



Wear It Green & Day



2024 fundraising pack



Registered Charity No. 801130 (England), SCO39714 (Scotland), Company Registration No. 2350846.

Thank you for signing up to hold a Wear It Green Day this Thursday 16 May.

Whether you choose to go all out and dress in green from head to toe, or simply wear one of our green ribbon pin badges to show your solidarity with people experiencing poor mental health, you will be raising awareness and helping achieve good mental health for all.

The theme for Mental Health Awareness Week in 2024 is Movement: moving more for our mental health.

Movement can have positive effects on our mental health by reducing stress and anxiety, improving mood, and enhancing our sleep quality and cognitive function.

Moving more has many benefits for our mental health and wellbeing including:



Movement can be defined in many ways, from vigorous exercise such as cycling or running, to simply just moving your body through stretching or dancing in front of your mirror (no judgement here!) Although there is a lot of research into the benefits of exercising on our mental health, many people face barriers to physical activity.

A recent report from Sport England found that out of 3000 people surveyed, 36% reported that they could not afford to be active, whilst 29% said they had less time to exercise, often as a result of having to work more. Other barriers could include facing stigma or discrimination whilst doing physical activity.

Unfortunately, the Sport England report paints a similarly stark picture when it comes to children. It states that "Parents and carers of children and young people said they were making changes to their children's sport and physical activities due to the cost of living crisis."

This Mental Health Awareness Week, we're putting the spotlight on movement. We want to improve public understanding of the link between movement and mental health, and give people the tools to manage their own mental health by moving more.

By taking part in Wear it Green Day at your workplace, school or in your community, you are helping us make that change, by raising vital funds for and awareness of mental health.

Thank you.

The MHF Events Team

ABOUT WEAR IT GREEN DAY

Organise a Wear it Green Day in your school, workplace or community this Mental Health Awareness Week and help to raise vital funds and awareness for mental health.

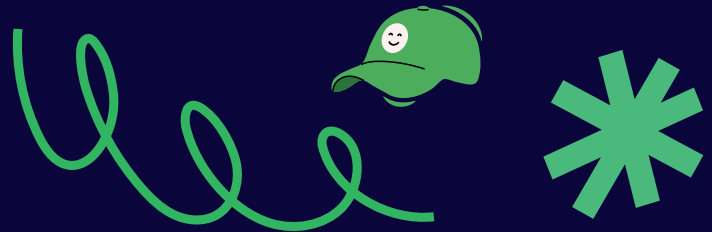
The green ribbon is the international symbol of mental health awareness, so by going green for the day, you are opening up the conversation about mental health. Why not hold a dress down day in your office or school – you can go all out, or simply encourage everyone to wear one item of green.

Wear it Green Day is our flagship fundraiser for Mental Health Awareness Week and will be

taking place on Thursday 16 May 2024, but you can hold one at any time of year if there's a more suitable date for you.

1 in 6 people are affected by mental health problems every week. The money you raise will help us conduct vital research, develop solutions and treatments as well as work towards our goal of prevention.

We have loads of fundraising resources and activity ideas in this pack and on our website to make your day as successful as possible!



PLANNING YOUR DAY...



1. DECIDE WHEN & WHERE

Wear it Green Day is taking place on Thursday 16 May 2024. Decide what time of day and where is best to hold any fundraising activities you have planned for the day.

2. SPREAD THE WORD

Use email, Whatsapp and social media to encourage as many people to get involved as possible. We also have posters that you can download on our website to advertise your event! Make sure to send out a reminder the week and day before.



3. PLAN YOUR FUNDRAISING

Encourage everyone to wear something green for the day and make a donation to take part. Think about some other ways to raise money on the day, such as: sweepstakes, raffles, fancy dress competition, bingo, quizzes and cake sales! We have loads of ideas in this guide and resources on our website [here](#) to help with your fundraising.

4.



MAKE A DAY OF IT

Organise a meeting or assembly about mental health as part of your Wear it Green Day. Incorporate the theme of movement into your day by encouraging colleagues or pupils to move on the hour every hour on Thursday 16 May.

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. This year, our cards focus on movement, as well as encouraging people to open up about their mental health more generally. You can download and print these out from our [website](#).



TOP TIP

Order a box of our green ribbon pin badges to display on the day. You can order a box of 50 on our website here: [mentalhealth.org.uk/green-ribbon-campaign](https://www.mentalhealth.org.uk/green-ribbon-campaign)

Please note that we only deliver to UK addresses and allow up to 7 days for delivery.

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.

OUR TOP 5 FUNDRAISING IDEAS

Planning some activities and games during your Wear it Green Day is a great way to boost your fundraising and ensure everyone has a fun and memorable day! Ask people for a donation to take part in any games and have prizes ready for the winners.



1.

BAKE SALE

It's a classic but always a hit! Ask everyone who is happy to help to bake something for your event. Bonus points for whoever makes something green.



2.

BEST DRESSED COMPETITION

Encourage everyone to get stuck into Wear it Green Day by holding a best dressed competition and hand out prizes for the best dressed person, team or class!



3.

SCAVENGER HUNT

Hold a green themed scavenger hunt in your office, school or local community!

[Download our ready to use Wear it Green Day scavenger hunt templates here](#) to get started.

4.



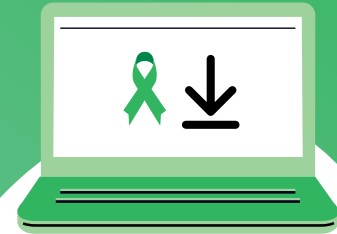
RAFFLE

Raffles are a great way to boost your fundraising at your event. Start by asking local shops, businesses, friends and family to donate prizes and host your raffle during your Wear it Green Day. **Check out our tips for holding a raffle here.**

CHECK-IN BINGO

Organise a game of bingo and create some healthy competition! Our bingo is movement themed this year, so get your friends, colleagues or students to start thinking about moving as much as they can on the day.

5.



TOP TIP

We've got even more ideas on our website, from a ready made quiz, to a sweepstake game. **[Check these resources out to make your fundraising a huge success!](#)**

YOU CAN MAKE A REAL DIFFERENCE



The Mental Health Foundation needs your support to continue our research and to allow us to run programmes such as 'Becoming a Man'.

Becoming a Man

Becoming A Man is a school-based group mental wellbeing intervention. It is currently supporting young men's personal development in multiple schools in London. Through group counselling, young men are guided to learn, practice social skills, make positive decisions about their future and understand their emotions.

The programme is delivered in Becoming a Man Circles inside schools. Circles consist of 8 to 12 young men coming together – supported by a Counsellor – to go through the Becoming a Man activities and share their thoughts, feelings, and experiences in support of each of their own and others' development.



Students who participate in the programme are more likely to stay in school, develop healthy relationships, and stay out of the juvenile justice system. It's about supporting these young boys to make decisions about their lives and values, to help them get to where they want to be in 20 years.

Find out more about the Becoming a Man programme [here](#).

BAM

MENTAL HEALTH FOUNDATION



"...it offers a sense of community. I think every school should have some type of programme like BAM because it offers a safe space to be heard."

**Kohliah Roberts, Becoming a Man
Counsellor**



£10

£10 could help provide 3 students with a Becoming a Man counselling session.



£50

£50 could help provide a Becoming a Man counsellor for 2 hours.

£100

£100 could allow 30 pupils to participate in three Becoming a Man circles

PAYING IN YOUR FUNDRAISING

1.



Donate online at:
mentalhealth.org.uk/donate

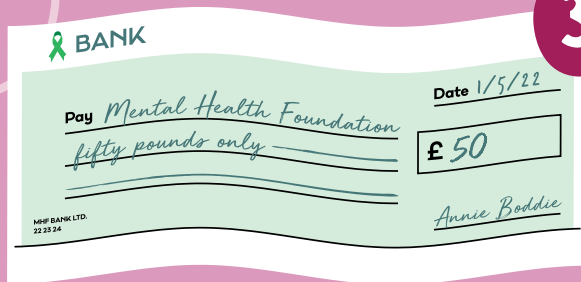
2.

JustGiving™

Set up your JustGiving page [here](#).

JustGiving also have a [step by step guide](#) on how to set up your page.

3.



Send a cheque payable to Mental Health Foundation to:

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



Mental Health
Foundation

London:

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


Glasgow:

Mental Health Foundation
2nd Floor, Moncrieff House,
69 West Nile Street, Glasgow G12QB

Cardiff:

Mental Health Foundation
Suite 7, Floor 9, Brunel House,
2 Fitzalan Road, Cardiff CF24 OEB

mentalhealth.org.uk

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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.

