

## Your questions answered

### What is Gift Aid?

If you are a UK taxpayer, SANE can reclaim 25p on every £1 you donate – at no extra cost to you. That means, on a donation of £40, we receive an additional £10 to use wherever the need is greatest.

### I'm thinking of donating regularly to SANE; how will this help?

Regular gifts allow vulnerable people to receive consistent care and support. Donating regularly is a lot cheaper for us to administer, and it's easier for you too.

### How can I find out more?

Please visit our website: [sane.org.uk](http://sane.org.uk) for more information on our work. If you'd prefer to give us a call then our team will be happy to help. Telephone: 0207 422 5544 or email: [fundraising@sane.org.uk](mailto:fundraising@sane.org.uk)

### How will I know that I'm making a difference?

You'll never doubt it. We promise to keep you regularly updated on how your contribution helps people affected by mental health problems.

## Our promise to you

- ✓ We **respect** your privacy and will never pass your details onto another organisation.
- ✓ It's your **choice** how often we contact you, and whether it's by post, telephone or email. Call 0207 422 5544 and let us know your preferences.
- ✓ We promise to spend your money wisely. We are **accountable**, and for every £1 donated we dedicate £0.90 to helping people. The balance is used to find new supporters.
- ✓ We are **committed** to making life better for people affected by mental illness. Our guiding principles are:

Acceptance

Hope

Compassion

Respect

Dignity



## SANE Supporter

27 April 2014

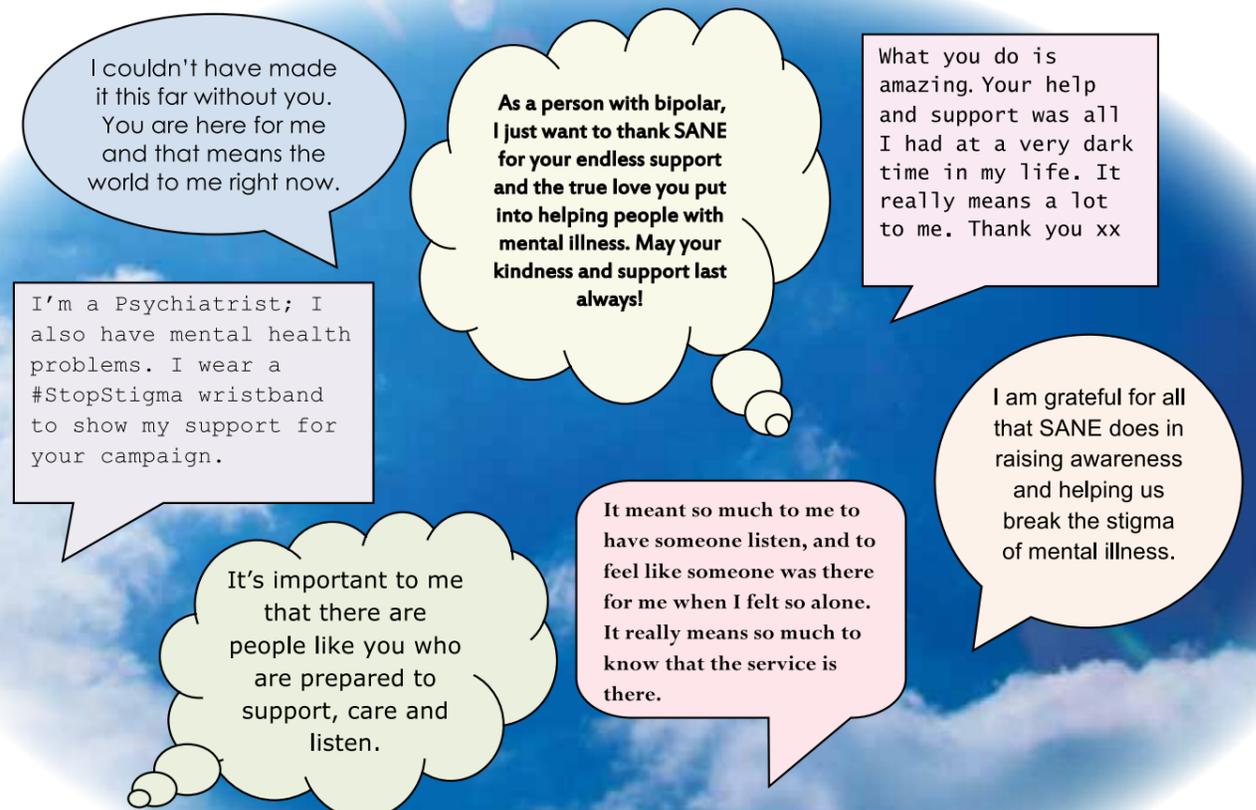
Dear Supporter,

### The Healing Power of Words

Language is a crucial part of our experience, particularly in how we relate to other people, ourselves and the world around us. Words can heal, bring great joy and be a powerful motivator. We are fortunate to see so many wonderful examples from everyone involved with SANE, in the form of:

- Tributes from those who have received help
- Stories & blogs that share personal experiences of mental illness, and the journey to recovery
- Messages that accompany donations, and from people raising money

The common theme is the power of words and language to bring about change, to heal broken lives and to inspire all of us to fight for better mental health. Here is a small selection. We hope these words bring some joy to your day; they are the proof that your support has rescued people from turmoil and despair.



Continued overleaf

## Black Rainbow

SANE is delighted to be a beneficiary of Rachel Kelly's memoir *Black Rainbow*, which will be in book shops from April 24. There is an app to accompany the book so you can tackle depression at the push of a button.

Rachel's book explores her personal experience of depression and the healing power of words, as she describes how poetry helped her to recover her mental health. The book also serves as an anthology of forty consolatory, heart-warming and inspirational poems.

Please find enclosed two cards symbolising the spirit of help, healing and recovery. The quotation is taken from the poem *Hope* by Emily Dickinson. You may wish to keep one postcard (perhaps to use as a bookmark), and post the other to a person close to you.

SANE is also inviting supporters to send us examples of *Healing Words*. We would like to post your favourite consolatory and inspirational poems on the website\*: [sane.org.uk/what\\_we\\_do/black\\_rainbow/](http://sane.org.uk/what_we_do/black_rainbow/).

Please email your selection(s) to [fundraising@sane.org.uk](mailto:fundraising@sane.org.uk), or send the details of the author and title in the enclosed Freepost envelope. Your selection may just be the special words that someone in distress needs to read.

## How your donations help people affected by mental illness

Your kindness enables people to recover from mental illness. We hope the messages you have just read convey the importance of your support. Last year, thanks to your generous donations and creative fundraising, we were able to dedicate nearly £1,300,000 towards changing mental health for good.

Emotional support is our largest activity; in 2013/14, your support enabled over 500,000 people to receive personal guidance through our services, website and social media. Our education programmes, allied to our TV and newspaper campaigning, are vital to changing attitudes and challenging stigma.

Research is our other priority. At our research centre at Oxford University, scientists are investigating the causes and treatments of major mental illness. Areas of study include the origins of psychosis, schizophrenia, understanding paranoia, treatments for bipolar disorder and mindfulness therapy.

We promise to use your money wisely; out of every £1 donated we dedicate 90p to helping people, changing lives and improving care. The remainder is used to find new supporters.

**Thank you for making mental health recovery possible. We are truly grateful.**

Yours sincerely,



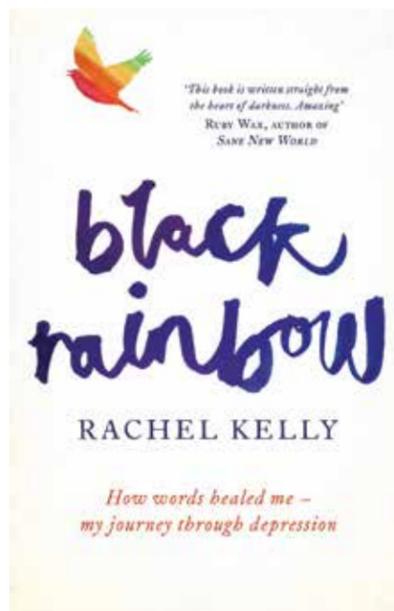
Paul Flitcroft  
Director of Fundraising and Marketing

\* Subject to any copyright restrictions we will publish the text of your favourite poems on the website. Copyright doesn't apply if the poet passed away more than 70 years ago.

## Meeting the challenge of mental illness

SANE 1st Floor Cityside House, 40 Adler Street, London E1 1EE  
t: 0207 375 1002 f: 0207 375 2162 w: [sane.org.uk](http://sane.org.uk) SANEline: 0845 767 8000 SANEmail: [sanemail@sane.org.uk](mailto:sanemail@sane.org.uk)

SANE (limited by guarantee) Registered Company Number: 2114937 Registered Charity Number: 296572  
Registered address: 1st Floor Cityside House, 40 Adler Street, London, E1 1EE



## I want to help people recover from mental illness.

Please complete and return the form to SANE using the Freepost\* envelope provided. Your thank you letter will include a #StopStigma wristband (if you don't have one yet).



### 1. Your personal details

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_ Mobile \_\_\_\_\_ Email \_\_\_\_\_

### 2. Your donation to mental health recovery

Each £10 means that one vulnerable person can receive the precious gift of 30 minutes emotional support and expert guidance. Thank you.

I'd like to donate £10  £20  £30  £50  £100  Other £ \_\_\_\_\_

Please make your cheque/postal order/CAF voucher payable to SANE

OR please debit the above amount from my:

Visa/Delta  MasterCard  Maestro  CAF Card

Card No:           Security Code:

Valid From:     Expiry Date:     Issue No:   (Maestro only)

Signature \_\_\_\_\_ Date \_\_\_\_\_

I would prefer to make a regular donation. Please send me a Standing Order form

Alternatively visit [sane.org.uk/how\\_you\\_can\\_help/donate](http://sane.org.uk/how_you_can_help/donate) to give online and/or set up regular donations using FuturePay.



### 3. Gift Aid – Making your donations go even further

I want SANE to treat this donation, all donations I have made in the past 4 years, and all future donations from today as Gift Aid donations. Signature \_\_\_\_\_ Date \_\_\_\_\_

I confirm I am paying an amount of Income Tax and/or Capital Gains Tax that is at least equal to the tax that all the charities or Community Amateur Sports Clubs (CASCs) I donate to will reclaim on my donations for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.



## Get involved in mental health

### 1. Take part in a fundraising event

Please send me a fundraising pack with ideas on how I can raise money for mental health.

### 2. Share your experience

It is through the experiences of those who have been affected by mental illness that we can create acceptance, hope, understanding and compassion. Please visit our website: [sane.org.uk](http://sane.org.uk) and share your story or blog. With your help we can create a world that is free from stigma.

\*SANE's Freepost address is: SANE, FREEPOST WD528, London E1 1BR

SANE Registered Charity Number: 296572