



Your fundraising kit

#HelloYellow

M&S | YOUNGMINDS

HELLO AND THANK YOU

We are so grateful that your school is joining us for #HelloYellow – thank you so much!

This year, thousands of schools, companies and individuals are coming together on 10 October to show young people that they're not alone. We can all struggle with how we're feeling but sometimes things get tough, and it can be difficult to cope. For so many young people when this happens, they don't get the help they need, when they need it.



By wearing yellow this World Mental Health Day, your school is showing young people that you're with them. You're showing young people that they matter and deserve the support they need, when they need it, no matter what.

We want you to be as supported and prepared as possible in the run up to and on #HelloYellow day, and that's why we've created this trusty fundraising kit designed specifically for Secondary schools. Inside you'll find everything you need - a #HelloYellow checklist, fundraising activities, a lesson plan, posters, useful information and much more.

Please do get in touch if you have any questions or if you'd like to update us on your fundraising efforts. We'd love to hear from you!

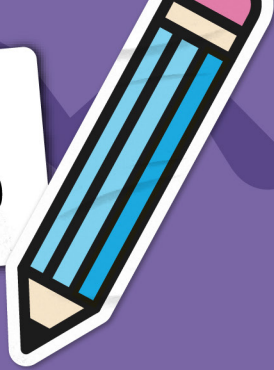
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#HelloYellow



ABOUT #HELLOYELLOW



#HelloYellow launched in 2016 to show young people they're not alone.

Since then, thousands of schools, companies and communities have come together and made World Mental Health Day that little bit brighter by wearing something yellow and donating to YoungMinds. We've been blown away by our supporters' dedication, hopefulness and fantastic yellow outfits.

Together, #HelloYellow supporters have raised an incredible £1,872,308!

This year will be the eighth year of #HelloYellow and we're determined to make it our biggest and brightest year yet – hopefully going down in #HelloYellow history. We're so grateful that your school is going to be a part of it!

What are the benefits of taking part?

The work we do to help children and young people with their mental health is needed now more than ever. By taking part in #HelloYellow, not only are you helping us to raise awareness and vital funds to support young people's mental health, but you're also showing the young people at your school that they're not alone and that if they are struggling, there is help out there.

Here are just a few benefits of getting your school involved:

Encourage togetherness – this year, #HelloYellow is all about standing out and showing up for young people who are struggling with their mental health. By taking part in #HelloYellow, you're encouraging students and staff across the whole school to come together and show each other they're not alone.

Creating conversations– by taking part and using the resources in this pack, #HelloYellow is a powerful opportunity for the students at your school to talk about mental health. Whether these conversations are between friends, classmates or among teachers, they are vital to creating change and showing up for young people's mental health.

Increase awareness - by taking part in #HelloYellow, you receive resources that can help your staff, students and their families to look after their mental health. This will help show the members of your school community that whatever they are going through, they are not alone.

HOW TO DONATE

There are a few ways you can donate any funds raised from the day to us.

Where appropriate, please use your 'Supporter Reference' and the initials 'HY' as part of the reference for your donation so that we know who it's from and that the funds have been raised towards the campaign.

ONLINE FUNDRAISING PAGE

Join other **#HelloYellow** supporters and build toward a fundraising target by setting up an online fundraising page linked to our [campaign page](#). All donations including Gift Aid will come directly to us so there's nothing you need to do!

BANK TRANSFER

If you wish to pay by bank transfer, please provide your name and email address on [this form](#) to access our bank account details. This allows us to identify your gift when it arrives in our account so we can confirm receipt of your donation and say thank you. If you add your name as a reference on the transfer even better.

BY POST

Make any cheques payable to 'YoungMinds' and send to us at: **Fundraising Team, YoungMinds, Fourth Floor, India House, 45 Curlew Street, London SE1 2ND**. (Please note, we are unable to accept any cash donations sent by post.)

CREDIT/DEBIT CARD

You can donate any funds raised online. When asked 'Is your donation to go towards **#HelloYellow**?' please tick yes.

HOW YOUR DONATIONS MAKE A DIFFERENCE

- £5** could help us reach 205 young people through **#HelloYellow** and show them they're not alone with their mental health.
- £15** could help ensure our Parents Helpline continues to provide advice and support to a parent worried about their child.
- £20** could help us provide mental health resources to over seven schools taking part in **#HelloYellow**.
- £30** could help train a Young Activist, building their confidence to speak up and influence the decisions that affect the future of young people's mental health.
- £67.50** could give one parent or carer a call back from one of our independent, experienced Professional Advisor.
- £219** could train one Parents Helpline Advisor to be on the end of the phone to provide information and support to parents and carers.

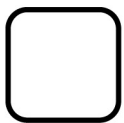
YOUR #HELLOYELLOW DAY

SAVE THE DATE
10 OCTOBER 2023

Use this checklist to support you when planning your day. You may find it helpful to print it off and tick each item off when complete.

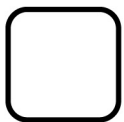
Decide how your school will take part. There are so many ways to take part in #HelloYellow! From hosting a bake sale to donning yellow from head to toe. Most schools take part by hosting a dress-down day, asking students and staff to wear yellow and donate to YoungMinds. During the day, you can use the resources in this pack to hold a #HelloYellow lesson and host other fun activities with your students.

#HelloYellow takes place on World Mental Health Day, which is 10 October – a Tuesday this year. If you're hosting a #HelloYellow day at school, make sure staff, parents, and students have it in their diaries and let people know the dress code... **YELLOW!** Use our 'letter to parents' template to inform parents and carers your school is taking part in #HelloYellow. If this date isn't suitable, you can always hold your #HelloYellow day on a different date.



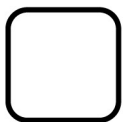
Tell others what you're doing

A huge part of #HelloYellow is raising awareness - why not inspire other schools in your area to get involved by sharing that you're taking part in #HelloYellow? You could make an announcement on social media or your school website, everything counts!



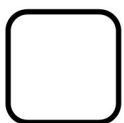
Create your JustGiving page

Join other #HelloYellow supporters and build towards a fundraising target by setting up an online fundraising page linked to our [campaign page](#). We recommend adding information about why you're taking part in #HelloYellow and adding some photos too. When you're ready, be sure to share the page with your colleagues, students and their parents.



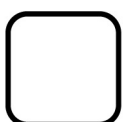
Send reminders

Once you've decided on your activities for the day, it's a good idea to send out a reminder to staff and parents, letting them know the plan of action!



Pick your outfit

Dig out your brightest yellow outfit. Whether you choose a splash of yellow or cover yourself from head to toe – it all counts.



Shout about it on social media!

All that's left to do is take part! Make sure you take as many photos as possible and turn socials yellow by tagging us @YoungMindsUK and using the hashtag #HelloYellow. Please be sure you have parental permission if you're posting a photo of a child or young person.

FUNDRAISING IDEAS



On the following pages we have created guides and resources to help you every step of the way. Alternatively, get creative and think of your own way to say #HelloYellow!

Here are some quick ideas and inspiration to help you get started:

Wear yellow on 10 October and donate £2! Whether you choose a subtle splash of colour or dress like sunshine from head to toe, together we can show young people they're not alone with their mental health.

Organise a bake sale at school. You could even try to bake our official #HelloYellow cake!

Plant sunflowers with your students and watch them grow over the course of the school year.

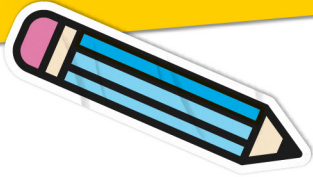
Listen to the #HelloYellow playlist while getting creative with this year's colouring in sheet.

Print off our #HelloYellow photobooth props and organise a photoshoot in your class for when the students arrive in the morning!

Dive into the lesson plan and show the young people at your school that they're not alone.



LESSON PLAN



Age group: KS3 or KS4

Objective: To clarify what we mean by mental health, identify ways in which we can make change happen and support others

Time: 30-50 minutes

Resources: #HelloYellow kit, paper/whiteboard, and coloured pens for each group of students; YoungMinds definition sheet; #HelloYellow Action Plan resource.

Introductory Activity – Mental Health:

- Ask students why they are wearing yellow today. Explain the purpose of today's activity/assembly
- Split the students into three groups. Give each group a sheet of paper and pens. One person in each group draws the outline of an avatar on the sheet of paper.
- Choose a coloured pen - inside the avatar - ask each group to write down all the words they can think of when we say the term 'mental health'.
- Choose another coloured pen - around the avatar - ask the students to write down all the things that help young people to feel better when they are struggling with their mental health.
- Share some of their ideas.
- Highlight that looking after our emotional health is as important as looking after our physical health.
- Clarify definitions if necessary using YoungMinds definition resource.
- Ensure students are aware that there are good sources of information online, but it is not a good idea to self-diagnose from the Internet. You can direct students to youngminds.org.uk/find-help.

Main Activity – Stand out, show up:

- Ask students what 'Stand out, show up' means to them, clarify if necessary (a call to action, creating positive change by being a great example of change)
- Show students a video of someone who has 'stood out' and 'shown up' for mental health – here are some examples: Stormzy, Billie Eilish, Jack Laugher, the Lionesses and Jada Sezer (a YoungMinds Ambassador).

- Explain that at YoungMinds we are aiming for a world where no one feels alone with their mental health.
- Ask students to name someone who they know is 'standing out' and 'showing up' for mental health - maybe it is a celebrity (e.g Dr Alex George; Ian Wright; Nicola Adams; Lady Gaga; Zayn Malik) or maybe it is someone they know personally.
- As a group ask students to name some of the qualities and resources they think those people have in order to be able to 'Stand out, show up' (e.g. confidence, empathy, lived experience, time)
- Discuss some of their answers as a group -highlight the qualities/resources you see within the group.
- Staying in their groups and considering all the things that helps people with their mental health ask students to consider ways they could make a difference within their class.
- On the whiteboard or flipchart create a list of these ideas - 'Changes we could make to support others with their mental health'
- Using this new list of ideas, ask the students to vote for their three most popular.



STAND OUT

AND

SHOW UP

- Explain to the students that they are now going to put together a simple action plan using the three most popular ideas.

They need to consider and mark down the following:

- What do they need in order to provide this support?
- If they need further support which teachers do they think would be best able to help students? Or is there an organisation they could tap into for this support?
- How will they let others know this support is in place? Could they do this in a lesson?

Teacher note: the Action Plan template has examples of simple ideas for creating change. We would always advocate making simple changes that will then enable students to see how they can create change.

Conclusion: congratulate the students on their work, ideas, and plan. Explain how you are going to support students to make their ideas become a reality.



NOTE: These activities can be used either in tutor time or as a lesson. They could also be adapted for an assembly with bigger groups. The activities could be done in isolation, but it is essential to ensure that students leave these sessions feeling empowered to be an example of change and support peers who are struggling with their mental health.

YOUNGMINDS DEFINITIONS

Mental health:

“Mental health is something we all have, like physical health. It’s the potential of our minds to grow and develop, to be able to overcome difficulties and challenges and to make the most of our abilities and opportunities.”

- YoungMinds (2023)

Wellbeing:

“Wellbeing is how we feel day to day – physically, emotionally and socially. Good wellbeing is when your needs are met in a way that makes you feel positive and satisfied with life.”

- YoungMinds (2023)

Resilience:

“Resilience is the ability to adapt to ups and downs in life and navigates situations by using our strengths and accessing support from people around us. Our resilience changes depending on the situation and varies day to day.”

- YoungMinds (2023)

Trusted adult:

“A trusted adult is chosen by the young person as a safe figure that listens without judgment, agenda or expectation, but with the sole purpose of supporting and encouraging positivity within a young person’s life.”

- Someone to Turn To report, Youngminds x UK Youth (2021)

#HELLOYELLOW ACTION PLAN



What is the problem you are trying to solve?

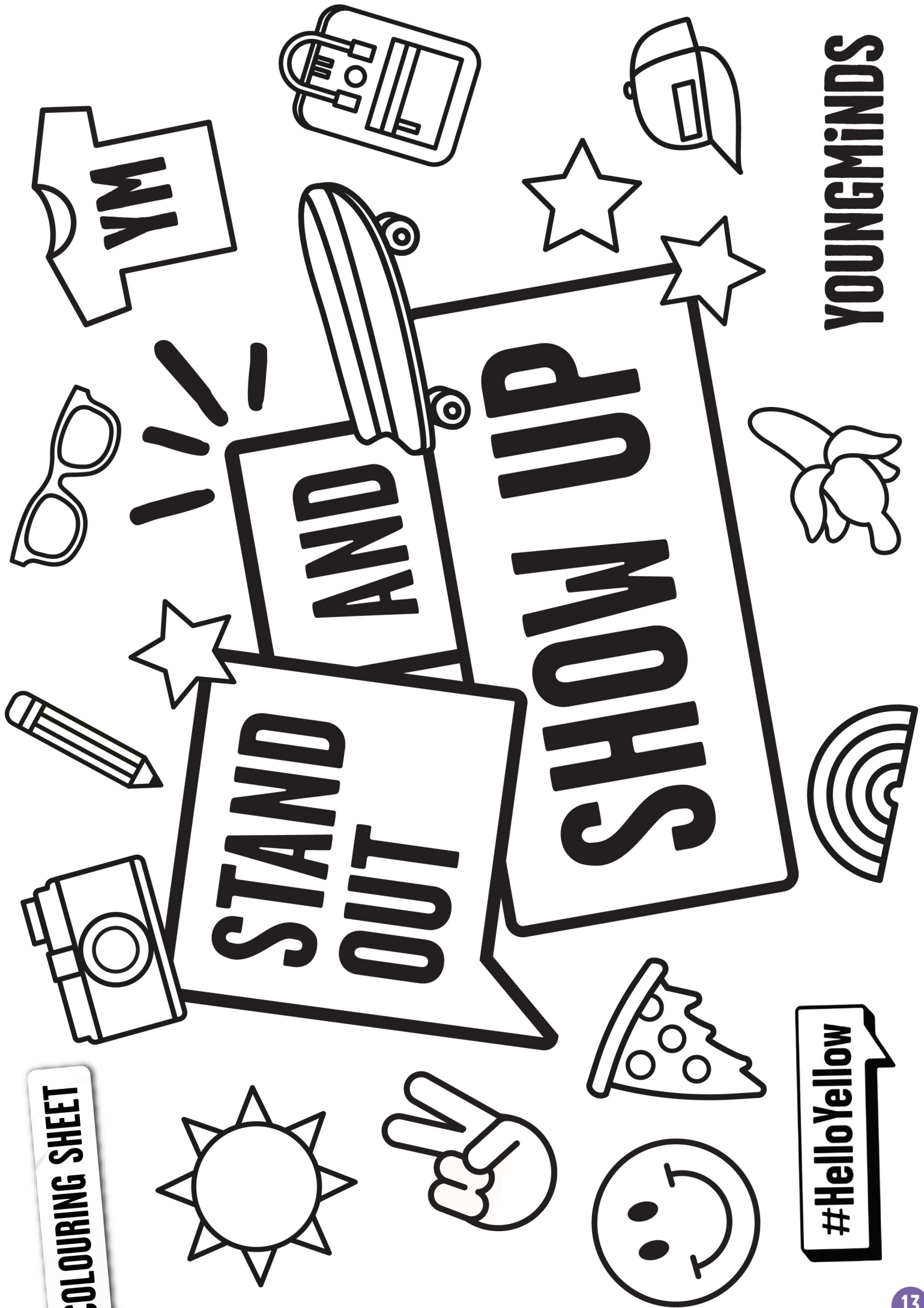
What actions do you want to take to solve this problem?

How will this help solve the problem?

What do we need to do this? E.g. staff support, resources



EXAMPLE	What is the problem you are trying to solve?	What actions do you want to take to solve this problem?	How will this help solve the problem?	What do we need to do this? E.g. staff support, resources
EXAMPLE	Teachers are busy and don't always have the time to sit and listen.	Have a group of 'peer mentors' who can sit and listen.	More options of who people can talk to when they are struggling with their mental health.	Create a resource, poster to let students know about this option; put links to other crisis helplines on the resource (e.g. SHOUT, The Mix); support from staff; training.
EXAMPLE	Resources not relating to students and current issues being faced by young people.	Student page on school website.	Create more a community feeling and ensures students don't feel so alone. It will help students understand that they are not that different and that everyone has mental health.	Students to write blogs or create resources for the website page; extension of English, PSHE or Tutor time to create resources; pastoral Team support.
EXAMPLE	Year groups fearful of each other and students feeling unsafe at school or alone with their mental health.	Give students in younger years the opportunity to seek support from older students and not just staff Create opportunities for students to socialise/sports events across year groups.	Creates a sense of belonging.	Establish peer mentors Have joint sports days/school events Have vertical groups for social activities.



#HelloYellow

YOUNG MINDS

CONVERSATION

STARTER CARDS

We have created 16 interactive conversation starter cards to prompt insightful conversations between teachers and students.

These cards are designed to engage students and get them talking about the big things, little things and all the things in between. These cards are a mixture of light-hearted 'would you rather' questions and more serious topics that students can debate and discuss.

Should smoking be illegal?

#HelloYellow

What if you woke up and discovered you were the only person on Earth?

#HelloYellow

HOW TO USE THE CARDS

- Leave a card in student's workbooks and get them to write their response!
- Leave the cards in classrooms and on canteen tables - this is a great way to encourage students to use them independently.
- Split the class into two groups and have them debate the statement cards.
- Let students use the conversation cards to get to know teachers.

We recommend printing and cutting out these conversation starter cards.

CONVERSATION

STARTER CARDS

Should mobile phones be banned in schools?

#HelloYellow

Should homework be banned?

#HelloYellow

Should the voting age be lowered to 16?

#HelloYellow

Should smoking be illegal?

#HelloYellow

Should plastic bags and packaging be banned?

#HelloYellow

Should all vehicles be legally required to be electric?

#HelloYellow

Should a person's social media be considered as part of their job application?

#HelloYellow

Should violent video games be banned?

#HelloYellow

CONVERSATION

STARTER CARDS

What if there was no electricity for a year across the whole world?

#HelloYellow

What if you were offered the opportunity to travel to space?

#HelloYellow

What if you woke up and discovered you were the only person on Earth?

#HelloYellow

What if you won three million pounds?

#HelloYellow

What if you woke up five years older?

#HelloYellow

What if you could live anywhere in the world?

#HelloYellow

What if you stayed this age forever?

#HelloYellow

What if you could live for 200 years?

#HelloYellow

CONVERSATION

STARTER CARDS

Would you rather stay in school for five more years or start your career tomorrow?

#HelloYellow

Would you rather be fluent in all languages or be able to speak to animals?

#HelloYellow

Would you rather never need to sleep again or have to sleep for 12 hours a day?

#HelloYellow

Would you rather the world always be night time or always be daytime?

#HelloYellow

Would you rather live in a treehouse or a caravan?

#HelloYellow

Would you rather eat pasta dishes for a year or potato based dishes for a year?

#HelloYellow

Would you rather have to sing a song you don't like every morning for the rest of your life or sing in front of your entire school right now?

#HelloYellow

Would you rather live to 100 or 200?

#HelloYellow

QUIZ TIME!



Welcome to the **#HelloYellow** Quiz - all about things associated with the colour yellow. You may want to print and photocopy this quiz and hand the copies out to your students. Or, you can take on the role of quiz master, splitting your class into small groups and reading out the questions. Students will need a pen and paper and each group can swap their sheets and mark each other's answers at the end!

Round one - Yellow in nature

1. Which flower is often associated with happiness and is known for its bright yellow petals?
2. What delicious fruit is commonly yellow when ripe and is often associated with tropical locations?
3. This majestic bird is famous for its vibrant yellow plumage and is often considered a symbol of happiness. What is it called?
4. This tropical fruit is often called the "king of fruits" and is known for its strong smell. What is it?
5. This yellow fruit grows on a tree and is a popular choice for making pies and jams, what is it?

Round two - Yellow in pop culture

6. In the movie "Despicable Me," what are the names of the small, yellow, mischievous creatures who assist Gru?
7. Which famous cartoon character is known for wearing yellow pants and is always ready for a new adventure?
8. "Yellow Submarine" is a popular song by which legendary British band?
9. In the movie "The Lion King," what's the name of Simba's loyal and wise friend who is a yellow-feathered bird?
10. Which British rock band released a song called "Yellow" as part of their debut album "Parachutes"?

Round three - Yellow around the World

11. In which country is the Yellow River, one of the longest and most important rivers, located?
12. The Golden Temple, a famous religious site, is located in which city in India?

13. What famous Dutch artist is known for his paintings of yellow sunflowers?
14. What continent is the Sahara Desert located?
15. What Hindu festival, also known as the "Festival of Colours," involves people playfully throwing coloured powders at each other?

Round four - Yellow in Science

16. This noble gas gives off a yellowish glow when electricity is passed through it. What is it called?
17. What is the name of the yellow pigment that is essential for photosynthesis in plants?
18. Which planet in our solar system is often referred to as the "evening star" and appears as a bright yellowish object in the sky?
19. The mineral Sulphur is known for its yellow colour and distinct smell. What is the chemical symbol for Sulphur?
20. In 2018, NASA's Parker Solar Probe was launched to study which celestial object, often associated with a brilliant yellow glow?

Bonus round - True or false

21. Bananas are considered berries.
22. The iconic "Yellow Brick Road" is featured in the book "The Wizard of Oz."
23. "Yellow Fever" is a mosquito-borne disease.
24. The element gold is naturally yellow in its pure form.
26. The "Yellow Sea" is the largest sea in the world.

THE ANSWERS

Round one - Yellow in nature

1. Sunflower
2. Banana
3. Canary
4. Durian
5. Apricot

Round three - Yellow around the World

11. China
12. Amritsar
13. Vincent Van Gough
14. Africa
15. Holi

Round two - Yellow in pop culture

6. Minions
7. SpongeBob square pants
8. The Beatles
9. Zazu
10. Coldplay

Round four - Yellow in Science

16. Neon
17. Chlorophyll
18. Venus
19. S
20. The Sun

Bonus round - True or false

21. True 22. True 23. True 24. False 26. False

1, 2, 3 - LET'S BAKE

If you fancy yourself as a whiz in the kitchen, why not have a go at baking our official #HelloYellow cake? If not, you can always recreate another recipe with a yellow twist. Anything you bake can be sold as part of a bake sale at school, and make sure you treat yourself to a slice (or more) for your efforts!

WHAT YOU'LL NEED

Oven
Cake tin
Parchment paper
Whisk, hand mixer or cake mixer
Spatula
Cake tester (optional)

INGREDIENTS

200g of self-rising flour
200g of butter
160g of caster sugar
3 large eggs
1 tablespoon of vanilla extract
4 tablespoons of milk (full fat)

INSTRUCTIONS

Preheat to baking bliss:

Turn the dial on your oven to 180C/375F or 160C/320F if you're using a fan oven.

Tin of wonder:

Grease your cake tin with a small amount of butter and line the bottom with parchment paper.

Whip up clouds of sugar and butter:

Using a hand mixer or cake mixer, cream 160g of caster sugar and 200g of butter together until they're light and fluffy. This should take 3-5 minutes.

An eggcellent addition:

When the caster sugar and butter are light and fluffy, add one egg, some vanilla extract and some milk – then MIX. Continue to do this until you've added all the eggs, vanilla extract, and milk.



1, 2, 3 - LET'S BAKE

INSTRUCTIONS

A flourish of flour:

Using a spatula, fold the flour into the mixture until well combined.

Your batter is ready to take centre stage:

Add the batter to the prepared tin(s) and bake in the oven for 25 to 30 minutes or until your cake tester comes out clean!



This is where the magic happens:

Get creative and decorate your #HelloYellow cake, take a snap and tag us @YoungMindsUK on social media.



CAKE LABELS

Just roll with it. 

Fold and pop in front of your cakes.

Use these labels to label your sweet treats for your bake sale.

Suggested donation

£ _____

Fold

Bake the world a butter place!

 #HelloYellow

Suggested donation

£ _____

Fold

Just roll with it.

 #HelloYellow

Suggested donation

£ _____

Fold

Cake me away.

 #HelloYellow

Suggested donation

£ _____

Fold

Tastes as good as it looks.

 #HelloYellow

Suggested donation

£ _____

Fold

Baking people happy.

 #HelloYellow

Suggested donation

£ _____

Fold

Made with love.

 #HelloYellow

Suggested donation

£ _____

Fold

Whisk me away.

 #HelloYellow

Suggested donation

£ _____

Fold

Where there's a whisk, there's a way!

 #HelloYellow

LETTER FOR PARENTS



Copy and paste this into your communications to parents to tell them about #HelloYellow and why your school is taking part.

Dear parents and carers,

We are writing to let you know that [insert school name here] is taking part in #HelloYellow on 10 October 2023 for World Mental Health Day.

We can all struggle with how we're feeling, but sometimes things get tough and it can be difficult to cope. For so many young people, when this happens, they don't get the help they need, when they need it. But together, we can change this.

That's why we've signed up to take part in #HelloYellow. By taking part and wearing yellow, we're showing young people that we're with them. We're showing them that they matter and deserve the support they need, when they need it, no matter what.

We'll be joining thousands of other schools by wearing yellow to stand out and show up for young people's mental health, and raise vital funds for YoungMinds.

To take part, students can wear yellow to school on 10 October, and we ask parents and carers to consider making a donation to YoungMinds.

Here is our JustGiving page where you can make a donation if you'd wish:
[Insert school's JustGiving link here]

Together, we can create a brighter future for children and young people.

If you have any questions about the day, please just let us know.

Kind regards

[Insert headteacher's name and signature here]

10 WELLBEING

TIPS FOR SCHOOL STAFF



Everyone takes a different approach to wellbeing and there is no 'one-size-fits-all', but sometimes it's the little changes to your routine that make all the difference and help you to look after yourself. We asked teachers what they do to look after their wellbeing and this is what they said:



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.



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.

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.

Teaching can be tough and so being able to talk to someone when I'm struggling is vital.

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.



I try to 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 been 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.



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.

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.



#HelloYellow

M&S | YOUNGMINDS