



Mental  
health  
research

A close-up photograph of a woman with dark, curly hair, her face and neck covered in dark mud. She is laughing heartily with her eyes closed and mouth wide open, showing her teeth. She is wearing a dark-colored top. The background is a bright, out-of-focus outdoor setting, possibly a field or park, with sunlight filtering through. The overall mood is one of joy and resilience despite the messy situation.

**Fundraise  
to change  
lives**

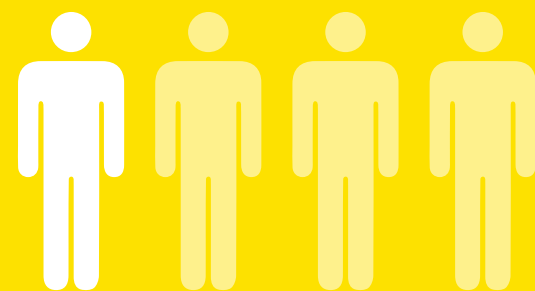
WITHOUT RESEARCH, IT'S JUST GUESSWORK

WELCOME

# Welcome to Team MQ!

**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.

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...**

## What's inside...

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## Case studies

### PETER'S STORY

**I support MQ because their vision is bold yet simple and aligns with my hopes... a world where mental illness is better understood, more effectively treated, and ultimately prevented.**

I will continue to promote and support MQ because they mix championing, partnership and funding of research... that's why I ran my first ever marathon in April 2023 for MQ.

Personally, my son Tom has been diagnosed with ASD (Autism Spectrum Disorder), which is a broad term for a number of mental health issues. Tom had a traumatic start to life, nearly dying at birth. We have been advised that the extended trauma triggered before the emergency caesarean was undertaken, meant his neuron development was impacted. As a consequence, and thankfully only temporarily, he had some sight, speech and hearing difficulties when he was very young, and this is when we also saw his underlying learning differences and difficulties emerge. He has had a long journey, working through many social and learning difficulties, various health and medication hurdles but on the flip side last September he started a Law Degree at University.

We know first-hand what Asperger's, ADHD, depression and more simply, differences in learning needs means for young people going through our education system and facing health issues associated with both the conditions and the medication available.

**We all know someone with a mental illness whether you can observe it or not... More funding and specialised research WILL benefit people's treatment and quality of life. That is why I support MQ!**

Peter Robinson, MQ fundraiser



### JONAS'S STORY

**Last month, I lost a childhood friend to depression. The sadness I felt for his pain was overwhelming and his action was a shock to all of us near to him.**

The same day, a mysterious timing, MQ and Deutsche Bank invited me to raise money for mental health by running the London Marathon. I immediately signed up.

In the last month, I have spoken to many friends and colleagues about my friend's action and mental health in general, mine included, and what has impressed me most is that everyone responds with a similar story of their own. In particular, anxiety and depression, to various degrees, at work and in personal life, is much more common than at least I was aware.

Thus, I am sincerely grateful to be invited to help this cause and I kindly ask you to support this charity. It clearly has a personal importance to me and I will run the marathon in the name of and with the motivation from my dear friend, Peter.

Jonas Ulrich, MQ fundraiser



**"...anxiety and depression, to various degrees, at work and in personal life, is much more common than at least I was aware."**



# The difference you could make...

**£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.

**£100** could help MQ researchers identify the links between inflammation and depression. This could potentially lead to the development of the first new treatment for depression in over 30 years, helping the 280 million people affected worldwide.

**£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.

**£500** could help speed up the peer review process for new research, getting developments in mental health treatment out of the lab and into practice quicker.

**£1,000** could pay for 4 volunteers' DNA to be examined to aid understanding of which genes are involved in the development of depression. This would then help to find new treatments and solutions for those affected.

**£3,000** could pay for 50 people to go through a trial course of a brand new, targeted treatment to reduce anxiety and depression.

**£5,000** could fund a lived experience consultation panel. By involving the very people most affected in the development of research, we can ensure the best solutions are found for the 1 in 4 of us impacted by mental illness.

# Get inspired!

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.

There are many ways to get involved and whichever way you choose, we will be on hand to support you. You are joining an amazing group of people who are making a huge difference in helping research into mental health.



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



We have been involved in **41 projects**

across 10 countries looking to understand conditions, develop effective treatments and prevent mental illness



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



**One in five**

of our projects have influenced policy or changed practice



**1/3 of our projects**

have changed public attitudes to mental health



**One in six**

projects have improved mental health services



FUNDRAISING IDEAS

# Simple

There are plenty of ways to fundraise for MQ. The main thing is to keep it simple and easy for yourself but, most importantly, make it fun.

Here are a few tips to help you along the way:

### Sponsored silence

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.

### Donate loose change

If you have loose change around the house or work, why not donate it all?

### Sponsored walk

Grab your friends, family or colleagues and take part in a sponsored walk around your local area.



# Social

What could be better than getting together with the people you love to transform mental health for good? Why not try some of these ideas:

### Get dancing

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.

### Get baking

Are you a master baker? Dust off those baking skills, be creative and make cakes and sell them to your friends and family.

### Get walking

Wanting to get active and fit? Take on a 10,000 steps a day challenge and get support from friends and family.

# Birthday fundraising

You could host a birthday fundraiser, or simply ask for donations instead of cards or gifts. However you choose to celebrate, you'll be helping to fund research into mental health.

[Find out more](#)

FUNDRAISING IDEAS

# Take on a challenge

Don't let anything stop you taking in a run, cycle or swim. You can achieve a personal ambition as well as raising money for MQ. We have lots of places across the year, from the TCS London Marathon, half marathons, London Triathlon to Santa Fun Runs.

Or you can organise your own personal challenge and choose your fundraising target – just let us know.

[Find out more](#)



### BEN'S STORY

**I ran the Hackney Half Marathon in May to raise money in memory of my mum who passed away in December 2022.**

She was bi-polar and had struggled with mental health problems throughout her life, but they got significantly worse over the past five years.

I wanted to raise money for a charity that focused on mental health research, as there is a serious lack of funding in this area, so MQ Mental Health Research was the perfect option.

I managed to get around in 1h40m and raised £4,400, which I hope will be a big help in the battle to learn more about mental health, as well as diagnosing and treating it.

**Ben Cleminson, MQ fundraiser**





FUNDRAISING IDEAS



Find out more

# Fundraise with colleagues

Whether you're working from home or in the office, fundraising with your colleagues is a wonderful way to bring everyone together and boost morale!

**Get competitive with a sweepstake**  
Just fill in the names, collect your donations and wait to see who wins!

**Hold a raffle**  
We'll help you secure prizes

**Set up a swear jar**  
or 'ban the buzz word' box and donate the proceeds

**If you're working from home...**  
donate the cost of your daily commute, or what you would usually spend on coffee or lunch from the local café. Encourage your colleagues to do the same. Find out if your workplace has a payroll giving scheme.



## DID YOU KNOW?

Sometimes employers will boost your donations by 'matching' the amount you raise.

LASTING IMPACT

# Leave a legacy

**Create a tribute page**  
Remember and celebrate your loved one with a tribute page – a special online space where you can share photos and messages and leave a heart, candle or flowers.

**Leaving a gift in your will**  
Gifts in wills are a specific item or donation left in a will. They are one of the most significant contributions you can make and fund one third of our research.

You can write your will online, over the phone or face to face with a solicitor. By leaving a gift in your will, you can help fund world-class research.

Write your will for free with Farewill:  
[farewill.com/mq-fundraisingpack](https://farewill.com/mq-fundraisingpack)





FOR YOUR DIARY

# Dates for your diary

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.

## 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

## JULY

- Research Appreciation 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



## Keep it 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 over 16 years of age.

### 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?



Get in touch

If you're unsure about anything just give us a ring or drop us an email



THANK YOU!

# Ways to pay in your money

It's easy!



## Bank transfer

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 do a bank transfer, please add a reference telling us how you raised your money – it's really important!



## Online

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



## Cheque

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!



MQ office:

6 Honduras Street, London, United Kingdom, EC1Y 0TH



*giftaid it*

**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.

Phone no XXXXX

Email XXXX



# Thank you

We can't do it without you!

## Thank you for your support

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.



[www.mqmentalhealth.org](http://www.mqmentalhealth.org)

MQ: Transforming mental health is a company registered in England and Wales (Co number 7406055) and a charity registered in England and Wales (Charity number 1139916) and Scotland (SC046075).

