Have fun.
Change lives.
Let’s do it.

Join us and thousands of others to tackle mental illness.
Welcome to Team MQ!

Thanks for downloading our Fundraising Pack – you’re one step closer to helping us transform mental health through research. We’re thrilled you want to be part of our global community of people and organisations who share our ambition and determination to change lives.

Why we need you
In the UK, mental illness affects one in four of us. But right now our understanding of mental illness is nowhere near where it needs to be. It can take an average of ten years to get an accurate diagnosis after symptoms develop. Many treatments and interventions are ineffective, their side-effects can be exhausting and there is often a painful period of trial-and-error to reach a helpful solution.

At MQ, we won’t accept this status quo. And because you’re interested in supporting us, it looks like you won’t either.

We need to act now
Currently just £9 is spent on mental health research per person affected each year. That’s 25 times less than cancer, even though mental health conditions affect a quarter of us.

As the UK’s leading mental health research charity, we want to find the answers that lead to better diagnosis, treatment and access to help. If we join together, we could help to bridge the huge gap in funding, increase awareness of our work and transform lives.

We won’t stop until all of the questions about mental health are answered. Because this is nowhere near as good as it gets.

Together we have the power to make a difference
We know our ambition is big – but we also know we can achieve it. Together we can create a world where mental illness is understood, effectively treated and ultimately prevented. Together we can change the future of mental health for generations to come.

Thank you so much for joining Team MQ, we are so grateful to have amazing supporters like you!

Let’s do it!

Team MQ
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The time is now!

We urgently need you to help us transform mental health through research.

We’ll transform the future for people like Charly

“...As a teenager, to look into the eyes of a doctor and see them looking back at me in the same way I was looking at them – to see they were just as petrified of the situation as I was - was terrifying. You want answers, but instead you can see someone realise they have a responsibility to deal with something they don’t understand. I could see doctors thinking: ‘You’re right, there is something wrong, but I don’t know how to handle that for you’.

There was never any rhyme or reason to the treatment I was given. I was constantly getting conflicting information: I was told things could get better or worse as I got older, it was suggested this might be hereditary, but it also might not be. It was so frustrating!

As soon as I heard about MQ, it struck a chord with me. It made change feel tangible. It’s incredibly scary that we know so little about the brain and yet we’re so nonchalant about that.

That’s why MQ’s work feels exciting; it’s so exciting that there are research teams working out there right now that could make changes that will have a huge, huge impact. My experiences left me so broken: mentally broken and heartbroken. But it’s so exciting to think that in my lifetime we could really come to understand mental illness.

Charly Cox, Poet and MQ Ambassador, spent a painful 5 years of trial and error treatment before being diagnosed with Bipolar Disorder.”
Join the movement

These statistics show just how far we have to go in our understanding of mental illness.

1 in 4
The number of people mental illness affects every year.

75%
of mental illness shows symptoms before the age of 18.

50%
of antidepressants are ineffective.

Just 25%
of people experiencing a mental health condition are currently receiving treatment.

£9
Only £9 is spent on research per person affected.

25x
25x more is spent on research into cancer than mental health per person affected.

The power of research
He lived it, she’s changing it.

John’s story
“I was about five when I first remember feeling depression - although I had no way of articulating that then. It was an oppressive, heavy feeling that made everything in my life seem washed out or uninteresting. In the daytime, I was totally drained of energy. At night, I couldn’t sleep.

It took probably a decade before I had any idea what was happening. Even then, it seemed like something that was not really possible to fix or treat. As a result, I felt unable to seek help.

To truly understand the brain we need amazing tools, scientists and the funding to make it all happen. MQ means hope, and we could all use a little more of that!”

Helen’s story
“Growing up, several people in my family experienced mental health problems. Then, during my degree I met someone with psychosis (hearing voices) and another person who had depression and was feeling suicidal. What really struck me was these people were my age, but our lives were so different. I wanted to research how we could stop other people from getting to that point.

I’m grateful to MQ for funding two of my research projects, exploring the factors that can contribute to people experiencing psychosis and depression, so we can identify people at risk, intervene early and help break that link.

Each piece of research is just one part of a jigsaw that will have an eventual impact and I’ve already seen a pivotal change in my 20 years as a mental health researcher.”
Every penny counts

The difference your fundraiser could make...

£15
Could pay for the analysis of the chemical changes affecting the genes of three people. This is called epigenomics and analysing the epigenome helps to reveal things that can put people at risk of developing mental health conditions like schizophrenia.

£1,020
Could pay for the analysis of four research participants’ DNA to let researchers find out which set of biological instructions (genes) are involved in the development of depression.

£60
Could pay for one person to go through a trial course of an innovative, targeted treatment to reduce anxiety and depression. This can help to develop new and improved treatments for those with mental health conditions.

£1,896
Could pay for an advisory panel of people with lived experience over the course of a project. This helps to ensure that the voice of those who have experienced mental illness can help set the course for future mental health research.

£105
Could pay for the analysis of saliva and blood samples for a research participant. These can help look at cortisol and C-reactive protein levels, which are biological markers for the levels of stress and inflammation linked to mental health conditions.

£5,000
Could pay for 48 people to take part in a research study to help a new form of therapy to be developed, tested and ultimately become a treatment for those who have mental health conditions.

£250
Could pay for five blood samples to be tested for protein biomarkers. These are linked to the development of depression and understanding them better should help improve detection and ultimately prevention.

We’re committed to squeezing every bit of value from each penny you raise.

FIND OUT MORE
Mental health is a serious business but it doesn’t stop you having fun raising money on our behalf. Whatever your reason, and whatever you do, fundraising is vital to the research we need to transform mental health for good. We’re so happy you’ve chosen to get stuck in with MQ. You’re joining a tenacious community of coffee drinkers, marathon runners, leg waxers, abseilers, rowers, serial pub quizzers, arm wrestlers and disco dancers who will stop at nothing to change what it means to experience mental illness. The world is truly your oyster.

Here’s a few ideas to get you started.
1. Simple...

You don’t have to go overboard. Here’s a few ways to ease your way in and catch the fundraising bug:

**Give it a polish**

A little bit of elbow grease never hurt anybody, so why not offer to wash cars at your office, school or in your street? Shiny cars = shiny coins!

**Give it up**

Go a whole month without your favourite treat. Or a day without your phone. You’ll feel even better at the end of it when you see how much you’ve raised for our vital research.

**Give it the silent treatment**

If you’re usually the life and soul of the party or the chatty one at work why not try a sponsored silence? Silence is golden – and so are all the £1 coins coming your way.

**Give it a go**

Why not try...a sponsored leg wax, sponsored walk, face painting or even seeing how many chocolate biscuits, brussels sprouts or tins of baked beans you can eat in an hour!

**Give it your all**

Whether you love belting out Bohemian Rhapsody or putting your own individual spin on My Way, why not host your own karaoke night at your local pub? Raise money through ticket sales, asking people to pay for every song they sing. Or people can pay for someone not to sing!
What could be better than getting together with the people you love to transform mental health for good? Try these ideas for size:

Get swotting

Who needs an excuse for a pint, some food and a bit of friendly competition? If you do, then why not host a quiz night – and maybe make it a regular thing?

Get sizzling

A great way to spend time with friends and family whilst raising money for MQ. Fire up the barbie, sizzle those bangers and get the donations flowing. You could even hold a tombola to raise extra funds on the day.

Get creative

Or why not try...putting on an office coffee morning, an art show, a cake or book sale - or even your very own nail salon?

Get together

Finally find the time for the books on your bedside table. Start a book club and ask everyone to give a small donation at each meeting to fund mental health research.

Get sweaty

If you’re a member of a local dance or exercise group, why not encourage them to run a 24-hour sponsored event. Burn off the calories whilst piling on the pounds for MQ.
3. Strenuous...

Some pain, but lots and lots of gain. How about:

**Jump on**

If you love getting out and about in the countryside, why not get some friends together and raise money for MQ as you take in the fresh air and scenery on your bikes?

**Take off**

Face your fears and take a leap on a sponsored skydive - get in touch with us to book and for logistic (and emotional!) support.

**Go for gold**

See what you can raise with a few laps of your local green space on a Sunday morning.

**Putt yourself out**

A golf tournament is a fun way to potentially raise tons of funds. Ask a golf club to sponsor it and invite club members and local businesses along too!

**Challenge your mates**

Or why not try... a relay across the country, climbing a mountain, a footie or netball tournament, an arm wrestling competition or a tug o’ war.
If you want to join an organised event - and perhaps achieve a personal ambition as well as raise money for us - we have places for events across the UK and abroad. These include the Virgin Money London Marathon, various European Marathons and Half Marathons, the London Triathlon and Rough Runner obstacle courses. Don’t forget cycling, bungee and boating events. Sign up via our website or get in touch for more details.

Take on a challenge
(Go on, what’s stopping you?)

What MQ means to Sarah

“Not only did I run a marathon, but I also raised £7,600 for MQ. I hope the money I raised can help fund projects that look into detecting who’s at risk of developing mental illness and why, so we can spot the signs early and get people the right support sooner.”
Take it up a level

Whether you’re taking on a challenge or putting your own spin on it, here are some hints and tips to give your fundraising a boost.

Set a target
It can really ramp up your motivation levels and help get those extra donations.

Go digital
With an online fundraiser page on JustGiving or Everyday Hero.

Rope in your mates
They can help you raise more money or share the load.

Make some noise
Get a story in your local paper or on your local radio station. Check out our press release template to help.

Get business-savvy
By seeing if your company will match the money you raise. Or, get a local business to sponsor you in exchange for some publicity.

Why not...
Run a marathon while knitting, wing walk on a bi-plane, visit all the tube stations on your line in one day? Weird is wonderful!

Give it a twist
Raise some extra cash with another dimension to your challenge. Try a sweepstake, auction or raffle.

Sell tickets
You may be surprised (or horrified) how happy people will be to pay to watch you.

Give it an MQ makeover
With t-shirts, bunting, balloons and more. Get in touch with us but allow 10 days for delivery.

Use text to donate
No cash, no fuss and no excuses for your mates to not donate!

Keep sharing
You’ll be surprised how many people keep giving even after your event is over.

Set a date
For your next fundraiser. (Go on, you know you’ll want to...)

Set a date
Your checklist for the ultimate fundraiser:

- **THINK OF AN IDEA!**
  Sometimes, the crazier your fundraiser is the better! See our list for inspiration or come up with a 100% original idea of your own.

- **CHOOSE A DATE**
  Make sure friends and family are around to help out or cheer you on. Also, see our calendar of mental health events in the UK.

- **CHOOSE YOUR LOCATION**
  As a rule of thumb, the closer to home the better. It’ll cut down on expenses and probably increase the support you get.

- **MAKE A PLAN**
  What equipment do you need to complete your fundraiser? Do you need a support team? Will you need a lift home at the end of your challenge?

- **SET A BUDGET**
  Set a simple budget, keeping any costs to under a third of the amount you’d like to raise to maximise the amount that’ll go to funding our research.

- **GET IT ONLINE**
  Make it easy to donate using sites like JustGiving or Virgin Money Giving and it’ll save you asking for (or looking after) the cash.

- **GET IT NOTICED**
  Raise awareness of your fundraiser by text or Social Media. And put the pictures of your success online afterwards of course!

- **LOOK THE PART**
  Let us know if you need support or MQ branded goodies, like our fab t-shirt!

- **KEEP IT SAFE & LEGAL**
  Remember, licences, health & safety and permissions are all important. See page 17.

- **PAY IN THE MONEY**
  If you’ve collected cash you can easily pay in via our website, bank transfer or cheque. Turn to page 19.
Focusing or staging your fundraiser around a mental health awareness event that’s already in the calendar could help you generate more interest in it and raise more money. Here’s some of the biggest mental health events that typically take place in the UK. You can look up the exact date online, as these will change slightly every year.

**February**
- Time to Talk Day
- Eating Disorders Awareness Week
- Children’s Mental Health Week

**March**
- University Mental Health Day
- World Bipolar Day

**April**
- Stress Awareness Month
- Healthy Workplaces for All Ages
- UK Maternal Mental Health Matters Awareness Week

**May**
- Mental Health Awareness Week

**June**
- International Fathers’ Mental Health Day

**September**
- World Suicide Prevention Day

**October**
- World Mental Health Day

**November**
- National Stress Awareness Day
- International Survivors of Suicide Loss Day
- Anti-bullying Week
We did it our way…
Pick up some tips from Neeraj and Chloe, two brilliant fundraisers who went the extra mile for MQ.

Neeraj’s story

The inspiration
At school so many of my friends suffered from poor mental health, myself included. So the idea that research is being conducted to give the next generation the support they need to deal with what we went through, is an amazing thought.

The event
I did a charity boxing match, with a goal of raising £1,250.

Awareness
I mainly fundraised through Instagram and Facebook. I made a five minute YouTube video explaining what I was doing and why, that I then posted on Facebook and shared around the workplace. Then, I just kept posting regular training updates, keeping them light hearted and funny. At the end of the day, I think laughter gets views. I also sent out an email at work explaining what I was doing.

MQ’s support
They were legendary! Just simply checking in on how I was doing was great, but they went even further and posted goodies out for me to wear and eat! The emails weren’t formal at all, they were light hearted and funny. Something I really appreciated when days were difficult. They also estimated what they would be able to do with the money I raised, which motivated me even more.

Stand-out moments
There were loads! My first training session, shaving my hair off to help hit the £1,250 target. Fight day itself was amazing and I ended up raising nearly £1,800.

Neeraj’s top tip
Don’t worry, stress, or self-criticise. It’s so easy to say you’re not doing enough, but going out of your way to help is an amazing thing in itself.
Chloe did it her way...

**Chloe’s story**

**The inspiration**
I’m inspired by the incredibly strong people close to me who struggle with mental illness. I feel strongly that we need to focus on prevention and can’t believe how little the government spend on research into mental health!

**The event**
It was an art based mental health awareness event at Off The Cuff in Herne Hill. We had a line up of creatives who used their art form to share thoughts/stories on mental health alongside a gallery of poetry, writing, art, fashion and photography.

**Fundraising**
We had an entrance fee and donation buckets with all proceeds going to MQ.

**MQ’s support**
They were really supportive, they lent us easels for the gallery along with their own photographs to put up. They sent us fundraising materials, helped with ideas and came along on the night! Daisy was really engaged with our event and helped us with ideas.

**Stand-out moments**
The atmosphere created at the event was very moving as the audience were sensitive and engaged with a lot of quite hard hitting, raw performances which provoked conversations between strangers. Our event had two purposes; to raise money for MQ but also to challenge people’s perceptions on mental health.

**Chloe’s top tip**
Social media is a very powerful tool for connecting to the right people! Make sure you leave plenty of time to plan it. Get lots of people involved in any way you can as those people bring their friends along!
Keep it safe & legal

Do you need a license?
If you’re collecting money or selling an item in public, you may do. It’s best to check with your local council or local authority. Have a think about whether you need any of the following licenses: public entertainment, public collections, food or alcohol, raffles and lotteries.

Do you need permission?
If you want to collect on private property or at work you may also need permission from the owner or your boss – think coffee mornings, pub quizzes and events’ spaces.

Are you over 16?
If you’re going to be collecting money from people you need to be.

Are you staying safe?
If you’re hosting a large event it’s a good idea to complete a risk assessment. Do you need a first aider, are your fire exits well-marked?

If you’re unsure about anything just give us a ring or drop us an email. supportercare@mqmentalhealth.org
Thank you so much for fundraising for MQ to help us accelerate mental health research. We absolutely couldn’t do it without you. We know our ambition is a big one and will take time. But what inspires us daily is the opportunity to transform lives for millions of people. Your support is helping us to get one step closer to this day.

Thank you, you’re doing something amazing.
It's easy to pay in your funds

1. Pay into our bank account, either via the donate page on our website or using the following details:
   - Account name: MQ: Transforming Mental Health
   - Bank: Santander
   - Sort Code: 09-02-22
   - Account No: 10543885
   - Please add a reference, telling us how you raised your money.
   - Whether you donate via our website or bank transfer, please add a reference telling us how you raised our money – it's really important!

2. Use an online fundraising page, like Everyday Hero or Just Giving, where funds will automatically be paid to us.

3. Send us a cheque, payable to MQ: Transforming Mental Health to our office address, including some info on who you are and how you raised your money so we can say thank you!

Increase your donation with Gift Aid

Gift Aid is a scheme that allows us to reclaim an extra 25% in tax on every eligible donation made by a UK taxpayer. It’s invaluable for us because for every £1 you raise through fundraising the government gives us an extra 25p. So, all of your incredible efforts are worth 25% more to us! Just ask everyone that sponsors you to confirm whether or not they’re a UK taxpayer and tick the box on your sponsorship form or page.

Get in touch

If you have any questions about planning your event, would like to get your hands on some fundraising materials or want to find out more about MQ and our work please get in touch with us. We’re here to support you every step of the way.
Thank You

We’re dedicated to funding the best and brightest scientists worldwide to help us create a better future for all of those affected by mental illness.

But we can’t do it without you!

No single idea will tackle mental illness alone. We are committed to supporting collaborative research across all the sciences – biological, psychological and social – and across all types of research, from the laboratory, to experimental psychology, clinical trials, and prevention studies too.

Through this we’re building a 360-degree understanding of mental illness and treatment approaches.

See some of the things we’ve already achieved with the help of our fundraisers like you.

So far, this is what our amazing supporters have helped us achieve...

We have committed to funding £10m of ground-breaking research.

We have been involved in 41 projects across 10 countries looking to understand conditions, develop effective treatments and prevent mental illness.

1 in 5 of our projects have influenced policy or changed practice.

1/3 of our projects have changed public attitudes to mental health.

1 in 6 projects have improved mental health services.

...and now it’s your turn!
Please sponsor me (name of participant):

To (name of event):

In aid of: **MQ: Transforming Mental Health**

If I have ticked the box headed ‘Gift Aid’. I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want MQ: Transforming Mental Health to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**REMEMBER:** You must provide your full name, home address, postcode and tick Gift Aid for **MQ: Transforming Mental Health** to claim tax back on your donation.

Thank you!

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**Total donations received (£)** £

**Total Gift Aid donations (£)** £

**Date donations given to MQ: Transforming Mental Health** £
Fundraiser press release template

Spread the word about your fundraiser to your local papers and radio stations by writing your very own press release. Here’s a template to get you started.

Press Release

DATE: 10th September 2020
EMBARGO: “For immediate release” or if you’re waiting for a launch date, “under embargo for date, time”

TITLE: ARTISTS, POETS AND MUSICIANS JOIN FORCES TO FUND MENTAL HEALTH RESEARCH AT FESTIVAL OF CREATIVITY

THE MOST IMPORTANT THING YOU WANT READERS TO KNOW:
A group of South London creatives are using their art to promote honest discussion of mental health and raise awareness of the importance of research into mental illness.

YOUR FUNDRAISER – WHAT ARE YOU DOING? WHY?
The event has been organised in support of MQ: Transforming Mental Health by artist collective Minds Matter. They’re hoping to see hundreds of local residents attend over the weekend of the 10th – 11th of October at Herne Hill Community Centre. The festival has been organised to coincide with World Mental Health Day 2020, which will take place on the 10th of October. Performances and workshops are set to include...

WHO ARE MQ?
MQ is the UK’s leading mental health research charity. They’re transforming lives through research, helping to create a future where mental illnesses are understood, effectively treated and one day prevented. Their scientists investigate a huge range of issues: depression, anxiety, schizophrenia, bipolar disorder, eating disorders and more. They’re bringing together everything from cutting-edge neuroscience to social studies to find the answers we need – one in four of us are impacted by mental illness every year.

In everything MQ does, they’re driven by one certainty: research can transform what it means to experience mental illness, starting now and for every generation to come.

QUOTE – FROM YOURSELF, SOMEONE AFFECTED, OR MQ (JUST ASK!):
Dulwich and West Norwood MP Joe Bloggs, who will be speaking at the event, said: ‘I am thrilled that Minds Matter have brought together a diverse collective of artists, not only to raise awareness and start conversations around mental ill health, but to draw attention to the need for research in this area. We’re hoping that the local community will get behind this challenge to raise funds and awareness for MQ: Transforming Mental Health while listening to fantastic bands and attending the array of art workshops.’

CALL TO ACTION – HOW TO GET INVOLVED:
Tickets cost £X and can be bought...
Sponsor by visiting...
Show your support and cheer them on...

Visit MQ’s website: MQ Transforming Mental Health

MQ: Transforming Mental Health is a company registered in England and Wales (charity)
and a charity registered in England and Wales (SC046075) and Scotland (SC046075)
“I lost my twenties to mental illness because we simply don’t know enough. Research is the answer.”

James, MQ Ambassador