



Registered Charity Number: 1007625  
Registered in England Number: 2193270

# Supporter pack

## The Leeds Mind £50K Appeal

Tackling the mental health emergency in Leeds

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# Supporter pack

## The Leeds Mind £50k Appeal

Tackling the mental health  
emergency in Leeds



- This is a supporter pack for the Leeds Mind £50k Fundraising Appeal
- Here, you will find all the key information on our fundraising appeal
- You will also find a flyer and social media images to download to help you spread the word



# About the Appeal

We are launching an appeal to raise £50,000 to help tackle the Mental Health Emergency in Leeds, which has been made worse by the COVID-19 pandemic.

Before COVID-19, it was said that 1 in 4 people would experience a mental health difficulty. According to a recent Mind survey, around 50% of the UK population is now struggling, and 10% have had suicidal thoughts. In Yorkshire and the Humber, nearly two thirds (60%) of people say their mental health has got worse through the lockdowns.

We think those figures will keep increasing. At the same time as demand going up, our fundraising income has been hit, with over 50% of income lost compared to last year. In these unprecedented times, we are needing to do more with less.

Our aim of raising £50k means that we will be able to help everyone and anyone in Leeds with a mental health need, so that we can recover together beyond COVID-19, happier and healthier as a city.

You can find more info about the campaign here: [www.leedsmind.org.uk/50k](http://www.leedsmind.org.uk/50k)

# The people we support



It's important that we have this campaign to ensure we're here for everyone with a mental health need in and around Leeds for the long-term.

For Emily, Leeds Mind has helped her cope. She says:

**“I have struggled with my mental health from being a teenager. I noticed that I was becoming overly anxious about many situations and would have panic attacks about going to school. This continued throughout my time at high school and into University. Whilst the level of anxiety would go through phases where it wasn't as high, I was always very aware that I was anxious in most situations.**

**A few years ago, my anxiety became really bad and impacted me in all areas of my life, to the extent that I also started to struggle with depression. That was when I discovered Leeds Mind. I had tried other methods of support before so it was suggested that I try Peer Support. At first, I was very hesitant about the idea of speaking in a group due to past negative experiences. However, I couldn't have been more wrong about my initial reaction.**

**Leeds Mind has provided me with a supportive environment where I am able to share my experiences and whilst I still I have my struggles, I feel much more able to cope with my anxiety and depression with the tools and support they have provided.”**

# The work we do

We have continued our work for better mental health throughout the pandemic, alongside our partners and commissioners in the third sector and public sector.

We quickly adapted our services to operate remotely, including our befriending service for people aged 50+, and Inkwell offering an innovative programme of creative wellbeing events online.



Still here for you.

Supporting your wellbeing at home  
#LeedsMindTogether



We developed new programs in response to the pandemic, e.g training on how to cope with social distancing, and peer support sessions on Coping with Isolation, Building Resilience and Managing Anxiety.

We also launched brand new services, both specific to the pandemic (for example, the grief and loss support service) and other, more general support (such as our Young Black Minds peer support programme)

So what can you do to help?

# Make a donation

**JustGiving**<sup>™</sup>

[www.justgiving.com/campaign/LeedsMind50kMentalHealthAppeal](https://www.justgiving.com/campaign/LeedsMind50kMentalHealthAppeal)



Bank transfer or by cheque

(please contact [fundraising@leedsmind.org.uk](mailto:fundraising@leedsmind.org.uk) for more info)



# Donation inspiration

Is your dining room now your office? Could you make a donation from the money you are saving on commuting each day?

Remember the coffee you used to buy on the way into the office...? Could you donate the money you've saved?

Have a birthday on the horizon and struggling for wish list gift ideas? Why not set up a Facebook birthday fundraiser for Leeds Mind, and have friends and family donate in your honour?

Have you been unable to host your usual social events through 2020 and 2021? Maybe you could make a donation instead.



# How your donation would make a difference

£5

could fund a Yoga or Art wellbeing session on Zoom

£20

could fund a month's Zoom subscription, allowing us to continue delivering virtual support

£40

could fund an hour of Counselling

£100

could fund a group support session for 15 people

£500

could fund a volunteer's travel and other costs for a year (We couldn't do what we do without our volunteers!)

£15,000

could pay for a 1-to-1 key working support for a year

£50,000

could cover the costs for a project to help 100 people experiencing mental health difficulties



# Fundraise!

Whether you've made a donation and just want to do that bit more, or you can't make a donation but you want to support our campaign, fundraising is a great option.

Challenge yourself, raise awareness about mental health and have fun in the process!



# Fundraising ideas

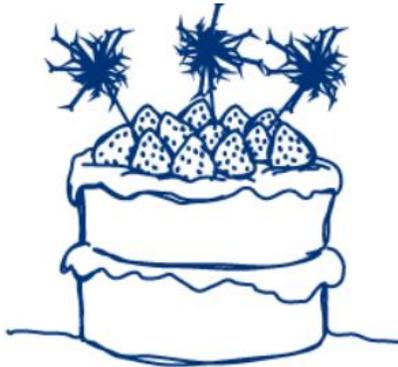
## Get quizzical

for Leeds Mind – hold a virtual quiz with friends and family



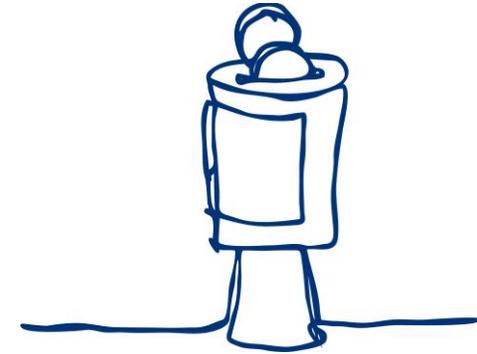
## Virtual Bake Off

Challenge your friends & crown your lockdown baker



## Walk, run or cycle

5km a day. Or gather a team, and collectively aim to cover a distance during March



For resources & more information visit [www.leedsmind.org.uk/fundraising](http://www.leedsmind.org.uk/fundraising)

or email our fundraising team [fundraising@leedsmind.org.uk](mailto:fundraising@leedsmind.org.uk)



# Spread the word

We understand that not everyone will be able to donate or fundraise. You can also support our appeal by helping us spread the word, so that as many people are aware of what we are trying to do as possible!

Over the next few pages, you'll find downloadable assets you can use to share on social media and beyond...

Follow us and share our posts about the appeal!



[www.leedsmind.org.uk/50k](http://www.leedsmind.org.uk/50k)



[www.facebook.com/LeedsMind](http://www.facebook.com/LeedsMind)



[www.twitter.com/LeedsMind](http://www.twitter.com/LeedsMind)



<http://www.linkedin.com/company/leeds-mind>



[www.instagram.com/leedsmind](http://www.instagram.com/leedsmind)



# Spread the word – downloadable assets



The flyer features a photograph of a man and a woman in blue t-shirts holding blue buckets. The text on the flyer includes the Leeds Mind logo, the title 'The Leeds Mind £50k Appeal', a sub-headline 'Tackling the mental health emergency in and around Leeds', a QR code, a call to action to visit the website, and a registration logo with the text 'Registered with FUNDRAISING REGULATOR'.

**mind** | Leeds  
for better mental health

**The Leeds Mind £50k Appeal**

Tackling the mental health emergency in and around Leeds

**Leeds Mind is launching an appeal to raise £50,000 to help tackle the mental health emergency.**

Before Covid-19, it was said that 1 in 4 people would experience a mental health difficulty. In Yorkshire and the Humber, 60% say their mental health has got worse through the lockdowns.

At the same time as demand going up, our fundraising income has been hit, with over 50% of income lost compared to last year. In these unprecedented times, we are needing to do more with less.

That's why we need your support.

Charity no 1007625

Please visit [www.leedsmind.org.uk/50k](http://www.leedsmind.org.uk/50k)

Registered with **FUNDRAISING REGULATOR**

## A6 Flyer

Please click the flyer to open it in your internet browser. From there, you can right click and save.

You might use this flyer to email to your friends and family, or print it off to display at work, or in a public place such as your local post office or corner shop (please seek permission).



# Spread the word – downloadable assets



## Social media image

Please click the image to open it in your internet browser. From there, you can right click and save, then share it on your social media profile.

This format is good for Twitter, Facebook and LinkedIn.



# Spread the word – downloadable assets



## Square social media image

Please click the image to open it in your internet browser. From there, you can right click and save, then share it on your social media profile.

The square image is best for your Instagram grid.



# Spread the word – downloadable assets



[Facebook cover photo](#)

[Twitter Header image](#)

[LinkedIn background photo](#)

## Social media header images

Please click the text below the image to open it in your internet browser. From there, you can right click and save, then share it on your social media profile.

These images go at the top of your profile, above your profile picture. There is a different size for Twitter, LinkedIn and Facebook.



# Spread the word – downloadable assets



## Zoom background or ppt slide

Please click the image to open it in your internet browser. From there, you can right click and save.

You can use this as a virtual background for Zoom calls, or add text to use as a Powerpoint slide in a presentation.



# Thank you for your support

Got questions?

Please:

- Visit <https://www.leedsmind.org.uk/50k>
- Email [fundraising@leedsmind.org.uk](mailto:fundraising@leedsmind.org.uk)
- Phone 0113 305 5800

