

Place2Be's
**CHILDREN'S
MENTAL HEALTH
WEEK**

**FUNDRAISING
KIT**

1 - 7 FEBRUARY 2021



FIND OUT MORE
ABOUT HOSTING
YOUR DRESS
TO EXPRESS
FUNDRAISER

1 - 7 FEBRUARY 2021

#ChildrensMentalHealthWeek



YOU'RE AMAZING!

THANK YOU SO MUCH FOR CHOOSING TO FUNDRAISE
FOR CHILDREN'S MENTAL HEALTH WEEK 2021.

This week is an opportunity to shine a spotlight on the importance of children and young people's mental health. By getting involved, you'll not only be **raising important awareness**, but also **vital funds to help more children** and young people get the emotional support they need.

We know that many children and young people's mental health has been affected over the past year. According to one survey, **85% of the young people we support have been negatively affected by the pandemic** – meaning our work has never been more needed. Our dedicated frontline teams have been there to guide school communities and families throughout this difficult time, thanks to the support of people like you.

We hope to encourage more people than ever to get involved in this year's **Children's Mental Health Week**, to spread the word and help us get closer to achieving our vision of a future where no child has to face mental health problems alone.



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IN THIS PACK
YOU'LL FIND ...



- PG3. About Place2Be**
- PG4. Holding your DRESS TO EXPRESS fundraiser**
- PG5. How to get your school involved**
- PG6. A guide to running your fundraiser virtually**
- PG7. Setting up your fundraising page**
- PG8. How your support will help**
- PG9. Ellie's story**
- PG10. Fundraising hints & tips**
- PG11. How to return your funds**

PLUS

**Posters & other
handy resources**



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ABOUT

Place2Be

I DON'T HAVE WORRIES ANYMORE
BECAUSE I HAVE LOTS OF IDEAS
TO HELP ME FEEL CALM. YOU'LL
LOVE PLACE2BE, IT'S AWESOME.

Pupil in County Durham, North East

Place2Be is the UK's leading school-based children's mental health charity. **Our mission is to improve children's mental health**, and we believe that no child should have to face mental health problems alone.

We provide a number of services including **training for school staff** to build awareness and skills, **one-to-one specialist support for children** and young people, and **drop-in sessions** where any pupil can book an appointment to talk about any worries they have. Your support will ensure that we can continue to be there for children and families when they need us most.



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HOLDING YOUR DRESS TO EXPRESS FUNDRAISER



This **Children's Mental Health Week**, we want to make fundraising as simple as possible for you, so we're asking you to **DRESS TO EXPRESS**.

The idea is simple – use colour to express yourself during **Children's Mental Health Week** by wearing a colourful outfit and donating **£2** to **Place2Be**.

Our lives are full of colour and we can use colour to help make sense of how we're feeling, who we are and the world we live in. You could wear your favourite colour or choose a range of colours that express how you're feeling. Colour can be very personal and mean different things to different people, so this is a great opportunity to encourage self-expression and celebrate a diverse range of emotions.

Organising a **DRESS TO EXPRESS DAY** is the perfect way to get involved in **Children's Mental Health Week**.

We'd love to chat and help you plan your perfect **DRESS TO EXPRESS** fundraiser. Call us on **0207 923 5506** or email **events@place2be.org.uk** with any questions.





HOW TO GET YOUR SCHOOL INVOLVED

- **Organise a DRESS TO EXPRESS DAY** at your school during **Children's Mental Health Week** (remember, the week runs 1 – 7 February 2021). Encourage students and staff to express themselves by wearing a colourful outfit and making a £2 donation to **Place2Be**.
- **Pick a date.** Decide when you're going to host your fundraiser (we recommend Friday 5 February but you could pick any day or even the whole week!) and work your way backwards from there.
- **Set up a school fundraising page** and encourage parents and staff to donate there. This will mean you can always see the total amount your school community has raised and the impact your support will have! Check out the page on setting up your fundraising page later in this pack for a step by step guide. Alternatively if you'd like to organise a bucket collection get in touch and we can help.
- **Download our school resources pack** (if you haven't already). This is full of useful resources to help your school really get involved in the week including group activities, assembly guides, top tips and more.
- **Send a letter out to your school community** to let them know you're taking part in **Children's Mental Health Week**. We've put together a letter template that's included later in this pack.
- **Include information about Children's Mental Health Week** in your next school newsletter, you could also include a link to your school's fundraising page.
- **Help us raise awareness** of **Children's Mental Health Week** by spreading the word on your school's social media channels. We've included a social media guide for you in this pack.
- Along with organising a **DRESS TO EXPRESS** fundraiser, there are **plenty of other ways your school could fundraise** as part of **Children's Mental Health Week**. Some of our favourites are... virtual quizzes, bakesales, raffles, or an art competition.



A GUIDE TO RUNNING A VIRTUAL DRESS TO EXPRESS FUNDRAISER

Can't host your DRESS TO EXPRESS fundraiser in person? Why not get together online, and raise vital funds to help support children's mental health?

Here are some fun, easy ideas to help you host a virtual DRESS TO EXPRESS:



① USE ZOOM, TEAMS OR GOOGLE CLASSROOM TO HOST AN ONLINE DRESS TO EXPRESS

Just because you're at home, doesn't mean you can't **DRESS TO EXPRESS!** Catch up online with your school group and plan to all wear your colourful outfits for the call.

② USE THE CONVERSATION STARTER ACTIVITY INCLUDED IN THIS PACK

Use your virtual **DRESS TO EXPRESS** as a way to connect with others by sending around the Conversation Starter activity included in this pack. You could pick out a few questions to focus on in your video call.

③ HOST A VIRTUAL QUIZ!

Add an extra little something to your **DRESS TO EXPRESS** fundraiser by combining it with a virtual quiz. This is a great way to get your class together and have some fun while you're at it.

④ SHARE YOUR ONLINE FUNDRAISING PAGE

Not being able to **DRESS TO EXPRESS** in person shouldn't mean you can't raise funds to support children's mental health. Share your fundraising page with your school community - you could be surprised by the support you receive.

⑤ ORGANISE WELLBEING ACTIVITIES THROUGHOUT CHILDREN'S MENTAL HEALTH WEEK

Take your fundraiser one step further by incorporating wellbeing activities into the week. Our free school resources are packed full of activities, assembly guides and lesson plans to help you mark the week. Visit the **Children's Mental Health Week** website to download these.

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SETTING
UP YOUR

FUNDRAISING

PAGE

The easiest way to collect donations as part of **Children's Mental Health Week** is to set up a **JustGiving fundraising page**.

SETTING UP
YOUR FUNDRAISING
PAGE IS AS EASY AS
1, 2, 3...

- ① Head to the **Children's Mental Health Week** campaign page at [justgiving/campaign/CMHW2021](https://www.justgiving.com/campaign/CMHW2021) or by **scanning the QR code** on this page
- ② Select '**start fundraising'**'
- ③ Follow the prompts to set up your page and join the **#ChildrensMentalHealthWeek** community!



**START
FUNDRAISING ▶**

Scan this QR code
with your phone
camera to head
straight to the
**Children's Mental
Health Week**
campaign page.



HOW YOUR SUPPORT WILL HELP



£7

could pay for a child to speak to a qualified counsellor about their worries in a lunchtime session

£50

could pay for a child struggling with trauma to have a 50-minute one-to-one session with a counsellor

£200

could provide specialist support for 10 parents who are experiencing challenges such as abuse or addiction

£500

could allow over 70 children to book their own appointment to speak to a mental health professional about issues like anxiety, low mood or self-harm

£1000

could help fund a full round of one-to-one counselling sessions for two vulnerable children





CASE STUDY



'Place2Be's intervention has helped both Ellie and her mum cope with their monumental loss'

ELLIE'S STORY

Ellie* was referred for one-to-one support from Place2Be in her penultimate year of primary school when her dad passed away after a short illness. Ellie was very withdrawn and didn't want to stand out among her peers. Her mum disclosed that Ellie had showed little emotion towards the enormous loss she had experienced: she had not cried since the day her dad had passed away. Ellie's mum was afraid to talk about her husband's death because she could not tell how Ellie was feeling and did not want to cause her any pain.

In sessions with Place2Be, Ellie spoke about the sadness she experienced when her dad passed away, along with the confusion she had whenever she felt happy. Place2Be's mental health professional explained that grief is often about more than just feeling sad, and that it was normal for Ellie to feel happy when she thought about good memories of life with her dad. She helped Ellie to tell these happy stories to others, encouraging her to use her support network – her mum, her older brother and her close friends – to talk about her dad.

Place2Be's intervention has helped both Ellie and her mum cope with their monumental loss. Although the grieving process is long and difficult, Place2Be is there to ensure that the emotional wellbeing of the family is well-supported.



* Names and identifying details have been changed to protect the privacy of the children and young people we support.

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TOP FUNDRAISING TIPS FOR YOUR DRESS TO EXPRESS FUNDRAISER

○ SET YOURSELF A GOAL.

Choose a fundraising goal that your school can really get behind.

○ PERSONALISE YOUR PAGE.

Did you know that by personalising your fundraising page, you can increase the amount of donations you receive?

Upload a cover photo, write a story for your page and update the fundraising goal you've set yourself.

○ SET UP A QR DONATION CODE.

JustGiving have made it really easy to set up a QR code linking to your fundraising page, [read their blog](#) on how to set it up.

○ THE IMPORTANT STUFF.

Be sure to check the [Fundraising Resources](#) section on the Place2Be website to find out all the important regulations you'll need to be aware of when fundraising for us. Please follow the [Government's guidance](#) on COVID-19 at all times.

○ SPREAD THE WORD.

Let everyone know about your fundraiser by posting on social media using [#ChildrensMentalHealthWeek](#) and tagging us.

Instagram: @_place2be

Twitter: @Place2Be

Facebook: @Place2Becharity

○ GET STARTED TODAY!

The earlier you kickstart your fundraising, the more time you have to raise much-needed funds and reach your fundraising goal.



SET YOUR GOAL

£0

£250



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HOW TO RETURN YOUR FUNDS



Thank you for raising money for Place2Be this **Children's Mental Health Week**. There are a number of ways you can donate the money you've raised to help support children's mental health.

ONLINE FUNDRAISING PAGE

Use your online fundraising page to collect donations and to pay in any cash donations you receive. Head to [justgiving.com/campaign/CMHW2021](https://www.justgiving.com/campaign/CMHW2021) to get started. All donations made to your fundraising page come straight to us making it super easy for you!

QR CODE

Use the QR code on this page to donate to our **Children's Mental Health Week** campaign page, or you can [create your very own QR code](#) to take people straight to your online fundraising page.

BY POST

Cheque and CAF vouchers can be made payable to **Place2Be** and sent to the address below.

Place2Be Events Team
Place2Be
175 St John Street
London
EC1V 4LW

Please include a note with your cheque or CAF voucher letting us know your details and that you raised this money through Children's Mental Health Week fundraising.





Place2Be's CHILDREN'S MENTAL HEALTH WEEK

WE'D LOVE TO HEAR
ABOUT YOUR PLANS!
GET IN TOUCH.



Contact the Place2Be Fundraising Team

events@place2be.org.uk
0207 923 5506
place2be.org.uk

Share the love!

#ChildrensMentalHealthWeek
@_place2be @Place2Be
@Place2BeCharity Place2Be



With thanks to the Beaverbrook Foundation
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Children's Mental Health Week