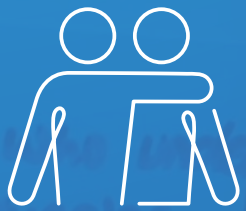




# Mental Health Foundation

CASE STUDY



meeting  
mums & the  
really nice  
Support  
Workers!

I want  
Support with  
finances & to  
support my child  
to grow & be

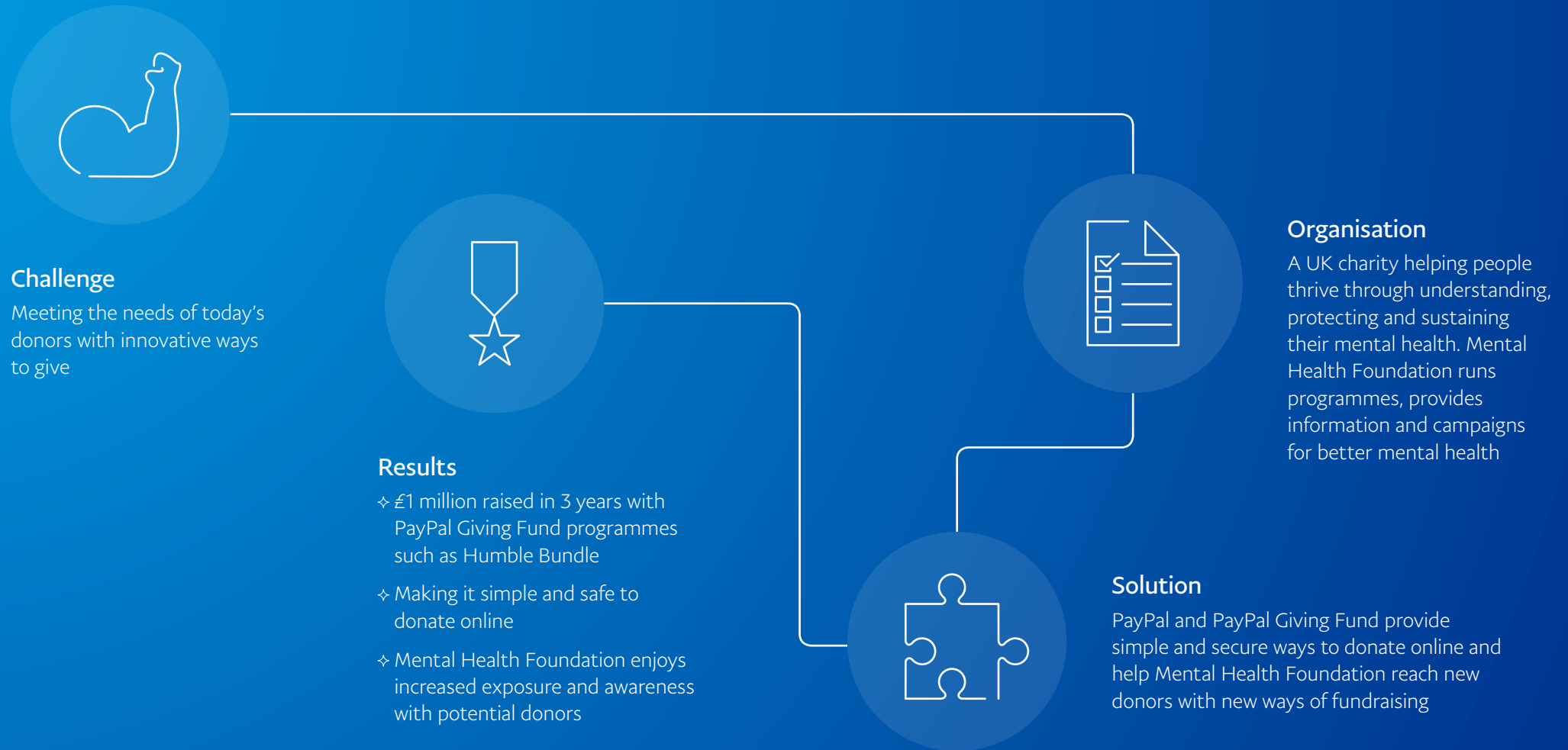
The group was  
welcoming, and  
in a way other  
groups weren't  
Tanya + Katrina  
always kept in  
touch and I'm  
grateful for ev  
thing. Having a  
new born can be  
lonely.

I want to be in  
a safe environment  
for my child.  
To come into a  
group where I  
wouldn't feel  
judged. No matter

GROUPS WERE  
amazing.  
Very supportin

THE YOUNG M  
GROUP HAS ENCOUR  
ME TO BE A CONF  
PARENT, I MADE  
GREAT FRIENDS.  
KATRINA + TANYA  
HAVE BEEN SO  
SUPPORTIVE.

# Summary



# Mental Health Foundation

“The social challenge of our time is to reverse the growing level of mental ill health,” says Mental Health Foundation. For nearly 70 years, the charity has helped people thrive through understanding, protecting and sustaining their mental health. As Head of Individual Giving and Legacies, Sarah Tite explains: “Prevention is at the heart of what we do – we want everyone to know how to keep mentally well, help those living with mental health problems recover, and address the factors that mean some people are at greater risk of mental health problems.

Our work is guided by research evidence and the voices of those most affected. That means we can talk with confidence that what we are proposing will help improve people’s mental wellbeing.”

“We’ve seen an increase in community fundraising and event-based fundraising; from things like the London Marathon or the Three Peaks Challenge, through to our local Tea & Talk or Curry and Chaat events.”





Mental Health Foundation works across the UK, running community programmes, providing information and campaigning for better mental health.

Like most charities, Mental Health Foundation relies on donations to continue its work. However, the ways that people give are changing, as Sarah explains: "We've seen an increase in community fundraising and event-based fundraising; from things like the London Marathon or the Three Peaks Challenge, through to our local Tea & Talk or Curry and Chat events." Charitable giving has also moved increasingly online where it is possible to reach a much wider audience, but where it is important to establish trust and confidence with the donor.





# The solution

Mental Health Foundation now offers PayPal as a payment option on its Donate page.

The charity is also enrolled with PayPal Giving Fund which gives access to new donors and innovative ways of fundraising.

All donations made through PayPal Giving Fund are free from PayPal's processing fees. PayPal Giving Fund handles the administration for these transactions, making it simple for donors to apply Gift Aid to their donations, issuing tax receipts, and providing donation and donor reports.

PayPal Giving Fund connects potential donors to charities through partners like eBay, Humble Bundle and GoFundMe. On the [Foundation's Donate](#) page, visitors can use PayPal to make single or recurring monthly donations at handy, pre-set amounts or in a value of their choosing.

“PayPal makes it very easy for you to support the charities you want to support. The fewer clicks involved, the more likely people are to make a donation.”

Sarah Tite, Head of Individual Giving and Legacies,  
the Mental Health Foundation







## The results

“To reach new people, you need to go to where they are – in their own communities – where they’re already talking on Facebook or Twitter or Instagram.”

PayPal is helping Mental Health Foundation meet the changing needs of donors. “There’s a move towards people wanting to do activities simply – online platforms like PayPal help that – and doing things with other people; involving their communities in what they’re doing. That connection with your community is really important when you’re doing a fundraising event,” Sarah explains.

Technology makes it easier for people to arrange their own events. “In part, it may be generational,” Sarah continues. “Tools like Facebook, Twitter and Instagram mean you can talk to lots of people very easily and reach out to the community. And then there are simple and trusted ways – like PayPal – for them to donate.”

“It’s a smartphone-led generation. People like to talk to all their friends online and all their tools are there. They can arrange a night out, set up the fundraising, share the website and do it all in one quick post.” But, being online requires awareness and trust so that potential donors can discover Mental Health Foundation and have confidence that their donation goes to a good cause.

Sarah explains that being enrolled in PayPal Giving Fund has helped the charity reach a new audience of donors: “PayPal and PayPal Giving Fund have had a huge impact on Mental Health Foundation, and not just financially.

Being involved in events like the PayPal Turkey Dash puts our name up there with well-known charities like British Legion, Save the Children and RNLI. That gives us fantastic exposure,” she says.

Nearly all the money raised from the Turkey Dash event came from donors who had not previously given to the charity. The charity has also seen an increase in regular monthly donations through PayPal.

Offering PayPal as a payment method helps visitors have greater confidence, too. “If you’re familiar with PayPal for shopping, then it’s just an extension of what you do every day,” Sarah feels. “You know that it’s safe your details are safe, your money is safe. People trust PayPal and therefore they trust the charity.”





## New ways of giving

Traditional ways of giving are evolving, too. “PayPal is [like] an online collecting tin,” says Sarah. “We still see lots of people giving small amounts, but in different ways like when you’re in a restaurant and they ask if you’d like to round up the bill with a charity donation. People are supporting charities while doing their own activities as much as making donations directly.” PayPal Giving Fund helps people support charity while shopping online on sites like eBay and Humble Bundle.

The Yogscast is a Bristol-based media production company and games publisher. Sarah explains, “Through the annual festive Jingle Jam games promotion on Humble Bundle, The Yogscast have supported us as one of eight nominated charities, and we’ve received small donations from thousands of people. Over the last three years, those small amounts have totalled nearly £1 million! That is a transformational sum for Mental Health Foundation.”

## A partnership for the future

Looking ahead, Sarah sees a continuing growth in community-based activities. As she says: “People want to bring their community together to fundraise.” PayPal and PayPal Giving Fund will continue to support by making it easy for donors to find and fund the charity’s valuable work.

“The effect that PayPal has had on the Mental Health Foundation is astonishing.”

Sarah Tite, Head of Individual Giving and Legacies,  
Mental Health Foundation





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- ✦ Where we link to other websites, we can't be responsible for their content
- ✦ Testimonials found on this case study are examples of what we have done for the Mental Health Foundation, and Mental Health Foundation has said about us. However, we cannot guarantee the results in any case. Your results may vary and every situation is different. No compensation was provided for these testimonials

