

Southend Mind Fundraising Focus

Autumn/Winter 2011

New horizons for better mental health

Southend Mind



Providing mental health services across Castle Point Rochford and Southend

Reg. Charity Number 264982



Southend Mind Pier Challenge

More than 85 supporters took up the Southend Mind Pier Challenge to raise awareness and funds in celebration of World Mental Health Day and to help local people who are facing the challenges of mental ill-health.

The sun shone and walkers chose their challenge from four distances ranging between one and eight miles.

President of Southend Mind, Sir Teddy Taylor cut the ribbon and spoke of his pleasure at such a good turnout and thanked everyone who participated.

Southend Mind Chairman, Kay Ward said; "We are delighted that so many people took part and we plan to make this an annual event. We estimate that we will raise in excess of £4,000 from the Pier Challenge and, on

behalf of all at Southend Mind, a huge thank you to everyone who took part, to all our volunteers and to the Rendezvous Casino for their sponsorship and participation on the day."

Kay continued; "With one in four of us dealing with mental health difficulties at some point in our life it is so important to deliver more services to the people of Rochford, Castle Point and Southend."

Frank Bruno
at the Southend Mind
Annual Mental Health Conference
see page 2



Dear Supporters

We do hope you enjoy our first Fundraising Focus newsletter. As many of you know, our charity was formed in 1966, a great year for us as well as British football, but this is the first year that we have looked to the community for help.

Since we started actively fundraising in February 2011 we have been very heartened by the support we have received, particularly in these challenging times.

People have, dressed up, jumped out of planes, bowled, walked, run and sung, to name some of the activities – all to raise money for us.

We hope you enjoy reading about some of them and thank you one and all for your continued support.

Best wishes

Barbara Warner *Head of Fundraising*

Mental Health Conference

More than 150 delegates from all over the UK attended the 2011 National Mental Health Conference and Training Event on Wednesday 22 June 2011 which was hosted by Southend Mind.

The conference, at the Park Inn Palace Hotel, had the theme 'no health without mental health' and featured an in depth interview with former WBC Heavyweight champion Frank Bruno.

Frank spoke about his battle with mental health problems, his month in Goodmayes Hospital during 2003 under the Mental Health Act and his subsequent recovery.

Chief Officer, Anthony King said: "The conference was a great success and I trust that everyone who



Frank Bruno with (l to r) Southend Mind Vice Chairman Peter Payne, Chairman Kay Ward and Chief Officer Anthony King

attended found the guest speakers and the workshops helped to widen their understanding of mental health issues."

Anthony continued: "Frank Bruno was inspiring, speaking openly about his depression, before being diagnosed with bipolar disorder, and how he has overcome his problems. I thank all the speakers and our staff for their hard work on the day."

Frank Bruno is involved with the national 'one in four' campaign to raise awareness and reduce the stigma of mental ill-health.



Fantastic football fundraiser

The sun shone, spectators cheered and 24 teams took part in the Southend Mind 5-a-side Football Charity Challenge.

Sponsored by Southend based company Newline Essex Ltd the event, held at Play Football in Westcliff, raised an impressive £1,300 for Southend Mind.

Following a closely contested final Rayleigh Town took the Newline Essex Cup beating Forever Losers 4:2.



Soaring for Southend

Seven intrepid fundraisers took part in a sponsored parachute jump at Beccles Heliport in Suffolk and raised more than £1,250 for Southend Mind. Jumping in tandem from a height of over 12,000ft, the skydivers experienced freefall at around 120mph for approximately 40 seconds before the instructor deployed the parachute at 5,000 ft.

Thank you guys – we applaud you.



Hair raising experience!

The old saying 'no pain, no gain' was never truer than when Adam Sultana from Rayleigh was waxed from the neck down to raise £700 for Southend Mind.

Cheered on by family and friends, the sponsored 'waxathon' was held at the Rayleigh Retreat beauty salon where beauticians worked in pairs for an hour and 20 minutes leaving Adam, age 26, with only the hair on his head and his modesty in tact.

Rayleigh Retreat owner Julie Cole explained why the waxathon was organised saying: "I have suffered with depression for some years and I wanted to help other people so Southend Mind is very close to home for me. Adam is one of our customers and he kindly offered to help."

Julie added: "A big thank you to Adam for being such a good sport and to our staff who did a great job. I am delighted that we were able to raise money for Southend Mind, it's so important that we help people with mental health problems."

Adam's wife Helen, who works at The Royal Bank of Scotland, also organised a staff dress down day to boost the amount raised.



Family support, ready to start



Smooth Adam with Rayleigh Retreat staff – Julie Cole to Adam's right

Masala and music..... magic

A fundraising evening at award winning restaurant Café Masala in Thorpe Bay Broadway raised £1,000.

Local singers India Linzey, accompanied by guitarist Matt Thomas, and Callum Pretty gave their time free of charge and wowed the full restaurant. Café Masala donated £510 from the sale of tickets and a raffle and donations rounded up the total to an impressive £1,000.

Winner of Essex Factor, India Linzey said: "We are very pleased to support Southend Mind and we are delighted that so much money was raised."



Singers Callum Pretty (second left) and India Linzey together with staff from Café Masala

South Benfleet Bowling

Members of South Benfleet & Canvey Bowling Club presented a cheque for over £360 raised from a Charity Day held this summer.

Club member Barbara Smith, who nominated Southend Mind as a beneficiary, presented the cheque and said: "I know how important it is to help people with mental health problems as my mother was unwell for several years. I am so pleased we have helped Southend Mind and I thank all of the members of the club for their support."



Club members with Barbara Smith (centre holding banner)

Corporate Focus

Rendezvous Casino Charity Champions

The Rendezvous Casino at the Kursaal has 'adopted' Southend Mind as charity champions and in the few short months since Rendezvous Casino Club Director, Tony Donnelly, presented a £500 cheque to Southend Mind for the Pier Challenge their involvement has escalated.

Many of their staff took part in the Pier Challenge and plans are underway for future events which will include a fashion show and dinner dance. Last, but definitely not least, a member of the Rendezvous Casino staff will be working one day a week in the Southend Mind offices to help with fundraising projects.

Tony Donnelly said: "It is an honour to be associated with such a worthy charity as Southend Mind. The work of the charity not only generates greater awareness within our community but actively ensures that help is readily available."



Rendezvous Casino staff with Club Director Tony Donnelly (far right)

Sainsbury's Rayleigh Weir Charity of the Year

Southend Mind has been chosen by Sainsbury's Rayleigh Weir as their local charity partner for 2011/2012. The announcement came after Castle Point customers voted for the local charity they wanted to support.

Collection tins and buckets are in store and plans are underway for collections, bowling nights and parachute jumps

**Sainsbury's
launch**



Housing Happiness for Southend Mind

Trustees and staff celebrated the award of a two year grant for £35,200 from the Lloyds TSB Foundation for England and Wales that has enabled us to provide more help to the tenants living in our supported housing.

The grant has been used to employ an additional Housing Support Worker and to provide 'out-of-office hours' support.

Southend Mind Chairman, Kay Ward, said: "We are delighted to be in receipt of this very generous and much needed grant from the Lloyds TSB Foundation for England and Wales. On behalf of the trustees, staff and clients of Southend Mind, thank you so much."

With six houses in Southend and Westcliff, which provide accommodation for 26 local people dealing with mental health problems, the addition Housing Support Worker was urgently needed.



(L to R) Finance Manager, Rita Ringshall; Trustee Mike Bunclark; Chairman, Kay Ward, Chief Officer, Anthony King

Blues score for Southend Mind

Volunteers were out in force at Roots Hall on Saturday 3 September for the Southend United FC game against Northampton.

Although the Blues, who played well, had to settle for a 2:2 draw, the charity raised a winning £500 thanks to the generosity of the Southend United FC supporters.



Volunteers at Roots Hall

Thank you to.....

The IRIS Club and all its supporters

The Rendezvous Casino

Sainsbury's Rayleigh Weir

The Rotary Clubs

KeyMed

Newline (Essex) Ltd

Rayleigh Retreat

Play Football

Sophie Dallender

Insure & Go

Royal Bank of Scotland

India Linzey



Dressing Down Day at Insure & Go

Thank you to the **Leigh-on-Sea Constitutional Club** for raising a much appreciated £475 at their monthly quiz night. Quiz master and charity organiser, Rob Daley, together with membership secretary, Andy Cook, hold regular quiz nights at the club and raise as much as they can for local charities.

Callum Pretty

Cara Dawson

Phil Ball

Jamie-Louise

Adam Sultana

Naval & Military Club

Robert Lee

The Royals Shopping Centre

South Benfleet & Canvey Bowls Club

Park Inn Palace Hotel

Café Masala

Southend Pier Staff

Thundersley On Foot

Lions Club of Leigh-on-Sea

Lloyds TSB Foundation

Southend United FC

SEPT

Southend Borough Council

South East Essex PCT



Showcase Charity Music Night

A big thank you to supporter **Les Browning** for raising £342 from collections and sponsorship. Les even dyed his hair and beard pink to boost the funds - that's dedication!

Our thanks to **Joe Patchick** and his family and friends for donations of £490. Mr Patchick celebrated his 80th birthday this summer and asked for donations to Southend Mind instead of birthday gifts.



Joe and Pauline Patchick on the big day

Corporate supporters

 Lloyds TSB | Foundation for England and Wales



OLYMPUS

Olympus KeyMed
in Support of the Community



Sainsbury's
Try something new today

leigh
retreat
...beachy destination & day spa

part of the
Newline Group
of companies
NLG

park inn
by Radisson



Thank you so much to everyone for the donation of time, money and gifts. All will help people in Castle Point, Rochford and Southend who are dealing with the challenges of mental ill-health.

Your support raises awareness as well as much needed funds and your efforts, large and small, really do a make a difference.

Mental health - the facts

- *At any one time around one adult in six is experiencing symptoms of mental health illness.*
- *One in four of us will experience mental health problems during our lifetime.*
- *Mental health illness is the largest single cause of disability in our society.*
- *This week in the UK 106 people will kill themselves and 2,300 adults will be admitted to a mental health hospital.*

Our services we are here to help

Supported Housing

We have six houses for people with mental health difficulties and provide qualified staff to help with any problems our tenants may face.



Therapy for You

One to one cognitive behavioral therapy sessions and support groups with trained therapists for people who are dealing with a range of problems including depression, phobia, bereavement, stress, self harming and anger management.

Community Bridge Building

This service, provided in Castle Point and Rochford, helps people to access services in the community enabling them to overcome feelings of anxiety, isolation and fear.

REASON

(Racial Equality Accessing Support Opportunities Now) This project covers South East and South West Essex and provides positive links between mental health service providers and ethnic minority communities.

In addition, Southend Mind staff deal with phone enquiries (duty calls) giving advice and signposting people to other appropriate services.

All our services aim to empower individuals to improve their social skills, integrate into the local community and enhance their quality of life.

Why we need help

Historically our funding has come from statutory bodies and housing benefit. With reduced funding available we need £50,000 to deliver our existing services without going into debt this financial year.

We also want to grow these services which will cost an estimated £100,000 to provide greater support.

Southend Mind can do so much more if the necessary funds are available but we also want more people to know that we are here and can help. We need to get people talking about mental health problems to raise awareness and reduce stigma. This will help to give people suffering with mental health problems the impetus to come forward.

The future

Additional funds will enable us to bring back youth counselling services, launch a project to help people suffering with PTSD (Post Traumatic Stress Disorder) and ultimately open a drop-in centre offering guidance, advice and help. Charitable funds will also help us to plan ahead and aid stability to the organisation without the fear of funds being withdrawn.

**For help and
advice call
01702
601123**

How you can help.....

Donations

To make a donation, please complete the form overleaf. If you are a UK taxpayer, please remember to tick the Gift Aid box increasing your donation by 25% at no cost to you.

Events

We have many exciting events planned throughout 2012 and welcome your support. Alternatively, you may want to organise your own fundraiser such as a quiz night, charity dinner or sponsored event.

Extreme Challenges

If you are tempted to skydive, climb a mountain or maybe trek the Great Wall of China contact our office for more information.



Gifts in kind

Gifts that we can use as raffle and auction prizes are always very welcome so please remember us when you receive any unwanted presents.

Gifts in memory

Donations in memory are always very appreciated and a wonderful way of paying a tribute to a loved one

Legacies

Legacies are a vital resource which can help us plan for the future. After remembering your loved ones, please consider Southend Mind in your will.

Volunteer

Your time is valuable to us. We need volunteers to help with collections, to act as marshals and to assist with the smooth running of our fundraising events.



Donation Form

Please use this form to make a donation to Southend Mind. Thank you.

Name.....Mr/Mrs/Miss/Other

Address.....

..... Postcode.....

Telephone.....

Email.....

I would like to donate £.....

Date.....20.....

If your donation is **in memory** of a loved one, please give details

.....

giftaid it

For every pound you give to Southend Mind, Gift Aid allows us to claim an extra 25% from the Inland Revenue at no cost to you. If you wish to Gift Aid your donation, please tick the following.

- I (details above) would like Southend Mind to claim Gift Aid on this donation and all donations I make in the future. I understand that I must be paying income tax or capital gains tax at least equal to the amount reclaimed by the Charity and that I can cancel this Gift Aid declaration at any time by writing to the Charity.
- If you do not wish to receive information about fundraising at Southend Mind, please tick this box.

Dates for your 2012 diary

28 June Constitutional Club Quiz Night

7 July - Moonlight Colourthon

8 July - 5-a-side Football Charity Challenge

25 August - 5-a-side Football Youth Tournament

7 October - Southend Mind Pier Challenge

17 October - Occasion Boutique Fashion Show
at the Rendezvous Casino



Christmas Grand Prize Draw



Your chance to win £4,000 in Mind's Christmas raffle
Tickets Enclosed

Please return the completed stubs, together with cheques made payable to
Southend Mind, to 112a Southchurch Road, Southend, SS1 2LX
by Monday 19 December 2011.

Proceeds will be shared equally between Mind nationally and Southend Mind.

For more raffle ticket books, please call Barbara on 01702 601123.

On behalf of everyone at Southend Mind
we wish you a very happy Christmas
and a happy, healthy and
prosperous New Year.

Contact us at:

112a Southchurch Road, Southend-on-Sea, Essex SS1 2LX

T: 01702 601123

e: office@southendmind.org.uk e: events@southendmind.org.uk

w: www.southendmind.org.uk

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