

# FUNDRAISING TOOLKIT

Ideas for how to  
fundraise for Mind HK



**mindhk**

Your mental health matters.

# Thank you for deciding to fundraise for Mind HK!

Running a marathon, trekking a few KM, or just looking to raise money for mental health? There are multiple ways to support Mind HK to ensure no one in Hong Kong has to face a mental health problem alone.

At Mind HK, we value your fundraising efforts and your support for local mental health.

1 in 7 people in Hong Kong will face a mental health problem in their lifetime. Improving access to support and preventative measures are urgently needed. It is with your help that we can continue our vital work to increase awareness and understanding of mental health - to support and empower anyone experiencing a mental health problem.

This fundraising kit has all the information you need to successfully raise money and ideas to help get you started.

Thank you for supporting Mind HK and good luck with your fundraising!





# CONTENTS

How to Donate .....	5
Fundraising Tips .....	6
Fundraising Ideas .....	7
Online Fundraising .....	9

# Every effort matters.

All donations, big or small, can make a difference.



## HK\$500

Can provide introductory mental health literacy training to one individual, who will go on to impact up to 25 others



## HK\$750

Can train one young person in mental health literacy workshop for free



## HK\$1,000

Can certify one person in Mental Health First Aid to provide adequate support to individuals in a mental health crisis.



## HK\$2,500

Can provide thousands with one free, open resource comprehensive resource on a specific mental health topic



## HK\$10,000

Can support the implementation of our Coolminds youth mental health literacy workshops (sessions for parents, educators, and youth) within one school

# HOW TO DONATE

## Set up fundraisers

You can set up a fundraiser on [Simplygiving](#), to support our work. Click here to download the simplygiving toolkit on how to set up a fundraiser.

## Regular donation

Set up a regular donation to Mind HK through Paypal. More information on our donation webpage: [www.mind.org.hk/donation](http://www.mind.org.hk/donation).

## Donate through FPS

You can donate through FPS by entering our email ([accounts@mind.org.hk](mailto:accounts@mind.org.hk)), or FPS ID (100479005).

## Donate through cheque

Make a cheque payable to "Mind Mental Health Hong Kong Limited". Please mail your cheque to: Mind HK, Unit B, 18/F, One Capital Place, 18 Luard Road, Wan Chai, Hong Kong

## Donate via Bank Transfer

Bank Name: The Bank of East Asia, Limited  
Branch Address: No 10 Des Voeux Road Central, Hong Kong  
Account Name: Mind Mental Health Hong Kong Limited  
Account Number: 015-514-68051040  
Swift Code: BEASHKHH  
Country: Hong Kong

### Learn more:

[www.mind.org.hk/donation](http://www.mind.org.hk/donation)

### Questions about donations?

Email: [melissa.kong@mind.org.hk](mailto:melissa.kong@mind.org.hk)

Phone: +852 3643 0869

# How to get started?

## 1. Set up a online fundraising page

You can set up an online fundraising page on [Simplygiving](#), an online fundraising platform.

## 2. Get Personal

Once you have decided on your fundraising campaign, on your Simplygiving page (or wherever you're promoting your fundraising) be specific about what you're doing, your fundraising goal and why you're passionate about the cause.

## Remember to include information about Mind HK:

Mind HK (Mind Mental Health Hong Kong Limited) is a S88 registered charity (91/16471), which launched in 2017. The organisation's vision is to ensure no one in Hong Kong has to face a mental health problem alone. Through resources, training, and outreach campaigns and programmes, their work helps to educate around mental health and remove the associate stigma, with the aim of achieving the best mental health for all in Hong Kong. With existing collaboration and research efforts, Mind HK supports Hong Kong in becoming a global leader and regional model for public mental health. For more on their work, vision and mission, please visit [www.mind.org.hk](http://www.mind.org.hk).

## 3. Spread the Word

Tell your friends, family and colleagues. Think of 15-20 people most likely to donate to your campaign. Send them a personal email, text or message them. Remember to link your Simplygiving page in the message.

## 4. Promote

Share your fundraising campaign with posts and stories on your social media accounts - Facebook, Instagram and Twitter. Always add your Simplygiving page to your posts and don't forget to tag us @mindhongkong on [Instagram](#)/[Twitter](#)/[Linkedin](#) and @HongKongMind on [Facebook](#).

## 5. Appreciate

It's important to thank the people who donate to your campaign. Remember to share your fundraising campaign with us so we can thank you for your efforts as well! Email us at [media@mind.org.hk](mailto:media@mind.org.hk)



# FUNDRAISING IDEAS

However you want to fundraise, make a difference your way.

## Challenge yourself

Run a marathon, or just 5km, trek Hong Kong's peaks or plan a sponsored cycle. Whatever active challenge you want to take on you can turn it into a fundraising campaign.

Whether you take part in an organised event on behalf of Mind HK (e.g. The Hong Kong Marathon), or take on your own active challenge - ask people to sponsor you to complete your goal.

## Classic Fundraising Events

Sell cakes at a bake sale and donate the proceeds. Host a sports/activity day and charge teams an entry fee. Organise a dress-up/casual clothes day and ask for a small donation. These popular fundraisers always go down well at work or school.

## Host an exercise event

Are you a personal trainer, dance instructor, yoga teacher, etc? Or know someone who is? Organise a workout class or event, asking people for a donation to attend.



## Host a workshop

Do you have a skill you can teach others? Why not host a workshop - for example, a crafting event, art class or cooking class. Go seasonal with it - host a decoration or festive baking workshop for Christmas, lantern making for Spring Lantern Festival, or any other holiday! Ask attendees for small entry fee and donate the proceeds.

## Host a night-time fundraising event

Do you have a musical talent, are an entertainer, run a venue or just want to rent a space to host an event? Put on an act, promote it as a charity event and donate your audience's ticket fees. Alternatively, you could place a collection bucket for Mind HK at your event and donate the proceeds.

## Anything else you can think of!

Whatever activity you enjoy that gets people together, it can be made into a fundraising event, just get some collection buckets or charge a small entry fee and donate your proceeds



# ONLINE FUNDRAISING

There has been a lot of uncertainty recently, limiting fundraising opportunities. We can't predict future situations, but we can be prepared to make the most of fundraising in uncertain times.

## Take your event online

If you are unable to host an in-person fundraising event, you can take part in virtual fundraising instead.

- **Take part in an outdoor active challenge** - if organised events are canceled you can still challenge yourself to complete an active goal outdoors. Get people to sponsor you online via [Simplygiving](#).
- **Host an online fundraising event** - whatever event you want to organise (workshop, workout class, concert, or anything else) you can host online via a streaming service (e.g. Zoom). Ask attendees for a small ticket fee to access the link to your live stream and donate the proceeds.
- **Live-stream fundraising** - do you engage with followers online through live streams? Maybe you game online with friends or you're a pro with a big audience. Promote your free live-stream event, set up a [Simplygiving](#) page and a fundraising target, tell those watching about Mind HK and encourage them to donate by sharing your page throughout the stream
- **Online auction** - have you got clutter you want to get rid of, or clothes you don't wear anymore? Sell them online and donate your proceeds.



# Thank you for your support, good luck fundraising!

## About Mind HK

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