YOUNGMiNDS

Say #HelloYellow this World Mental Health Day!

#HelloYellow Fundraising Kit
Dear Lovely Person, Friend, and Superhero Fundraiser,

It’s brilliant you’ve decided to hold a #HelloYellow day on 10th October and fundraise for YoungMinds, thanks so much!

We think you’re great. Everyone at YoungMinds really values your support and the effort that goes into fundraising. It is you that helps us to continue our vital work improving the emotional wellbeing and mental health of children and young people across the UK.

Here’s your trusty #HelloYellow Fundraising Kit full of information and tips to help you successfully raise funds and enjoy doing it!

Please get in touch with any questions and updates on your fundraising, we would love to hear from you. Many thanks for choosing us, good luck and have fun!

The Fundraising Team at YoungMinds

#HelloYellow
Go yellow for young people’s mental health
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Did you know that three children in every classroom have a diagnosable mental health condition?

Why does our work matter?

1 in 10 children and young people, aged 5-16, suffer from a diagnosable mental health problem such as depression, anxiety or an eating disorder. That’s around 3 children in every classroom.

10% of young people deliberately harm themselves regularly.

3/4 of long-lasting mental ill health starts before the age of 18.

We support families

No one should suffer alone. YoungMinds provide a lifeline to thousands of families, advising and supporting them to understand their child’s behaviour and secure the right help.

We empower children and young people

Children and young people with mental health problems are at the heart of everything we do. From our free online resources to our innovative youth engagement programmes, we transform the lives of children and young people.

We campaign for change

We break the silence surrounding mental health by speaking out to change attitudes and policies. Driven by the experiences of our service users, we campaign to build a society where mental health has no attached stigma and ensure that those who suffer get fast and effective support.

We help professionals

Many professionals tell us they don’t have the knowledge and training to understand how young people are feeling, spot problems or help if needed. Our training and consultancy work helps schools and professionals make a real difference to young people’s mental health.
How to donate

Here are just a few of the ways you can donate to YoungMinds:

Donate by cheque (made payable to YoungMinds) and sent to our address below

Donate by bank transfer: CAF Bank Ltd, Sort code: 40-52-40 Account number 00002523 Please use your name as the reference

Donate over the phone by calling 0207 089 5050

Donate securely online at youngminds.org.uk/donate

Donate by texting YMHY17 to 70070 (maximum £10)

Our Contact Details

Address:
YoungMinds
Suite 11, Baden Place,
Crosby Row, London SE1 1YW

Website: www.youngminds.org.uk

Registered charity numbers:
1016968 and SC39700

Company number: 02780643

Any questions?

Email us at: helloyellow@youngminds.org.uk
or call on: 0207 089 5050
How to hold your #HelloYellow day

Wear something yellow

Thousands of people will wear something yellow on 10th October to help spread the word that, whatever you’re going through, you can talk to someone if you’re struggling to cope.

We need everyone to wear something yellow on World Mental Health Day, whether it’s a scarf, hat or bowtie we want to see your colourful costumes! Post your photos on social media with the #HelloYellow hashtag and tag us in the post or send them to us at campaigns@youngminds.org.uk.

@YoungMindsUK @YoungMindsUK @YoungMindsUK

#HelloYellow Bunting

This year, we have created #HelloYellow speech bubble bunting and we need your help! We want to collect 10,000 mental health messages, drawings, advice and inspirational quotes to show young people they’re not alone when it comes to their mental health....
Spread the news

Here’s how to let everyone know about your #HelloYellow day:

Social media is a great way to increase your fundraising, and raise awareness of mental health. Post about your day with the #HelloYellow hashtag to spread the word:

facebook.com/youngmindsuk post photos on Facebook and tag us @YoungMindsUK
twitter.com/YoungMindsUK tweet photos on Twitter and tag us @YoungMindsUK
instagram.com/YoungMindsUK post photos on Instagram and tag us @YoungMindsUK

Let everyone know about your #HelloYellow day by posting:
1. Photos of you wearing yellow
2. Photos of your #HelloYellow bunting
3. How many messages you made to help us reach the 10,000 target

You can find your speech bubble templates in the back of this kit. Write down your messages, quotes and advice and make them into bunting!

Once you have made your #HelloYellow bunting, make sure to take photos and send them to us at campaigns@youngminds.org.uk or post your photos on social media with the #HelloYellow hashtag and our @YoungMindsUK tag. We also want to know how many messages you made so we can reach our 10k target!
More fundraising ideas

Daytime

**Bake Sale**
Let the Mary Berry in you loose, and get baking. Sell your sweet treats to your family, friends and work colleagues. Think Banana Bread, Lemon Drizzle and Pineapple Cake...

**Bingo**
There’s nothing like a bit of bingo for some healthy competition! It’s quick and easy to organise, but a great way to raise some extra funds.

**Office Olympics**
Organise a mini Office Olympics challenge, and encourage some friendly competition! Give each team a different country, and play games like Bin Basket Ball or Speed Typing.

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Evening

**Cheese and Wine Evening**
What better way to celebrate a successful #HelloYellow Day than with a cheese and wine evening? Charge £5 per person and donate the proceeds.

**Around the World**
Go ‘around the world’ in one evening with food and drinks from different countries – and charge an entry fee. Have a think about dress codes, and music!

**The BIG Quiz**
Organise a Quiz Night for you and your family, friends and colleagues, charge teams to enter and put their knowledge to the test.
Make your own #HelloYellow bunting!
Make your own #HelloYellow bunting!

#HelloYellow

Make your own #HelloYellow bunting!
Make your own #HelloYellow bunting!
Make your own #HelloYellow bunting!
WE’RE FUNDRAISING

EVENT

Hello Yellow
Go yellow for young people’s mental health

DATE

This event is held in aid of Youngminds. Registered Charity nos. 1016968 and SCO39700
You will need
- A printer
- A3 or A4 paper
- Scissors
- Glue or sellotape

**MONEY COLLECTION BOX**

**Instructions**

1. Print out the template and then glue it to a piece of card – perhaps an old cereal box – and cut it out along the dashed lines. You could also print it out on A3 paper so you can make your box bigger to hold more donations. Don’t forget to cut out the coin slot!

2. Fold along the dotted lines and apply glue or sellotape to the tabs which say “stick here”.

3. Assemble your collection box.
Hello Yellow
Go yellow for young people’s mental health

THANKS FOR YOUR SUPPORT

Registered charity numbers: 1016968 and SC39700
Company limited by guarantee number: 02780643