



West Central London  mind

# Create a Tribute Fund in Memory of Someone Special

A long-lasting place to remember, cherish and  
celebrate your loved one

[www.wclmind.org.uk](http://www.wclmind.org.uk)



## What is a tribute page?

A tribute page is a special online place for you, your family and friends to come together and remember someone in a way that is meaningful to you, with the option to raise funds to help others with mental health problems in Brent, Kensington & Chelsea, Wandsworth, Westminster and beyond. To make this possible, we have partnered with the online tribute charity, MuchLoved, to enable you to create a memorial page for your loved one in 4 easy steps.

A tribute page is a lovely way to commemorate and celebrate the life of your loved one whilst raising funds for a cause close to their hearts, plus it's free and you can keep the page open for as long as you wish.

## How it works

### Step one:

Visit [muchloved.com](https://muchloved.com) and select 'Create a Free Tribute'. Fill in the online form detailing who the tribute is dedicated to and select WCL Mind from the dropdown menu to collect donations in their name.

### Step two:

You will receive an email from MuchLoved with a link to activate your tribute fund.

### Step three:

Personalise your fund with pictures, videos and memories of your loved one. You can choose to set your tribute fund as public or private.

### Step four:

Share the link with family and friends so that everyone can post their stories, leave messages, make donations and take part in fundraising events.

# Making your tribute page meaningful: tribute page features

## Share pictures & videos

Upload photos and videos to your tribute gallery and encourage others to share their memories too. This stores special memories in one place for everyone to see and appreciate.



## Light a candle

Select from a wide range of virtual candles to shine a light on important milestones and anniversaries, from 'Thought' and 'Birthday Candles' (alight for a day) to Lasting Candles (permanent).

## Add a thought or memory

Share stories about your loved one and encourage others to do the same, resulting in a collection of memories to look at and cherish. You can also choose to keep these private in the private diary section.



## Making your tribute page meaningful: tribute page features



### Add a funeral notice

Share funeral details to their page, so that friends and family know when and where to celebrate their life. You can also use your tribute page to collect donations in lieu of flowers.

### Create an event

If you are taking on a personal challenge or hosting an event in memory of your loved one, you can create an event on their tribute page to collect donations and keep track of how much you have raised. You can even connect a JustGiving page to your lasting tribute.



### Donate

Any donations made through your special page can help support our work and mission that nobody should face a mental health concern alone.

# About West Central London Mind

## Who are we?

While affiliated to Mind, we are an independent charity. We are not funded by the National Mind - we are responsible for raising our own funds to run our local frontline services.

We're one of 100 independent local Mind charities and we have worked within our local community for the last 50 years. Every year we support over 20,000 people, with every £1 donated, 87p goes directly to our service users.

We help empower people within Brent, Kensington & Chelsea, Wandsworth, Westminster and beyond to get the support they need and ensure nobody in our local community faces a mental health concern alone.

## Our services

We provide vital Community Support Programmes from ecotherapy to employment skills workshops, Talking Therapies and Counselling Services, Peer Support Services, Befriending, Housing Support and Suicide Bereavement Support services.



If you want to talk to us about creating a tribute  
page or you need help to set it up, contact:  
[fundraising@wclmind.org.uk](mailto:fundraising@wclmind.org.uk)



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REGULATOR**

West Central  
London



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