



**Wear  
it loud.  
Wear  
it proud.**

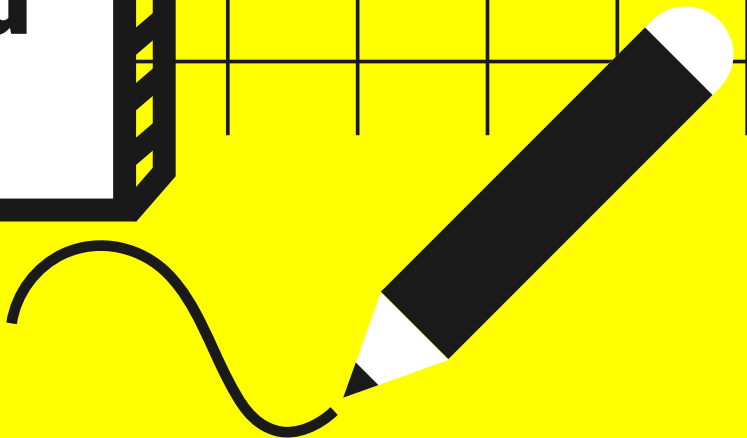
**Hello  
Yellow**  
FRIDAY 10 OCT

**Your Fundraising  
Pack**

**#HelloYellow**

**M&S | YOUNGMINDS**

# Getting started check list



**1. Make sure you've signed up by completing your registration form** – that way we can help you have an amazing Hello Yellow



**2. Start planning for the day by deciding how to fundraise** - we've got lots of ideas to help you raise money for young people's mental health.



**3. Head over to the website and download your resources** - get everything you need for your Hello Yellow.



**4. Shout about the impact your fundraising will have** - and get everyone involved.



**5. Host your Hello Yellow Day.** Make sure to share on social media and tag us – @YoungMindsUK and #HelloYellow. You can also share your photos and tell us about how you're taking part by emailing us on HelloYellow@youngminds.org.uk - we'd love to hear from you!



**6. Find out how to pay in your fundraising** - we can't wait to hear how much you've raised!



**7. Give yourself a pat on the back for everything you've done to support young people's mental health.** You'll also be able to claim your Hello Yellow certificate to celebrate your achievement.



# Hello

# and



# Thank You

**We're so glad  
you're joining us  
for Hello Yellow!**

We're YoungMinds, the UK's leading charity fighting for a world where no young person feels alone with their mental health.

We provide young people with the tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we give young people the space and confidence to get their voices heard and change the world we live in.

Hello Yellow has taken place every World Mental Health Day (10 October) since 2016. In that time, thousands of schools, workplaces and communities across the UK have stood together to support young people's mental health and show young people that they're not alone.

So far, fundraisers like you have helped raise £2,609,763 – this incredible amount could:


- Help train **34,796** young activists
- Fund **173,984** calls to our Parents Helpline
- Reach **104,390,520** people online

By wearing yellow this World Mental Health Day and fundraising what you can, you can show your unwavering solidarity to supporting those in need, when they need it – no matter what.

So, dig out your yellow jumper, pull on some yellow socks, or go full banana costume and raise what you can.

No young person should feel alone with their mental health. But together, we can change this.

Thank you for standing with us and supporting young people's mental health.



**Asmida, Jack and Sophie**  
Hello Yellow team

**E: [HelloYellow@youngminds.org.uk](mailto:HelloYellow@youngminds.org.uk)**

**T: 020 7089 5050**

# Our headline partner

**We've partnered with M&S to reach more people than ever before, in even more schools and workplaces across the country.**

M&S launched their biggest ever charity partnership with YoungMinds on World Mental Health Day in October 2023. The partnership aims to raise £5m over 3 years, to continue to support us in our mission that no young person should feel alone with their mental health. To date, M&S has donated an incredible £4.4m to YoungMinds.

Here are a few ways you can get involved with M&S' Hello Yellow activity this year:



## Young Designer Competition

Earlier this year, 5-to-16-year-olds across the UK were invited to design a sweatshirt or hoodie. The brief? Create a design to brighten the day of a friend who might be struggling.

Over 8,300 young people sent in their designs. The two winning designs will be announced and on sale from late September in M&S stores and online. All profits from the products will be donated to YoungMinds as part of Hello Yellow.

## Donate in store

Head to your nearest Marks & Spencer store to make Hello Yellow shine brighter than ever before. Between 29th September and 10th October, with any purchase you can choose to donate to YoungMinds at their tills (excluding franchise stores).

[Find your nearest M&S store using their website.](#)





# How to fundraise for Hello Yellow

How you take part in Hello Yellow is completely up to you. We have plenty of resources to help you out, and here are a few of our tried and tested ideas:

**Wear yellow or organise a theme day** – host a dress-up (or down) and ask people to find something yellow and wear it loud and wear it proud. Or pick a theme or make it fancy dress.

**Coffee morning or bake sale** – use our food labels and food flags to yellow-ify your event.

**Put up the decorations** – if you're hosting an event, give our Hello Yellow bunting a go to make it look the part.

**Games night** – host our yellow-themed quiz or make use of other games like our sweepstake, 'guess how many' game or gold coin hunt.

**Take on a challenge** – from sponsored silences to taking on a physical challenge, organise your own challenge and ask people to donate. You can fundraise online or even grab a sponsorship form if you're collecting cash donations.

**Advertise your event** – use our social media downloads or posters to spread the word about your fundraiser.

We'd love to hear what you have planned! Pop us an email ([HelloYellow@youngminds.org.uk](mailto:HelloYellow@youngminds.org.uk)) to let us know, and if you need help planning, we're here to help.

**Visit our website** to access our fundraising resources, plus other activities you can use for your Hello Yellow day like our children's activity pack, classroom activities or wellbeing resources.

# Impact of fundraising

## Every £15 you raise

Could fund a call with a Parents Helpline advisor. Our Parents Helpline provides vital advice to parents or guardians to help them support a young person who is struggling with their mental health.

## Every £75 you raise

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.

## Every £100 you raise

Could help us reach 4,000 people online. Young people's mental health is in crisis, which is why it's vital that we reach more people than ever before online with our resources, so we can support young people and show them that they're not alone.



# How to pay in your fundraising

## Online fundraising page

If you're using an online fundraising page, these funds come to us automatically so there's nothing you need to do to pay these in.

## Paying by card

Pay in donations through [our website](#).

## Cheques

Send cheques made payable to 'YoungMinds' to: Fundraising Team, YoungMinds, Fourth Floor, India House, 45 Curlew Street, London, SE1 2ND.

We cannot accept cash donations by post.

## Bank transfers

[Complete this short form to access](#) our bank details. Please make sure to include you or your organisations name on your transfer.

## Paying in slip

Email [HelloYellow@youngminds.org.uk](mailto>HelloYellow@youngminds.org.uk) to request a paying in slip. These take up to 10 days to arrive, so the quickest way to send in your donations are the other methods listed above.

Make sure to include your name / school or company name and 'HY' as the reference when paying in your donations.

Not sure the best way to send in your donations?  
Email [HelloYellow@youngminds.org.uk](mailto>HelloYellow@youngminds.org.uk) or call 020 7089 5050 and the Hello Yellow team will help.

**Thank**

**You!**