



Shawmind

Champion Handbook

A note of thanks from our founder

Firstly, thank you so much for selecting Shawmind as your charity of choice.

Shawmind is a young charity on a mental health mission. We are committed to helping individuals and organisations understand mental health challenges and how to manage them successfully before they escalate and impact lives.

Whether you're sharing our work on social media, fundraising to raise vital funds, volunteering your time with us within the community or making a donation of your own money, it means a lot to have the support of **champions like you**.

As a charity, we rely on the generosity of people like you, so on behalf of our board and management team, our volunteers and the people who receive support from our Breathe community outreach programmes, thank you!

Best wishes,



Adam Shaw
Founder, Shawmind



What does Shawmind do?

Shawmind is a national charity based in the East Midlands, established in 2016. In 2017 we raised 103,000 signatures during our **Headucation campaign** for a parliamentary debate which led to compulsory mental health education in schools. This hugely successful campaign firmly established Shawmind as a champion of mental health in the UK, despite being a fledgling charity.

In schools, we are currently providing accredited mental health training to teachers, who are on the front-line when it comes to providing support to children who might be showing emotional challenges or early signs of mental ill health. We are also offering training directly to children and their parents through a variety of specialised courses.

In organisations, we are providing a wide range of accredited mental health support courses, as well as wellbeing and mindfulness courses. Together with our consulting partner **forward thinking inc** we offer professional consultation to help develop the mental health and wellbeing strategy and various programmes throughout the organisation.

In the community, our volunteers are working with people in need of interpersonal contact through online platforms, regular telephone calls, text or email-based support as they address personal challenges and work on coping strategies for now and in the future.

Our ManCave group now takes place online via Zoom, and provides a safe, open space for men to support one another through the challenges of life, family and business.

Before lockdown, Shawmind was regularly delivering its community outreach programme – Breathe – through coffee shops and in-house pop-up events in schools, colleges and other organisations. When it is safe to do so, we will again be starting these physical outreach activities.



What do Champions do?

A Shawmind Champion takes on many forms. Some are mental health advocates who mention us when they are talking to others on social media or delivering a keynote speech at an event; some are regular fundraisers who rope their friends, family or work colleagues into events or challenges to raise a little or a lot every year; some are donors who love the work

we are doing and want it to continue well into the future; some join our team as dedicated volunteers, supporting people experiencing mental ill health; and some get involved in our campaigns like Sock it to Stigma in February, Men's Mental Health Week or World Mental Health Day in October.

Case Studies

Individual Fundraiser: Cricketer Bowled Over by Fundraising Support

Martyn is a big cricket fan and, on the longest day of the summer, he took to the nets at his beloved cricket club and batted from sunrise to sunset in support of Shawmind.

He promoted his Bat-a-thon on social media and with the help of our marketing manager, issued a news release to the local media, charity press and cricketing magazines.

Thankfully, his teammates were also keen to support him in his fundraising efforts, so many of them took on admin roles to help him set up his fundraising page, sharing his updates on their own social media pages and taking bookings for members of the public to bat against him on the day of the event.

Martyn was happy to talk about his personal experience of mental ill health during several radio interviews where he also promoted the event and his fundraising page.

After a very successful event, which attracted more than 50 bowlers and resulted in 2,557 balls being bowled, Martyn raised an impressive £1,500, including Gift Aid.

Corporate Fundraising: Hays Paves the Way for More Mental Health Support

The team at travel agents, Hays donned their most colourful tights – a nod to Shawmind's Sock it to Stigma campaign – and welcomed members of the public and their customers to enjoy a range of refreshments and homemade treats at their Newark site.

The company used their Facebook and Twitter accounts to promote the event and created bright posters which went up in the shop two weeks before the event. The team roped their families in to create the sweet treats and spoke to lots of their regular customers and encouraged them to drop by on the day.

A quick phone call to the local paper resulted in a feature promoting the event the week before the coffee morning and a photocall with representatives from the charity on the day.

Around 40 people dropped in on the day and collectively raised more than £90.

How can I get involved?

Mental Health Advocates and Campaign

Supporters should take a look at our website and follow us on social media for regular updates on our news, developments and upcoming campaigns. Whether you choose to share our posts with your audience or use our content to encourage people to get help, make a donation or take part in our campaigns, your help will have a massive impact.

We are on Facebook, Twitter, LinkedIn, Instagram and YouTube. Take a look at our latest updates, simply search @shawmind.



If you're doing a high profile talk please get in touch to find out more about our latest campaigns, which you might want to highlight during your speech. Similarly, you might offer to be a guest speaker at one of our community outreach meetings or online ManCave groups or write a guest blog that we can share on our website.

As a **Regular Fundraiser** you will probably enjoy the thrill of a fundraising challenge, riding the length of Great Britain, swimming the Channel, sky diving, taking on a Tough Mudder or marathon. Or, if adrenaline-fuelled activities fill you with dread, you might enjoy getting the troops together for a black-tie dinner, gala event, bake sale or raffle. The opportunities are endless.

Individual Donors will recognise that larger one-off donations and legacies are as important as fundraising to ensure the longevity of a charity like ours. As you will know, we have ambitious plans to train 151,000 teachers over the next five years, in addition to offering our continued support to people experiencing mental ill health right in the heart of the community. Donations, of a little or a lot, will make a huge difference to our funding target and will help us help more people for many years to come.

Volunteering

with Shawmind is something else. Whether you offer a few days of your expertise in-kind each month, or you want to give your time to directly supporting Shawmind users in your community, you'll come away from your volunteering time knowing that you've made a real different to the lives of people experiencing mental ill health, their friends and their family.

Whatever you chose, ongoing training and support is available.



What's the fundraising focus this year?

Fundraising this year is focused on two main areas; first to help us provide teacher mental health training free of charge to as many teachers as possible, so they feel confident in supporting and signposting children and teenagers under the compulsory mental health curriculum introduced in September 2020.

It costs £100 to train one teacher and we would like to train 151,000 in the next five years.

Secondly, a percentage of our fundraising will go towards ongoing training and support of our incredible volunteers, who give their own time generously to support those experiencing mental ill health.

**Don't forget
to offer Gift Aid
to your supporters,
so you can collect
more from each
donation**

What is the easiest way to fundraise for Shawmind?

We have lots of different tools for fundraising because we want to make it as easy as possible for you.

If your supporters are on the move, they can simply text **SHAWMIND** and the amount they want to donate to **70085** e.g. for a £10 donation text "SHAWMIND10" or for a £20 donation text "SHAWMIND20".

If you would rather collect cash in and then transfer it over to us we can accept cheques (made payable to Shawmind), in the post or a transfer via PayPal. Visit our website for more information, shawmind.org/donate.

You can link directly to our charity on Facebook and [JustGiving](#), or set up your own fundraising page on a fundraising platform of your choosing.



Pro Fundraiser's Top Tips

- 1 Set yourself a modest target and if you reach it, extend it little by little.
- 2 Don't forget to collect names and addresses for Gift Aid if you're accepting donations via a paper form. A page full of donations can turn into lots more if you're able to claim Gift Aid on top.
- 3 Talk to your company – lots of employers are keen to show their support for charity fundraising and might even offer to match your fundraising.
- 4 Keep yourself safe. Your safety is our priority, so please do not put yourself in harms way to fundraise. Think carefully about any health and safety implications as you plan your event or activity and take care.
- 5 Have fun! We believe that fundraising should be fun – it's right there at the start of the word.

FAQs for Fundraisers

How can I tell people about my fundraising activity?

Over the years, we've found that the most successful fundraising activity was promoted in a variety of ways. From social media posts and radio interviews to coverage in the local paper (before, during and afterwards), magazines and national press. We will help you publicise your activity or event.

What should I use on social media?

Some people set up an event page, which they then invite their friends to like. They can regularly add updates about training or preparations to build anticipation and buy-in from their supporters.

Others simply share their fundraising page link on their main account and post every few days with a fundraising update.

Nearing major milestones, e.g. the first £100, the halfway mark or just short of the target, or posts counting down to the big day always prove popular.

You can tag us in your updates and we'll share them too. Just search for **@Shawmind**.

What information should I include when talking to the press?

A picture is worth a thousand words, so if you're planning something a little bit different then sending a photo to the press will often entice them into covering the story. Make sure you send a good quality photo which encapsulates the story when you issue your news release to the press.

In your press release, you will need to include the who, what, where, how and why of the story so, once you have all of this confirmed, get it all down on paper.

Don't forget to include a quote from yourself explaining more about why you are taking on the challenge.

If you would like our marketing manager to take a look at your news release before you send it out, or you would like to include a quote from our team, simply email enquiries@shawmind.org.



Individual donors



There are a range of options for individual donors, some of whom want to set up a regular monthly donation, while others prefer a one-off donation.

Pick up the phone to talk to us about which option suits you and we'll help you set up the details with your bank.

Alternatively, you might prefer to send a cheque via post or make a transfer via PayPal. Information on both of these options are available on the donate page of our website shawmind.org/donate.

Volunteering with Shawmind

We currently have a range of volunteer opportunities available, both in the office and out within the community. As well as gaining experience, our volunteers are provided with full training and ongoing support.

Please note that all of our volunteer roles will involve a basic DBS check, while some will call for an enhanced DBS check. The cost of these checks will be covered by the charity.

For more information about becoming a Shawmind volunteer and the current volunteer roles available, please contact our Charity Manager on **01636 600830**.

Thank you

How ever you decide to get involved as a Shawmind Champion, thank you for choosing us and welcome to the team!

If you have any questions please email us at enquiries@shawmind.org or call **01636 600830**.

The Shawmind Team



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We are a registered charity in England (1167947), and a registered charitable company (09921207) in the UK.