



Your fundraising kit

#HelloYellow

M&S | YOUNGMINDS

HELLO AND THANK YOU

We are so grateful that you're 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, you're 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. Inside you'll find everything you need – a #HelloYellow checklist, fundraising activities, 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!

Team #HelloYellow

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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 you're 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.



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



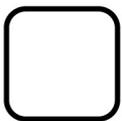
Use this checklist to support you when planning your day. You may find it helpful to print it off and tick each item off when complete.

Decide how your colleagues will take part. You can take part in #HelloYellow from anywhere and in a variety of ways. It's completely up to you how involved you'd like to be. Whether that means going all out and organising an event in your community, inviting your friends and family over, running a marathon or simply wearing a pair of yellow socks – you decide.

SAVE THE DATE

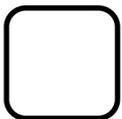
10 OCTOBER 2023

#HelloYellow takes place on World Mental Health Day, which is 10 October – a Tuesday this year. If you're hosting a #HelloYellow day in the office, make sure your colleagues have it in their diaries and let people know the dress code... **YELLOW!** If this date isn't suitable, you can always hold your #HelloYellow day on a different date.



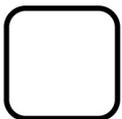
Create your JustGiving page

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, what you're doing and for bonus points, adding some photos too. When you're ready, you can share it online!



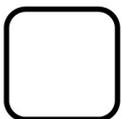
Send reminders

Once you've decided on the activities, it's a good idea to send out a reminder to allow everyone attending time to plan and get their outfits ready!



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.

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.

Feeling adventurous? Do something challenging. Whether it's a sponsored silence, hike or a half-marathon. Use **#HelloYellow** as an opportunity to push yourself outside of your comfort zone and stand out and show up for young people's mental health.

Organise a bake sale in the community. You could even try to bake our official **#HelloYellow** cake!

Plant sunflowers with family and friends and watch them grow over the course of the year.

Listen to the #HelloYellow playlist whilst making yellow smoothies in the kitchen.

Whether your in the office or at home, spending the afternoon together and having lunch is a brilliant way to spend time with your colleagues on the day. You could even organise a **yellow themed lunch**.

Head to your closest Marks & Spencer's (our brilliant new corporate partner!) and make a **donation to #HelloYellow at the till**.

Try these activities to support conversations with young people in your life and show them they're not alone with their mental health.



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 in your community, 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

ORGANISE A SWEEPSTAKE

ANSWER

How to play

1. Pick the winning number from 1-20 and write it on the top right-hand corner of this sheet. Don't forget to fold it over, so no one can sneak a peek!
2. Ask those taking part to write their name by a number and make a suggested donation of £2.
3. When the sheet is full, reveal the winner and offer them a prize,
4. Share with everyone how much their support is valued and that the vital funds raised through this fundraising activity will support YoungMinds to stand out and show up for young people's mental health. We couldn't do it without you all!



1



2



3



4



5



6



7



8



9



10



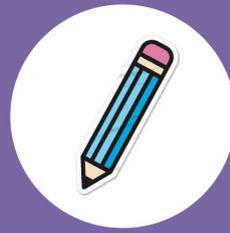
11



21



13



14



15



16



17



18



19



20

QUIZ TIME!



Welcome to the #HelloYellow quiz - all about things associated with the colour yellow! You can do this quiz by yourself or print it out and take on the role of quiz master with your friends and family.

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

ACTIVITY WITH A YOUNG PERSON

CHATTERBOX CHATS

Boost your mood and share ideas with each other

1 Tell me a positive motto!	2 One thing you are looking forward to	3 Think of acts of kindness to do this year
4 How do you stay active?	5 One new thing you will try this year	6 Where is your favourite place?
7 Three things that help your wellbeing	8 Who can you talk to when you feel lonely or worried?	9 One thing you will try this year

ACTIVITY WITH A YOUNG PERSON

This is a great activity to talk about feelings and get young people sharing their ideas. Having a game, puzzle or activity to focus on can help a young person feel more comfortable talking about something for the first time, as it moves the focus off the young person onto the activity.

In a one-to-one session, this can be particularly helpful if the topic is new to a young person. In a group setting, this activity allows young people to share ideas with each other.

HOW TO MAKE A CHATTERBOX

1. Cut out the chatterbox chat template along the dotted line.
2. Flip the template over so the blank side is facing up.
3. Fold diagonally in half (starting from the bottom left corner, fold your chatterbox so the bottom left corner meets the top right corner). Your chatterbox should make a triangle. Crease the edge well.
4. Unfold the chatterbox, and do the same thing but starting with the bottom right corner (folding the activity picker in half diagonally). You should now have a creased point in the middle.
5. Stay on the blank side and fold each corner so the points meet in the middle. Your chatterbox will now look like a smaller square.

HOW TO USE A CHATTERBOX

1. Slot your thumbs and first fingers under the flaps of the chatterbox and find a partner to start chatting. Your fingers/thumbs will be touching under the paper.
2. Pick one of the words on the flaps e.g. feelings/talk/physical/wellbeing and spell this out while moving your index fingers apart from your thumbs for letter one, then your right hand digits away from your left hand for letter two etc. Continue in this pattern until you have spelt out the chosen word.
3. Look inside the chatterbox at the numbers available and pick a number. Count the numbers while moving your fingers in the same way as above.
4. Look inside the chatterbox at the numbers again – pick another number. This time unfold the flap and share the answer to the question or statement underneath.
5. If working in a group, invite everyone to move between partners and each take a turn using these chatterbox directions to explore other questions raised in the game.

10 WELLBEING

TIPS IN A DIGITAL WORLD

It's so important to look after your mental health and wellbeing, especially in the digital world we live in today. Here are some tips that you might like to incorporate into your daily schedule to look after your mental health and improve your wellbeing in a digital world:

Digital detox: Schedule regular breaks from screens and social media to reduce digital overload and promote mental clarity. Use apps or features to limit screen time if needed.

Stay informed mindfully: Stay informed about current events without becoming overwhelmed by negative news. Limit exposure to distressing content to preserve your mental wellbeing. It's okay to turn your news notifications off!



Embrace nature: Spend time outdoors to reconnect with nature. Whether it's a walk in the park, hiking, or gardening; nature has a soothing effect on the mind.

Digital cleanse: Unfollow any accounts or people that don't make you feel good.

Phone free time: Don't check your phone as soon as you wake up, how about a book instead?

Mindful tech use: Practice mindful technology use by being fully present during interactions and avoiding multitasking. This fosters better focus and reduces stress

Ergonomic practices: Pay attention to ergonomics to prevent physical strain caused by prolonged computer use. Set up an ergonomic workspace to support your posture.

Practice digital boundaries: Set clear boundaries for work-related emails and messages, allowing yourself to disconnect and recharge outside of working hours.

Create a digital free space: Designate a space in your home that is free from tech. This could be any room of your choosing, although most people choose to keep their bedroom free from phones and laptops to encourage better sleep.

Digital wellbeing apps: Utilise smartphone apps designed to promote digital wellbeing, offering features like screen time tracking, notification management, and relaxation exercises.





**Wear yellow this World Mental Health Day,
10 October, and donate to YoungMinds**

More young people than ever are not getting the mental health support they need. This needs to change - with your support, it can.

#HelloYellow

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**This #HelloYellow, stand out and show up
for young people's mental health**

Wear yellow and donate to YoungMinds.

**Together we can create a brighter future for young
people's mental health.**



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FEELING SMALL

IS A

BIG THING



Are you concerned about a young person in your life?

**Don't wait for the problem to 'go away', contact our
Parents Helpline for free, confidential advice.**

Call the helpline on 0808 802 5544

or visit www.youngminds.org.uk/parents-helpline to speak to us online.

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