



COVID-19  
APPEAL



# Virtual Fundraising

Your guide to virtual fundraising for Cambridgeshire,  
Peterborough and South Lincolnshire Mind (CPSL Mind)

[www.cpslmind.org.uk](http://www.cpslmind.org.uk) registered charity 265087

# Why support us?

Cambridgeshire, Peterborough and South Lincolnshire Mind (CPSL Mind) promotes positive wellbeing across our communities and we campaign against the stigma & discrimination faced by so many people experiencing mental health challenges.

We are a local independent charity, part of the Mind network.

Last year we provided 21,400 hours of one to one support to individuals plus 546 hours of workshops and peer support groups and we trained over 1,500 people in mental health related courses.

## #Coronavirus

Everyone reacts differently to events and the way that we think, feel and act will change over time. It's important that we all take care of our mental health as well as our physical health and seek further support if we need it.

Due to the coronavirus (Covid-19) pandemic, many people will feel anxious, lonely or stressed as they self-isolate or experience other pressures in their home or working life.

Right now, its really important that we maintain our work with people with lived experience of mental health and ensure services are available.



@cpslmind



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# How we are helping

We have responded quickly to Covid-19 by adapting existing services and introducing new initiatives so we are still able to give vital support to those who are struggling with their mental health.

- Our **Sanctuary Service**, providing out of hours crisis support is still available via telephone.
- Our **Good Life Team** is still providing one to one support to our specialist mental health service clients via telephone and, where necessary, through face-to-face visits observing social distancing guidelines.
- We are now offering virtual **Good Mood Cafes**, **Open Door Calm Spaces** and **Peer Support Groups** as part of our Good Life Service.
- Our new online chat support and wellbeing community - **Qwell** is available now. This service provides free online chat based counselling sessions via instant messaging.





*You may feel isolated, but you are not alone*

We have partnered with Lifecraft and other local voluntary organisations to support local people during this time of crisis and have launched **Lifeline Plus**.

**Lifeline Plus** is a new helpline for Cambridgeshire and Peterborough, providing a listening ear, to discuss issues affecting mood and wellbeing. We offer support to those overwhelmed or emotionally struggling during these exceptionally difficult times, helping people to feel they are not alone and that there are things they can do to help build resilience and manage their wellbeing. We work with others to be able to signpost specific advice for other concerns too.

The line is available Monday to Friday - 9am-2pm by calling Freephone 0808 808 2121.

## You can make a difference



Here are some specific ways your fundraising will help those in crisis at this challenging time...

- £30 enables a member of staff to provide telephone or email support to someone who is in distress and doesn't know where to turn.
- £150 will provide specialist training for one volunteer –who will then go on to support up to 10 people within the local community.
- £4,750 funds The Sanctuary for one week. This is for those people in a mental health crisis in the area and it is accessed by calling NHS 111, Option 2.



# Virtual Ideas

## 1. Virtual Quiz

Use Skype, Facetime, Zoom, Twitch or Google Hangouts to hold a virtual quiz. Set up a JustGiving page and ask participants to make a donation to take part.



## 2. Virtual Crafternoon

Get together with your friends and family online for a virtual creative afternoon or evening. You will complete something creative, whilst spending time with your favourite people. Set a time and date, find ideas or use the skills you already have such as life drawing or knitting and ask participants to donate directly to our website or you could set up a JustGiving page.

## 3. Bingo or Card Games Challenge.

There are more than three million bingo players in the UK and let's hope you get a full house! You could encourage your friends to join you on a platform such as Zoom for a game of Snap or 21? Set up a date and time and spend the evening with friends. Simply set up a JustGiving page or ask participants to donate directly to the website.

## 4. Home Workout Wellbeing Challenge

Keep fit whilst raising money for CPSL Mind. It could be that you reach a daily step count for several days, reach a particular mileage or complete your favourite home work out every day for a week. Here is an example of stair challenge where you can climb the height of a famous peak or building on your terms and in the comfort of your own home. The sky is the limit! Simply set up a JustGiving page asking friends, family and colleagues to sponsor you.

## 5. Virtual Classes

Perhaps you have a skill such as drawing, yoga, a language or a musical instrument that you could share with others online through Facebook Live, Instagram Live or YouTube? Set up a JustGiving page and ask for a donation in order for people to join.

## 6. Guinness World Record

Why not try to break a world record? Please go to the GWR website to learn how to complete a challenge safely during the Covid-19 pandemic - [www.guinnessworldrecords.com/records/how-to-collect-and-submit-evidence/evidence-requirements-covid-19](http://www.guinnessworldrecords.com/records/how-to-collect-and-submit-evidence/evidence-requirements-covid-19). Set up a JustGiving page and get friends and family to donate for your record breaking feat.

### Virtual Climbs

MISSION VERY POSSIBLE!

Virtual mountains	No of steps	No of flights
Slieve Donard, Northern Ireland	5,390	360
Scafell Pike, England	6,180	412
Mount Snowdon, Wales	7,120	475
Ben Nevis, Scotland	8,810	587
Mount Blanc, France	30,420	2,028
Mount Kilimanjaro, Tanzania	38,680	2,578
Mount Everest, Nepal	58,070	3,871

Virtual buildings	No of steps	No of flights
Millennium Dome, England	320	21
Sydney Opera House, Australia	425	28
Clifton Suspension Bridge, England	490	33
Big Ben, England	632	42
Forth Rail Bridge, Scotland	680	45
BT Tower, Birmingham, England	997	66
Blackpool Tower, England	1,036	69
Seattle Space Needle, USA	1,164	78
Canary Wharf Tower, England	1,600	107
Petronas Twin Towers, Malaysia	2,860	190
CN Tower, Toronto, Canada	3,500	233

[bhf.org.uk/healthatwork](http://bhf.org.uk/healthatwork)

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## 7. Online Gigs

If you have a talent such as singing or comedy, now is your time to share it! Take it online to a virtual gig or onto platforms such as YouTube or Instagram Live. Set up a JustGiving page so that those who join your gig can make a donation.

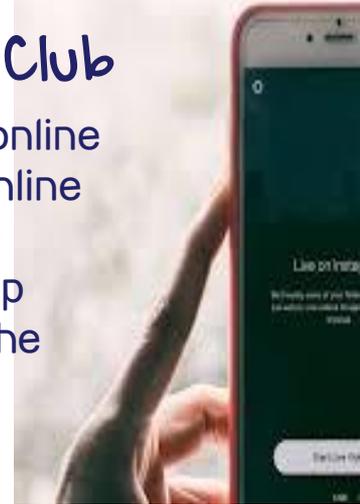
## 9. The Great CPSL Mind Bake Off

Could you set up a challenge amongst your friends to see who is the best cake decorator? After showing the cakes on Instagram or Facebook you can vote to see who is crowned the 'Bake Off Champion'. Set up your JustGiving page so that your friends and family can donate for their votes.



## 8. Virtual Book Club

Take your book club online or set up your own online book club. Donate the money that your group would have spent in the café to CPSL Mind.



## 10. Through the keyhole

Could you play this T.V. game show from home with colleagues or friends? Take some photos or a short video and get your colleagues to do the same. Then guess who lives where. Set up a JustGiving page and then donate to enter.

If you are inspired to take up a virtual fundraising challenge, please contact Zoe Doherty: [zoe.doherty@cpslmind.org.uk](mailto:zoe.doherty@cpslmind.org.uk) - 07824 360 349 or Catherine Keating: [catherine.keating@cpslmind.org.uk](mailto:catherine.keating@cpslmind.org.uk) - 07989 162229

Don't forget to tag @cpslmind in your social media posts!

