



Fundraising pack



## ABOUT WEAR IT GREEN DAY



**Organise a Wear it Green Day for pupils and teachers at your school to raise awareness and funds for the Mental Health Foundation!**

Wear it Green Day is our flagship fundraiser for Mental Health Awareness Week, but you can hold one at any time of year.

The green ribbon is the international symbol of mental health awareness, so whether you go all out in head to toe green or show your solidarity with one of our green ribbon pin badges, this is a great way to get all the school involved and talking about mental health.

We'd suggest that you ask for a small donation from pupils and teachers who take part.

# PLANNING YOUR DAY...



1.



## DECIDE WHEN & WHERE

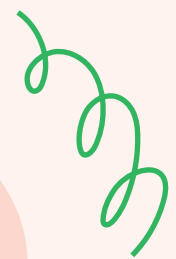
Decide when and where you will have your 'Wear it Green Day'

## 2. SPREAD THE WORD

Use the poster in this pack to display around your school and use email and social media to encourage everyone to get involved.



3.



## PLAN YOUR FUNDRAISING

Encourage everyone to wear something green for the day and donate £2 to take part.

Think about some other ways to raise money on the day, such as: sweepstakes, raffles, bingo, quizzes and cake sales!

4.



# MAKE A DAY OF IT

Organise an assembly and lessons about mental health as part of your Wear it Green Day.



5.



# GET TALKING

It's always good to talk, but knowing where to start can be difficult. That's why we've created conversation cards that you can use as a starting point. Email us at [events@mentalhealth.org.uk](mailto:events@mentalhealth.org.uk) and we'll pop some out in the post for you!

6.



# SHARE, SHARE, SHARE!

Share your fundraising on your social media channels using the hashtag #WearItGreen. We'd love to hear about your event so [send us your stories and photos to events@mentalhealth.org.uk](mailto:events@mentalhealth.org.uk)

## TOP TIP

Order a box of our green ribbon pin badges to display on the day.



# YOU CAN MAKE A REAL DIFFERENCE

The Mental Health Foundation needs your support to continue our research and running programmes, like the Peer Education Project and the COVID Response Programme.

## Peer Education Project

The Peer Education Project is our secondary school-based, educational programme that aims to give young people the skills and knowledge they need to look after their mental health, and that of their peers. The project was born out of the idea that a key source of support to young people is their friends and fellow students in school.

“Having taken part in the project we have grown not just in confidence but also in awareness of mental health. We learnt how to discuss mental health in a concise yet honest way as well as being able to bridge the age gap between sixth form and lower school which has been extremely rewarding.” Peer Educator



**£25**

£25 could cover the cost of a taster project session for one school.

**£75**

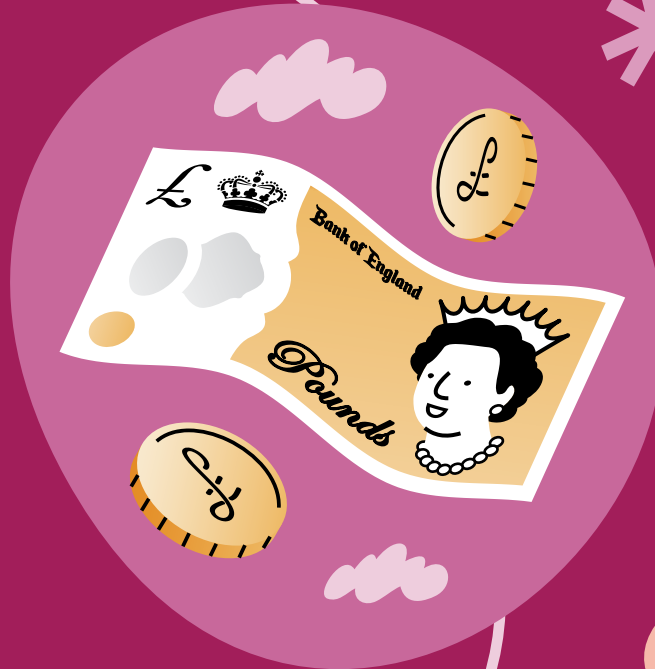
£75 could buy handbooks for one more cohort of Peer Educators, to support them in delivering the lessons to younger pupils.

**£120**

£120 could cover the cost of a lifetime digital project license, enabling one more school to run the PEP project year-on-year.

**£200**

£200 could buy workbooks for one more cohort of pupils, to support them in their learning about mental health.





## The COVID Response Programme

The COVID-19 pandemic has had a negative impact on the mental health of people all over the country but people who already experience inequality have been far more adversely affected.

The Covid Response Programme aims to deliver targeted support for lone parents, refugees, people from Black and Minority Ethnic communities, and people living with long term health conditions.

## Connecting Creatively: Single Parents Wellbeing, Wales

Connecting Creatively offers a safe space for single parents and their children by encouraging creativity and positive parenting through building a peer support network. In doing this we hope to enhance the mental health

and wellbeing of single parents, to improve connections and strengthen the relationships between parents and their children.

## Living Well: Emotional Support Matters, Scotland

In Scotland, the Foundation is partnering with the Health and Social Care Alliance Scotland for the 'Living Well: Emotional Support Matters' project to support eight charities working with people who are living with long term health conditions to provide tailored, practical mental health support.



# PAYING IN YOUR FUNDRAISING



1.

Donate online at:  
[mentalhealth.org.uk/donate](https://www.mentalhealth.org.uk/donate)

2.

**JustGiving™**

Set up a Just Giving page

3.



Send a cheque payable to  
Mental Health Foundation to:

**Mental Health Foundation**  
**Studio 2, 197 Long Lane**  
**London SE1 4PD**



**If you'd like us to send you a paying in slip please email [events@mentalhealth.org.uk](mailto:events@mentalhealth.org.uk) and we'll organise this for you. When sending us your donations, make sure you always bank the money yourself! Never send cash through the post as it could get lost or stolen.**







**GET IN TOUCH!**



London:

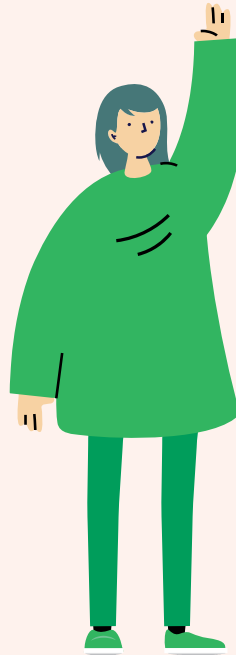
**Mental Health Foundation  
Studio 2, 197 Long Lane  
London SE1 4PD**

Glasgow:

**Mental Health Foundation  
McLellan Works, 274 Sauchiehall Street  
Glasgow, G2 3EH**

Cardiff:

**Mental Health Foundation  
Workbench, 16 Neptune Court  
Cardiff, CF24 5PJ**



We'd love to hear about your Wear it Green Day, [get in touch with the team](#) to let us know your plans. We can also send collection tins and fundraising materials.

