

Riders Minds

TOGETHER WE CAN MAKE A DIFFERENCE



WELCOME TO THE TEAM

Thank you for fundraising for Riders Minds. **Together we are changing lives.**

Together we can help to stop the stigma surrounding mental health and reach all those who need support. The money you raise goes towards developing the resources that Riders Minds has to offer and enables us to reach and help even more equestrians.

1 in 4 people in UK experience a mental health issue during their lives but we know that not everyone is happy to talk to their loved ones.

Riders Minds offers a confidential helpline, text service and web chat, available 24/7 for everyone in the equestrian industry.



About Riders Minds

Riders Minds is a bespoke, comprehensive, freely available, resource dedicated to supporting and improving the mental health of all horse riders.

We offer direct support for everyone in the equestrian community. Guidance from our trained counsellors is freely accessible 24/7 through our confidential helpline, text support and webchat services. This provides invaluable immediate support for those in crisis or requiring a listening ear.

By fundraising for Riders Minds you are helping to reach even more people who need help and enabling the development of life-saving resources.



CHALLENGE YOURSELF

Your challenge is your own and we are here to support you every step of the way. You might choose to do a sponsored run, bike, walk, ride or swim; or maybe hold a coffee morning, organise a fun ride, have a silent disco, host a horsey car boot, or do a sponsored silence. The list is endless and our team is on-hand to help.



HOW TO TRACK A PHYSICAL CHALLENGE

If you fancy getting your teeth into something physical it is easy to map your progress with any of the free apps available (Strava, MapMyRun, FitBit etc) to keep a tally of your miles throughout the month. If you are riding have a look at Equilab. You can download these for free on the app store.

FUNDRAISING

By getting your friends and family involved in your fundraising they can help to support and motivate you along the way.

Setting up an online fundraising account is a great idea so that you can keep track of donations. It also allows your supporters to follow your progress. You can then share the link via your personal Facebook and/or Instagram channels to allow people to easily donate.

To set your page you may need our **charity number which is: 1197938**.

Alternatively, if you are fundraising in cash, you can use the fundraising template which is available to download on the Riders Minds website.

ONLINE PLATFORMS

As a charity, we are registered with **Just Giving**: <https://www.justgiving.com/> you will need to create an account and select Riders Minds as your charity of choice.

Please note that these platforms take a % of the total money raised.

Alternatively, if you would rather people can sponsor you directly through our **GoFundMe page** which is: <https://www.gofundme.com/f/v4xsrc-riders-minds>.

Don't forget to make your social posts public and tag us so we can celebrate your achievements using the #ridersminds and #supportingridersminds.

JustGiving™



TOP TIP

Update your page regularly and keep sharing the link to your page on your social media channels with reports of your progress.



SOCIAL MEDIA



Our Riders Minds Facebook page is: <https://www.facebook.com/RidersMinds> please do tag us in your posts and don't forget to use the hashtag #ridersminds and #supportingridersminds. Don't forget that your posts will need to be public so that we can see them!

Instagram: Our Riders Minds Instagram handle is @riders_minds. We would love you to mention us in your posts and stories and remember to use the hashtags #ridersminds and #supportingridersminds. Don't forget that your posts will need to be public so that we can see them and share them!

Top tip: Your fundraising links won't work on your Instagram feed posts so try editing your bio and adding the link in there instead, and add it to your stories.

**Act
Care
Talk**



#equestrianstogether
#actionsspeaklouderthanwords

SUPPORTING YOU

As part of the support we offer we are delighted to create some Riders Minds branded images for you. Send us a picture to liz@ridersminds.org and we will send it back to you branded with the Riders Minds logo for you to use on your social media. Please note this might take up to 24 hours!

MERCHANDISE

We have a select range of Riders Minds merchandise and are looking to expand on this soon.

To have a look at what is available go to: <https://shop.ridersminds.org/>



RIDERS MINDS BACS

Once you have finished your challenge you can send us the money via bacs.

Account holder name: Riders Minds
Account number: 63970728
Sort code: 20-20-50

Don't forget to let us know your final amount so that we can give you a mention and a public thank you!

KEEPING IN TOUCH

Share your journey with us. We would love to hear from everyone taking part and we are on hand to help and if you need any extra support please just email us on liz@ridersminds.org.

If you need support don't forget that you can contact us in a number of ways 24/7 where our trained team are ready to talk to you. This is completely free of charge and confidential.

Call the helpline on 08000 882073

Live webchat: ridersminds.org

Live text support: 07729 774117

Or you'll find lots more information on our website ridersminds.org.

GOOD LUCK!

RIDERS MINDS HELPLINE: 08000 882073