mind Darlington

Go **bright** for Mind
at your school

Hold a colourful school fundraiser and join the fight for mental health.



















It's time to Go Bright!

Welcome to #TeamMind and a huge thank you for choosing to go bright for mental health.

Your support will help raise awareness for mental health in schools, inspiring a young generation to engage with the issues directly affecting them. It will help start important conversations and inspire other schools to join the fight. And it will help your students know that their mental health is a big priority for you.

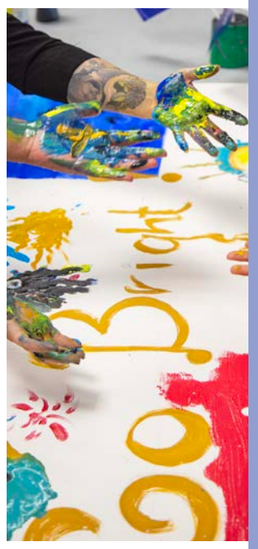
This welcome pack will take you through your whole fundraising journey

- Find fundraising tips and ideas.
- Learn more about Mind and the impact your fundraising will have.
- Get help planning your event.
- Find out about how we can support you along the way.
- Learn how to pay in your donations.

We are here to support you on your fundraising journey every step of the way. Whatever the question may be, the Mind fundraising team are happy to help.







Get to know Mind

We believe no one should have to face a mental health problem alone.

That's why we create trusted and verified information about mental health, and support people through our helplines. It's why we have a network of local Minds across England and Wales who provide bespoke mental health services to suit their community's needs.

Young people urgently need better mental health support. And it's one of our biggest priorities to make that happen. We've increased support for pupils, parents, teachers and other school staff. We've built closer links with universities, helping students look out for their own and each other's mental health. And we've published new information so young people can better understand what they're experiencing and know where to look for help. But this is only the beginning.

Our ambition is to become an influential advocate for young people's rights. We'll fight to ensure that all young people learn about mental health and can easily access trauma-informed mental health support, where and when they need it.



We'll create more opportunities for young people to lead our work. We know that by working together with young people, we can confront this crisis.

Over 3,000 young people from across England & Wales have joined our Youth Voice Network to lead & shape our work

We have supported
85,000
young people & trusted adults in universities & secondary schools in England & Wales



In Wales, we have successfully lobbied for statutory guidance so a whole school approach to mental health must be delivered in every school and for the new curriculum legislation to address mental health.



In England, we launched our first public enquiry into young people's experiences with mental health at school and our first campaign #Fundthehubs in partnership with young people charities.

The government committed to over £4million in funding to support 10 existing early support hubs for young people in England from January 2024 to April 2025.

They've now expanded this pilot to award an additional £3 million, meaning that a total of 24 hubs are now receiving investment. We're so happy to hear this and hope it will inspire long term funding for early support hubs nationwide.

How your fundraising helps

We've supported over 6,000 children and young people in our service with counselling and training to help overcome mental health issues, increase resilience, confidence and self-esteem, address and deal with bullying, body image, loneliness and isolation, stop self-harming and overcome the effects of the pandemic.

£15 **could buy a place** on an emotional resilience workshop.

£25 **could buy a therapy session for a young person** with a specialist counsellor.

£35 **could pay our telephone costs** for the day .

£1,250 **could help to sustain our Children and Young People's** service for a week.

Fundraising Story



"When lockdown struck in 2020, I was significantly shaken: the world was in turmoil, people were getting fatally ill, school was isolated and difficult, and I was locked inside with my family without my friends."

This caused me to experience anxiety for the first time and I did not understand—I cried often, and felt breathless, light-headed, and shaky. I wanted to know what was happening and how to feel better, so I searched online and found Mind. I read the information and stories which made me feel less alone. I learned to cope with my symptoms with my new-found knowledge and resources as my battle armour. Although the anxiety didn't leave me, I was able to live my life once again without the fear of losing myself to these feelings."





Our brightest fundraising ideas

Brighten up the hallways

Each year group can **decorate** their hallway using vibrant colours, inspiring messages, and artwork to raise donations for Mind. Think colourful bunting, cheerful **murals**, uplifting quotes! You can even turn this into a competition between the year groups or ask for sponsorship.





Bright Bakes

Satisfy your sweet tooth and make an impact with a **classic bake sale** in aid of Mind. From rainbow cupcakes and multi-coloured cookies, to tropical fruit tarts and bright table cloths, you can get as **colourful and creative** as you want to shine a light on mental health.

Dress in colour

Organise an event where students are encouraged to wear **bright and colourful** outfits. You could make it more fun with a photo booth, colourful accessories, and even a fashion show.

Get crafty!

Put your Art Attack hat on and get creative for Mind. You can organise an afternoon of learning a new art form, host a crafts fair and sell handmade crafts with proceeds going to Mind, host an art competition, or simply paint for fun.



Fun Carnival

Host a carnival or fun fair with games, food stalls, and activities. You can set up easy **DIY carnival games** such as a ring toss and offer activities such as **face painting.** You can charge for ticket sales and for participation in activities.

Your steps to go bright

Step 1: What?
Decide the activity. However, you raise money, make it bright and shine a light on mental health.

Step 2: When and where?
Set a date. You can go bright whenever works for your school, but if you'd like some inspiration, why not link your fundraising with an awareness day or week?

Key mental health awareness dates:

- **Mental Health Awareness Week** – May
- **World Mental Health Day** – 10 October
- **Children's Mental Health Week**, February

Step 3: How? Choose how you will collect donations.
Here are some ideas – you can use ticket sales, sponsorship forms, collection tins, an online fundraising page like JustGiving or display a QR code at the venue.

Step 4: Get your materials
We can provide posters, banners, flags, bunting, and collection boxes. Email contactus@darlingtonmind.com to order.

Step 5: Shout out. Promote, promote, promote!
Visit our fundraising hub where you can find many useful toolkits, posters, and templates. We can also provide an assembly presentation that explains more about Mind and young people's mental health. This is a great way to promote the cause and get the word out about your fundraising. Email **contactus@darlingtonmind.com** for help.

Step 6:
Go **bright** for Mind **at your school**

Paying in your money

We appreciate that schools have set financial processes for fundraising, so there are a few different ways you can pay in the donations, and it's entirely up to you which you choose:

- darlingtonmind.com/fundraising
- Cheques made payable to Darlington Mind Ltd and sent to **St Hilda's House, 11 Borough Road, Darlington DL1 1SQ**
- Telephone: **01325 283169** or Email: **contactus@darlingtonmind.com** stating the amount you wish to donate and we can send you a payment link.
- Bank Transfer
  Account name: **Darlington Mind Ltd**
  Bank: **NATWEST**
  Account number: **67058868**
  Sort code: **52-30-18**

*We do not accept Amex

Keep fighting for mental health

AAfter your fantastic fundraising, we'd love you to stay with us as we work to create a world where everyone with a mental health problem is treated with support and respect.

- **Choose Mind** as your school's charity of the year.
- **Take on another fundraising activity** or challenge for us with your school.
- **Campaign with us** to make sure every young person gets the mental health support they deserve.

www.mind.org.uk/go-bright-for-mind/



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Darlington Mind, St Hilda's House, 11 Borough Road, Darlington, DL1 1SQ

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