This World Mental Health Day, say #HelloYellow at your school.

Fundraising Kit

YOUNGmINDS
Dear Lovely Person, Friend, and Superhero Fundraiser,

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

Everyone at YoungMinds really values your support and the effort that goes into fundraising. It’s people like you that help us continue our fight for a future where all young minds are supported and empowered, whatever the challenges.

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@youngminds.org.uk

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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 to YoungMinds

Donate by cheque (made payable to YoungMinds) and send 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

Text YMHYOO EX (replace X with the amount you wish to donate) to 70070 (maximum £10)

Ask us to post you a paying-in slip which can be taken into any HSBC branch

Our Contact Details

Address:
YoungMinds
Suite 11, Baden Place,
Crosby Row, London SE1 1YW
Website: youngminds.org.uk

Any questions?

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

Wear something yellow and donate to YoungMinds

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

Get everyone in your school to wear something yellow on World Mental Health Day and donate £1 or £2, 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 helloyellow@youngminds.org.uk.

Sample post or tweet:

We said #HelloYellow this #WorldMentalHealthDay by wearing yellow and making 35 mental health messages into bunting to raise money for @YoungMindsUK

Spread the news

Let everyone know about your day by posting on social media using the #HelloYellow hashtag and tagging us:

@YoungMindsUK
@YoungMindsUK
@YoungMindsUK

#HelloYellow Bunting

Last year you helped us 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, this year we want to double it!

Why not tell us how you look after yourself at school?

We need your help to collect 20,000 mental health messages. As well as messages, quotes and drawings, you might like your pupils to write down how they look after themselves at school. This could be a tip for cheering up, or an example of how they have helped a friend or been helped by someone.

This might be nice for teachers and school staff to do too!

Once you have decorated your classroom with #HelloYellow bunting, make sure you 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 20k target!

You can find your speech bubble templates in the back of this kit.
#HelloYellow Primary Lesson Plan

These activities can be used as a lesson or in tutor time with young people. They could also be adapted for an assembly with bigger groups. The activities could be done in isolation, but it is essential to ensure that young people leave these sessions feeling better equipped to seek support from someone if they need to.

Age group: Whole school – Primary
Objective: To think of positive mental health messages that they give and receive.
Time: 20 minutes

Introduction Activity: Ask children why they are all wearing yellow today. What day is it? (World Mental Health Day.) Remind pupils that mental health is not just about feeling bad, sad or ill, but also about how we cope and look after ourselves as well.

Main activity: Ask 3 volunteers to come to the front. Give each child a statement from the ‘useful tools’ section and create a feelings continuum.


Feeling happy  Feeling okay  Finding things hard

Ask the children to stand in line facing the audience. Ask one member of staff to stand in front of the 3 signs and explain that they are going to listen to some statements and move up or down the line in response to these statements:

1. You wake up late on a school day
2. You have your bag packed and you’ve already made your lunch
3. You have an argument with someone in your family as you leave the house
4. You cycle to work and it’s a beautiful day
5. As you arrive at school you are told that the headteacher wants to see you straight away
6. You see another staff member and they make you laugh
7. Just before the bell goes, you drop your phone and break the screen.

Ask students who are happy to do this, or a staff member to visually react to each statement and move up or down the continuum in relation to how they feel. If needed, cards saying ‘Feeling well’, ‘Coping okay’ and ‘Finding things a struggle’ can be used.

Finish: Congratulate the children for helping the staff member feel better. Explain that as part of the day, the children will have a chance to write or draw a positive message on a piece of bunting. This could be a tip for cheering up, or an example of how they have helped a friend or been helped by someone. Show them a few examples and ask them to think about a message they would like to write or draw.

Feeling happy  Feeling okay  Finding things hard

Ask the children how they think the staff member is feeling. Take a few suggestions and check in with the staff member. Where are they feeling on the scale? Ask the children what positive messages or actions could help the situation, e.g. stay calm and do some breathing exercises, speak to a friend at break time, focus on now and have a good morning with your class, tell someone you would like some help. Ask the staff member which ones they think would be helpful.

Finish: Congratulations on helping. Explain that as part of the day, the children will have a chance to write or draw a positive message on a piece of bunting. This could be a tip for cheering up, or an example of how they have helped a friend or been helped by someone. Show them a few examples and ask them to think about a message they would like to write or draw.

Introduction Activity:
• Ask students to do a quick drawing on their paper/whiteboards of a healthy person – do not give further details or explanation. Stress that the drawing can be simple.
• Ask them to add details about how a person becomes and then keeps themselves healthy (such as eating well, exercising, not smoking etc).
• Share some of their ideas and create a list.
• Has anyone included looking after their mental health? They might have done and this should be congratulated as it is a vital part of our health. If not, then create a question around that.
• Ask the group what factors support good mental health, such as having people we can talk to and having strategies to de-stress.
• Ask the students for their ideas on what good mental health looks like.
• Highlight that looking after our emotional health is as important as looking after our physical health.
• Clarify definitions if necessary – difference between mental health and mental illness.
• Ensure that group are aware that there are good sources of information online, but it is not a good idea to self-diagnose from the Internet. You can direct them to youngminds.org.uk/find-help

Main Activity:
• Ask for volunteers to come to the front – reassure them there will be nothing embarrassing or personal.
• Ask volunteers holding up cards saying:

Coping well  Coping okay  Finding things a struggle

• Ask students who are happy to do this, or a staff member to come to the front and move up and down the line in response to these statements:

1. You have had a great half term break and can’t wait to see your friends
2. You had an argument with your mum last night and did not see her this morning
3. You have done well in your last history essay
4. You have a maths test this morning that you totally forget about
5. You have just had a new seating plan in English and are with your best friend
6. You have mocks coming up and have not really left enough time to revise
7. You have the new, scary Geography teacher and you find Geography difficult
8. You and your best friend are not getting on
9. You are getting wound up by everyone’s ‘perfect lives’ portrayed on Instagram
10. Your Spanish teacher has set up extra lessons to support your set through the mocks

Conclude by asking if everyone’s reactions would be the same to all the points – explain that we all have varying levels of resilience and different triggers, but we all have things that worry us and make us feel nervous, panicky or overwhelmed.

Concluding Activity:
In groups – think of conversation starters they might use to support a friend who they think is worrying about something. How do you show a friend you are there for them and can listen?

Feedback and make a list of conversation starters that students agree might be helpful such as:
You don’t see yourself; do you want to talk?
Do you want me to talk to your mum/Ms X or Mr X?
Finally, ask students to think of something that has been on their mind – they will not be sharing this with anyone in the room.

1. Ask them to think about who knows – they might have told a friend, parent, boy/girlfriend, cousin etc.
2. Who do they know who is good to talk to?
3. Then ask if there are any of the same people in both groups. It is common to be able to identify people who are good to talk to, yet they are sometimes not the ones young people approach.

Conclude by recommending they do this exercise if they need to share something on their mind.

#HelloYellow Secondary Lesson Plan

Age group: KS3 or 4
Objective: To clarify what we mean by mental health, how we can identify support and how we can look after ourselves
Time: Between 30 & 50 minutes

Intro: Ask students why they are wearing yellow today. Explain purpose of today’s activity/assembly

Resources: #HelloYellow kit, Paper/whiteboard and pens for each student. Cards saying ‘Coping well’, ‘Coping okay’ and ‘Finding things a struggle’

Feeling happy    Feeling okay    Finding things hard

Activity:
• Volunteers holding up cards saying;

Coping well  Coping okay  Finding things a struggle

• Ask students who are happy to do this, or a staff member to come to the front and move up and down the line in response to these statements:

1. You have had a great half term break and can’t wait to see your friends
2. You had an argument with your mum last night and did not see her this morning
3. You have done well in your last history essay
4. You have a maths test this morning that you totally forget about
5. You have just had a new seating plan in English and are with your best friend
6. You have mocks coming up and have not really left enough time to revise
7. You have the new, scary Geography teacher and you find Geography difficult
8. You and your best friend are not getting on
9. You are getting wound up by everyone’s ‘perfect lives’ portrayed on Instagram
10. Your Spanish teacher has set up extra lessons to support your set through the mocks

Conclude by asking if everyone’s reactions would be the same to all the points – explain that we all have varying levels of resilience and different triggers, but we all have things that worry us and make us feel nervous, panicky or overwhelmed.

Concluding Activity:
In groups – think of conversation starters they might use to support a friend who they think is worrying about something. How do you show a friend you are there for them and can listen?

Feedback and make a list of conversation starters that students agree might be helpful such as:
You don’t see yourself; do you want to talk?
Do you want me to talk to your mum/Ms X or Mr X?
Finally, ask students to think of something that has been on their mind – they will not be sharing this with anyone in the room.

1. Ask them to think about who knows – they might have told a friend, parent, boy/girlfriend, cousin etc.
2. Who do they know who is good to talk to?
3. Then ask if there are any of the same people in both groups. It is common to be able to identify people who are good to talk to, yet they are sometimes not the ones young people approach.

Conclude by recommending they do this exercise if they need to share something on their mind.
Fundraising ideas

Guess the... number of sweets in the jar, name of the teddy or weight of the cake. Charge teachers and children to enter and the closest guess wins the prize.

Bake Sale
Sell your #HelloYellow sweet treats in the school hall, think Banana Bread, Lemon Drizzle and Pineapple Cake...

Are you a bit of a chatterbox?
Ask your friends, teachers and family to support you in a Sponsored Silence and give up talking for a day in support of YoungMinds.

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.

Need help supporting your students’ mental health?

We know how important the mental health and wellbeing of your students is to you, but it can be difficult to know where to start.

By joining our 360° Schools’ Community, you’ll receive e-newsletters packed with videos, blogs, teaching resources and case studies straight to your inbox. You’ll also have the opportunity to share and hear examples of best practice in mental health and wellbeing from other professionals.

Sign up: youngminds.org.uk/360community

“Thanks for my 360° email. Best thing to land in my inbox this January. Great stuff!”
Rebecca, 360° Schools’ Community subscriber
Useful tools for you to use

On the following pages you will find some useful resources to help to raise as many funds as possible.

Good luck!
Make your own #HelloYellow bunting!
Make your own #HelloYellow bunting!
Feeling happy
#HelloYellow secondary activity

Finding things hard

#HelloYellow primary activity

Coping Okay
#HelloYellow secondary activity

Finding things a struggle

WE’RE FUNDRAISING

EVENT

DATE

This event is held in aid of Youngminds. Registered Charity nos. 1016968 and SC039700
Local school says #HelloYellow on World Mental Health Day

[School name] is taking part in #HelloYellow on World Mental Health Day (10th October) to show young people they’re not alone with their mental health.

Pupils at the school will wear something yellow and share mental health messages to spread the word that, whatever you’re going through, you can talk to someone if you’re struggling to cope. They will also raise vital funds for YoungMinds, the children and young people’s mental health charity, which has organised the event.

[Teacher or student] said [insert why mental health is important to your school, and why you are taking part].

Jade Zelkowicz, Community Fundraising Manager for YoungMinds, said: “We know that young people face a huge range of pressures, including exam stress, bullying and concerns about body image. When these pressures become overwhelming, it can be an incredibly isolating experience, and the smallest gesture of support can make a huge difference.

“By wearing yellow trousers, a yellow wig or painting their nails yellow, thousands of children and teachers across the country are showing their support. We’re extremely grateful to everyone who’s taking part.”

To find out more about #HelloYellow or to make a donation, go to www.youngminds.org.uk

ENDS

Notes to editors
For further information and pictures please contact press@youngminds.org.uk or call 0203 861 2072

YoungMinds is the UK’s leading charity committed to improving the emotional wellbeing and mental health of children and young people.