



Mindstep
Foundation

Fundraising Guide



Mindstep Foundation



The Mindstep Foundation was founded in memory of Max Davies, who tragically died by suicide in 2018 at the age of 22.

Max's family set up the charity to help fund mental health and suicide prevention research, awareness and support.

Research



Mindstep Trustees with Professor Rory O'Connor

Mindstep have a working relationship with the University of Glasgow, where groundbreaking research is carried out at the Suicidal Behaviour Research Laboratory (SBRL) led by Professor Rory O'Connor.

In 2019, we established the Mindstep Foundation Fellowship at a cost of £100,000 for two years of vital research. With the help of our fundraisers, we were able to achieve this target. In January 2022, we committed to two more years of funding support.

Our research focusses on factors of suicide risk, improving suicide risk assessment and the mental health impact of Covid- 19. You can find out more about our research [here](#).

Start your Fundraising

Whether you're running a half marathon or organising your own event, the easiest way to fundraise is via an online platform like [Just Giving](#).

1

Set up your fundraising page by visiting the Mindstep [Just Giving](#) page and selecting 'Fundraise for Us'.

2

Choose your fundraising target and aim high! Those with a target on their page raise on average 46% more than those who don't.

3

Share your story about why you're fundraising for Mindstep. We can provide any information you need about the charity.

4

Share your page. Email a link to friends, family and colleagues and share on your social media. We will help by sharing it too!

5

Donations are automatically transferred to us weekly, so there's no need to withdraw funds or close your page.



Top Tips for Fundraising

Here are a few top tips for increasing donations and making sure you hit your fundraising target.



Post photos or updates on your page in the build up to the challenge and afterwards to let your donors know how you got on.



Share your page as widely as possible. LinkedIn can be a great way to engage your professional network. If you want to contact local media, we can provide you with a sample press release.



Set up a JustTextGiving code and make it even easier for people to support you. This is easy to do when you set up your JustGiving page. For more information, visit justgiving.com/justtextgiving



One final push. Approx. 20% of donations come in after your fundraising event, so it's never too late to smash your target!



How we can help you



Support

We are here to support you throughout your fundraising journey. If you have any queries about the event or increasing donations, we can help.



Free Kit

As a thank you for fundraising for us, we can send you a free Mindstep training top. These top quality, light weight tops are perfect for event day.



Spreading the Word

We will help you fundraise by sharing your page on our social media channels and our website.



Securing A Place

Mindstep has links with most of the majors sporting events in the UK and can usually help you secure a place. Just get in touch!



Keep in touch

Thank you for fundraising for Mindstep. If you have any questions or need assistance, please get in touch. You can follow us on social media for the latest Mindstep updates.



info@mindstepfoundation.com



www.mindstepfoundation.com



[@mindstepfoundation](https://www.instagram.com/mindstepfoundation)



[Mindstep Foundation](https://www.facebook.com/MindstepFoundation)



[@mindstepcharity](https://twitter.com/mindstepcharity)



[Mindstep Foundation](https://www.linkedin.com/company/Mindstep-Foundation)



Mindstep Foundation

34-38 Stow Hill, Newport, NP20 1JE
Registered Charity No: 1189951
Company No: 12043044