



**Wear
it loud.
Wear
it proud.**

YOUNGMINDS

**Hello
Yellow**
THURS 10 OCT

**Your Fundraising
Pack**



Hello

and



Thank You

We're so grateful that your organisation is joining us for Hello Yellow.

This year, schools, companies and communities across the UK are standing together on World Mental Health Day (Thursday 10 October) and brightening up the country by wearing yellow and fundraising for YoungMinds to show young people they're not alone.

There are days when all of us struggle with how we are feeling. Things can get tough, and it can be difficult knowing how to cope. For so many young people, when this happens, they don't always get the help they need, when they need it. They don't know where to turn, who to talk to, or even if anyone else feels the same.

No young person should feel alone with their mental health. But together, we can change this.

By wearing yellow and donating what you can this October, your organisation can show unwavering support to those in need. Every donation helps us to create vital mental health resources, campaign for local support hubs and run our essential Parents Helpline.

We're here to support you as you prepare for your organisation's Hello Yellow day, so we've created this handy fundraising pack full of activities for you and your colleagues.

The YoungMinds team are also here to help with any questions you have and to help you get yellow-ready, so please get in touch if we can help with anything – we'd love to hear from you!

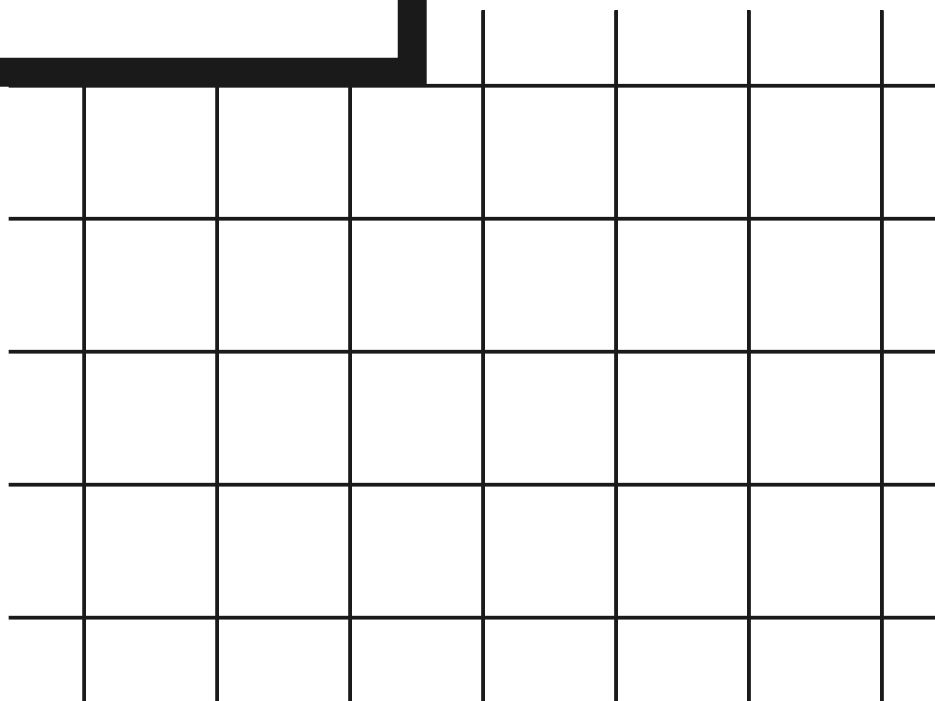
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About Hello Yellow

Hello Yellow has been showing young people they're not alone since 2016.

Over the last 8 years, thousands of schools, companies and communities have come together every October to make World Mental Health Day brighter by wearing yellow, donating to YoungMinds, and showing their support for young people's mental health.

Our Hello Yellow community has raised an incredible £2,168,180!

This year is our ninth Hello Yellow, and we know it's going to be our biggest and brightest year yet! We're so grateful that your joining us to make this happen.

Here are just some of the ways your organisation will benefit from taking part:

- **Encouraging togetherness** – this year's Hello Yellow is about being loud and proud, as we all stand together to support young people's mental health. By taking part, you're encouraging your school community to come together and be proud of who they are.
- **Creating conversations** – our Hello Yellow fundraising pack isn't just full of fundraising resources, there's also lots of ideas for how to get your staff talking about mental health. Whether these conversations are amongst colleagues or with friends and family, they are vital for helping to start conversations about mental health.
- **Increasing awareness** – by getting involved with Hello Yellow, you'll be raising awareness among staff and their friends and families about how to look after their mental health, so that everyone knows they don't have to feel alone if things get tough.

Our headline partner

M&S launched their biggest ever charity partnership with YoungMinds on World Mental Health Day last October. The partnership aims to raise £5m over 3 years, to continue to support us in our mission that no young person should feel alone with their mental health.

Since the partnership launched M&S have donated an impressive £2.1m to YoungMinds through initiatives like; encouraging customers to round up their shopping at the tills, donating 5p from every Farmhouse loaf they sell, and getting all their colleagues across the UK to take part in a big FUN-raiser!

But it's not just about donations. Since the partnership launched, 11m of their customers are now supporting YoungMinds through their Sparks loyalty scheme, brand awareness of YoungMinds has increased by 4% and M&S also launched 'Trusted Adult Training' with all staff, ensuring colleagues are equipped to spot the signs when a young person may be struggling with their mental health. M&S and 14-year-old Joe Whale (aka The Doodle Boy) also teamed up to create a clothing range for children with positivity at the heart and all profits are being donated to YoungMinds. We're so excited to see what the next 2 years will bring.

Head to your nearest Marks & Spencer store to make Hello Yellow shine brighter than ever before. Between 26 September to 10 October, with any purchase you can choose to donate to YoungMinds at the till (excluding franchise stores).

**SUPPORTING YOUNG
PEOPLE'S MENTAL HEALTH**

M&S | YOUNGMINDS
Together, we've got this

How to donate

Here's how to send us your Hello Yellow fundraising

Where possible, please make sure to include your name and 'HY' when paying in donations – this will mean we know who and where your donation has come from, so we can say thank you properly!

Online fundraising page

The quickest and easiest way to collect your Hello Yellow fundraising is by **setting up a JustGiving page**. Every donation made to your page will come to us automatically, so there's nothing you need to do!

Bank transfers

Please **fill in this short form** so we can send you our bank details and to make sure that when we receive your donation, we can confirm receipt of this and thank you! Please make sure to include your name on the transfer.

Cheques

Cheques should be made payable to 'YoungMinds' and sent to: **Fundraising Team, YoungMinds, Fourth Floor, India House, 45 Curlew Street, London, SE1 2ND**. We're only able to accept cheques via post, **please do not send cash donations by post**.

Credit/debit card

You can **make a donation through our website**. When asked if your donation is for Hello Yellow, please tick 'yes'.

Need to pay in cash?

It's best to pay any cash donations into your bank account and then send this to us through one of the above methods.

If you need any support with paying in your Hello Yellow fundraising, please contact the Hello Yellow team at helloyellow@youngminds.org.uk

Your donation impact

£2

could help one young person reach YoungMinds online resources and information.

£30

could allow us to answer a call from a parent or carer to our Parents Helpline.

£219

could train one of our Parents Helpline Advisors to be able to provide information and support to parents and carers to help them support a young person in their life.

Plan your Hello Yellow Day

Use this handy checklist to help you plan your Hello Yellow Day.

1. Decide how you'll take part

You can take part however works best for you! This year's Hello Yellow theme is Wear It Loud, Wear It Proud. Perfect for hosting a coffee morning at work or with your friends, family and neighbours and asking everyone to wear something yellow and donate to YoungMinds.

Top tip: Check out all our fundraising ideas on [page 8](#) for more inspiration.

2. Tell everyone about it!

Let people know you'll be taking part in Hello Yellow on Thursday 10 October, and put it in the calendar. Don't forget, if this date doesn't fit your calendar, you can host your Hello Yellow Day on a different date in October.

3. Get your JustGiving page ready

This is the quickest and easiest way for you to fundraise, as donations come directly to us without you needing to do a thing. **Set up your page** and start personalising it - set a fundraising target, update your page's bio with what you'll be doing for your Hello Yellow and share, share, share.

Top tip: Add a link to your fundraising page to your work email signature (if allowed) or social media accounts and ask people to donate to make it super easy for them.

4. Send reminders

Make sure nobody forgets by sending reminders to staff as 10 October gets closer.

5. Give resources to staff

Share this fundraising pack with staff to help them get excited for Hello Yellow – they might have their own fantastic ideas about how to make the day extra bright!

6. Share the big day online!

When the day arrives, don't be quiet about it – share photos on social media (where you have permission), tag us [@YoungMindsUK](#) and use [#HelloYellow](#).

Top tip: Make sure to include pictures from Hello Yellow in your next newsletter or on LinkedIn to celebrate what your staff got up to for World Mental Health Day.

Fundraising ideas

There's lots of ways to fundraise for Hello Yellow – we've shared some of our favourite tried and tested methods below, and don't be afraid to get creative and think of your own ideas too.



Wear yellow on 10 October and donate – add a splash of yellow or go all out head to toe, and [head to our website to donate to show your support.](#)

Organise a bake sale or coffee morning for staff – colleagues, friends and family and bring your community together. You can ask people to donate to attend – we've even got a cake recipe and labels to get you started on [pages 13-14](#).

Host the Hello Yellow quiz and sweepstake – we've done the hard work for you and created a yellow-themed quiz and sweepstake you can use to support YoungMinds. Head to [pages 10-12](#) to find out more.

Hello Yellow lunch – bring people in your life together and organise a yellow-themed lunch. You could do this at home or in the office and ask everyone to bring an item.

Take on a challenge – whether it's a sponsored silence or sponsored walk, think up a challenge you could take part in to show your support and raise donations for Hello Yellow.

Hear from our corporate partners

Over the years, we have been lucky to have the support from some of our fantastic corporate partners getting involved with Hello Yellow – here's just a few ways they've taken part!

Wickes

During our 3-year partnership with Wickes, they loved getting involved with Hello Yellow, swapping their blue uniforms for bananas and other yellow items!

Leading up to Hello Yellow, Wickes turned yellow and had a 50p ask running across all their stores. They would ask each customer to add a 50p donation to their shopping total to help raise vital funds to support young people's mental health.

SOHO Coffee

SOHO Coffee supported YoungMinds from 2020-2023. Their Guatemala coffee was made especially in support of us, accompanied by a limited edition lemon meringue muffin!

The team supported Hello Yellow by donning yellow t-shirts and encouraging customers who visited their stores on 10 October to donate to YoungMinds.

Swizzels

We partnered with Swizzels for Hello Yellow 2022 and 2023. They rebranded their famous 'Love Hearts' into 'Kind Hearts' to support YoungMinds.

Through the partnership, Swizzels helped to raise awareness of mental health and encouraged people to 'share the love' by being kind to one another. They also promoted YoungMinds resources for young people who are struggling with their mental health.

The O2 Arena

In October 2023, we were invited to the O2 Arena as the venue's official charity partner to run activations for Hello Yellow on World Mental Health Day. This involved a photobooth and message board to engage with the public. Staff at the O2 also wore their brightest yellow outfits!

Interested in becoming a corporate partner? Whether you've worked with us before or not, we'll make it easy for you to get involved. By choosing us, you'll be joining our fight to show young people they should never have to feel alone with their mental health. [Head to our website to find out more](#), and email fundraising@youngminds.org.uk to speak to our team.

It's quiz time!

Test your yellow knowledge with our Hello Yellow quiz! Take on the challenge yourself or host a quiz night to put your friends and family to the test.

Film and TV

1. Who lives at 742 Evergreen Terrace?
2. Which Hogwarts house is commonly associated with the colour yellow?
3. In which film series would you find yellow characters called Stuart, Kevin and Bob?
4. Which Teletubby is yellow?
5. Which Disney princess wears a yellow dress?

Food and drink

1. Which yellow spice is more valuable than gold?
2. What yellow food does a turophile love?
3. Roughly how many bananas are eaten in the UK each year? 50 million, 500 million, 5 billion.
4. Which popular pudding accompaniment is made by Ambrosia?
5. Lemons are rich in which vitamin?

Geography

1. In which country would you find the Yellow River?
2. The name of which Texan city is also the Spanish word for yellow?
3. Which shade of yellow is included in the name of a famous San Francisco bridge?
4. In what country did Vincent Van Gogh paint his famous "Sunflowers"?
5. Which Scandinavian flag is the only one to feature yellow?

General knowledge

1. Which of these is not a shade of yellow – ochre, lemon, canary, cerulean.
2. Which yellow flower is the symbol of Wales?
3. How many points do you get for potting the yellow ball in snooker?
4. In the classic version of Trivial Pursuit, what category is represented by yellow?
5. Which of these is now an official yellow Crayola colour? Unmellow Yellow, Electric Yellow, Ultra Yellow, Green Yellow.

It's quiz time!

True or false

1. The first Pac Man game came out in the 1980s.
2. Dorothy Gale travels down an emerald brick road to reach the City of Oz.
3. The Yellow Sea is the largest sea in the world.
4. Gold is naturally yellow in its pure form.
5. Bananas are considered berries.

The answers

Film and TV

1. The Simpsons
2. Hufflepuff
3. Despicable Me
4. Laa-Laa
5. Belle

Food and drink

1. Saffron
2. Cheese
3. 5 billion
4. Custard
5. Vitamin C

Geography

1. China
2. Amarillo
3. Gold(en)
4. France
5. Sweden

General knowledge

1. Cerulean
2. Daffodil
3. Two
4. History
5. Electric Yellow

True or false

1. True
2. False
3. False
4. True
5. True

Sweepstake

Write number here and then fold.

How to play

1. Pick the winning number, write in the top right corner and fold over to hide the answer.
2. Find a prize and ask people to make a £2 donation to pick their icon to be in the chance to win.
3. When the sheet is full, reveal the winner!
4. Let everyone who took part know how much their support is valued and that they're helping us continue to make sure no young person feels alone with their mental health.

			
1.	2.	3.	4.
			
5.	6.	7.	8.
			
9.	10.	11.	12.
			
13.	14.	15.	16.
			
17.	18.	19.	20.

Ready, steady, BAKE

Baking is a great way to relax and feel creative – plus you get a tasty treat afterwards! Why not give our simple sponge cake recipe a go and add your favourite fillings and decorations to make it your own.

What you need

Oven
Cake tin
Baking paper
Wooden spoon, electric hand mixer or stand mixer
Spatula
Cake tester / skewer / cocktail stick (optional)
Cooling rack (optional)
Knife (optional)
Fillings and decorations of your choice

Ingredients

200g self-raising flour
200g butter
160g caster sugar
3 large eggs
1 tbsp vanilla extract
4 tbsp milk

Instructions

1. Preheat the oven to 180°C / Fan 160°C.
2. Grease your cake tin with a small amount of butter and line the bottom with baking paper.
3. Cream your butter and caster sugar together using your wooden spoon or mixer until light and fluffy. This should take 3-5 minutes and might take longer if you're doing this by hand.
4. Once combined, add 1 egg and some of your milk and vanilla extract. Give this all a mix and repeat until all your eggs, milk and vanilla extract have been added.
5. Using a spatula, fold the self-raising flour into the mixture until combined.
6. Add your batter to your cake tin and bake in the oven for 25-30 minutes. Use a cake tester, skewer or cocktail stick to check if your cake is cooked by sticking into your cake – if it comes out clean, your cake is ready!
7. To speed up your cakes cooling down, turn them out onto a cooling rack.
8. Once cooled, if you're adding a filling, use a knife to cut your sponge horizontally, add your filling, then sandwich them back together before decorating!

Food labels

Tastes as good as it looks

Fold and place in front of your food

Use these labels for your bake sale or coffee morning.

Suggested donation

£

Fold



Suggested donation

£

Fold



Tastes as good as it looks

Made with love

Suggested donation

£

Fold



Suggested donation

£

Fold



A little treat

Mmmmm

Suggested donation

£

Fold



Suggested donation

£

Fold



Maybe just one more

Super yummy

Suggested donation

£

Fold



Suggested donation

£

Fold



10/10

Oh go on then

10 wellbeing at work tips

Even when things feel hectic, it's important to take a moment for your own wellbeing. There's no 'right' way to do this, so here are some tips if you need some inspiration:

Working from home?

Maintain a healthy work schedule, including lunch, regular screen breaks and logging off on time, and try and stick to a consistent routine each day.

Check in with a colleague.

Whether it's sending them a message or chatting in the office, take 5 minutes to see how someone is doing and catch up on something not work related.

Practice mindful tech use

– avoid using your phone when interacting with others so that you can be mindful and present in the moment, and avoid multitasking, like when you're on your phone and watching TV at the same time. This will help you focus on and enjoy one thing.

Have a tidy.

A decluttered workspace will help you feel focused and productive, especially if things are feeling overwhelming.

Give mindfulness a go.

This is a great way to remain present, calm and lower stress. There are lots of free resources and apps available to help guide you through breathing techniques and meditation that can help to ease anxiety.

Organise a social event for you and your colleagues

– there are lots of activities which can take place in person virtually or in person so lots of people can get involved, like a quiz or book club.

Stay active by getting outside for some fresh air.

Or if the weather's putting you off, try an at-home workout, like using a YouTube yoga video to get yourself moving.

Listen to some music

– why not try making a shared playlist for you and your colleagues?

Reach out for help.

If you're struggling, speak to someone like a trusted colleague, friend or family member. We all need support sometimes and it's okay to ask for help when you need it.

Take a break from your inbox.

Put aside 5-10 minutes every hour to get up, move around, give your eyes a break and do something for you, whether it's making a cup of tea, meditating, reading a book, anything that encourages you to have a moment for yourself.

If you're worried about a young person, tell them about our website which has lots of resources to support their mental health.

They can also text **SHOUT** to 85258 for free text support.

More ways to say hello to yellow

We've got plenty more resources to help you plan Hello Yellow, just [head over to our website](#) to find all of these and much more:

Posters

Photo booth props

Speech bubble bunting

PPT slides

Wellbeing bingo

Decorate your desk competition

Thank

You!