

Be Your Best Elf

Fundraising Pack!



action
mental
health

Get involved this Christmas and help us
build a mentally 'Elfie' society for all!



Registered with the Charity Commission for Northern Ireland
NIC100753 and the Fundraising Regulator.

Elfie's Help Desk

Hopefully by now you have your fundraising page all set up and looking festive! Please share your page widely so that friends, colleagues and family members see it. This will greatly increase your fundraising.

If your workplace provides matched funding, please get in touch and we can support you with your claim.

If you need help or support, Elfie's little helpers can be contacted by email:

fundraising@amh.org.uk

A note from

Elfie

Our resident Action Mental Health Elf!

Hello everyone. Thanks so much for registering to organise your Elfie Day. This fundraising pack contains, tips ideas and props to put the festive fun into your fundraising.

As well as having great fun, your support will also help change the lives of people across Northern Ireland living with mental ill-health and promote resilience and well-being to future generations.

Now more than ever we need your support! Demand for our services is increasing all the time, while our fundraising income has been greatly reduced.

So thank you for getting involved and providing hope, fun and of course much needed fundraising income to support our work as we plan for 2021 and beyond!



What our clients say:

"I was in a storm and Action Mental Health was the port that sheltered me." **Colin**

"Action Mental Health was a lifeline for me, they turned my life around." **Paula**

Why *Your Support* Matters

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In our community **1 in 5 people** will experience a mental health problem at some point in their lives and half of all these problems start before the age of 14.

A recent survey has shown that mental health issues are 25% higher among children and young people in Northern Ireland than other parts of the UK. Action Mental Health is working hard to tackle these issues.

Our vision is: A society which actively values and supports people on their journey to positive mental health.

Our Mission is: To make a positive difference to people's mental health and well-being.

Last year our services supported over **30,000 local people** through a range of recovery programmes, resilience building and counselling services. We support people of all ages.



Your
support
really does
**change
lives!**



How your fundraising



Makes a difference

£65

could help to pay for a counselling session for a local person who is struggling to cope.

£285

could help to pay for a 6 week arts-based therapy programme for a child.

£500

could help to pay for specialist training to help people develop strategies for dealing with stress & anxiety.

£1000

could help to pay for a resilience building programme to be delivered in a local primary school.

£2000

could help to pay for a family therapy Intervention programme for local families.

Christmas fundraising

Hints & Tips

1 Host an Elfie themed fancy dress day, at school or at work, or even at your church zoom meet ups. **Make a donation online to take part.**

2 Have a zoom Christmas quiz or party night, with all attendees doing their own party pieces, from singing, to reciting Christmas stories, to playing an instrument. **Make a donation online to take part.**

3 Go for a sponsored Elfie themed walk and work off some of that yummy Christmas grub.

4 Take some 'Elfie Selfies' and have a competition with family and friends to discover who is the best Elf. **Set an entry fee to take part, and then donate online.**

5 Have an Elfie day at home with the kids, and bake, decorate, dress up and sing along to festive songs. **Make a donation online.**



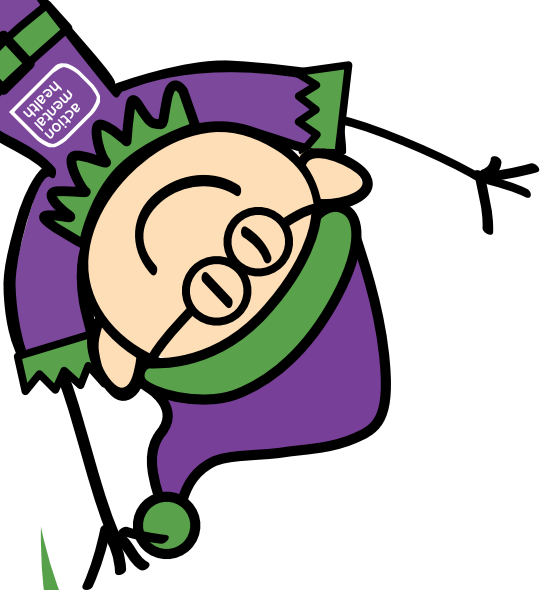


Making it a

Success

- 1 **Plan a simple programme of what you intend to do on the day** and advertise, via text, email or social media.
- 2 **Don't forget to share your fundraising page** amongst your social media following to collect as many donations as you can for Action Mental Health.
- 3 **Make it fun**, you are far more likely to enjoy it, if it has some festive sparkle!
- 4 **Don't forget to make it easy to donate!** Whilst we want your supporters, colleagues or family to enjoy the day, please ensure the opportunity to donate is as simple as possible.





Calling on all
Mini Elves
to bring my buddy Elf to life
with colour. Display the finished
picture on your window at home
to show him off to Santa.



Test your festive knowledge with these tricky yuletide teasers! Whether a zoom quiz at work or at home with family, see who the Christmas mastermind will be!



Elfie's

Christmas Quiz

(Quizmasters Copy!)

8

- 1 What is the name of the snowman in the Disney Movie Frozen?
Olaf
- 2 In the Simpson's who or what is Santa's Little Helper?
The Dog
- 3 What is the name of the 25 days leading up to Christmas?
Advent
- 4 What is lucky to find in your Christmas Pudding?
A coin
- 5 Who were the first people to visit baby Jesus?
The Shepherds
- 6 Which popular Christmas movie is about a young boy who takes a ride to the North Pole?
The Polar Express
- 7 What is the name of the evergreen plant that is tradition to kiss under?
Mistletoe
- 8 When did Good King Wenceslas last look out?
Feast of Stephen, St Stephen's Day or Boxing Day
- 9 When did Christmas trees first become popular in the UK, and who was it that introduced this tradition?
Prince Albert, Victorian Era
- 10 True or False in Japan millions of people eat KFC as their main Christmas meal?
True
- 11 Where does Santa live?
The North Pole
- 12 What is a traditional yuletide log?
It was burnt every night during the 12 days of Christmas, then placed underneath the bed on the 12th night for good luck for the rest of the year
- 13 What might a naughty child find in their stocking?
Coal
- 14 What famous TV advertisement features a large red lorry travelling through the countryside?
Coca Cola

Be Your Best Self



This Christmas

in aid of

action
mental
health



We are hosting a

Where?

When?

Contact

Keep yourself
*Mentally
Elfie*
This Christmas

action
mental
health



Print cut and hang
our Elfie bunting
to get a festive
feel to your office
or home!



Download my
Elfie Selfie
Props!



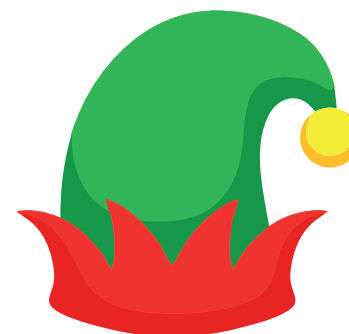
Get your

Elfie Selfie Props

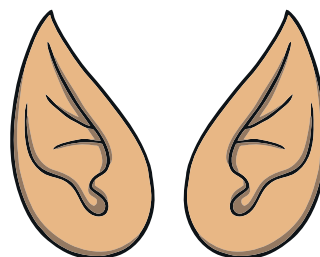
Get into the Elfie Selfie spirit! Download and print off your Elfie Selfie Props at www.amh.org.uk



Santa Beard



Elfie Hat



Elf Ears



Santa Stop Here Sign



Address _____

Address _____

Email Address _____

For every £1 you donate, Action Mental Health can claim an additional 25p more! By ticking the box headed 'Gift Aid' below your donation, you will be declaring that you are a UK resident and that you are not a member of any other charity. If you are not a UK resident, please do not tick the box. Income or Capital Gains taxpayer, have read this Mental Health to pay claim tax on your donation. We understand that if you pay less income tax / or less capital gains tax than you are liable to pay, you can claim a refund of the difference from HMRC. This is your responsibility to pay any difference and is not a liability of Action Mental Health. You are hereby will reclaim 25p of tax on every £1 that you donate.

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.

[illegible]

Please make cheques payable to '**Action Mental Health**'

Please send your completed sponsorship form to: Fundraising Department,

Action Mental Health, Central Office, 27 Jubilee Road, Newtownards, Co. Down BT23 4YH.

T: 028 9182 8494 E: fundraising@amh.org.uk www.amh.org.uk

All the money
you raise will
support our
vital services
across Northern
Ireland.



How to

Pay in the Money



Enthuse Platform

If you have fundraised via this platform, you don't have to worry as all money is transferred automatically.



By Post

You can post cheques made payable to:
'Action Mental Health',
Fundraising Department
27 Jubilee Road
Newtownards BT23 4YH.



Online

Visit our website at
www.amh.org.uk
and make your donation by
credit or debit card.



Bank Transfer

If you would like to forward your donation by making a bank transfer, please give us a call on **028 9182 8494** for our details.

Thank You!

#TakingActionOnMentalHealth



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