



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 Primary 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!

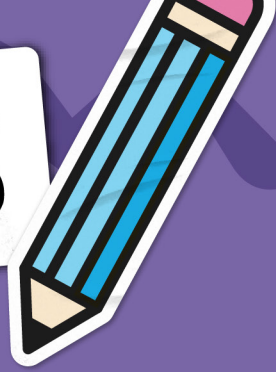
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ABOUT #HELLOYELLOW



#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.

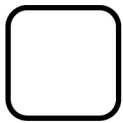
YOUR #HELLOYELLOW DAY

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.

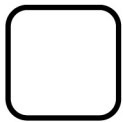
Decide how your school will take part. There are so many ways to take part in #HelloYellow! From hosting a bake sale to donning yellow from head to toe. Most schools take part by hosting a dress-down day, asking students and staff to wear yellow and donate to YoungMinds. During the day, you can use the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



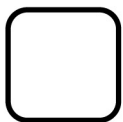
Tell others what you're doing

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!



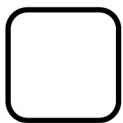
Create your JustGiving page

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.



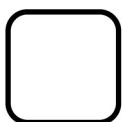
Send reminders

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.

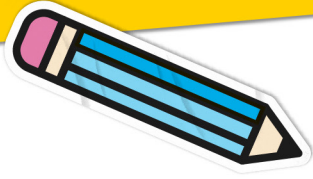
Listen to the #HelloYellow playlist while getting creative with this year's colouring in sheet.

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: KS1 or KS2 (adaptations below)

Objective: To consider what it means to 'Stand Out and Show Up' for mental health.

Time: 30-45 minutes

Resources: #HelloYellow kit; whiteboard (if you have one) & Mentimeter; or Flipchart and pens; gingerbread person outline; video clip of Pooh and Piglet building a house for Eeyore (KS1) or It's not all on you (KS2)

Introductory Activity – Mental Health:

- Ask students why they are all wearing yellow today. What day is it? (World Mental Health Day.)
- Start a discussion about what it means to have mental health. Mental health is the way we feel, and it changes from day to day. It is different for each of us.
- Ask the students what words they might use to describe feelings and emotions (e.g. happy, sad, angry, joyful). How many more words can they think of? Create a giant word cloud on a flipchart or use Mentimeter if you have a whiteboard so the students can see the words used most often. If there is time, you could also share and discuss the emotions and mental health scenarios in these film clips from Inside Out.

STAND OUT

AND

SHOW UP

Main Activity – Stand out, show up:

Teacher note: We are confining this activity to what works within the group or class you are supporting, but if after the lesson the students would like to consider whole school change, you can find more support and resources here.

- Explain that 'stand out, show up' is a call to action, as a way of creating change. Help the students to understand how they could participate in shaping the mental health support in their school by being examples of the support their peers might need.
- Explain that at YoungMinds we are aiming for a world where no young person feels alone with their mental health.

Key Stage 1 – Video and discussion

- Show the students the video clip of Pooh and Piglet building a house for Eeyore.
- Explain that this is an example of friends ‘standing out and showing up’ for each other.
- You could also ask them if they can suggest one thing that Pooh and Piglet might have done differently to be even more helpful (e.g. ask Eeyore where he would like his house to be built or what he would like it to be called).



Key Stage 2 – Video and discussion

- Show the video clip ‘It’s Not All On You’.
- Explain that this is an example of friends ‘Standing out and showing up’ for each other.
- Ask the students if anyone is happy to share a time when they felt less alone because of the support they received (e.g. had no friends to play with and a teacher helped them to find some friends).
- If no one wants to share give some simple examples of your own.
- Invite students to make a list of all the ways they currently get help when they are struggling with their mental health in their group or class.

Suggest a few examples where students themselves could provide the support:

- A buddy bench in the playground – for when someone feels sad, alone, or simply wants to talk.
- A worry box – where pupils can write down their worries and know they will be read, listened to, and supported.
- A buddy system – paired readers, new students, learning partners.



Activity

- Using the My Great Buddy resource, ask the students to draw a great buddy – what would they look like and fill in the four statements:

My buddy makes me feel...

My buddy helps me with...

My buddy always...

My buddy loves to...



- Using the backpack template, explain that if we are going to help someone we need to be prepared.
- Ask the students to tell you what a great buddy might need to have in their backpack in order to support someone? Examples could be physical like a box of tissues, football, or book, but they could equally be some of the qualities they have used for their buddy.
- Now discuss their drawings and the backpack in combination.

Suggested questions:

Does a buddy have to be someone who is always smiling?

Does a buddy have to be clever and have lots of answers?

Does a buddy have to be the same age as the person they are helping?



- **Finish:** Congratulate the students on their work and explain what you will be doing with all their ideas.

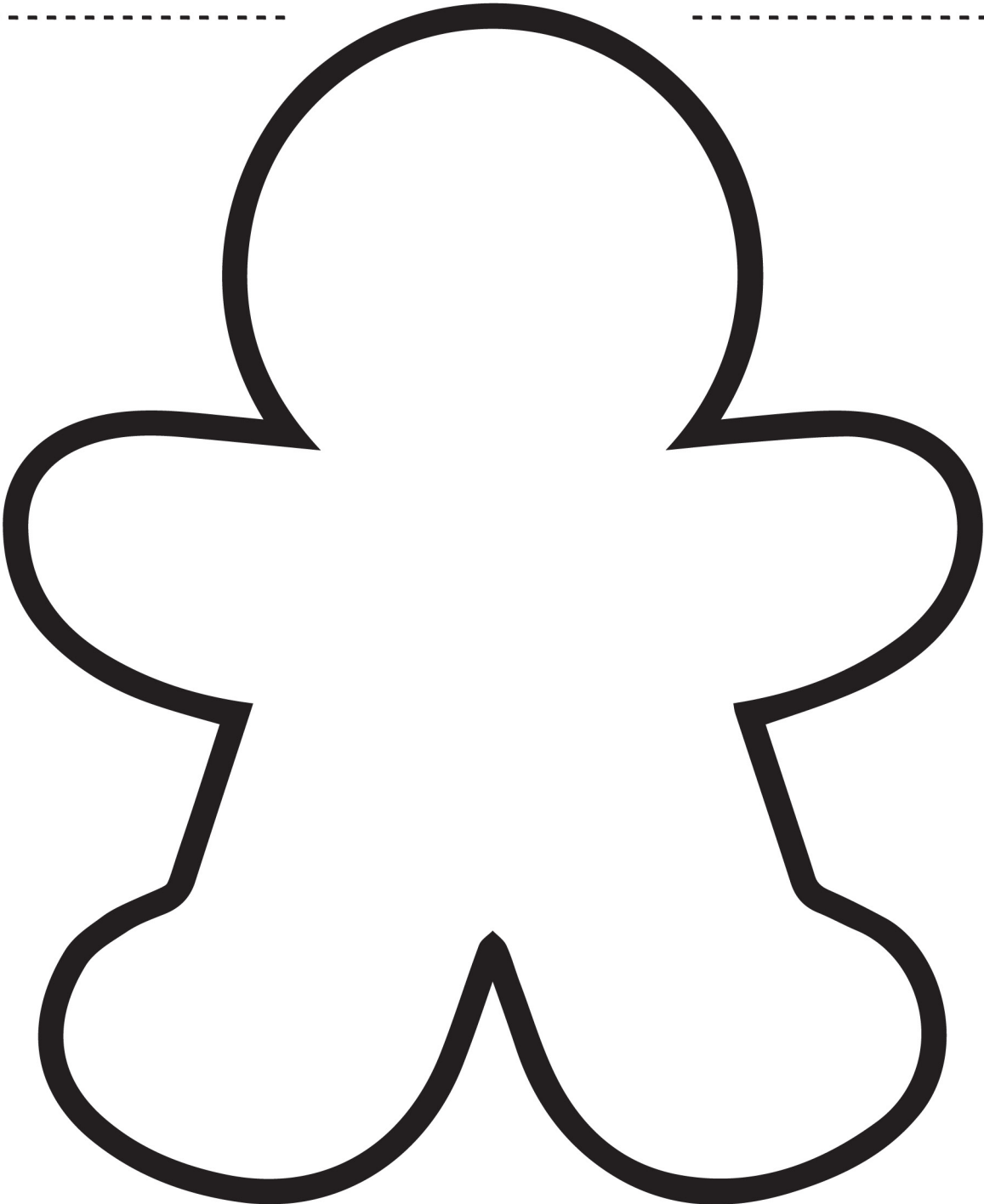


NOTE: These activities can be either used in tutor time or tailored to a lesson with young people. They could also be adapted for an assembly with bigger groups. The activities could be done in isolation, but it is essential to ensure that young people leave these sessions feeling empowered to support others with their mental health.

MY GREAT BUDDY

My buddy makes me feel:

My buddy helps me with:

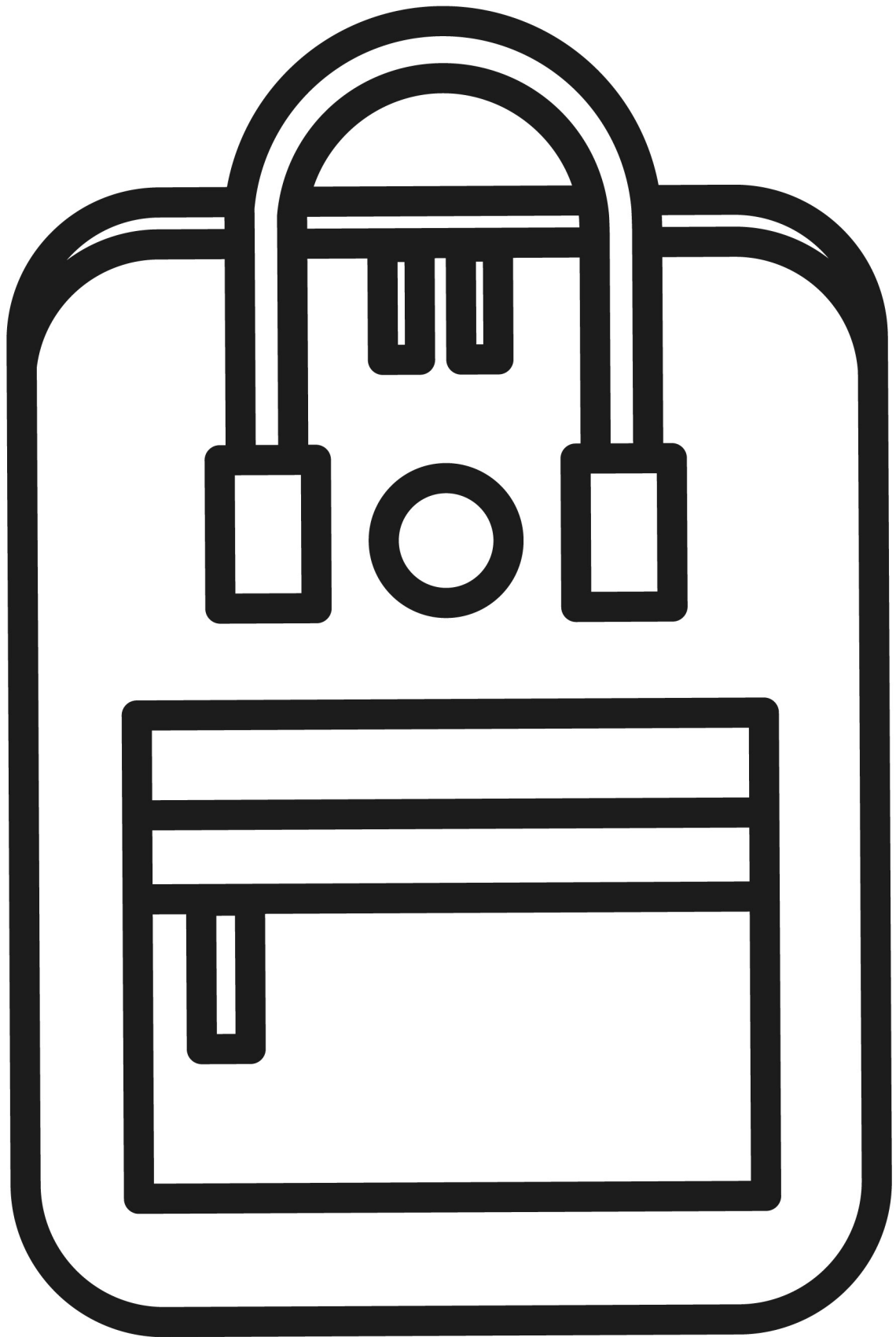


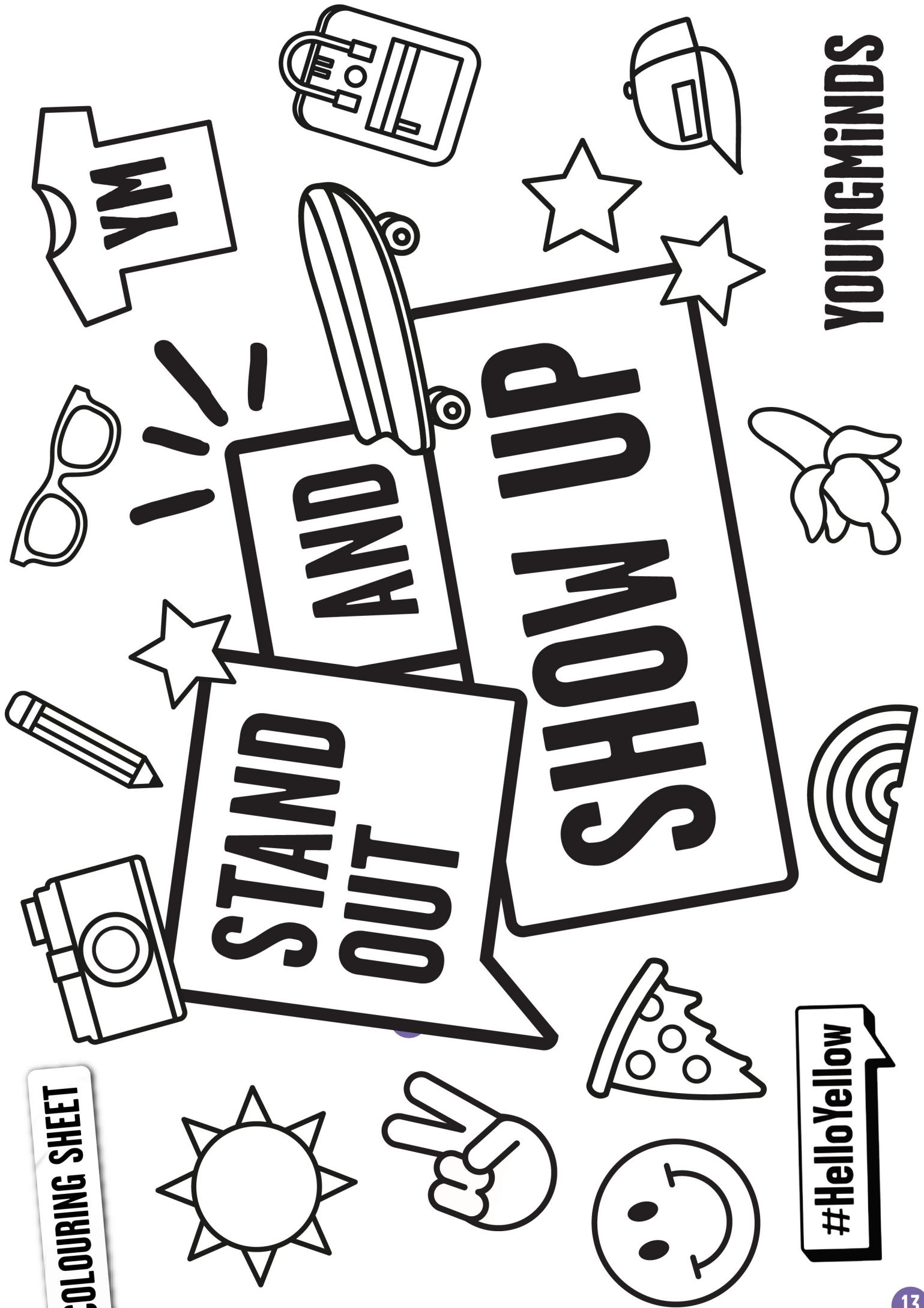
My buddy always:

My buddy loves to:

SUPPORTIVE

BACKPACK





#HelloYellow

YOUNG MINDS

WORD SEARCH



We've hidden ten words for you to find - each word represents something that you can do to look after and improve your wellbeing. When you find a word, cross it out and take a second to think about what that word means to you.



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

Sleep
Rest
Colour
Read

Draw
Play
Thankful
Love

Listen
Breathe



AFFIRMATION CARDS

Here are 12 colourful and interactive affirmation cards for your class to use for #HelloYellow.

Affirmations are a small and simple reminder that children can tell themselves to build their confidence. Each card contains an inspiring message to nurture positive self-talk and internal reflection. By using these cards daily, children will learn how to replace negative self-talk with positive self-talk.



HOW TO USE THE CARDS

- Ask the children to pick a card and discuss what it means to them.
- Encourage children to create their own affirmation cards.
- Choose a card for the whole class to focus on e.g. "I am loved" could be a great conversation starter to find out what makes each individual feel loved.
- Ask children to read a card out loud (as loud as possible) at the start of every day.
- Ask children to give their friend a card!

We recommend printing and cutting out these affirmation cards.

AFFIRMATION CARDS

IT'S OKAY
TO MAKE
MISTAKES

#HelloYellow

I LEARN
EVERYDAY

#HelloYellow

I AM
GOOD AT
A LOT
OF THINGS

#HelloYellow

TODAY IS
GOING TO BE

A GREAT DAY

#HelloYellow

I AM
LOVED

#HelloYellow

IT'S OK TO
ASK FOR HELP

#HelloYellow

AFFIRMATION CARDS

**I AM
BRAVE**

#HelloYellow

**MY
FEELINGS
MATTER**

#HelloYellow

**I AM
FUN**

#HelloYellow

**I AM
KIND**

#HelloYellow

**I AM
IMPORTANT**

#HelloYellow

**I MATTER
IN THIS
WORLD**

#HelloYellow

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 excellent 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