

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 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

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

3 November 2014

Dear Supporter,

"Trying to be happy over Christmas is so tiring"

Christmas: A time for tinsel, get-togethers and cheer? Not for everybody. For many suffering with mental illness, Christmas and the New Year is a particularly tough time. For 17 year-old Emma, her experience of depression means she sees "everyone else happy when I can't be."

"Suffering depression on a day to day basis is hard in itself but over the Christmas period it seems to worsen. Spending time with family who try their best but don't understand your condition is incredibly challenging. Coping alone too is very difficult."



Your support will ensure that people like Emma are not alone this Christmas. SANE knows that for the millions of people suffering with mental illness including depression, anxiety, bipolar and schizophrenia, the 'festive period' is often a time of struggle. This is why we provide free, confidential, personalised support 365 days a year.

This Christmas season, we are increasing our Text Care service. SANE's Director of Services describes how this service will be vital during this period as it provides consistent, personal, emotional support over 5 weeks. People choose the times and specific issues they would like support for, and can request repeat care packages. It is also discrete and convenient as individuals receive a weekly text message, rather than having to worry about finding time and space to call the helpline or go online; which can be difficult whilst family and friends are around.

The difference Text Care makes to a person's life is best described by recent feedback from a service user:

"Your texts to me mean such a lot... I am relying on them to keep me going."

Please give a gift of £10 to provide the best present possible: A personalised care package to sustain a person's mental health throughout Christmas and New Year.

Every £10 provides someone in need with 5 personalised text messages at times they choose. Your contribution could provide that one message that is the difference between despair and hope on Christmas Day.

Overleaf, Jacky, a SANE volunteer of 2 and a half years talks about why she is helping people this Christmas. There are also details of all of SANE's services, and Amelia relates her experiences of mental illness.

Thank you for your kind support. We hope you will be able to provide comfort this Christmas.

With season's greetings from all at SANE,

P.T. Flitcroft

Paul Flitcroft, Director of Fundraising and Marketing
Tel: 020 7422 5544 Email: pflitcroft@sane.org.uk



Amelia: Why Christmas is difficult for me

“Christmas and New Year always means lots of social activities in and out of work which can be difficult if you are **feeling low or anxious**. It also means usually spending lots of money which is a **major stressor** which brings on all my symptoms of **anxiety and depression**.”

“The build up to the event can be extremely stressful for me and I usually only like to go to places where I know I’ll feel comfortable otherwise I can end up having a **panic attack**. I find that **emotions are always heightened** at Christmas and can cause **all sorts of thoughts and feelings**. It can often remind me of family who are no longer with us and I think it affects a lot of people around me too.”



Jacky: Why I’m volunteering at SANE this Christmas

“It’s good to have the opportunity to do something which makes **the most difficult time of the year** for a lot of service users a bit more bearable... it is really **important to offer empathy and understanding** to people at a time when an absence of this in their life is perhaps most noticeable to them.”

“A lot of service users feel very **alone** and a time of year focussed around celebration with friends and family only intensifies this feeling. Christmas also puts a lot of **pressure** on people to be upbeat and sociable which only makes things worse for people who are not able to feel or be that way because of their illness. It is important that people have an **outlet to speak about how things really are for them at this time of year** and SANE’s services provide this for people who can’t or would prefer not to share this with those around them.”



A reminder of SANE’s services this Christmas and New Year

Our services are available 365 days a year, free of charge, to anyone affected by mental illness, including family, friends and carers. SANE provides specialist support and information, and promotes self-help and peer support:

Personalised support

- **Helpline:** Specialist mental health support every day from 6pm – 11pm: 0845 767 8000
- **Support Forum:** Peer to peer support: sane.org.uk/what_we_do/support/supportforum/
- **Text Care:** Personalised therapeutic text messages: sane.org.uk/what_we_do/support/textcare/

Social media - Regular mental health news and emotional support of a knowledgeable community:

- **Facebook:** [facebook.com/charitySANE](https://www.facebook.com/charitySANE)
- **Twitter:** twitter.com/CharitySANE

Website: sane.org.uk – information and resources; a place to express oneself, and to give/receive peer support

P.S. We’re delighted to have a London Marathon charity ballot place! If you’d like to run for us, please send your expression of interest to fundraising@sane.org.uk or call 020 7422 5544 by Friday 14 November 2014.



Please help us grow our online presence by looking for charitySANE and sharing ‘links & likes’ – it really helps to change attitudes and reduce stigma.

Changing mental health for good

SANE 1st Floor Cityside House, 40 Adler Street, London E1 1EE t: 0207 375 1002 f: 0207 375 2162 w: sane.org.uk

SANEline: 0845 767 8000 TextCare: sane.org.uk/what_we_do/support/textcare

SANE (limited by guarantee) Registered Company Number: 2114937 Registered Charity Number: 296572

Yes, I want to help someone like Emma this Christmas.



Please complete and return this form using the Freepost* envelope. To help beat mental health stigma, your thank you letter will include a #StopStigma wristband (if you don’t already have one). If you would prefer not to receive one, please tick here:

1. Your personal details

Title _____ First name _____ Surname _____
Address _____
Postcode _____
Telephone _____ Mobile _____ Email _____

2. Your donation

Every £10 will provide a person in need with a personalised care package of 5 text messages, enabling them to sustain their mental health throughout Christmas and New Year.

I’d like to donate £10 £20 £30 £50 £150 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 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

Experiences of those affected by mental illness help to create acceptance, hope, understanding and compassion. Visit sane.org.uk to share your story or blog.

Thank you.

*SANE’s Freepost address is: FREEPOST RRJZ-TAEG-YYJU, SANE, Cityside House, 40 Adler Street, London E1 1EE

SANE Registered Charity Number: 296572