



# University Mental Health Day

MARCH 2ND 2017

Active Mental  
Health

# Fundraising Guide

**Why not use University Mental Health Day  
as an opportunity to fundraise?**

Raise awareness of student mental health and fundraise at the same time. You can be part of supporting Student Minds' work to help transform the state of student mental health. Your donation will enable us to empower more students with the knowledge, confidence and skills to look after their own mental health and support others through our national network of university groups.

# How can I fundraise?

Why not link your fundraiser to this year's theme 'Active Mental Health'?

- **Zumba/Aerobics:** get your move on, and have fun at the same time, get people to donate to attend or sponsor your activity.
- **Sporting match:** most sport teams enjoy a bit of healthy competition, two different teams could play a match against each other, with everyone donating to take part or to watch the match.
- **"Give It A Go" session:** team up with sports clubs to organise a 'give it a go session', aimed at people who don't already do the sport. Just make sure the sessions are accessible. How about a 'bring a mate' session or a beginner's class, charge people a donation to attend.
- **Sponsored event:** use this opportunity to take on a personal challenge you've always wanted to do; perhaps a sponsored cycle or a half marathon, or lead a sponsored group walk or activity.
- **Return to childhood sports day:** why not return to your childhood self, getting active does not have to be serious, set up egg and spoon and sack races and charge people to attend this fun filled event.
- **Get your university sport team** to choose Student Minds as their charity of the year for this year's varsity.

## #iamactivebecause

Take part in our photo donation campaign by taking a picture of yourself, team or friends with a sign saying **#iamactivebecause** and sharing it on social media, tagging 3 friends to do the same. Then texting 'STMD16 £2' to 70700 to donate to help support Student Minds work.

## Further information?

If you want to find out more helpful information on how to plan and publicise your fundraising visit our website for **5 steps to fundraising**. Please email our Fundraising Officer Grace at [grace@studentminds.org.uk](mailto:grace@studentminds.org.uk) if you have any questions about how to donate the money, or would like any advice on your UMHD fundraiser.

Please don't forget to share your fundraising efforts on social media accounts by tweeting @StudentMindsOrg and using the hashtag **#UniMentalHealthDay**.