

Fundraising Toolkit



Find out more and get involved
www.mindflow.charity

Thank you

Thank you so much for choosing to fundraise in support of Mindflow's vital work in championing mental health within the construction industry.

Every penny you raise will help positively impact construction communities across the UK.

Mindflow is a charity founded by Causeway Technologies, tackling the mental health crisis in construction head-on by making mental well-being a core part of every construction site. Through our Mental Health Charter and football-driven outreach, we're driving real change—ensuring no worker ever has to struggle alone.

We exist to create an open, supportive culture in construction by normalising mental health conversations, harnessing community connections and challenging stigma.

We can't do this alone, we need your help and support to achieve this – a construction industry that values mental well-being as highly as physical safety, with early support and open connections to help every worker thrive.



Construction workers are **four times** more likely to die from suicide than the average male

7,000

lives have been **lost to suicide** in the last decade

2

workers take their own lives **daily**

Changing the game

When I first stepped onto construction sites as a mental health ambassador, I didn't know exactly what to expect. Coming from the world of professional football, I'd moved from one traditionally macho environment into another, but nothing could have prepared me for the sheer scale of the mental health crisis hidden behind hard hats and hi-vis vests.

Over the course of 18 months, I travelled the country speaking directly to over 1,400 site workers and what I heard was both sobering and deeply motivating. More than half told us they were struggling with their mental health and many were living with anxiety, depression or worse, often in silence. And heartbreakingly, we learned that two construction workers still take their own lives every working day in the UK and sadly this is increasing.

This isn't just a statistic, it's a call to action. What began as a fact-finding mission quickly turned into a much bigger mission. And it became clear to me that we needed to do something tangible to save at least one life. That's why we created Mindflow.

Mindflow is a charity born from the voices of workers and built on the belief that mental health must be valued as highly as physical safety in construction. We exist to create real change by normalising the conversation, embedding mental health standards into daily practice, and reaching workers in ways that truly resonate.

One of those ways is through football. Football has always had the power to bring people together. On site after site, I saw how a simple chat about the weekend's match could open the door to deeper, more meaningful conversations. That's why we launched Mindflow Match-Ups, our outreach programme that brings ex-footballers like myself into construction settings to share experiences and spark honest, stigma-free discussions about mental health.

But we're not stopping there. We've also introduced the Mindflow Mental Health Charter, a set of clear, industry-wide standards designed to make well-being a non-negotiable part of site culture.

Mindflow is more than a charity, it's a movement. One that champions connection over silence, support over struggle, and prevention over crisis and we need your help and support to drive these changes. Your generous fundraising is playing a part in creating positive, lasting change for the construction industry.



Thank you and all the very best,
Trevor Steven
CEO Mindflow

Kick off your fundraising

Whether you're a fundraising pro or first timer, sometimes you need a little inspiration to get started.

Fundraising on your own

- 1 Test your endurance by taking up a physical challenge which also supports positive mental health. Choose your challenge of choice, from cycling, walking, running, swimming or why not stay with the football theme and do a keep ups challenge and get your family and friends to sponsor you.
- 2 Want to get rid of some clutter? Why not pop your unwanted household bits on ebay or head to a car boot sale and donate the proceeds to Mindflow?

Top tip ★
Leverage birthdays and other important dates to ask for donations instead of gifts.



Fundraising in the workplace

- 1 In it to win it. Whether it's Wimbledon, the Grand National or Eurovision, everyone loves a sweepstake. Source a prize, then ask your colleagues to pay to play.
- 2 Donate your last hour's pay each month – and encourage others to follow your shining example.



Top tip ★
Many companies offer employees the chance to boost their fundraising by 'matching' the money you raise. Speak to your HR department to find out if this is something your company offers.

Football themed fundraising

- 1 Host your own football match screening – if you have a large screen, invite your mates and colleagues around and ask for a small donation.
- 2 Organise a charity match and recruit teams from within your business and suppliers and contractors. Ask for a minimal donation to enter a team and why not hold a raffle too?
- 3 Host a football themed quiz – create some engaging questions and test people's football knowledge. Charge a minimal amount for each team and donate it to our charity.



Top tip ★
Why not contact your local football team to ask for a piece of merchandise to use for fundraising, most clubs have a policy to give.



Championing mental health in construction

Name _____

Address _____

Address

Postcode _____

Postcode

By sponsoring me, you're positively impacting the

mental health of construction workers across the UK.

- Gift Aid allows charities to claim the basic rate of tax on every pound donated. That's an extra 25p per pound!
- Ask every tax-paying donor to write their full details and tick the Gift Aid box to increase their donation at no extra cost. They must do this in their own handwriting so we can claim Gift Aid.
- When you pay this money you've raised, make sure you send us this form too.

Tick here for 'Gift Aid'.
Please read the details
and declaration below

[illegible]

* I have read this statement and have ticked the box headed 'Gift Aid' as confirmation that I am a UK Income Tax and/or Capital Gains tax payer. I want the Mindflow to reclaim tax on the donation detailed, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand Mindflow charity will reclaim 25p of tax on every £1 that I have given. We will only use the details that you have provided for the purposes of administering your donation and for claiming Gift Aid.

Registered with
**FUNDRAISING
REGULATOR**



giftaid it

Tick here for 'Gift Aid'.

Please read the details and declaration below*

[illegible]

* I have read this statement and have ticked the box headed 'Gift Aid' as confirmation that I am a UK Income Tax and/or Capital Gains tax payer. I want the Mindflow to reclaim tax on the donation detailed, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand Mindflow charity will reclaim 25p of tax on every £1 that I have given. We will only use the details that you have provided for the purposes of administering your donation and for claiming Gift Aid.

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Registered Charity No: 1209870 www.mindflow.charity



How to pay in the money you raise

Send a cheque to our office

Please include your name and address so we can thank you for your generosity:

Made payable to:

Causeway Mindflow
Sterling House,
20 Station Road,
Gerrards Cross,
Buckinghamshire,
SL9 8EL

Pay directly into our bank account

Natwest Bank

Account number:
54548322

Sort code:
60-70-03

Online

The easiest way to fundraise is to set up a **JustGiving** account Log In - **JustGiving**. It's quick and simple to do and a secure and hassle-free way to collect donations.

www.justgiving.com/charity/mindflow-charity



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Please encourage your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated

Hope you have a match winning fundraising experience



For further information and support contact fundraising@mindflow.charity





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