

Fundraising Pack

Supporting mental health through mindfulness





Our vision

We help people achieve greater well-being through research-based mindfulness and meditation. Fundraise or make a donation for mental health and greater well-being.

At Oxford Mindfulness, we're proud to be internationally recognised for teaching mindfulness and as a mindfulness teacher-training organisation. We've partnered with the University of Oxford since 2007 to develop easy-to-understand programmes using Mindfulness-based Cognitive Therapy, which combines mindfulness and psychological science.

With your support, we can continue our mission to increase access to research-based mindfulness to all areas of society, helping people achieve greater well-being and improved mental health. Together, we can make a positive difference in our communities and in our lives.



What is mindfulness?

Our definition of mindfulness

Mindfulness means paying close attention to things as they are right now, in the present moment. It means noticing our own thoughts, feelings and physical sensations, and the people and world around us, in a spirit of friendliness and curiosity.

We all have this ability, but sometimes we go through life as if on automatic pilot, reacting to events and getting carried away by them without realising it. Practising mindfulness can help bring us back to our senses, quite literally, so we can learn to be more fully present in our lives.

The aim of deliberately bringing mindfulness into our daily lives is to gradually train ourselves to pay closer attention to things, without rushing into judgement or getting lost in thoughts. This can help us start seeing the world more clearly and, in time, responding more wisely.

Mindfulness-based Cognitive Therapy (MBCT) has been shown to be effective in numerous randomised, controlled trials, and is now recommended as a treatment for depression by the UK's National Institute for Care and Excellence (NICE).

It has been found in research to be as effective as anti-depressants at preventing relapse after recovery from clinical depression. Our 'Mindfulness for Life' programme is built on the same principles and has been shown to increase self-compassion and well-being.

Research has also shown that mindfulness helps us understand how we can react and respond to the events in our lives with a greater sense of perspective. It indicates that those who bring mindfulness into their daily lives generally experience better quality of life, feel more aware, appreciative, and content.



Big impact

Support our mission

Fundraising or making a donation to our charity, The Oxford Mindfulness Foundation, will support improved mental health and greater well-being. With your support, we can continue our mission to increase access to research-based mindfulness to all areas of society, helping people achieve greater well-being and improved mental health. Together, we can make a positive difference in our communities and in our lives.

Fundraise

Our charity's work has included the delivery of free online meditation sessions, information sessions and guest talks – providing a welcoming space for people to maintain their mindfulness practice and sharing knowledge with our community. It has provided bursaries for those in financial need and supported world-leading academic research.

Since 2021, we have had:



13,000+
registrations for our
online meditation
sessions



6,700+
places taken
across our
guest talks



4,990+
registrations for
our information
sessions

Organise your event

A huge thank you for your interest in organising a fundraising event to support our charity's work towards greater well-being and improved mental health.

Whether you'd like to dedicate an event you're already planning to raising funds or if you'd like to organise something completely new, here's how you can get started.

Big or small, your support really makes a difference.



1. Submit your event

Complete our [simple form](#) to let us know about your fundraising event and so we can create your fundraising page. We'll just need a few details including:

- The title of your fundraising activity
- A short summary of your event (around 60 words)
- Details for your supporters about why you're fundraising for us (around 150 words)
- Your fundraising target (in GBP £)



2. Send us your photo

So we can include a photo of you on your fundraising page, please email a photo of yourself to admin@oxfordmindfulness.org with the subject line: "Photo for fundraising event" The ideal size for the photo is (250 x 250 px) if you'd like to include a gallery of images to support your page, just let us know!



3. Share your page with your community

Once we've set up your fundraising page, we'll be in touch to let you know it's ready to share with your friends, family and wider community so you can spread the word! Your supporters will then be able to make an online donation to your event via CAF Donate.



Be inspired

Explore some fundraising event ideas

Whether you'd like to organise an active event or are looking for some easy fundraising ideas, you'll find something here to help support your fundraising efforts. Please make sure to check your local fundraising laws and regulations before organising an event.



Active fundraising events

If you're ready to take on an active challenge, why not make your efforts even more rewarding by making it a fundraiser?

- Run a race
- 30 days of yoga
- Put on a charity match



Celebrations

If you'd like to make a celebration feel even more rewarding, consider supporting The Oxford Mindfulness Foundation and show your support for mental health and well-being.

- Wedding day
- Birthday
- Completing your mindfulness teacher training



For foodies

Do you know your gallettes from your croquettes? Roasting from poaching? Then these fundraising ideas, perfect for food-lovers, are for you!

- Summer BBQ
- Host a dinner party
- Afternoon tea and cake



Mindful / community events

Would you like to make fundraising part of your mindful practice or perhaps use it as an opportunity to do something to support your local community. Here are a few ideas to get you started...

- A mindful walk
- Host a retreat day
- Horticultural competition



In the workplace

Fundraising with your colleagues and co-workers can be a great way to bring your team together to enjoy taking part in an event, all for a good cause!

- An annual charity
- Host a team quiz
- Silent auction



Virtual events

In today's world of remote and hybrid working, it may not be as easy to organise an in-person event but we don't believe that should be a barrier to a fun and rewarding fundraising activity! Here are three virtual event ideas.

- Online events
- Live stream an active event
- Virtual quiz



Other ideas

If you're still looking for some fundraising ideas, here are some more ideas to inspire you to get started. Whether you'd like to do something big or small, we really appreciate your interest and for supporting our cause.

- Garage sale
- Host a craft fair
- Sponsored silence





Featured fundraisers

We're thrilled to profile two of our annual fundraising events to inspire you.

Walking the coast of Anglesey

[Support Oxford Mindfulness CEO Sharon Hadley](#) as she walks 130 miles around the Anglesey Coastal Path of Anglesey, Wales with her daughter, sister, mum and dog, Bella.

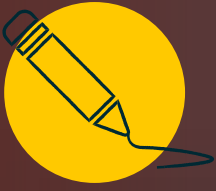
Funds raised will support the charity's vision of increasing access to mindfulness teaching and training.

Mindful Mile

On Sunday May 25, 2025 we're introducing our very first 'Mindful Mile' fundraising events to support our mission. Our first events will take place in the beautiful City of [Oxford, UK](#), as well as in the coastal town [Llandudno, North Wales, UK](#).

We'll gather at 12-noon to start the walk and the invitation is to walk the first mile together mindfully perhaps by paying attention to the physical sensations as you walk or by taking in the sights and sounds. You're welcome to walk the whole walk, part of the walk as you choose or finish after the initial mile.

Our hope is that the Mindful Mile will become an annual event each May, taking place in locations across the globe. Whether you're planning a single mindful mile or more, would like to walk alone or invite a community to walk with you, we'd love for you to get involved!



Top fundraising tips

1. Write a detailed fundraiser story

Highlighting the reasons why you're organising a fundraising event can help your potential donors understand:

- Why supporting Oxford Mindfulness is important to you, perhaps sharing how living more mindfully has impacted you personally, or those around you, if that feels okay
- How you are connected to us
- Adding your story to your fundraising event page will help people understand what their donation would mean to you and why it matters.

2. Use high quality photos

According to JustGiving, fundraisers with pictures or videos on their page raise 13% more per photo! Choosing high-quality photos, and including one of yourself, is important to help people connect with your event and your story. If you'd like to add a gallery of images to your fundraising page, just let us know.

3. Consider self-donating

Consider being the first to donate to your fundraising event. JustGiving state that people who donate to their own page raise 42% more!

4. Share your fundraising page with your community

Once your page is live, sharing it with your friends, family and wider community is really important!

Remember to mention it often and ask people to share with their communities as well. Spread the word via:

- Email
- Social media such as Facebook, Instagram and LinkedIn – announcing it and then posting regular updates to remind people about your event
- WhatsApp or text message
- In-person events and gatherings
- Flyers in local businesses, schools or shops. Please don't hesitate to contact us if there's any way we can assist you with the design

5. Remember to thank your donors

Showing your appreciation to your donors goes a long way. Here are some creative ideas to give a thank you for their support:

- Post on your socials when someone donates, to thank them
- Consider writing a blog piece about the impact the support has had
- Share photos after the event with a final thanks to all the supporters

Huge Thanks

A heartfelt thanks for your generous support to Oxford Mindfulness.

Your contribution plays a vital role in helping us increase access to mindfulness globally, empowering individuals and communities with the tools to enhance mental well-being.

We deeply appreciate your commitment to our vision of universal access to mindfulness. Together, we're making a meaningful difference.

With much gratitude,

Sharon Grace Hadley
Chief Executive Officer

Oxford Mindfulness
The Wheelhouse
Angel Court
81 St Clements
Oxford, OX4 1AW

+ 44 1865 238 568
oxfordmindfulness.org
admin@oxfordmindfulness.org

