we know how satisfying it is to see all your donations tallied together! Just email [fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz) and we will add any funds raised offline to your online total.

## ***Can you promote my event or fundraiser for me?***

If you are fundraising for the Mental Health Foundation, most of your supporters will come from your existing networks. You can promote your event on our fundraising Facebook group (find this page by clicking on 'groups' from the Mental Health Foundation Facebook page) but in most cases, we are unable to promote people's events on our Mental Health Foundation social media pages. We have so many wonderful people fundraising for us and it would be impossible for us to post them all! You can also create Facebook event and share this across local community pages that are relevant to your cause and the audience you want to target.

## ***Can you provide a speaker for my event?***

We are currently unable to provide speakers for events due to capacity but we are happy to send you a key messages handout about what we do. We also have posters and stickers available for you to use at your event.

## ***Do you have collection buckets/stickers/posters I can use?***

Absolutely! Get in touch via [fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz) and we'll send these out to you.

## ***Can we use your logo? Where do we get it from?***

Email us at [fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz) and let us know what you want to use it for. Usually we will send you a logo to use, but you will need to show us final designs of anything you are using it on as we need to approve it first.

## ***Give us a bell!***

**We hope you've found our  
fundraising advice and tips useful!**

**Remember, if you have any questions  
or if you're stuck for ideas, you can  
call the friendly fundraising team  
on (09) 623 4810 or email us at  
[fundraising@mentalhealth.org.nz](mailto:fundraising@mentalhealth.org.nz).**

**Best of luck!**

