



**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 school
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 school 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 school's Hello Yellow Day, so we've created this handy fundraising pack full of activities specifically for secondary schools, parents and staff.

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

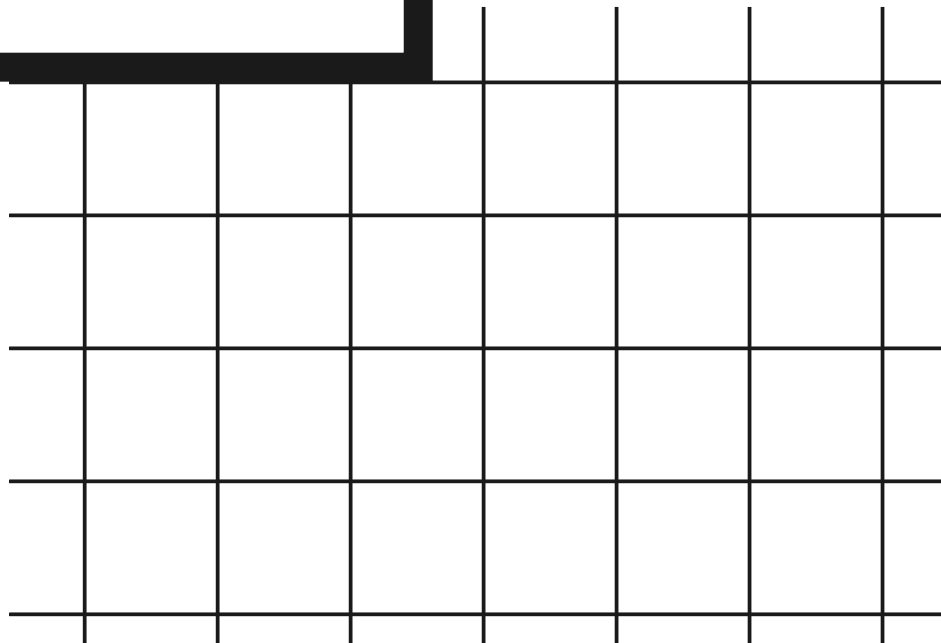
Team Hello Yellow



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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 school is joining us to make this happen.

Here are just some of the ways your school 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 students and staff talking about mental health. So, whether that's conversations with their peers, with their families or with teachers, you'll be helping equip young people with the tools to start speaking up about mental health.
- **Increasing awareness** – by getting your school involved with Hello Yellow, you'll be raising awareness among staff, students and their 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. 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).

Plus, this year M&S and 14-year-old Joe Whale (aka The Doodle Boy) have teamed up to create a range of products for our Hello Yellow partnership with positivity at the heart.

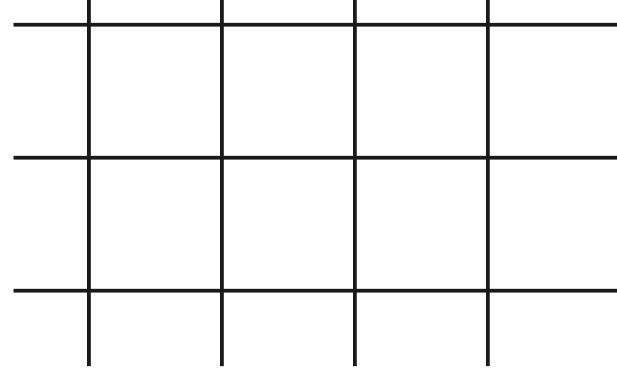
Known for turning everyday moments into works of art featuring cartoon monsters, aliens, and positive messages for young people, The Doodle Boy has created a special worksheet for pupils to use to embrace the joy of doodling – find out more on [pages 17-18](#).

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 school 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 school's Hello Yellow Day.

1. Decide how you'll take part

You can take part however works best for your school community! This year's Hello Yellow theme is Wear It Loud, Wear It Proud. Perfect for hosting a non-uniform day and asking everyone to wear something yellow and donate to YoungMinds. You can also host Hello Yellow activities as part of the day, and this pack has plenty of resources to help make this as easy as possible.

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

2. Tell everyone about it!

Let staff, parents and students know you'll be taking part in Hello Yellow on Thursday 10 October, so they can put the date in the diary. Don't forget, if this date doesn't fit your school calendar, you can host your Hello Yellow Day on a different date in October.

Top tip: Use our message to parents template on [page 24](#). Plus, you can also let people know on your social media or school website.

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 with parents.

Top tip: Add a link to your fundraising page to your website and email it to parents to make it super easy for everyone to donate. You can even print off QR codes to stick up in school – [find out how](#) and set yours up, it takes 10 seconds.

4. Send reminders

Make sure nobody forgets by sending reminders to students, staff and parents as **10 October** gets closer.

5. Give resources to staff

Make sure all your teaching staff have access to the resources in this pack to help them organise a Hello Yellow activity.

Top tip: Our activities ideas on [pages 9-21](#) are perfect for this!

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 to celebrate what your school 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, pupils and parents – invite colleagues and bring your team together. You can ask people to donate to attend – we've even got a cake recipe and labels to get you started on [pages 22-23](#).

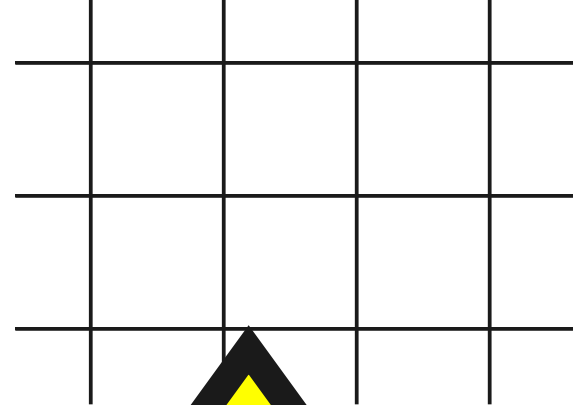
Host the Hello Yellow quiz – we've done the hard work for you and created a yellow-themed quiz you can use to support YoungMinds. Head to [pages 20-21](#) to find out more.

Hello Yellow lunch – bring staff together and organise a yellow-themed lunch where you ask everyone to bring an item of food to share.

Use our **wellbeing activities** – get your class involved with Hello Yellow using our **What My Name Means To Me, Wellbeing Window, Photobooth and Mural, Doodle What Makes You Happy** and **Peer Support Pledges** activities on [pages 9-18](#).

Organise a **Hello Yellow photobooth** – print off our Hello Yellow props (more details on [pages 12-14](#)) and organise a photoshoot in your class for when students are arriving. You could even ask students to bring in something yellow to pose with.

Activity Session Plans



Activity One: What my name means to me

- **Time:** 10-15 minutes (depending on time available and if students want to share)
- **Resources needed:** A piece of paper for each student and coloured pens/pencils

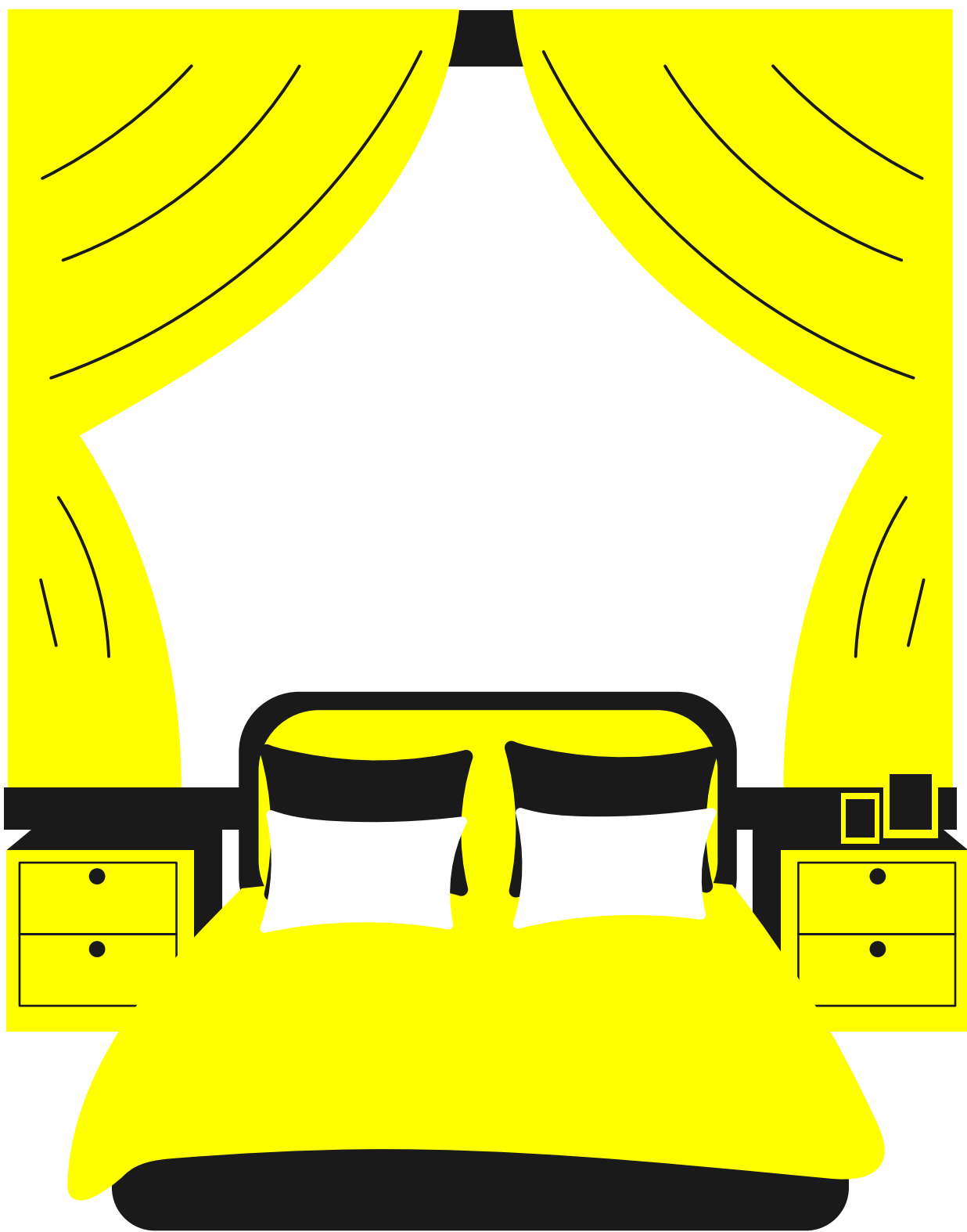
Time	Teacher Guidelines
2 mins	<p>Introduction</p> <ul style="list-style-type: none"> • YoungMinds is the The UK's leading charity fighting for a world where no young person feels alone with their mental health. • Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day. • This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'. • Describe the ways the school is taking part in Hello Yellow. • A really important part about mental health is knowing what makes us who we are and being proud of these things. • The activity we're going to do is going to help us think about this.
2 mins	<p>Part 1 – Instructions</p> <ul style="list-style-type: none"> • You're each going to find a way to show what your name means to you. • Hand out resources. • Start by drawing, doodling or writing your name in your own individual way. • You might want to focus on just that or you might want to include parts of your identity or things that come to mind when you think about your name. • Check student understanding. • Teachers can also participate in this activity with their own names.
5 mins	<p>Part 1 – Activity time</p> <ul style="list-style-type: none"> • Students use resources to complete the activity.
5 mins	<p>Optional Part 2 – Sharing back</p> <ul style="list-style-type: none"> • If students would like to share what they have done and why, they can. <p>This is completely optional.</p>
1 min	<p>Summary</p> <ul style="list-style-type: none"> • Being proud of who we are can really help our mental health and wellbeing. Hopefully this activity will help you remember the many things that make you who you are.

Activity Session Plans

Activity Two: Wellbeing Window

- **Time:** 10-15 minutes (depending on time available and if students want to share)
- **Resources needed:** Wellbeing Window ([page 11](#)) resource and pens.

Time	Teacher Guidelines
2 mins	<p>Introduction</p> <ul style="list-style-type: none"> • YoungMinds is the The UK's leading charity fighting for a world where no young person feels alone with their mental health. • Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day. • This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'. • Describe the ways the school is taking part in Hello Yellow. • A really important part about mental health is recognising what we do to look after our own wellbeing (self-care) but also who/where we can go to and what these people/places do for us when we need help with your mental health i.e. when we need external support. • The activity we're going to do is going to help us think about this.
2 mins	<p>Part 1 – Instructions</p> <ul style="list-style-type: none"> • You're each going to get your own Wellbeing Window resource. • On this you're going to write/draw: <ul style="list-style-type: none"> - In the room: What you do for self-care and why this works for you. - Outside the window: Who and where you go when you need support for your mental health beyond self care and why this works for you. • Hand out resources. • Check student understanding.
5 mins	<p>Part 1 – Activity time</p> <ul style="list-style-type: none"> • Students use resources to complete the activity.
5 mins	<p>Optional Part 2 – Sharing back</p> <ul style="list-style-type: none"> • If students would like to share what they have done and why, they can. <p>This is completely optional.</p>
1 min	<p>Summary</p> <ul style="list-style-type: none"> • Hopefully this activity will have helped you think about the support available to you even if you are ok managing with your own self care. • Remember that even if you have ways of managing your mental health and wellbeing by yourself, you can always open the window to other support when you need it. • Always keep that other support in view through your Wellbeing Window.



Activity Session Plans

Activity: Photo booth and mural

- **Time:** 5 minutes for each student throughout the day/adhoc visits to the activity.
- **Resources needed:** Hello Yellow branded/designed photo booth resources and pens.

Teacher Guidelines

Set-up and introduction

- Set up a photo booth somewhere in the school. This could include a Hello Yellow themed backdrop.
- Print/prepare the YoungMinds photo booth resources and gather some pens.
- Allow some time in the day for students to engage with the photo booth activity.
- When students approach share the following information with them:
 - YoungMinds is the UK's leading charity fighting for a world where no young person feels alone with their mental health.
 - Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day.
 - This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'.
 - **Describe the ways the school is taking part in Hello Yellow.**
 - We're going to create a Mural in the school with photos of students and your responses to the statements on the postcards/resources.
 - The aim is to help students celebrate what makes you who you are, think about World Mental Health Day and what Hello Yellow means to you and help people feel less alone with their mental health.

Activity and instructions

- Let students choose the statement/s they want to respond to.
- They can do this as individuals or in pairs/groups.
- Get them to write their responses underneath their chosen statement/s.
- Take a picture of them with their chosen statement/s and response/s.
- Use the pictures to create a Mural somewhere in the school. This could be 'live creation' i.e. creating the Mural as the pictures are taken throughout the day or the Mural could be created afterwards and unveiled at the end of the day/the next day.



**Hello
Yellow**



photo booth



What 'Wear it loud, wear it proud' means to me.

Who I go to for help with my mental health.

One piece of advice I would give to someone struggling with their mental health.

What Hello Yellow means to me.

Activity Session Plans

Additional activity for Colleges: Peer Support Pledges

- **Time:** Adhoc conversations throughout the day.
- **Resources needed:** Hello Yellow branded conversation cards and pledge cards and pens.

Teacher Guidelines

Set-up and introduction

- Set up a space in the college that students can visit throughout the day.
- Equip the space with conversation cards and Peer Support Pledge cards for students to use throughout the day.
- Print/prepare the YoungMinds activity resources and gather some pens.
- Allow some time in the day for students to engage with the activity.
- When students approach, share the following information with them:
 - YoungMinds is the The UK's leading charity fighting for a world where no young person feels alone with their mental health.
 - Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day.
 - This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'.
 - **Describe the ways the school is taking part in Hello Yellow.**
 - We're going to create a Mural in the school with the Peer Support Pledge cards.
 - The aim is to help students get talking about mental health and consider what they can do to help other students feel less alone with their mental health.

Activity and instructions

- When students approach the activity ask them to select one or two conversation cards and discuss the questions on the cards.
- During or following the conversations, encourage them to complete a Peer Support Pledge card each.
- Use the Peer Support Pledge cards to create a Mural somewhere in the school. This could be 'live creation' i.e. creating the Mural as the Pledge Cards are completed throughout the day or the Mural could be created afterwards and unveiled at the end of the day/the next day.

Thinking about mental health, what does 'wear it loud, wear it proud' mean to you?

How do the people in your life help you look after your mental health?

How can we (peers) support each other when things are tough?

What do we want to talk about more to others when it comes to our mental health?

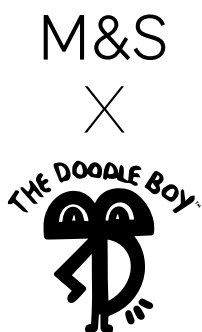
Doodle what makes you happy

Help your class embrace the
joy of doodling

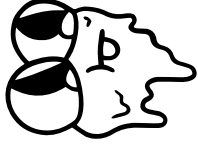
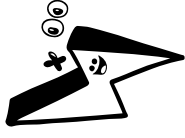
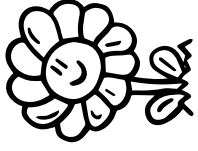
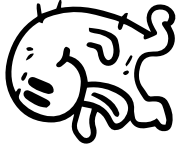
How to use:

1. Print off our Hello Yellow x The Doodle Boy doodle sheet for your class.
2. Explain to students that this sheet has been created by The Doodle Boy for them to draw whatever makes them happy. Doodling can help us to express how we feel and remember all the positive things in our lives.
3. You can also play our **short video** tutorial from The Doodle Boy showing how to have fun doodling, to help inspire your class.
4. Ask students to share something they've doodled and what the inspiration behind it was and why this makes them happy.

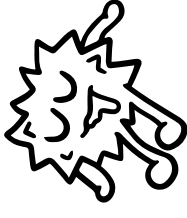
Top tip: let students take their doodle sheet home so they can add to it as much as they want to.



Supporting
YOUNGMINDS

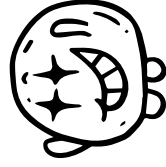
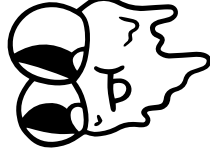
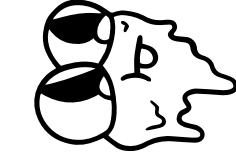
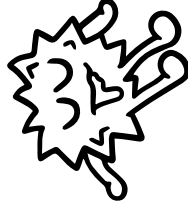


YOU ARE NOT ALONE



M&S | YOUNGMINDS

Together, we've got this

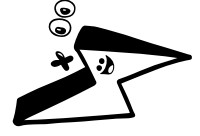
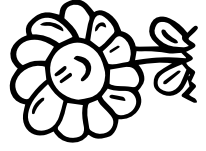


Doodle what makes you happy

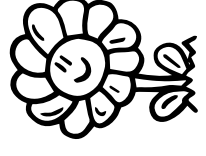
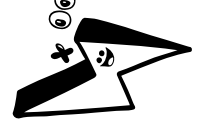
Your family, your pets, the sunshine or something else altogether.

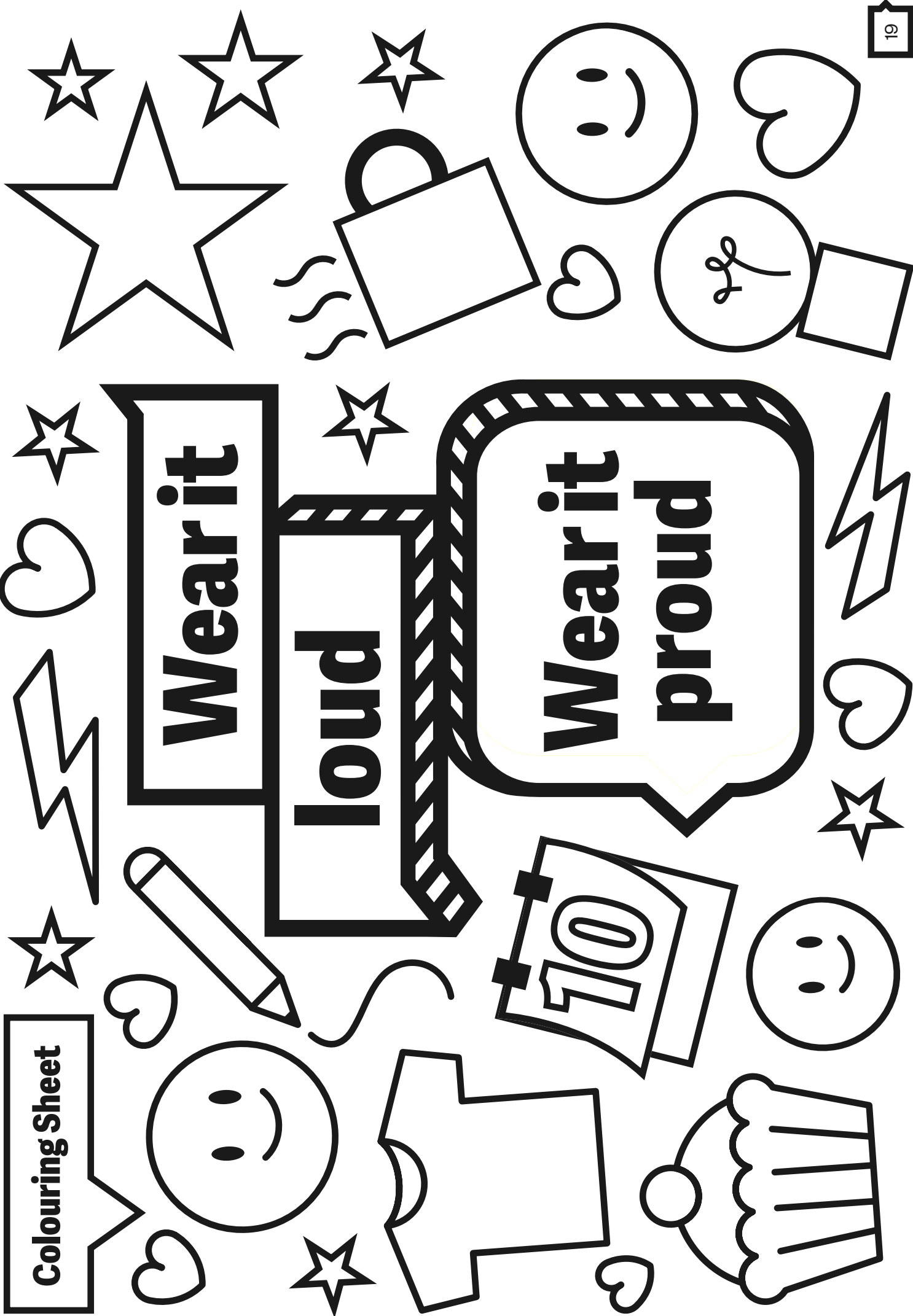
Grab a pen and show us your doodles!

STRONGER
THAN
THINK



FIND WHAT YOU
LOVE:





Wear it

loud

**Wear it
proud**

Colouring Sheet

It's quiz time!

Test your yellow knowledge with our Hello Yellow quiz! Split students into groups and take on the role of quiz master to see who can score the highest. Just grab paper and pens.

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

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

Suggested donation

£

Fold



Made with love

Suggested donation

£

Fold



A little treat

Suggested donation

£

Fold



Mmmmm

Suggested donation

£

Fold



Maybe just one more

Suggested donation

£

Fold



Super yummy

Suggested donation

£

Fold



10/10

Oh go on then

Message for parents

Copy and paste this message and share it with parents and carers to let them know about Hello Yellow and how your school is taking part.

Dear parents and carers,

[Insert school name] will be joining thousands of schools across the UK and taking part in Hello Yellow in support of YoungMinds on Thursday 10 October (World Mental Health Day) where we'll be holding a non-school uniform day and asking everyone to wear something yellow.

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.

To take part, students can wear yellow to school, and we'd like to ask parents and carers to consider donating to help YoungMinds keep fighting for young people's mental health.

Our suggested donation is £2 which can be donated on our JustGiving page: [insert link to your school's fundraising page here].

Because we stand brighter, together.

Finally, YoungMinds have resources for parents and carers to find help and advice, if you're ever concerned about a child or young person – you can find this on their website: www.youngminds.org.uk/parent.

If you have any questions, please let us know.

Kind regards,

[insert Head Teacher's name and signature here]

10 wellbeing tips

We asked school staff for their top ways to look after their mental health, here's what they said:

for school

I try to cut down on the amount of emails I send and find people instead. Whoever I need to speak to, these conversations can be useful, funny and give me some valuable face-to-face contact.

When I'm feeling overwhelmed, I review my to-do list. I try to filter out anything that doesn't have to be done today.

We take turns to organise social events for staff like a quiz or book club and put a sign-up sheet on the board in the staff room so everyone can see it.

I listen to praise from colleagues, students and loved ones. Sometimes it's all too easy to absorb criticism but it's good to hear the compliments too.

Teaching can be tough and so being able to talk to someone when I'm struggling is vital.

I'm lucky, I have really supportive colleagues and we check in with each other a lot. It makes such a difference when a friend asks how I am and actually takes the time to listen, so I try and do the same for them too.

We celebrate more!
The first agenda item in our meetings is always highlights – a joke with a student, a moment of kindness, a breakthrough in the classroom. This way it becomes routine and helps you to celebrate the successes – however small.

I try and stay active. However hard it is to get going, physical activity really helps me when I'm feeling stressed. I love gardening, cycling to work or just going for a walk.

I try to take 10 minutes to sit outside of my classroom each week. I take a cup of coffee and biscuits and listen to a podcast, listen to music, read a book or take a moment to think about what's going well so far this week.

I make the most of my time outside of the classroom and wind down on my journey home. I do a puzzle, read a book, or, if I cycle, I try and take a scenic route home.

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!