



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

YOUNGMINDS

**Hello
Yellow**
THURS 10 OCT

**Your Fundraising
Pack**



Hello

and



Thank You

We're so grateful that you're 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, you 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 to prepare for Hello Yellow Day, so we've created this handy fundraising pack full of activities.

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!

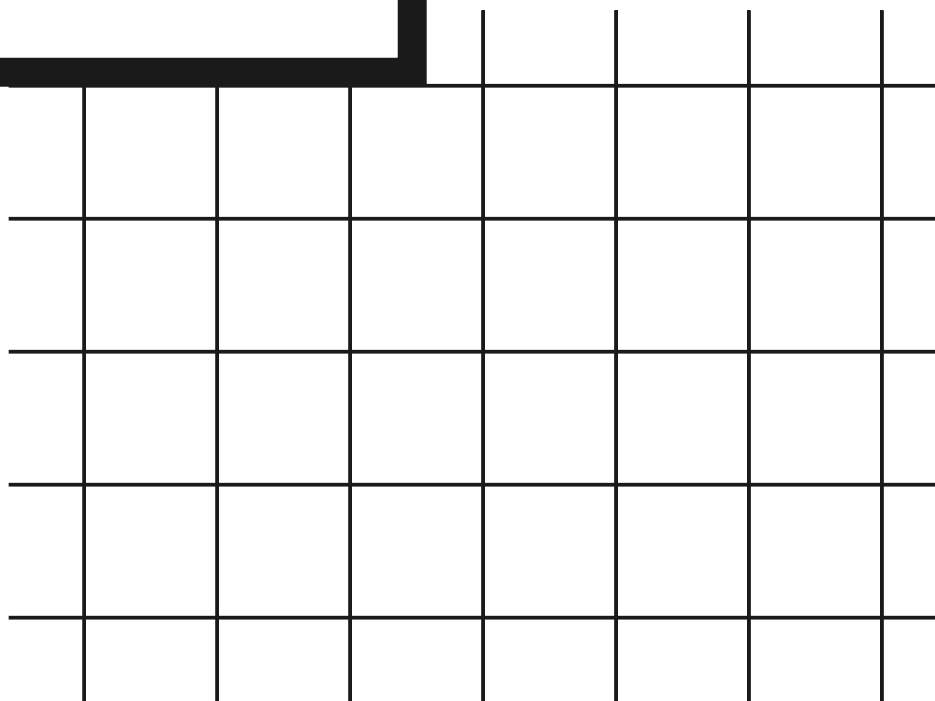
Team Hello Yellow



**E: helloyellow@youngminds.org.uk
T: 020 7089 5050**

Contents

About Hello Yellow	4
Our headline partner	5
How to donate	6
Plan your Hello Yellow Day	7
Fundraising ideas	8
It's quiz time	9-10
Sweepstake	11
Activity with a young person	12-13
Ready, steady, BAKE	14
Food labels	15
Wellbeing tips for a digital world	16





About Hello Yellow

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

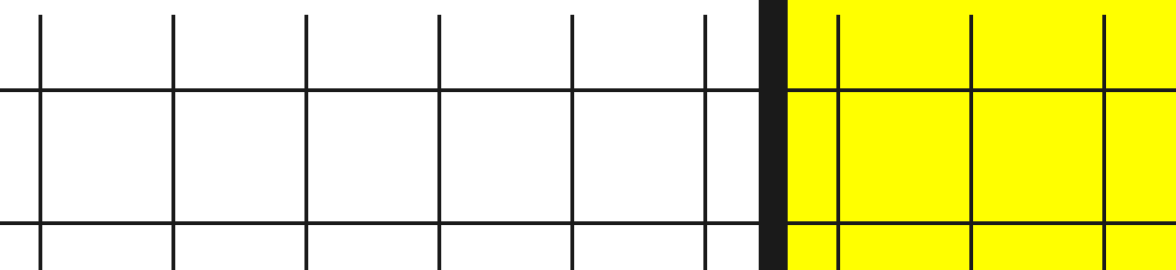
Over the last 8 years, thousands of schools, companies and communities have come together every October to make World Mental Health Day brighter by wearing yellow, donating to YoungMinds, and showing their support for young people's mental health.

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 you're joining us to make this happen.

What's the benefit of taking part:

Our work to support young people with their mental health is needed now more than ever. By taking part in Hello Yellow, not only are you helping us raise awareness and vital funds to show young people they never have to feel alone with their mental health, but you're also showing young people in your life that if they are ever struggling, there is help out there.



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.

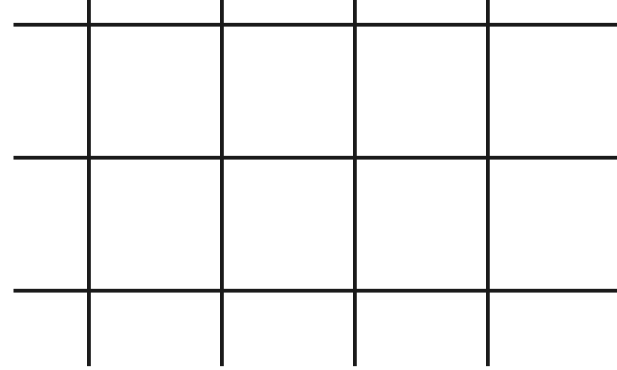
Head to your nearest Marks & Spencer store to make Hello Yellow shine brighter than ever before. Between 26 September to 10 October, with any purchase you can choose to donate to YoungMinds at the till (excluding franchise stores).

**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. Pick your outfit

It's time to raid the wardrobe! Whether you're head-to-toe in yellow or adding a pop of colour with some bright accessories, any way you can add yellow to your outfit will help show your support.

5. 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](#).

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

– invite colleagues, friends, family and neighbours 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 14-15](#).

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 9-11](#) 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.

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.

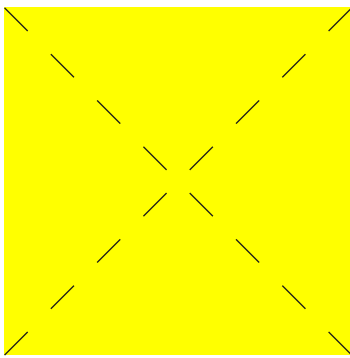
			
1.	2.	3.	4.
			
5.	6.	7.	8.
			
9.	10.	11.	12.
			
13.	14.	15.	16.
			
17.	18.	19.	20.

Activity with a young person

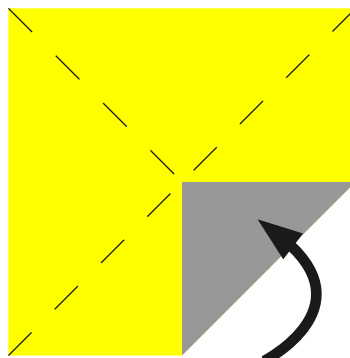
Chatterbox chats

Chatterbox is a great way to talk about thoughts and feelings with a young person. Having an activity to focus on while talking can help a young person feel more comfortable, especially if sharing something for the first time. This is particularly effective when you're one-on-one with a young person and can also be used in a group setting to allow young people to share ideas with each other.

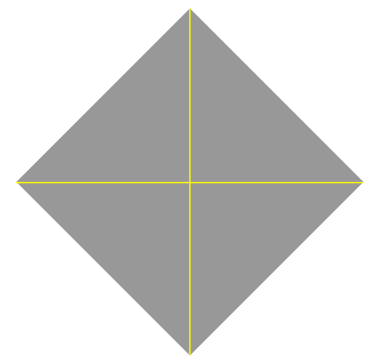
How to make a chatterbox



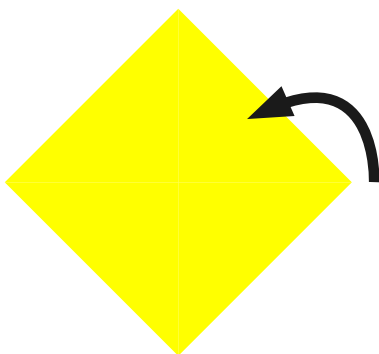
1. Start with a square of paper. Use the template on [page 13](#)



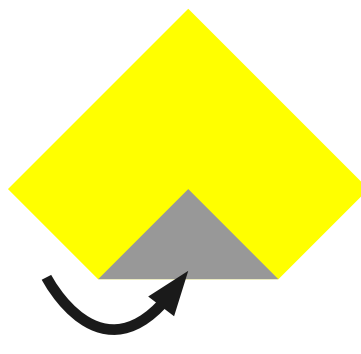
2. Fold a corner to the centre



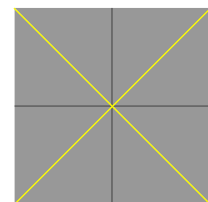
3. Fold all corners to the centre



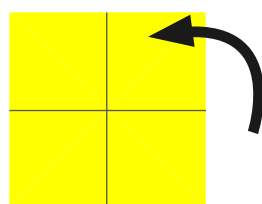
4. Turn over



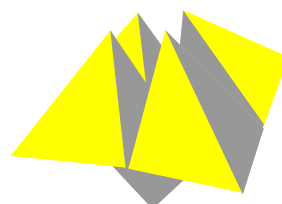
5. Fold a corner to the centre



6. Fold all corners to the centre



7. Turn over

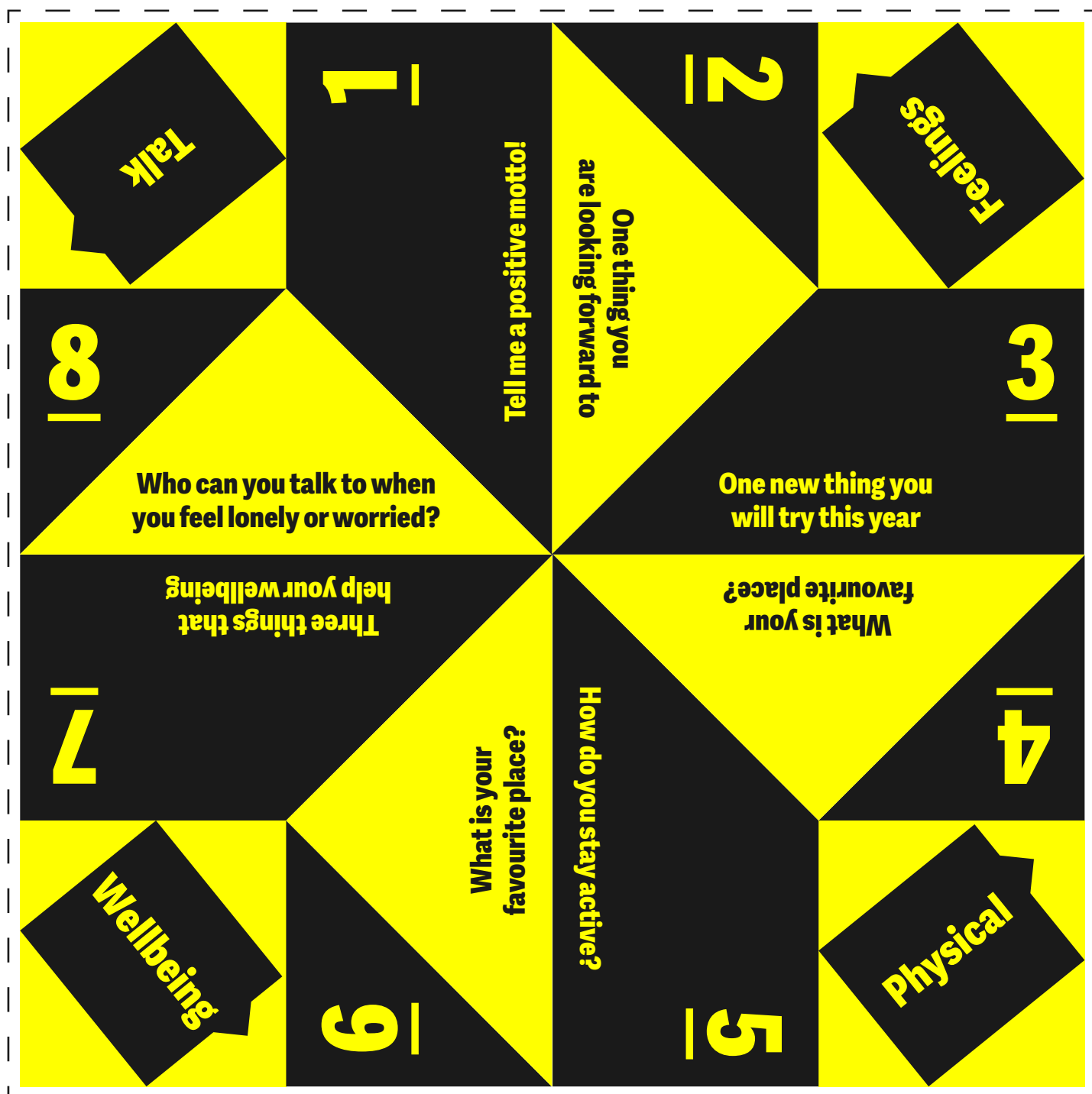


8. Insert fingers and play!

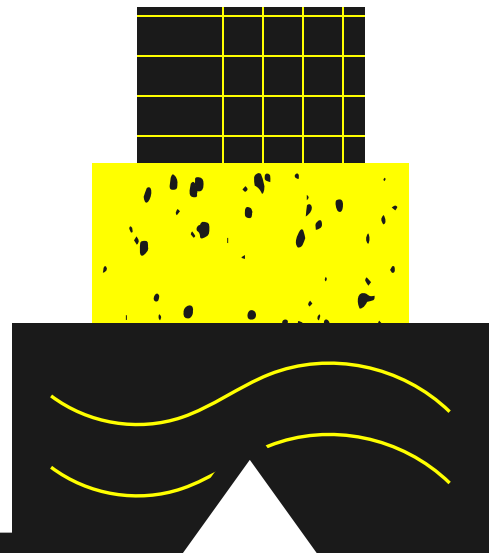
How to use a chatterbox

1. Slot your thumbs and forefingers under the flaps. Your fingers will all touch so that your chatterbox shows the four themes facing up.
2. Ask the young person to pick a word on the flaps. Moving your index fingers and thumbs apart (to open the chatterbox horizontally on one move and then vertically on the next), spell out the word they picked. One letter = one move.
3. Once you've spelt out the word, four numbers will now be showing. Ask the young person to pick a number. Making the same movements in step 2, count out the number. The number picked = the number of moves.
4. You'll now have four numbers showing again. Ask the young person to pick a number. This time, unfold the flap and read the statement underneath and discuss.

Top tip: If you're doing this in a larger group, ask everyone to change partners between questions and to take turns being in charge of the chatterbox.



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

Wellbeing tips for a

digital world

We all need to look after our mental health, especially in the digital world. Try out our tips for how to take care of yourself:

Take a digital detox – take regular break from social media, whether it's a few hours or a full weekend cleanse. You can even add limits to how long you can access certain apps on your phones to help you do this.

Stay informed mindfully – staying up to date with the news can become overwhelming, so limit how often you check this, like turning off or limiting your notifications.

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.

Create an ergonomic workspace – when you're working, pay attention to your computer set up to prevent physical strain from sitting at your desk.

Go phone-free – having set times you won't use your phone can help you maintain taking a break from your screen.

Set boundaries – avoid using your personal phone for work, and if you really can't avoid this, only do this during your working hours so that you can take time to rest and recharge outside of work time and to reduce associating your personal phone with working.

Embrace nature – go outside and enjoy the outdoors. From a short walk in the park to spending time in your garden, any way you can spend time in nature will have a positive effect on your mind.

Curate your online space – unfollow any accounts that don't make you feel good and follow accounts that bring you joy.

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!