



Your fundraising kit

#HelloYellow

M&S | YOUNGMINDS

HELLO AND THANK YOU

We are so grateful that your company 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 organisation 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 companies. 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 your organisation 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 young people that they're not alone and that if they are struggling, there is help there.

Here are just a few benefits of getting your company 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 staff across the organisation 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 colleagues to talk about mental health. Whether these conversations are between friends, family or colleagues, they are vital to creating change and showing up for young people's mental health.

Increase awareness - by taking part in #HelloYellow, you will receive resources that can help your staff and their families to look after their mental health. This will help show the members of your work 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

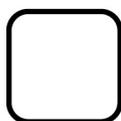
SAVE THE DATE

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.

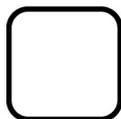
Decide how your colleagues will take part. There are so many ways to take part in #HelloYellow – whether that's in-store, virtually or in the office. From hosting a bake sale to donning yellow from head to toe, most companies take part by hosting a dress-down day, asking staff to wear yellow and donate to YoungMinds. During the day, you can use the resources in this pack to host fundraising activities with your staff.

#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.



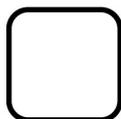
Create your JustGiving page

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



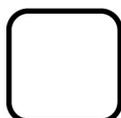
Send reminders

Once you've decided on your activities for the day, it's a good idea to send out a reminder to allow colleagues 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.

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

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

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.**

Order fire-safe light covers, balloons, bunting and any other decorations you can think of to **turn your workspace yellow.**

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

Add our #HelloYellow email signature to the bottom of your company emails from 1 October onwards.



HEAR FROM OUR

CORPORATE PARTNERS

Over the years we have been lucky to have the support from some of our fantastic corporate partners who have gotten involved with #HelloYellow in lots of different ways!

Wagamama

In 2022, Wagamama branded their takeaway bowls with a special #HelloYellow message at their high-volume branches!



wagamama
x
YOUNGMINDS

Wickes

During our 3-year partnership with Wickes they loved getting involved with #HelloYellow, swapping their blue uniforms for bananas and other yellow items.

On the weekends closest to #HelloYellow, Wickes turned yellow and had a 50p ask running across all their stores. Over the course of these weekends, they'd ask each customer to add a 50p donation to their basket total to help raise vital funds to support young people's mental health.



SOHO Coffee

SOHO Coffee have been supporting YoungMinds for the past two years.

Their Guatemala coffee is made especially in support of YoungMinds - for every bag of Guatemala sold, £1 is donated! You can also buy a cup of Guatemala Batch Brew in selected stores, where 50p is donated to YoungMinds per cup! They have a limited-edition Lemon Meringue Muffin which consists of a vanilla muffin, topped with lashings of lemon curd and meringue! 25p from each muffin sale is donated to YoungMinds. If coffee and cake wasn't enough, three SOHO team members took to the skies and jumped out of a plane from 13,000ft - raising money for YoungMinds.

Team SOHO supports #HelloYellow every year, donning yellow t-shirts and encouraging customers to leave donations in charity buckets.



Swizzels

The lovely team at Swizzels supported #HelloYellow by rebranding their famous 'Love Hearts' into 'Kind Hearts'! Why not pick up your own pack and spread some kindness amongst your colleagues and customers?



Interested in becoming a corporate partner? If you're interested in becoming one of our corporate partners, we'd love to hear from you! Whether or not your company has worked with a charity before, we'll make it easy for you to get involved, and by choosing us, you'll be joining our fight to make sure all young people can get the mental health support they need, when they need it, no matter what. [Please visit our website for more information.](#)

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 work, 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!



Suggested donation

£ _____

Fold



Just roll with it.



Suggested donation

£ _____

Fold



Cake me away.



Suggested donation

£ _____

Fold



Tastes as good as it looks.



Suggested donation

£ _____

Fold



Baking people happy.



Suggested donation

£ _____

Fold



Made with love.



Suggested donation

£ _____

Fold



Whisk me away.



Suggested donation

£ _____

Fold



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



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 colleagues who are interested in playing 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 (this could be a longer lunch or an early finish – get creative!).
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 may want to print and photocopy this quiz and hand the copies out to your colleagues. Or, you can take on the role of quiz master, splitting your team into small groups and reading out the questions. Participants 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

10 WELLBEING

AT WORK TIPS



We know how difficult it can be to look after your own wellbeing, but it's so important. Here are some tips that can help:

If you are working from home, try and keep a healthy work schedule which includes lunch, breaks and a reasonable log-off time. Keeping parts of your normal routine can be helpful, like eating breakfast and getting dressed into (comfortable) working clothes.

Stay active by getting some fresh air during your lunch break. There are also lots of activities you can do from home like yoga, going for walks, and gardening. You can find lots of exercise classes for your ability level on YouTube.



Listen to some music - you could even make a shared playlist for you and your colleagues.



Check in with a colleague. Take 5 minutes to really find out how someone is, especially if you've noticed difference in how they've been behaving.



Take an inbox break. Put aside 10 minutes to make a cup of tea and do something calming, whether it's doodling, meditating or making a to-do list.

Have a tidy! This may seem like a boring task but it can feel satisfying to de-clutter your work space.



Reach out for help. If you're struggling with how you feel, speak to someone you trust like a friend, colleague or family member. Just because you support others doesn't mean you don't need support too.

Mindfulness is a great way to stay calm. There are lots of great free apps you can use to guide you through breathing techniques and meditation that can help ease any anxiety. We like to use Headspace.



Organise a social event for you and your colleagues, like a (virtual) quiz or book club.

If you're worried about a young person, point them towards [youngminds.org.uk/find-help](https://www.youngminds.org.uk/find-help). Let them know if they're having a mental health crisis they can text YM to 85258 for free text support from YoungMinds Crisis Messenger.



**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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**STAND
OUT &**



SHOW UP

10 October



**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.**

#HelloYellow

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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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