

Corporate Partnerships

Bettys



 mind
York

Bettys
EST. 1919

Fundraising at Bettys

Staff fundraising began at Bettys & Taylors in 1986 when they raised over £2500 to send a local nurse to work in Sudan. Since then their charity fundraising has gone from strength to strength having raised a total of £1.25million pounds for a range of local charities over the last 35 years.

As a family business their values are incredibly important to who they are, with their Group purpose being to 'make a difference in our community because we can.' Each year Bettys staff nominate and vote on a branch Yorkshire based charity to raise funds for during the year ahead.



In September 2021 Bettys chose York Mind as their charity of the year for 2021/22.

Why did Bettys choose to fundraise for York Mind?

"Like many places we recognize that the impact of the pandemic has been huge and has left a mental health challenge for our community.

This nomination came from one of our people who was passionate about the ever increasing need for mental health support and had used York Mind counselling services in the past. The branch staff wanted to support York Mind as a way of saying thank you for the support that they have offered our community and also in memory of a member of staff we tragically lost last year after ongoing struggles with mental health and addiction."



How do Bettys encourage staff to get involved?

"We have a team of charity co-ordinators around the business who manage the process in their area and who work closely with the branch management team to make sure key information is communicated. We encourage staff to get involved with fundraising through posters and charity boards in our canteens, through our newsletter and social media platforms, WhatsApp groups and of course by creating conversation and a fundraising presence within branch.

These in-branch communications are vital to encouraging our people to get involved."



What was your initial fundraising goal and how much have you raised so far?

"We fundraise from November to the following October to follow our financial year and as of the end of July we are thrilled to say that we have raised £11,500 so far which is just amazing!

We are only a relatively small team of 150 people so it's a fantastic testimony to how hard the charity team work across the year.

We don't set fundraising targets as such at Bettys York, but our sights are always set on raising over £10,000 and we like to improve year on year."



What events have taken place throughout the year?

"We have been fundraising as a team for a good few years now and have tried and tested ideas, some work far better than others!

Anything that gives our people something in return always goes down well - such as our Tuckshop, staff sales and Bingo Lottery which run all year.

We also hold events that encourage giving from outside of the business such as:

- Charity stalls
- Station collections and bag packing
- Annual 'Rambling Rascals' sponsored walk
- Relay teams competing in the Yorkshire Marathon.
- Fayres and Charity event nights
- Staff raffles and tombolas"



How has fundraising for York Mind benefited your staff?

"Getting involved in fundraising brings us together as a team as we are all working towards a common goal. We take part in fundraising events outside of our normal working hours so we might do a sponsored walk and be walking with people we wouldn't normally work with, so it brings us together in a different way.

Whilst fundraising for York Mind it has been great to provide notice boards, leaflets and information to staff about looking after their mental health and promoting the services offered by York Mind."



"As Charity Coordinator I have been taken out of my comfort zone, improving my confidence and organisational skills. The over riding joy I get from being involved is meeting people who have benefited from the charities we support and hearing their stories."

What are your top tips for other organisations looking to get involved?

Talk to your people! Find out what causes are close to them or have affected them personally and allow people to have a voice.

Keep it simple and keep it fun! The easier it is for people to get involved the more likely they are to keep supporting fundraising events in the future.

Another great tip is to include a fundraising event as part of something the business is already doing. For example a big raffle at a Christmas party or a blind Auction at corporate dinner.



Interested in getting involved?

If you'd like to find out how you could
get involved then get in touch on:
fundraising@yorkmind.org.uk

