

FUNDRAISING

FOR MINDFULNESS IN SCHOOLS PROJECT

PACK



A MILLION
MINDS MATTER

MiSP






MISP'S A MILLION MINDS MATTER APPEAL

Mindfulness in Schools Project (MiSP) is a national, not-for-profit charity for young people and schools. Our aim is to improve the lives of a generation of children and young people by making a genuine, positive difference to their mental health and wellbeing. Our view is that everyone deserves to not 'just get by' but to positively flourish. By introducing key skills to help young people, and those who care for them, to work more skilfully with what comes their way, we observe real shifts in how they navigate the difficulties in life, as well as engaging more positively with the opportunities that arise.

Our charity, Mindfulness in Schools Project, is the most established provider of mindfulness training for schools, delivering world-leading curricula for classroom-based mindfulness. Our materials are based on rigorous research in clinical psychology and neuroscience, written by teachers for teachers, and used successfully in a wide range of educational contexts.

We train teachers thoroughly and in depth to deliver our highly respected curricula. Our process ensures that teachers are mindfulness practitioners and experience the benefits themselves before they share their knowledge with pupils. This is the best way to ensure we make a lasting improvement to children's lives. Once they have trained with us, teachers use our materials with class after class, generating value on their initial investment year after year. This means our programme is cost-effective and self-sustaining for schools. Our curricula have been translated into 12 languages and are used worldwide.

Our 'A Million Minds Matter' Appeal will raise funds to enable us to reach one million minds within the next five years. These funds will help us:

-  Provide 1,000 financially supported places to teachers, to ensure that cost is not a barrier to access.
-  Host 150 additional Introduction to Mindfulness for Adults courses for teachers and parents (.begin) to enable them to bring mindfulness into their schools.
-  Campaign to raise awareness about the benefits of mindfulness within schools for teachers and for children and how to differentiate mindfulness from other relation and calming techniques: providing information as the go-to expert on mindfulness to every school.
-  Develop and deliver new courses to reach more children.
-  Develop additional resources and provide ongoing expert support to our network of teachers, senior leaders, parents and governors via our Hub, maintaining the highest standards for mindfulness as an educational discipline, growing our community and enabling them to continue to deliver our curricula to new cohorts of schoolchildren each year.



MiSP is a Registered Charity, no. 1168992, est. 2009.

Bringing mindfulness to young people and those who care for them since 2007

MINDFULNESS IN SCHOOLS PROJECT

FUNDRAISING PACK

MiSP

Thank you so much for your commitment to raise money for our A Million Minds Matter Appeal, which will help us to bring mindfulness to more children across the UK. We hope you find all the information you need in this pack to help you reach your target for MiSP. We are grateful for all donations, no matter how large or small!

If you already have mindfulness in your school, students and staff will understand the benefits of raising money to enable other schools to access this too. Whether you are raising money in your school or in an environment which doesn't know much about mindfulness, please do use our 'MiSP information' page to explain what we do and generate support.

Don't forget to let us know about your fundraising event! We are so grateful for your support and look forward to hearing your stories, sharing your journeys and celebrating your success!

EMAIL US!



ENQUIRIES@MINDFULNESSINSCHOOLS.ORG

TAG US ON SOCIAL MEDIA!

#AMILLIONMINDSMATTER

@DOTBSCHOOLS



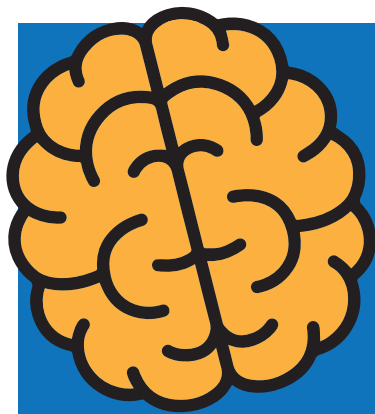
MINDFULNESSINSCHOOLS

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FUNDRAISING IDEAS

There are lots of ways you can raise money for MiSP!
Here are some of our ideas (but this isn't an exclusive list)!

IN SCHOOL

MiSP

MiSP AS CHARITY OF CHOICE

Many schools support a particular charity each term or each year. If your school knows the benefits of mindfulness already, please consider nominating MiSP to be the recipient of your fundraising this year.

OWN CLOTHES DAY

Your school may hold these regularly anyway. Children love them!



ART SALE

Sell some of the children's lovely art!



CAKE SALE

Everyone loves these! You can hold a one-off cake sale or even hold one every week!

MINDFUL MILE

A great excuse to get everybody out in the fresh air. Adults and children alike can get sponsorship to go on a mindful mile!



SCHOOL QUIZ

You create a quiz for adults or children, raising money through a team entry fee.



BRAVE THE SHAVE

You may have adults or children in your school with long hair who can be persuaded to shave it off for charity! You can raise funds by charging entry into the shaving zone, auctioning off the chance to cut the ponytail, and asking for donations!



CHOCOLATE TOMBOLA

It's amazing how many tickets some people are willing to buy to win chocolate!



OUT OF SCHOOL

PHYSICAL CHALLENGES

Ask people to sponsor you to complete the physical challenge of your choice. Whether this is a 5km walk, a marathon, a bungee jump or a long cycle ride, pick your own personal challenge!



TEAM EVENTS

Several people raising money will often have access to different groups of supporters, so team up with others to raise money for the same event. You will have fun with your team too! Ideas include: a team triathlon, a team relay running race, a team three peaks challenge or a team cycle ride!



HOST A COFFEE MORNING OR LUNCH

Invite friends, colleagues or neighbours to come and commune with you at £5 (or more!) per head. Let them know it is a fundraiser and what the money will go towards. Each person brings an edible contribution, and you can have a great time socialising whilst raising money!



HOLD DINNER AND DRINKS

Alternatively, host an evening social event and gather friends, colleagues or neighbours together one evening. Ask everyone to bring a bottle or a dish, and ask for a suggested donation of £10 (or more!) to MiSP.



EMPLOYER MATCHED FUNDING

Many companies have a matched funding scheme where they will match the amount that you raise, or match a donation one of your supporters gives to you. Make sure you find out if your employer does this, and make sure you mention it to your supporters, and you could double your fundraising total!

SHARE OUR DONATION FORM

We know there are lots of people who understand the crisis that schools are facing, and who will welcome the opportunity to contribute towards our work which helps individuals in schools flourish and have tools to maintain good mental health and well-being.

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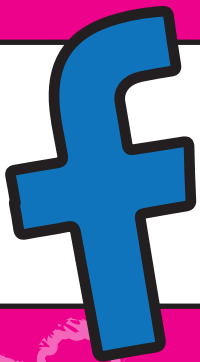
Bringing mindfulness to young people and those who care for them since 2007

SHARE!

#AMILLIONMINDSMATTER

SPREAD THE WORD USING SOCIAL MEDIA ...

Tell your story Social media is a great way to tell your story. The most captivating stories have an emotional element and reference your own personal experience of mindfulness or why you are raising money for MiSP. If you have a personal experience and feel able to share it, tell your story! Share what you have experienced, how it made you feel, and why that has inspired you to fundraise for MiSP.



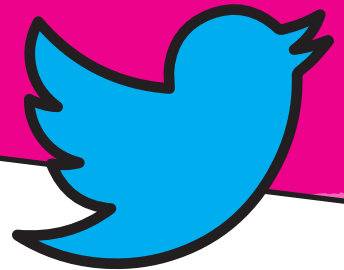
FACEBOOK

Post the link to your JustGiving page on our wall so we can share it with the MiSP online community. Tag us in your fundraising posts and we'll share them on our page. If you like our page, we can also tag you in comments and mention you in posts.

LINKEDIN

LinkedIn is a professional networking tool; use it to let your colleagues know all about your fundraising plans! Add a section to your profile; share your online giving page and any videos or photos of your fundraising journey.

Don't forget! A picture is worth a thousand words... remember to take photos at every stage of your fundraising journey and share them with your audience and with us! We'll make sure all of our supporters see your fantastic fundraising in action!



TWITTER

MiSP's Twitter handle is @dotbschools. Tweet your fundraising page, updates and photos for us to retweet and share. It's helpful to include a hashtag to ensure that more users see your tweet. Frequently used hashtags are: #MiSP, #mindfulness, #schools, #mentalhealth.

If you're taking part in an organised event, look out for its hashtags and twitter accounts. For example, the Virgin London Marathon's twitter account is @LondonMarathon and the hashtag they use is #LondonMarathon. You could tweet: 'Very excited to be running #LondonMarathon for @dotbschools to support #schools #mentalhealth! @LondonMarathon'

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TELL THE WORLD!



NEWSLETTERS AND LOCAL FORUMS

Is there a staff magazine, newsletter or intranet where you work or where you spend your free time? If so, get an article put into it to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Headteacher/Chair of Governors or the Board/Managing Director and ask for their support!

ASK FOR HELP

Do you have friends, family, or colleagues who may be able to promote your fundraising to their network too? If you don't ask, you won't know! Make sure you explain why you are raising money for MiSP and why you would be grateful for their support.



CONTACT THE PRESS

Telling your family and friends about your fundraising is great, but to raise even more awareness about MiSP, write a press release. You can find examples online! Give details about your event and attach your best photos, then contact your local newspaper and ask if they will place an article or give you a free mention.



ADVERTISE

Promote your fundraising the old-fashioned way by creating some posters to display in local schools, nurseries, council buildings, coffee shops, and anywhere else you can think of. Just make sure you have permission first! Your poster should be eye-catching, and include the key information about your event and details of how people can sponsor you.



EMAIL YOUR NETWORK

Send an email with a link to your JustGiving page to your contacts, so that as many people as possible are aware of your fantastic efforts.



EMAIL SIGNATURE

Change your email signature and raise awareness of what you are doing to support MiSP.

KEEPING WITHIN THE LAW & STAYING SAFE

We want you to keep within the law and stay safe when fundraising for MiSP! Please always ensure you are fundraising legally and responsibly.

ALCOHOL

If you're organising a temporary event and want to serve or sell alcohol, provide late night refreshment, or put on regulated entertainment, you'll need to complete a temporary event notice (TEN). For the purpose of a TEN, a temporary event is a relatively small-scale event attracting fewer than 500 people and lasting no more than 168 hours.

COLLECTING

If your event is in a public area, you will need permission from the local council to collect donations. In some cases you may need a licence. Please contact your local council to find out what the rules are as it differs between regions. It is illegal for anyone under the age of 16 to take part in street collections. If you would like to collect on private property (a supermarket or train station for instance) you will need permission from the manager.

FIRST AID

You may need first aid provisions for your event. Some events require first aid cover and others don't – It usually depends on the number of people involved. Ask your local council if you are unsure. It's a good idea to do a risk assessment when planning your event; this will help you think about any potential hazards or difficulties.

FOOD HYGIENE

If you're selling food during your event, you'll need to make sure that the vendor/caterer is licensed. If you're making food yourself, make sure the public know the ingredients. Writing a card with a list of ingredients for each item is a good way of doing this. For information about food hygiene regulations, visit: www.food.gov.uk

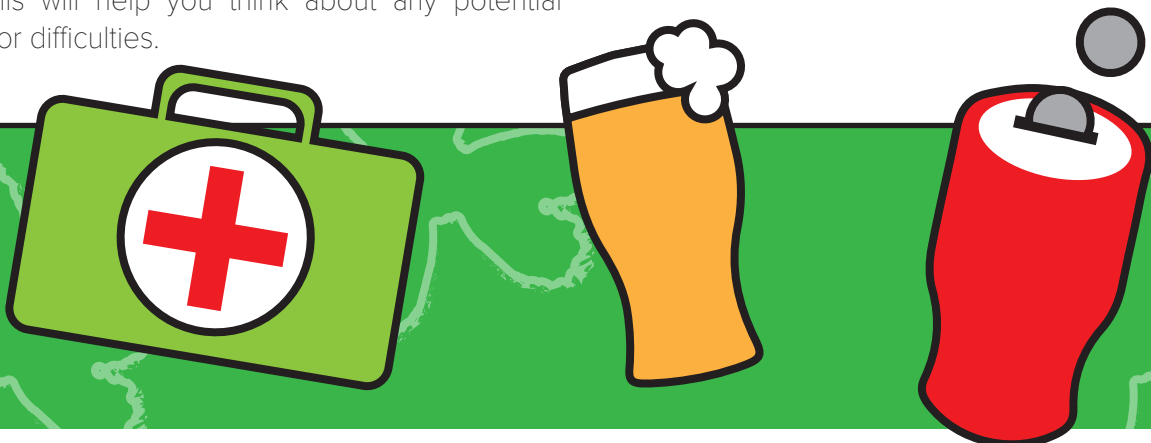
LOTTERIES AND RAFFLES

While raffles and lotteries are engaging and successful, they are one of the more complicated forms of fundraising as they are both counted as gambling activity and are regulated by the Gambling Commission. Check out Gambling Commission guidance on fundraising for the rules on different types of lotteries and games and how they can be used for fundraising.

If you do need to obtain a licence to run the lottery, you will need to contact your local council.

PARENTAL CONSENT

If you are under 16 and would like to fundraise for us, you will need to make your parent or guardian aware of your fundraising plans, and get their consent.



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COLLECTING PAYMENTS

JUST GIVING

The easiest way for MiSP to receive the money you raise is via our Just Giving page: <https://www.justgiving.com/mindfulnessinschoolsproject>

You can also set up a subpage here to collect the money you raise for MiSP: <https://home.justgiving.com/startfundraising>

If you wish to pay us directly, please make a bank transfer to:

MiSP
HSBC
91685236
40-44-20

or write a cheque to MiSP and send to our registered address at Bank House, Bank Street, Tonbridge, TN9 1BL.

JustGivingTM

giftaid it

GIFT AID

This is a simple way for you to add to the money you raise. We can reclaim the tax on all donations through the Gift Aid scheme. This allows MiSP to claim tax back from HMRC on all your donations. For every £1 you give they will add an extra 25p from your taxes - and it doesn't cost you a penny!

If you are making payment via Just Giving, this will direct you through the Gift Aid process.

If you are making a donation to MiSP via cheque or direct bank transfer, you will need to complete the Donation Form at the back of this pack in order for us to be able to claim the Gift Aid. The donor has to be a UK tax payer and we must have their consent and full home address and postcode details.



BECOME A SUPPORTER TODAY
AND HELP US TO BRING MINDFULNESS TO
CHILDREN AND THOSE WHO CARE FOR THEM.

Please complete your contact details:

Name:	<input type="text"/>
Address:	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Postcode:	<input type="text"/>
Email*:	<input type="text"/>
Telephone*:	<input type="text"/>

YES, I WOULD LIKE TO HELP MINDFULNESS IN SCHOOLS PROJECT WITH A DONATION

I would like to make a gift of £

☐ I enclose a cheque/postal order/ CAF voucher made payable to Mindfulness in Schools Project

Alternatively, to make a donation via Just Giving, Paypal or Charities Trust:

☐ I will visit: mindfulnessinschools.org/how-to-support-misp/ and make a donation online

YOUR GIFT CAN BE WORTH 25% MORE TO US – AT NO EXTRA COST TO YOU.

giftaid it

Gift Aid allows MiSP to claim tax back from HMRC on all your donations. For every £1 you give they will add an extra 25p from your taxes - and it doesn't cost you a penny!

Please tick here: ☐ Today's date: / /

I am a UK taxpayer and I would like MiSP to treat all donations I have made for the four years prior to this tax year and all donations I make from the date provided, until I notify you otherwise, as Gift Aid donations. I understand that I must have paid an amount of income tax and/or capital gains tax at least equal to the tax that all charities or Community Amateur Sports Clubs (CASCs) will reclaim on my donations for that tax year. Please note that VAT and Council Tax do not qualify to cover Gift Aid claims.

***Please stay in touch:** Thank you for your support. We'd love to keep you updated on the work of MiSP; how your donations are making a difference and other ways you can get involved. It's often cheaper for us to contact you via email, allowing us to spend more money on charitable activity. If you're happy for us to contact you in this way, please tick the relevant box below.

☐ Email

At MiSP, we take your privacy very seriously and are committed to protecting your personal information. We will always store your personal details as securely as possible and we'll use them to provide the service that you have requested, and communicate with you in the way(s) that you have agreed to. Your data may also be used for analysis purposes, to help us provide the most relevant information and the best service possible.

You can unsubscribe at any time and we won't send you spam or junk mail or give your details to anyone else.

THANK YOU

Please return this form with your donation to :

Mindfulness in Schools Project, Bank House, Bank Street, Tonbridge, TN9 1BL

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fundraising@mindfulnessinschools.org | www.mindfulnessinschools.org



PLEASE SPONSOR ME

AND HELP ME RAISE MONEY TO BRING MINDFULNESS TO MORE SCHOOLS
THROUGH MINDFULNESS IN SCHOOLS PROJECT'S A MILLION MINDS MATTER CAMPAIGN

Event details:

My Name:

My Event:

Date of Event:

 / /

YOUR GIFT CAN BE WORTH 25% MORE TO US – AT NO EXTRA COST TO YOU.

Gift Aid allows MiSP to claim tax back from HMRC on all your donations. For every £1 you give they will add an extra 25p from your taxes - and it doesn't cost you a penny!

Using Gift Aid means that for every pound you give, we get an extra 25 pence from HMRC, helping your donation go further. To qualify for Gift Aid, you must be a UK taxpayer and understand that if you pay less Income Tax and/or Capital Gains tax than the amount of Gift Aid claimed on all your donations in the tax year, it is your responsibility to pay any difference. We need your address and permission to claim Gift Aid

giftaid it

Full Name	Address	Postcode	Amount	✓
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THANK YOU



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fundraising@mindfulnessinschools.org | www.mindfulnessinschools.org

IS RAISING FUNDS FOR

A MILLION
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BY

ON

TO SHOW YOUR SUPPORT



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