

YOUNGMINDS

**Great
ideas for
fundraising**

Schools Fundraising Kit

Thanks so much for deciding to fundraise for YoungMinds!

Everyone at YoungMinds really values your support and the effort that goes into fundraising. You will be joining our fight for a future where all young minds are supported and empowered, whatever the challenges.

Here's your trusty Fundraising Kit full of information and tips to help you successfully raise funds at your school, college or university 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!

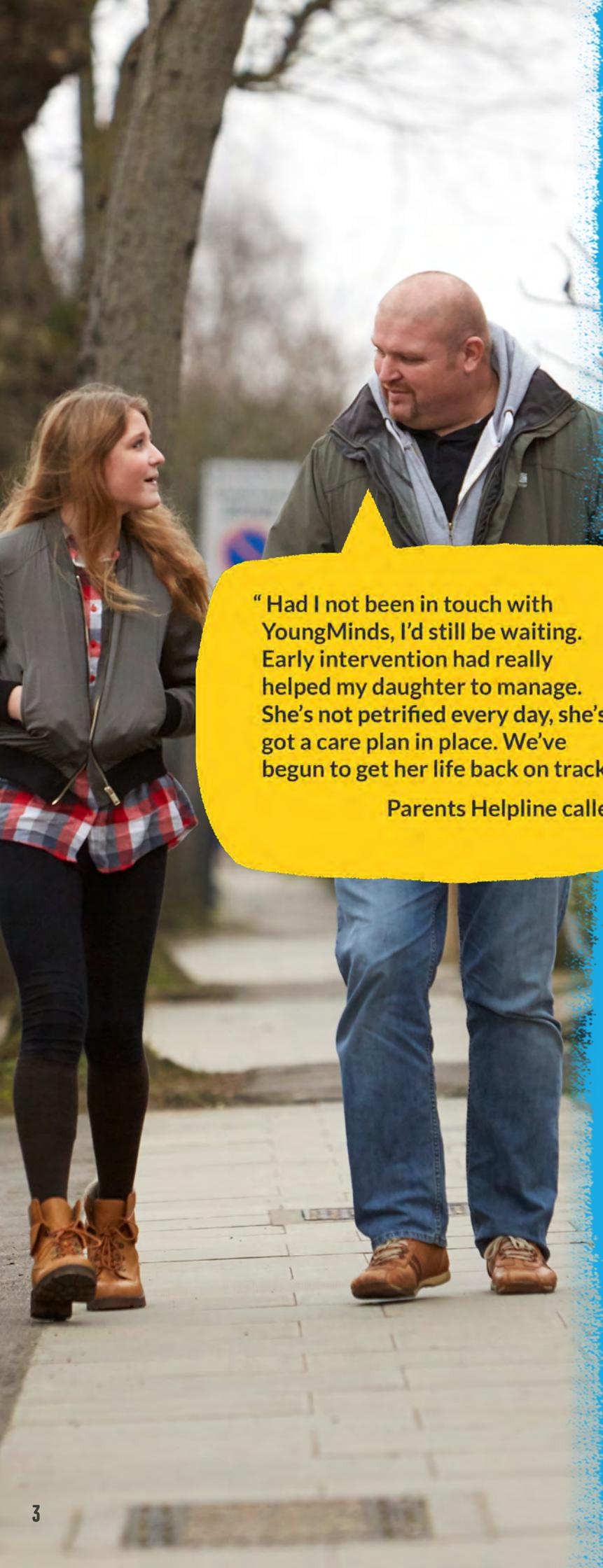
The Fundraising Team at YoungMinds





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About YoungMinds

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges. We're here to make sure children and young people get the best possible mental health support and have the resilience to overcome life's difficulties.

The crisis in children and young people's mental health is real and it is urgent. More children and young people than ever before are reaching out for help with their mental health. But for those who take that brave step, help is much too hard to find.

Together, we are changing this. We're fighting for young people's mental health.

Join our fight.

"Had I not been in touch with YoungMinds, I'd still be waiting. Early intervention had really helped my daughter to manage. She's not petrified every day, she's got a care plan in place. We've begun to get her life back on track."

Parents Helpline caller

Why does our work matter?

1 in 8 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. We 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 Activist programme, 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 young people and their families, we campaign to ensure they get the best possible mental health support.

We help professionals

Many professionals tell us they don't have the knowledge and training to spot vital signs or help young people when it's needed. Our training and consultancy work helps schools and professionals make a real difference to young people's mental health.

The best thing about being a YoungMinds Activist is that I have become a better person and become more confident within myself, and been given the opportunity to create change and express my thoughts and feelings. I honestly can't thank YoungMinds enough for what they have done for me, and for what they have also taught me about the person that I want to be.

Charlotte, 21,
a YoungMinds Activist





Our Contact Details

Address:
YoungMinds
Fourth Floor, India House
45 Curlew Street, London, SE1 2ND

Website:
youngminds.org.uk

Registered charity numbers:
1016968 and SC39700

Company number: 02780643

Any questions?

Email us at:
fundraising@youngminds.org.uk or
call on 0207 089 5050

How to donate

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



Donate over the phone by calling
0207 089 5050



Donate securely online at
youngminds.org.uk/donate



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



Set up a fundraising page at **Virgin Money Giving** or **JustGiving** and your fundraising will be donated directly to YoungMinds

Fundraising ideas to get you started!

Young people are at the heart of what we do, and we want to make sure that everyone is talking about mental health.

Fundraising can be fun, educational and rewarding! We want everyone to get involved – teachers, parents and students – so that much needed awareness and funds are raised, and YoungMinds can continue to improve the emotional wellbeing and mental health of children and young people.

However you choose to support us, we'll be with you every step of the way with top tips and useful resources. Here are a few tried and tested ideas to get the ball rolling!



#HelloYellow

Join us on World Mental Health Day (October 10th) for our national fundraising campaign by wearing something yellow – a tie, jumper, hat or even just your socks! Donate, support our work and say #HelloYellow to get people talking about mental health.

Charity of the Year

This is a great way to get everyone at school, college or university involved in raising awareness and fundraise for YoungMinds throughout the year! Use the ideas below to engage everyone in raising vital funds for our work.

Mufti, Non-uniform or Dress Up Day

Hold a day without uniform with each student giving a donation – this is a great way to get everyone involved!

Cake Sale

Let the Mary Berry in you loose, and get baking. Or if you are feeling competitive, then why not hold your very own Bake Off?



Charity Concert or Show

Get organising and place a spotlight on the talent of students. You could hold auditions for pupils and have a judging panel of teachers. Sell tickets or shake some change buckets in the interval.

Sports Day

This is a great way to get everyone involved in a day of sport and fun!



Sponsored Events

Whether it's a sponsored run, bike ride or silence, they're a great way to raise funds.

For posters, flyers and more downloadable fundraising materials visit:

youngminds.org.uk/resources/fundraising-resources/



£15

supports a Parents Helpline Volunteer for one day to provide information and support to worried parents

Pancake Day

Celebrate Pancake Day with unlimited pancakes in return for donations.



School Fête

Have a school fete and sell goods to raise awareness of young people's mental health.



£30

will provide training for a Young Activist to have the skills and confidence to speak out about mental health issues

Firework Night

Organise a Guy Fawkes firework night and charge people an entry fee.



Halloween

Get creative with a Pumpkin Carving Competition with prizes for the best of the show.



Organise a Halloween Fancy Dress Day and ask for £2 donations.



Raising Funds and Building Resilience

Building Resilience in ourselves and others is so important – it gives us the tools, skills and strategies to overcome life’s difficulties and do even better than we expected to.

We deliver a lot of work on resilience and we find this [framework](#) a brilliant way to think about resilience as it offers simple, practical ways in which we can help develop it.

We’ve used the headings from the framework to think about ways you could fundraise with the best possible results.

Basics

Our basic needs in life are things like getting enough exercise, being in a safe place and enjoying ourselves. These ideas show how we can cover the basics and raise some funds for YoungMinds at the same time!

Exercise

Get outside and take part in a fun run, sponsored walk or even a marathon! If running isn’t your thing, try a school tug of war or sports day – you could try getting parents and teachers involved for an especially memorable event.

Eat healthily

If there’s a budding chef in your community, try putting on a cookery class. Or how about a more adventurous take on the classic bake sale? Whether you love baking biscuits in your spare time or your cheesecakes are delicious, try putting a healthy twist on your favourite recipes.

Play with others

By developing creative approaches and problem-solving skills, play can help us to cope with stressful situations. Why not return to your childhood pastimes and organise a fancy dress event, a football tournament or a dress down day at school?

Learning

The activities in this section highlight the importance of finding out about and discovering new things. They remind us of the value of getting organised, noticing our achievements and developing new skills.



Mentoring

Pair up with a buddy or mentor to develop a fundraising activity like a quiz night. You could also try linking up older students or alumni with younger students who have similar interests in a sponsored coaching scheme.

Career Plans and Life Skills

Do you have a skill that can be auctioned off to the highest bidder? A skills auction or skills swap shop could be a great way to help a friend whilst raising funds for YoungMinds. Or why not try running a motivational speaker event?

Life skills

Taking part in fundraising activities like cycling, baking and drawing will rekindle your existing skills. If you're feeling adventurous, you could try picking up a new skill like orienteering. Grab a map, supplies and compass and explore somewhere new with a friend.



Belonging

These activities focus on good relationships. Fundraising gives you a chance to concentrate on good times and places, find people to depend on, and feel hopeful about the good things coming up.

Keep relationships going

Team games build trust, leadership and problem-solving skills – as well as creating the thrill of a good competition! Whether a basketball tournament or bowling game – the possibilities are endless for raising funds.

Responsibility

The planning of any successful fundraising event requires taking on and sharing responsibility. By taking part in events like a community car wash, sponsored clean-up or dog walk, you'll be giving back to the community.

Learn about the local community

Why not arrange a coffee morning with older people where students can ask questions about the schools' local history, what it was like when they went to the school, and how it has changed? You could sell the refreshments, or hold a community event which people donate to attend.

Coping

These activities are all about helping us get by in everyday ways.

Being brave

Fundraising can stretch your comfort zones and test your limits. Take the leap and sign up for a bungee jump or skydive to support YoungMinds.

Looking ahead with positivity

Create a positive wall where everyone can contribute positive things in their lives or invite an inspirational speaker as great ways to brighten up the day!

Have a giggle!

It is really important to have fun during your fundraising, you could even organise a comedy evening



Core self

These activities focus on being more hopeful, finding our voice and understanding who we are. They encourage us to take responsibility for ourselves, face problems and find help.

Understand other's feelings

By talking about an issue that concerns you, you will also understand other people's experiences and feelings. Organise a coffee morning or picnic and share with your friends and family.

Know yourself

Doing things that matter to you will help you to recognise your strengths, talents and skills. Take part in activities you enjoy and care about and raise funds for YoungMinds along the way.

Showcase your talents

Show off what you're good at with a talent show, community art exhibition, or a bake-off. You can also celebrate strengths by holding a spring fair, a spelling bee, or a school production.

Spread the news

Let everyone know about your fundraising activities by posting on social media and tagging us:



@YoungMindsUK



@YoungMindsUK



@YoungMindsUK

Create a blog

You can use [wordpress.com](https://www.wordpress.com) or [tumblr.com](https://www.tumblr.com)
[blogger.com](https://www.blogger.com)

Send your blog with a photo to the YoungMinds Fundraising Team at fundraising@youngminds.org.uk

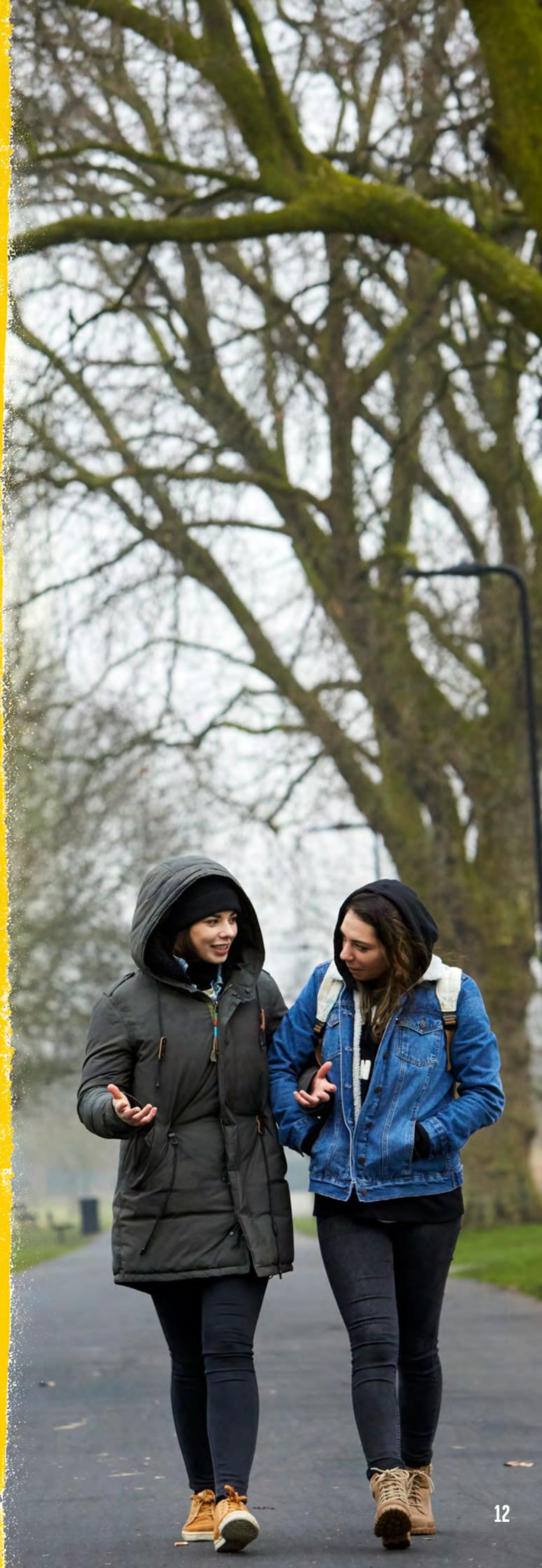
Make a film

Film yourself fundraising and upload it to YouTube and Vimeo. It doesn't have to be expensive – all you need is a smart phone and a great idea! Post it online and share with friends, family and colleagues.

Media

Contact the local media such as newspapers and radio stations.

Write a press release and email the story to journalists in the local area. Redesign press release page if you want.



Write a Press Release

Include a photo or logo

YOUNGMINDS

The title should be short and grab people's attention!

10 June 2014

Faringdon four get their skates on!

Opening paragraph should include the key points: who, what, where, when, how

On Saturday, 13th June, 4 young skaters will roll over 100 miles in four days from their home in Faringdon, Oxfordshire to Filton, Bristol to raise vital funds for young people's mental health charity YoungMinds.

Use the second and third paragraphs to go into more detail about your fundraising and what is unique about your event. Add a personal quote from yourself or a young person

Dan (22) and Mark (19) Langlay-Smith, Vince Callanan (20) and Tom Southerdon (20) will leave their homes in Faringdon at 7:30am on Saturday and travel through Highworth, Blunsdon, Purton, Sherston, Acton Turville, and Pucklechurch before finishing at the 'Yellow Castle' near Frenchay, Bristol.

Last paragraph should include info about where the reader can go to donate or buy tickets for your event. Include links to online fundraising pages or websites

Dan Langlay-Smith said: "YoungMinds is a great charity, and we only hope that we can help those who are silently suffering by raising awareness of the problems that are affecting increasingly more children. We are truly lucky that we can do so by doing something we all love!"

"So far we have raised over £3000. Please help us meet our target of £5000 and donate to an important cause at www.justgiving.com/skate."

You can find out more about YoungMinds work at youngminds.org.uk

ENDS

Add notes to the editor at the very end. Include who to contact for more info and a short background on you or your school or company and YoungMinds. You can also state if you have photos available or spokespeople

Notes to editors

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

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges.



Need help supporting your pupils' mental health?

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

Join our 360° Schools' Community to receive **teaching resources, classroom activities and handy tips** straight to your inbox. You can also share and hear examples of best practice in mental health and wellbeing from other professionals.



youngminds.org.uk/360community

I would like to make a donation to YoungMinds

Title: Name:

Address:

Postcode:

Email:

Phone:

I would like to make a donation of £ to YoungMinds

- Cheque/postal order/CAF voucher
- Credit/debit card/Maestro

Please complete card details: (shaded boxes Maestro only)

Card no.

Issue no.

Start date: End date:

Card holder's name:

Signature: Date:

Reason for donation:

If your donation is in memory of someone, please share their name and relationship to you:

£15 ensures a Helpline Advisor is on the other end of the phone to provide information and support to a distressed parent

£30 will support the training of a Young Activist so that they have the skills and confidence to speak about mental health issues

£100 will pay for 20 information packs to raise awareness and break down the stigma of mental health in schools

Thank you for supporting YoungMinds!

I would like to receive emails from YoungMinds, including the monthly e-newsletter, campaign updates and opportunities to get involved. I agree to the use of my data as outlined in your privacy policy. View youngminds.org.uk/privacy for more information.



You can make your donation achieve even more - 25% more at no extra cost to you!



Gift Aid is reclaimed by YoungMinds from HMRC on all your donations. For every £1 you give, they'll add an extra 25p from your taxes and it doesn't cost you a penny.

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to YoungMinds.

Date.....

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

**Please send your completed form and donation to:
YoungMinds, Fourth Floor, India House, 45 Curlew Street, London, SE1 2ND**

We're fundraising for
YOUNGMINDS
fighting for young people's mental health

Every penny raised goes towards the fight
for young people's mental health.



Event:

Date:

Time:

Location:

Contact:



youngminds.org.uk

This event is held in aid of YoungMinds, registered Charity in England (1016968) and Scotland (SCO39700).



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 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 solid lines and apply glue or sellotape to the tabs which say 'stick here'.
3. Assemble your collection box.

You will need:

- A printer
- A3 or A4 paper
- Scissors
- Glue or sellotape

Stick here

Thank you!

for joining our fight

YOUNGMINDS
fighting for young people's mental health

Stick here

Stick here

Stick here

#FightingFor

youngminds.org.uk

Stick here

#FightingFor
youngminds.org.uk

Stick here

Please don't send any cash to us in the post. Instead, bank it and then send a cheque (made payable to YoungMinds) and send to:
YoungMinds, Fourth Floor, India House
45 Curlew Street, London, SE1 2ND
Registered with
FR FUNDRAISING
REGULATOR
YoungMinds, registered charity in England and Wales (1016968) and Scotland (SC39700)

How to donate

Stick here

YOUNGMINDS
fighting for young people's mental health



**Thanks
for your
support**

YoungMinds
Fourth Floor, India House
45 Curlew Street, London, SE1 2ND

T 020 7089 5050
Parents Helpline 0808 802 5544

[youngminds.org.uk](https://www.youngminds.org.uk)

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