

Together for Mental Health:

Fundraising Toolkit for Secondary Schools



**“I’ve been able to come home from school
with a big smile on my face.”**

Pupil who was supported by Action Mental Health’s counselling team

Founded in 1963, Action Mental Health is a local charity working across Northern Ireland to enhance the quality of life of people with mental ill-health, as well as promoting resilience and wellbeing to communities across Northern Ireland.

Working towards our vision of ‘a society which actively values and supports people on their journey to positive mental health’, we deliver a number of different services including:

- ▶ Mental Health and resilience building programmes for schools
- ▶ Counselling in schools
- ▶ Counselling in the community, for people of all ages, including children and young people
- ▶ Mental health recovery and employability programmes
- ▶ Workplace wellbeing services, including the Workplace Wellbeing Hub
- ▶ Eating disorders support
- ▶ Pain and condition management
- ▶ Workable (supporting people with disabilities and health conditions to stay in employment)

**“As a teacher, I found that the
activities helped me to promote
positive mental health in the
classroom. I firmly believe that happy
children learn.”**

Local teacher who engaged with Action Mental Health’s
resilience building programmes for schools.

Our Impact 2023-2024



204 schools received counselling and resilience focused services



16,825 counselling sessions delivered to 2,956 individuals and families



586 one-to-one support sessions provided for people affected by eating disorders



325 clients progressed to paid employment, voluntary work and further education/training



120 clients supported by the Workable (NI) Programme



25 programmes delivered to help manage long-term health conditions and chronic pain

“This lively day of activity and focusing on our mental health, was just what our young pupils needed and they enjoyed every second of it”

Headteacher of a local school, recalling a recent fundraising event

The state of Mental Health in Northern Ireland today

- ▶ Rates of anxiety and depression are around 25% higher in the child and youth population in comparison to other UK nations
- ▶ 1 in 8 children and young people in Northern Ireland experience emotional difficulties
- ▶ 1 in 8 children and young people meet the diagnostic criteria for common mood and anxiety disorders
- ▶ One in five adults in Northern Ireland will show signs of mental illness
- ▶ Northern Ireland has significantly higher rates of depression than the rest of the UK
- ▶ Almost 1 in 10 young people aged 11-19 years reported having engaged in self-injurious behaviour, and roughly 1 in 8 reported having thought about or attempted suicide
- ▶ 1 in 20 young people aged 11-19 years display symptoms of post-traumatic stress disorder (PTSD) or complex post-traumatic stress disorder (CPTSD)

Help us to tackle these issues

Considering these sobering facts, it is clear that we need to take action at the earliest stage possible to help support the mental health of our children and young people. That is why Action Mental Health is actively working in schools across Northern Ireland, providing a whole host of innovative and quality assured services tailored to the specific needs of children and young people in Northern Ireland.

As a local charity, we need your help to continue this work, so that we can be there for more schools and more pupils in the coming days, weeks and months.

Can your school help us by hosting a fundraising event or by selecting us as your charity of the year?

Join us and take action on Mental Health

Did you know?

Donating £10 could help pay for arts and crafts materials for a child's play therapy session.



£30 could help pay for educational resources for local school children learning to look after their mental health.



£100 could help us to pay for counselling for a young person in your local community.



Raising £1000 could help to pay for interactive social and emotional wellbeing workshops in a local school, just like yours.



Partnering with Action Mental Health

- ▶ Support for your school to achieve any corporate social responsibility objectives it may have.
- ▶ Increase awareness of mental health issues within your school community, in a safe and caring manner.
- ▶ Support teachers, staff and parents through engaging in our programmes.
- ▶ Work with our dedicated fundraising team to help create your special fundraising events.

Starting to fundraise can be a little bit daunting. However, our team is here to help. Whether it's your staff team and pupils or PTA, simply get in touch by emailing fundraising@amh.org.uk. We'd be delighted to support you in your fundraising endeavours. We also have a range of fundraising merchandise available to support your activities, just ask the team.



How can your school get involved?



School Fair



Bake Sales



Sponsored Walk



Speakathon



Olympics



Treasure Hunt



Quizzes



Colour Run



Staff only
Donate instead of gifts



Tuck Shops



Teacher vs Student



Battle of the bands



Outdoor Games



Tech/Design
Competitions



Class/House
Inter school Competitions

Address _____

Postcode _____

By ticking the box headed 'Gift Aid' below 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.

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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**

Save The Dates

A lot of our campaigns are centred around marked dates in the UK and global calendar, as well as our own regular events, and make a great opportunity to plan your fundraising or awareness raising activities.

 OCTOBER	NOVEMBER	DECEMBER 
<ul style="list-style-type: none"> • World Mental Health Day October 10 - Highlights the importance of global mental health. • Dublin Marathon Get behind an active staff member who wants to take on a marathon challenge, running one of Europe's fastest growing marathons. 	<ul style="list-style-type: none"> • World Kindness Day Being kind isn't just for others, it's good for you too! Why not organise a fundraising event on the day that celebrates this theme? 	<ul style="list-style-type: none"> • Action Mental Health's Festive Splash A great team-building day, embracing a cold water dip for a great cause! • Christmas fundraising Get into the spirit of the season with a festive fundraiser. Something as simple as a non-uniform day or Christmas jumper day is a great way to support our work!
JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> • No Name Calling Week January 19-23. A week focused on ending name-calling and bullying. 	<ul style="list-style-type: none"> • Children's Mental Health Week February 9-15. A week to raise awareness about children's mental health. • Eating Disorders Awareness Week February 23 - March 1. Raises awareness about eating disorders 	<ul style="list-style-type: none"> • World Teen Mental Wellness Day March 2 - Highlights the importance of teen mental health • World Sleep Day March 3 - Focuses on how sleep can improve your health and wellbeing • International Day of Happiness March 20 - Recognises the importance of happiness and wellbeing
APRIL	MAY	JUNE
<ul style="list-style-type: none"> • Stress Awareness Month We know how stressful things like exams can be for children and young people, as well as staff and parents. That's why this month is also important for raising awareness. • London Marathon A great opportunity for any runners amongst your staff in this world class event. 	<ul style="list-style-type: none"> • Belfast City Marathon Another great opportunity for staff to get involved in a challenge, be it the full marathon, the team relay or the 8 mile walk. • Mental Health Awareness Week May 11 -17 - Encourages learning and understanding about mental health. 	<ul style="list-style-type: none"> • Action Mental Health Solstice Event June 21 - Celebrate the longest day of the year by taking on our Camp Out challenge. • School Sports Day Fundraiser Why not ask for donations at your School Sports Day? Physical activity is a great way to look after your mental health.



We'd love to hear from you

If you're keen to learn more about fundraising with us, please get in touch on 028 9182 8494 or email us at fundraising@amh.org.uk.

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NI Charity Commission No. NIC100753



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