

action  
mental  
health

# Together for Mental Health: Fundraising tool-kit for Primary 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 for 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 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 2024-2025



We provided counselling and resilience services in 250 schools and EOTAS settings.



23,257 counselling sessions delivered to 4,189 individuals and families



19,062 individuals directly benefitted from resilience building programmes



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



108 clients with mental illness supported by the Workable (NI) Programme to remain in work



22 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 at Ballyholme Primary 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 have 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 daunting. However our team is here to help. Whether it's your staff team or your PTA, simply get in touch by emailing [fundraising@amh.org.uk](mailto: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



Sponsored Read



Colouring Competitions



Outdoor Games



Tech/Design  
Competitions



Class/House  
Inter school Competitions

# Merchandise

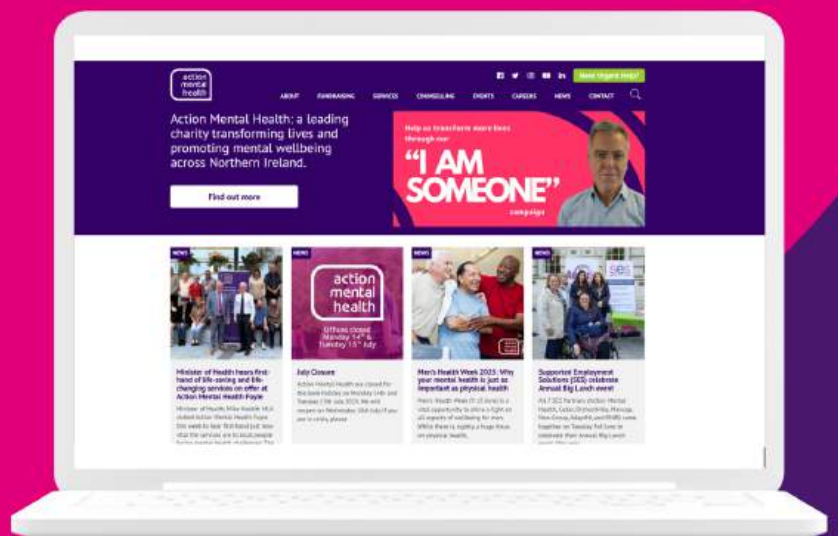
We have lots of merchandise available for our fundraisers. Please email [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk) if you think any of these items would be useful for your activity. Some items are only available on a return basis.

**Unisex T-Shirts, Running T-shirts/Vests, Wrist Bands, Pens, Thunder Sticks, Flags, Pin Badges, Bunting, Outdoor Banners, buckets and canisters.**



# Ways to Donate

- **Just Giving:** One of the safest ways to fundraise and be accountable for the money raised is to set up a JustGiving page. This means you don't have to handle cash or move monies through your own bank accounts. However, in some cases we know a paper sponsorship form is still the most convenient. We have one on the next page that you can print off.
- **Post:** You can post cheques made payable to: Action Mental Health, Fundraising Department, 27 Jubilee Road, Newtownards, BT23 4YH.
- **Bank Transfer:** If you would like to forward your donation by making a bank transfer, please give us a call on 028 91 828494 or email [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk) for our details.
- **Online:** Visit our website [www.amh.org.uk](http://www.amh.org.uk) and make a donation with a debit/credit card.





# 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

- **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.

## NOVEMBER

- **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?



## DECEMBER

- **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, Christmas jumper day is a great way to support our work!

## JANUARY

- **No Name-Calling Week**

January 19-23. A week focused on ending name-calling and bullying.



## FEBRUARY

- **Children's Mental Health Week**

February 9-15. A week to raise awareness about children's mental health.

- **Eating Disorders Awareness Week**

February 23-02 March. Raises awareness about eating disorders.



## MARCH

- **World Teen Mental Wellness Day**

March 2 - Highlights the importance of teen mental health.

- **World Sleep Day**

March 13 - Focuses on how sleep can improve your health and wellbeing.

- **International Day of Happiness**

March 20 - Recognises the importance of happiness and wellbeing.

## APRIL

- **Stress Awareness Month**

We know how stressful things like exams can be for children and young people, but also staff and parents. That's why this month is so important for raising awareness.

- **London Marathon**

A great opportunity for any runners amongst your staff in this world class event.

## MAY

- **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**

Encourages learning and understanding more about mental health.

## JUNE

- **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 your keen to learn more about fundraising with us, please get in touch on 02891828494 or email us at [fundraising@amh.org.uk](mailto:fundraising@amh.org.uk)

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NI Charity Commission No. NIC100753



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