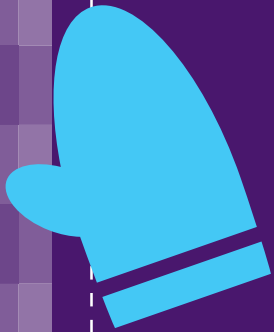
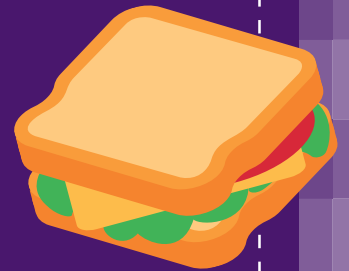


# Great **BIG** Purple *Picnic*



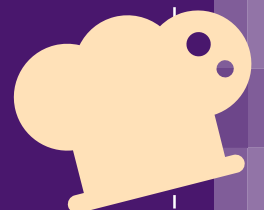
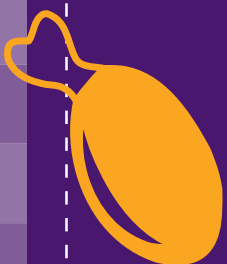
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## Mental Health Awareness Week

### 14th - 20th May 2018

#### Fundraising & Information Pack



This year, for the very first time, Action Mental Health is inviting you to host a **'Great Big Purple Picnic'** during Mental Health Awareness Week.

Between **14th and 20th May 2018** we want everyone to get involved, to help raise awareness of positive mental health and also to raise vital funds to help support our work across Northern Ireland. Most of all we want you to have a bit of fun while doing it.

### What's it all about?

Looking after our mental health is something we all need to think about.

Our focus for the **Great Big Purple Picnic** is quite simply about giving people a way to improve their knowledge of positive mental health and also a way to improve their mental wellbeing.

By hosting a **Great Big Purple Picnic** you and your guests will be actively engaging in the *'Five Ways to Wellbeing'*\*.

**Connect** – it's a great way of getting together with friends and colleagues for a fun event.

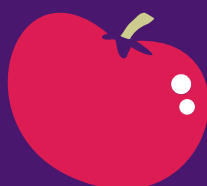
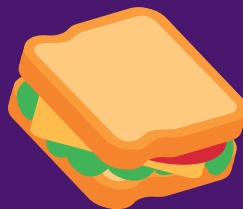
**Be active** – Northern Ireland is packed full of beautiful places to host a picnic – you and your guests could plan to take a walk in the surroundings after you've all had something to eat, or hike to one of our many scenic spots and enjoy the view while you tuck into your picnic.

**Take notice** – By getting out and enjoying yourself with friends and colleagues you can take time out to just enjoy the moment. It is widely recognised that being aware of what is taking place in the present can have a real benefit to your wellbeing.

**Keep learning** – We all know that having a healthy balanced diet is good for you. As part of the **Great Big Purple Picnic** – we're challenging participants to improve their knowledge by thinking of healthy foods that you can have at your picnic. Too many sugary snacks can have a really bad impact on your overall health and wellbeing. Pack your picnic full of healthy, nutritional options.

**Remember healthy body, healthy mind.**

**Give** – Action Mental Health's core aims are to change the lives of those living with mental ill-health and to promote resilience and wellbeing to future generations. We need the support of the local community to help achieve these aims. By collecting donations from your guests, you can help raise vital funds to support our work across Northern Ireland.



Great  
**BIG**  
Purple  
Picnic

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\*The Five Ways to Wellbeing was developed by New Economics Foundation. It is a set of evidence-based actions designed to improve personal wellbeing.



# Planning your Great Big Purple Picnic

## 1 Get planning

Choose a date and venue, then invite your guests for your **Great Big Purple Picnic**. Don't forget to think purple. Get your plans sorted early – purple wigs, purple bunting, purple picnic rugs, purple drinks... Let your guests know the theme. Remember, your picnic can take place inside or out, maybe your school assembly hall or even your work canteen.

## 2 Let us know your plans

Get in touch with our fundraising team to let us know what all you've got planned. Fill in the form included and return it to [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk) to let us know you're hosting a **Great Big Purple Picnic**.

## 3 Make sure to read our events advice

We have included some general advice within this pack. When running an event in aid of Action Mental Health we would ask that you do so responsibly and within the law. When fundraising, please make sure you are aware of the **Fundraising Code of Practice** – you can find out more on [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk).

## 4 Promote your event

Make sure to use the posters supplied in this pack, post it on social media or simply use word of mouth to let as many people in your school, college, organisation or company know about the event. Remember to use the hashtag **#GreatBigPurplePicnic**

## 5 Raise funds

Encourage your guests to bring a donation for the picnic. You could also organise other things on the day to help boost your fundraising which will help us deliver services to even more people across Northern Ireland. Any funds raised can be donated in person, by phone or online at [www.amh.org.uk](http://www.amh.org.uk), please just let us know it's for your **Great Big Purple Picnic**.

## 6 Think healthy

Be sure to think of some healthy recipes and snacks that you and your guests can bring on the day. Share some ideas before the event with people who are coming.

## 7 Find out more about positive mental health

There are lots of really good websites and resources where you can find out ways to look after your mental health. Why not print some leaflets to have at your event? For some people, talking about their mental health can be difficult, but remember just letting someone know that you are there for them and that you care can make all the difference. Visit [www.amh.org.uk](http://www.amh.org.uk) to find out more about our workshops for schools and community groups.

## 8 Print some of our materials to use at your picnic

We've included some handy placemats, bunting and collection boxes in this pack that you can print and use at your picnic. They will give your guests some information on the **'Five Ways to Wellbeing'**. This is a great way of sharing information with your guests and helping to promote positive mental health.

## 9 Share your pics on social media

Be sure to take lots of photos on the day and share them on social media using our tag **@amhNI** and hashtags **#GreatBigPurplePicnic** & **#TakingActionOnMentalHealth**

## 10 Have fun

We want everyone taking part in the **Great Big Purple Picnic** to have fun – this is a brilliant way of getting people together and helping raise awareness of positive mental health. Having fun and connecting with friends and family is a great way of improving the mental health of all those taking part.





# Registration Form

Please complete the form and return it to [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk) or pop it in the post to the address below.

We're hosting a **Great Big Purple Picnic** in aid of **Action Mental Health**

Organisation / School Name (if applicable)

Key Contact Name

Address

Postcode

Email Address

Phone Number

**We want to stay in touch about your event and to keep you updated in the future, please let us know how you would like to hear from us.**

**I'm happy to be contacted by** *(please tick all that apply)*

Post Yes  No

Phone Yes  No

Email Yes  No

Signed

Date

## Our Promise to You

Your details are safe with us. We will never share them with anyone else. Action Mental Health promises to respect any personal data you share with us and treat it in accordance with the Data Protection Act. You can change your contact preferences at any time, simply call email or write to us at the address details below.

**Action Mental Health, Central Office, 27 Jubilee Road, Newtownards, Co Down, BT23 4YH. T: 028 9182 8494 E: [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk)**

Registered with The Charity Commission for Northern Ireland NIC100753

**Great  
BIG  
Purple  
Picnic**  
© AMH 2018

We're hosting a

# Great BIG Purple Picnic

© AMH 2018

in aid of 

Action Mental Health's core aims are to change the lives of those living with mental ill-health and to promote resilience and wellbeing to future generations. All funds raised will help achieve these aims across Northern Ireland. **Thank you.**

To find out more or to host your own Great Big Purple Picnic please visit [amh.org.uk](http://amh.org.uk) or call us on 028 9182 8494.

**When:** .....

**Where:** .....

**Contact:** .....



# The Five Ways to Wellbeing



Connect



Be Active



Take Notice



Keep Learning



Give

'1 in 5 people in Northern Ireland will experience mental ill-health at some stage in their life.'

'1 in 10 children and young people will experience a diagnosable mental health disorder.'

'Half of mental health problems start before the age of 14.'

'What we eat can affect how we feel. Maintaining a healthy balanced diet is good for your mental health as well as your physical health.'

Great  
**BIG**  
Purple  
Picnic  
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You can find out more about looking after your mental health on our website – [amh.org.uk](http://amh.org.uk)

\*The Five Ways to Wellbeing was developed by New Economics Foundation, it is a set of evidence-based actions designed to improve personal wellbeing.

Action Mental Health, accepted as a charity by the Inland Revenue under reference XN47959, Registered in Northern Ireland: 27 Jubilee Road, Newtownards, BT23 4YH. Company NO NI5568. Registered with the Charity Commission for Northern Ireland NIC100753

Make your own  
**Great Big Purple Picnic Bunting!**



You can download  
additional bunting from  
[www.amh.org.uk](http://www.amh.org.uk)

# Make your own Great Big Purple Picnic Collection Box!



## You will need

- A printer
- A3 or A4 paper
- Scissors
- Glue or sticky tape

- 1 Print out the template as many times as you need, then glue it to a piece of card - perhaps an old cereal box - and cut it out along the dashed lines. **You could also print it out on A3 paper so you can make your box bigger to hold more donations.** You can download additional boxes from [www.amh.org.uk](http://www.amh.org.uk)

**Don't forget to cut out the coin slot!**

- 2 Fold along the dotted lines and apply glue or stick tape to the tabs which say "stick here".
- 3 Assemble your collection box.





# Sponsorship Form

**Action Mental Health** changes the lives of those living with mental ill-health and promotes resilience and wellbeing to future generations.

I'm taking part in: ..... On: .....

Name: .....

Address: ..... Postcode: .....

Email address: .....

**Remember:** You must provide your full name, home address, postcode and **tick the gift aid box below** for Action Mental Health to claim tax back on your donation.

Full Name	Home Address	Postcode	Amount	Gift Aid (✓)	Date	Amount Received
<b>Total</b>						

**Give more for free - Gift Aid your donation!** *giftaid it*

For every £1.00 you donate, Action Mental Health can claim an additional 25p more - By ticking the box headed 'Gift Aid' above you confirm that you are a UK Income or Capital Gains taxpayer, have read this statement and want Action Mental Health to reclaim tax on your donation, given the date shown, you understand that if you pay less Income Tax / or Capital Gains in the current tax year than the amount of Gift Aid claimed on all of your donations it is your responsibility to pay any difference and you understand that the charity will reclaim 25p of tax on every £1 that you have given.



# How We Can Support You



- 1 A passionate, creative and friendly team of support
- 2 Advice and support for your fundraising
- 3 An Action Mental Health representative at your event, depending on availability - please contact us as soon as possible
- 4 Supply fundraising merchandise such as sponsorship forms, balloons and collection cans depending on stock levels - please contact us as soon as possible.



## Event and Fundraising Advice

### Fundraising

When hosting an event to raise funds in aid of Action Mental Health, we would ask that you make yourself aware of the **Fundraising Code of Practice**. This sets out guidance on how to fundraise responsibly and within the law. You can find out more about the Fundraising Code of Practice on the Fundraising Regulator's website [www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk).

### Health & Safety

We recommend you carry out a risk assessment for your event - it will help you identify and minimise risks. Depending on the event and numbers, first aid provision and insurance may be required - contact your local council for guidance.

### Parental consent

If you are under 16 years of age and would like to fundraise for us you will need to ask your parent or guardian for consent. This is a legal requirement. Please ask your parent/guardian to email us at [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk)

### Food hygiene

Good food hygiene is all about controlling harmful bacteria, which can cause serious illness. The four main things to remember for good hygiene are: cross-contamination, cleaning, chilling and cooking. For more information about food safety regulations contact [www.food.gov.uk](http://www.food.gov.uk)

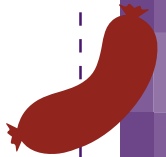
### Promotional material

Please be sure to use the promotional materials supplied to let people know the event is in aid of **Action Mental Health**. We also have lots of branded goodies such as wristbands and balloons - please get in touch.

### Licensing

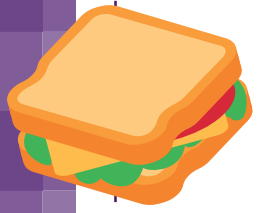
You will need a license if you are selling alcohol, serving food after 11pm, or are playing music. Please contact your local council for further information.

**Stay in touch – our Fundraising & Events team can be contacted on 028 9182 8494 or via [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk)**



Great  
**BIG**  
Purple  
Picnic  
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# How your support will make a difference



**One in every five adults in Northern Ireland will experience mental ill-health at some stage in their life. As well as this, one in ten children, aged 5 -16, will experience a diagnosable mental health disorder. It is also recognised that half of all mental health problems start before the age of 14.**

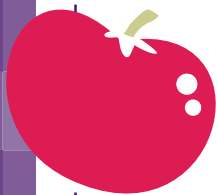
**These statistics show the scale of the challenge that we, as a society, face.**

By hosting a Great Big Purple Picnic and raising funds, you will be helping Action Mental Health to secure and grow our services for children, young people and adults, so that we can help tackle this challenge both now and into the future.

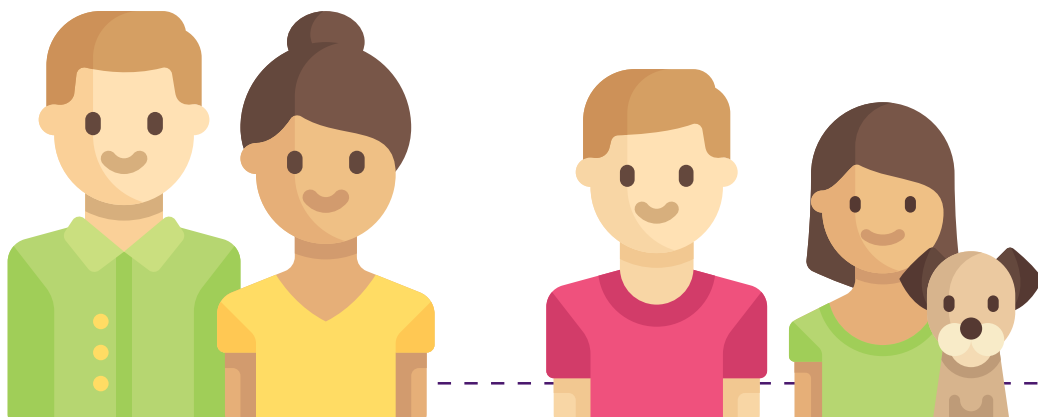
As a local charity we rely on the generosity of local people through fundraising, donations and gifts in Wills. All gifts received will be used to help us to provide services for people in Northern Ireland.

**By raising £200, for example, you could fund a workshop promoting positive mental health to a group of young people in Northern Ireland.**

**Thank You.**



**Great  
BIG  
Purple  
Picnic**  
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On behalf of everyone  
at **Action Mental Health**  
and everyone that you are  
going to help...

Thank you so much for  
**#TakingActionOnMentalHealth**

Follow us on



[fundraising@amh.org.uk](mailto:fundraising@amh.org.uk)

028 9182 8494

[www.amh.org.uk](http://www.amh.org.uk)

