



**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 primary 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!

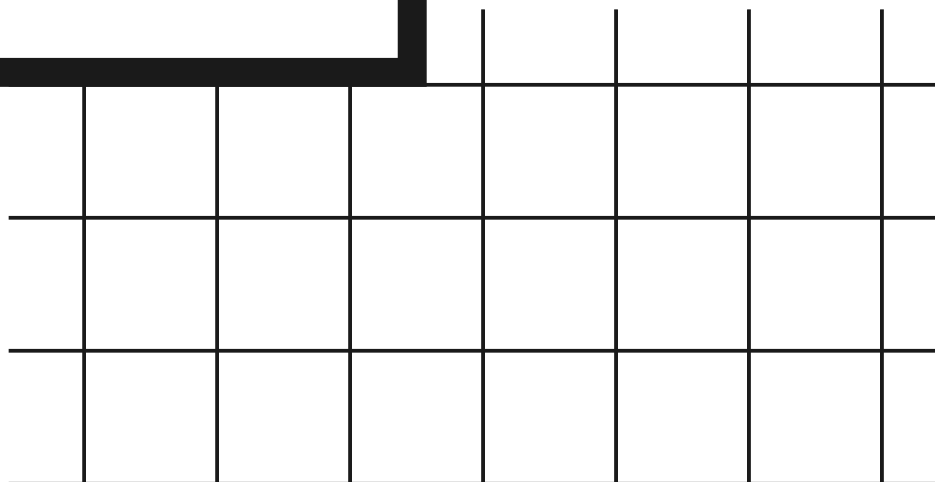
**Team Hello Yellow**



**E: [helloyellow@youngminds.org.uk](mailto:helloyellow@youngminds.org.uk)  
T: 020 7089 5050**

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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).

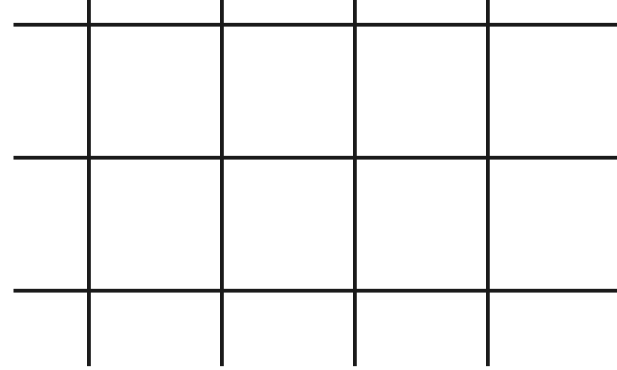
Plus, this year M&S and 14-year-old Joe Whale (aka The Doodle Boy) have teamed up to create a range of products for our Hello Yellow partnership with positivity at the heart.

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 12-13](#).

**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](mailto: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 21](#). 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 activity ideas on [pages 9-18](#) 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.



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

**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 19-20](#).

**Use our wellbeing activities** – get your class involved with Hello Yellow using our **Create Your Comfort Creature**, **'What Makes You Great'** badge making and **Doodle What Makes You Happy** activities on [pages 12-13](#).





# Activity Session Plans

## Activity One: Create your comfort creature

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

Time	Teacher Guidelines
2 mins	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• YoungMinds is the UK's leading charity fighting for a world where no young person feels alone with their mental health.</li> <li>• Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day.</li> <li>• This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'.</li> <li>• <b>Describe the ways the school is taking part in Hello Yellow.</b></li> <li>• A really important part about mental health is knowing what makes us who we are and being proud of these things.</li> <li>• The activity we're going to do is going to help us think about this.</li> </ul>
2 mins	<p><b>Part 1 – Instructions</b></p> <ul style="list-style-type: none"> <li>• You're going to each draw your own 'comfort creature'.</li> <li>• This is a creature that has all the features that you find comforting in a person or a thing when you are having tough or big feelings.</li> <li>• <b>Hand out resources.</b></li> <li>• <b>Check pupil understanding.</b></li> <li>• If pupils are struggling to start, you can suggest things like a creature with big ears so that it can listen to their worries or soft fur so they are good to hug.</li> </ul>
5 mins	<p><b>Part 1 – Activity time</b></p> <ul style="list-style-type: none"> <li>• Pupils use pens/pencils and paper to doodle their creature.</li> <li>• Whilst doodling/drawing, encourage them to think about the people in their lives who also have these features and how these people might help them if they have big or tough feelings.</li> </ul>
5 mins	<p><b>Optional Part 2 – Sharing back</b></p> <p>If pupils would like to share their creatures, why they picked certain features and who they go to for help they can. <b>This is completely optional.</b></p>
1 min	<p><b>Summary</b></p> <p>The most important thing to remember is that if you are ever feeling sad, angry, worried or any other big or tough feelings, always talk to an adult you trust.</p>

# Activity Session Plans

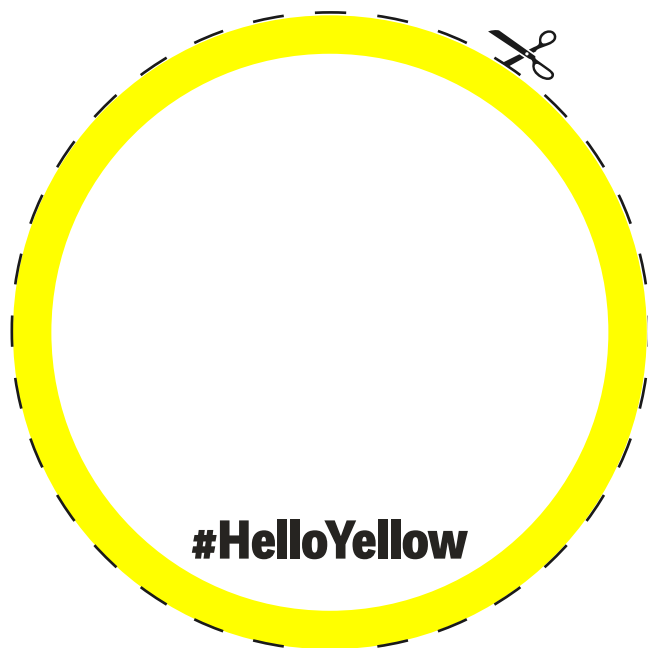
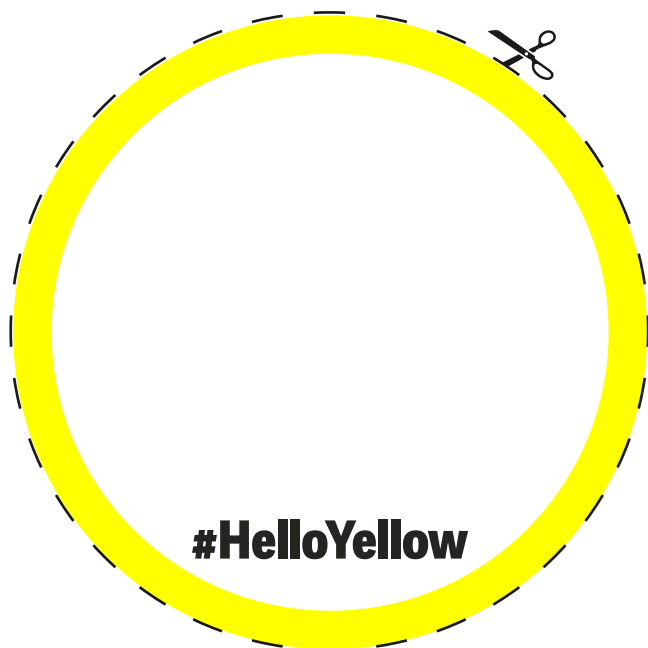
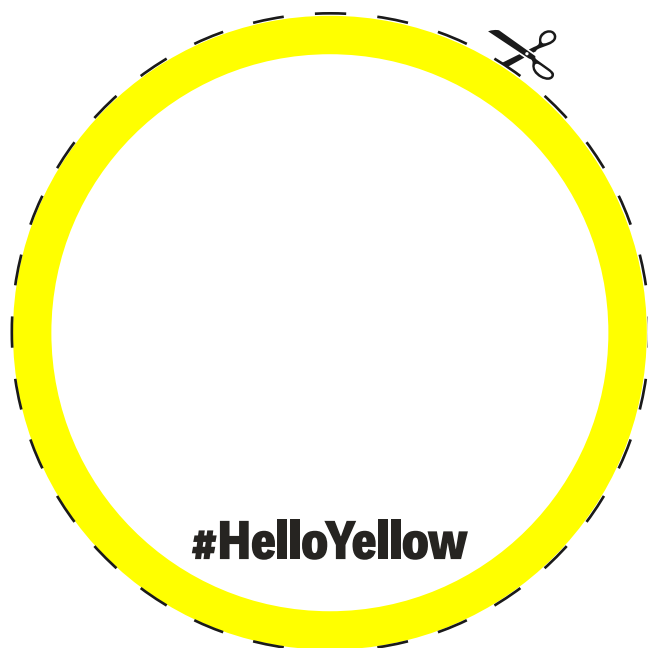
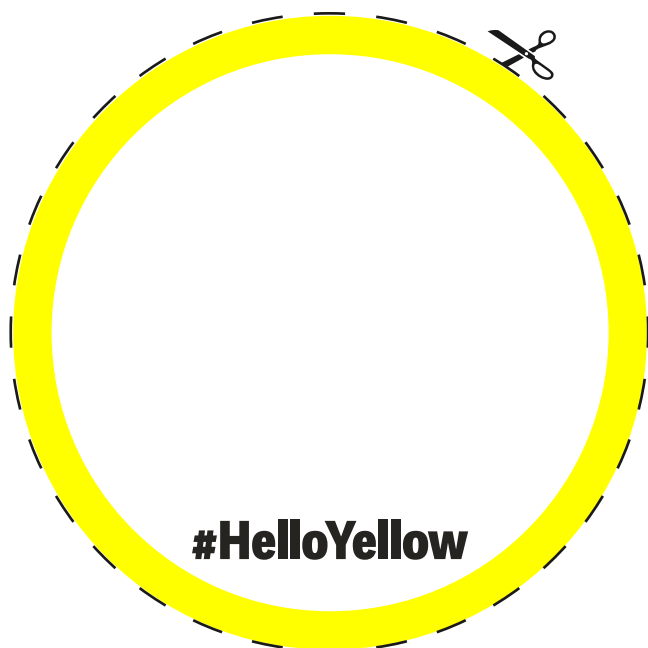
## Activity Two: 'What makes you great!' badge making

- Time: 15 minutes
- Resources needed: Badge template ([page 11](#)) and coloured pens and pencils

Time	Teacher Guidelines
2 mins	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• YoungMinds is the The UK's leading charity fighting for a world where no young person feels alone with their mental health.</li> <li>• Hello Yellow is how YoungMinds shows support for young people's mental health on World Mental Health Day.</li> <li>• This year YoungMinds theme for Hello Yellow is 'wear it loud, wear it proud'.</li> <li>• <b>Describe the ways the school is taking part in Hello Yellow.</b></li> <li>• A really important part about mental health is knowing what makes us who we are and being proud of these things.</li> <li>• The activity we're going to do is going to help us think about this.</li> </ul>
2 mins	<p><b>Part 1 – Instructions</b></p> <ul style="list-style-type: none"> <li>• You're going to work with a partner.</li> <li>• You're going to create a badge for your partner that shows all the things that make them who they are and make them great!</li> <li>• You can do doodles/drawings and words.</li> <li>• <b>Hand out resources.</b></li> <li>• <b>Check pupil understanding.</b></li> <li>• <b>Teacher to think about how badges can be kept afterwards, either making into a badge that can be attached or kept by pupil.</b></li> </ul>
8 mins	<p><b>Part 1 – Activity time</b></p> <ul style="list-style-type: none"> <li>• Pupils create their badges.</li> </ul>
2 mins	<p><b>Part 2 – Sharing back</b></p> <p><b>Now you're going to give the badge you've made to your partner and explain why you've included the things you have on the badge and why you think they're great!</b></p>
1 min	<p><b>Summary</b></p> <ul style="list-style-type: none"> <li>• We all have special, brilliant things about us.</li> <li>• Remembering these things can help if we're every feeling sad or worried.</li> <li>• If we can't remember these things then the people who care about us can remind us.</li> </ul>

# Badge template

Cut out the circles and attach a safety pin to the back. Optionally, the circles can be laminated for durability.



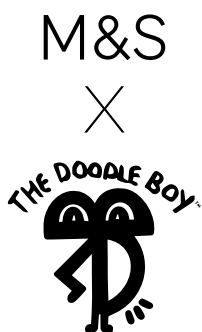
# Doodle what makes you happy

Help your class embrace the  
joy of doodling

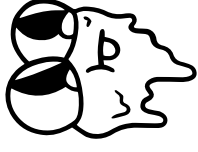
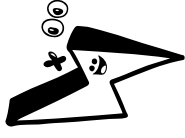
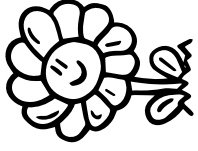
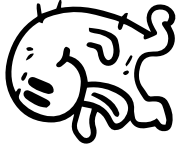
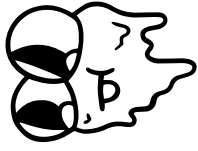
## How to use:

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.

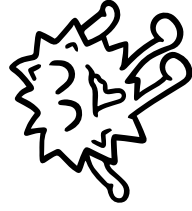
**Top tip: let students take their doodle sheet home so they can add to it as much as they want to.**



Supporting  
YOUNGMINDS

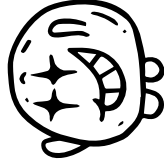
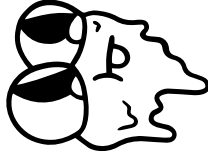
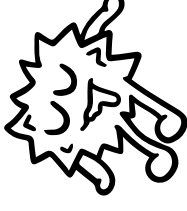


YOU ARE NOT ALONE



M&S | YOUNGMINDS

Together, we've got this

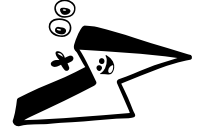
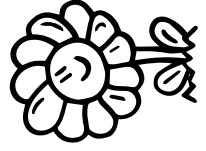


Doodle what makes you happy

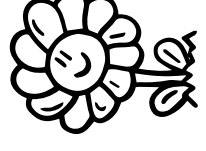
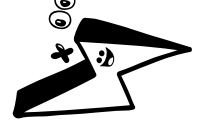
Your family, your pets, the sunshine or something else altogether.

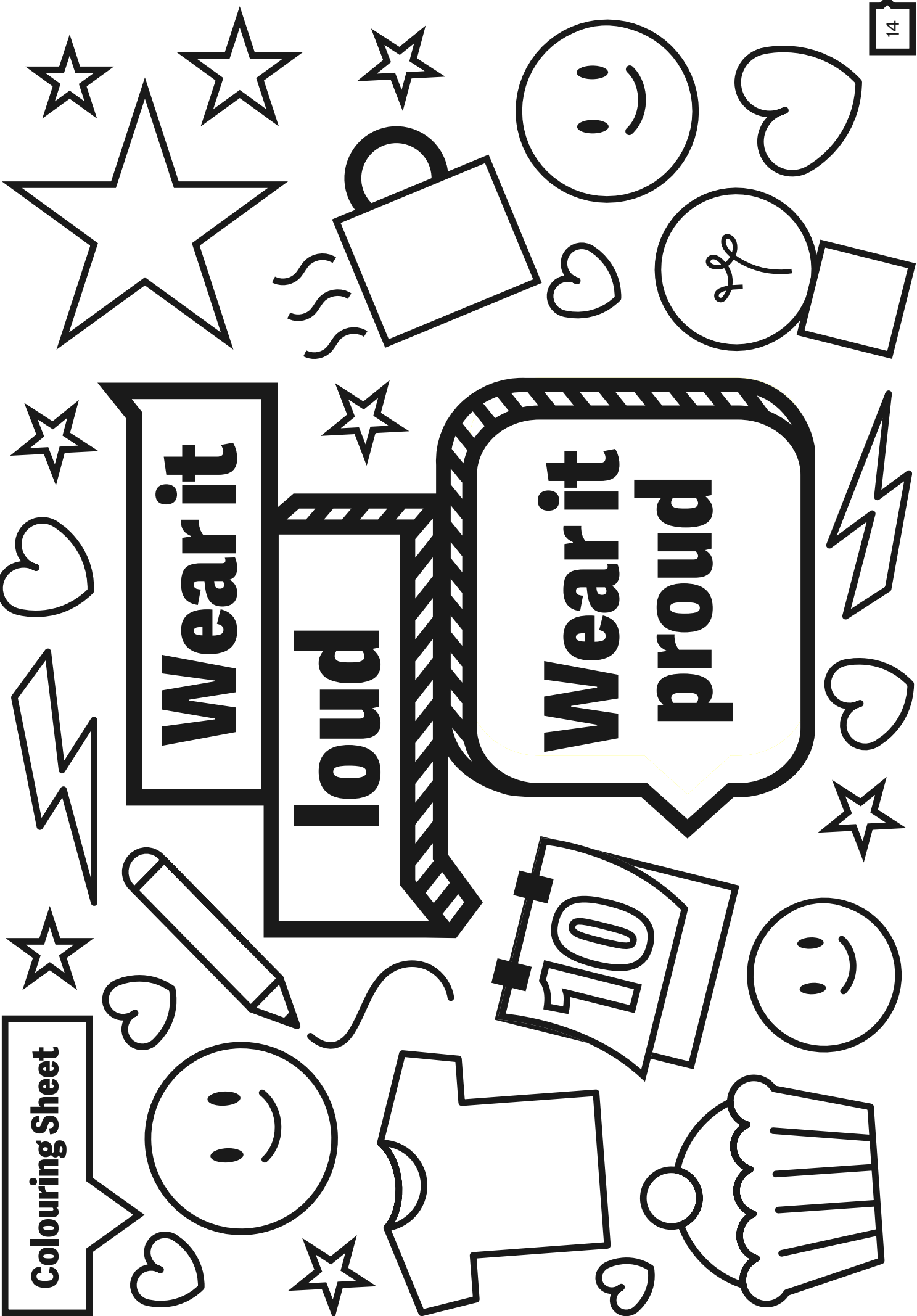
Grab a pen and show us your doodles!

STRONGER  
THAN  
THINK



FIND WHAT YOU  
LOVE:





Colouring Sheet

Wear it

loud

Wear it  
proud

# Wordsearch

We've hidden 10 words for you to find – each one is something you can do to look after your wellbeing. When you find each word, cross it out and take a moment to think about what that word means to you.

O	U	T	D	O	O	R	S	A	B
Y	A	J	R	T	V	S	S	C	C
E	Q	T	G	E	C	A	L	M	O
Y	T	E	H	A	A	E	W	X	L
A	E	S	D	A	V	D	A	E	O
L	N	R	E	B	N	S	R	J	U
P	P	R	A	R	S	K	D	O	R
Q	F	V	E	H	M	F	F	O	D
Q	T	Q	I	C	S	C	K	U	H
J	K	I	N	E	T	S	I	L	L

## Hidden words

Rest, Draw, Colour, Play, Thankful, Listen, Calm, Read, Outdoors, Share

# Affirmation cards

Get your class to use our 12 positive affirmation cards to prompt conversations to encourage positive self-talk.

Affirmations are a simple way for children to build their confidence. Each card has an inspiring message to nurture positive self-talk and internal reflection. By using these cards regularly, children will learn how to have positive feelings about themselves rather than negative self-talk.

Print off and cut out the affirmation cards for your class to use.

**Top tip:** Laminating them will help prevent them getting damaged so you can use them regularly.



It's okay  
to make  
mistakes



My

feelings  
matter

YM

## Ways to use the cards

1

Pick a card and ask the class to discuss what it means to them

2

Ask children to each pick a card and share what it means to them

3

Ask children to pick a card at the start of each day and read it out loud (as loudly as possible!)

4

Ask children to pick a card to give to a classmate to read out

5

Print off our blank affirmation cards and get your class to each write their own affirmations



# Affirmation cards

**It's okay  
to make  
mistakes**

**YM**

**I am good  
at lots  
of things**

**YM**

**Today is  
going to be a**

**Great Day**

**YM**

**I am  
Loved**

**YM**

**It's OK  
to ask  
for help**

**YM**

**I am  
brave**

**YM**

# Affirmation cards

**I am  
important**

**YM**

**My  
feelings  
matter**

**YM**

**I am  
valued**

**YM**

**I matter in  
this  
world**

**YM**

**I am  
Smart**

**YM**

**I can be  
whoever  
I want  
to be**

**YM**

# 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



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](http://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!**