

Place2Be's

CHILDREN'S
MENTAL HEALTH
WEEK

DRESS TO EXPRESS

FUNDRAISING

PACK

6-12 FEBRUARY 2023

FIND OUT MORE
ABOUT HOSTING YOUR
DRESS TO EXPRESS
FUNDRAISER INSIDE!



#ChildrensMentalHealthWeek

childrensmentalhealthweek.org.uk

6-12 FEBRUARY 2023

#ChildrensMentalHealthWeek



YOU'RE

AMAZING!



Children's Mental Health Week is an opportunity to shine a spotlight on the importance of children and young people's mental health.

By getting involved, you're raising important awareness and vital funds to help more children and young people get the emotional support they need. Every penny and pound you raise will contribute to a future where every child has easy access to mental health support.

Thank you for getting involved!



ABOUT

Place2Be

Sadly, not every childhood has happy memories.

But Place2Be believes every child should have easy access to mental health support whenever they need it. We do this through schools. We create a safe place where students can open up without pressure. We arm them with emotional skills, to help deal with everything life throws at them. Allowing our counsellors to respond to the tears they see and look out for those they don't. Our evidence shows when we do reach children, their school performance improves and so do their life chances, and that stays with them as they grow.

By supporting Place2Be this Children's Mental Health Week, you're helping to reach more children before it's too late.

6-12 FEBRUARY 2023

#ChildrensMentalHealthWeek



DRESS

TO EXPRESS!

Dress to Express this Children's Mental Health Week!

This Children's Mental Health Week, we're asking you to **Dress to Express** on **Friday 10 February 2023**. Use clothing to express yourself by organising a Dress to Express Day with your school, workplace or with friends and family, and donate £2 to Place2Be.

A Dress to Express Day is the perfect way to take part in Children's Mental Health Week.

You could wear your favourite colour or a unique outfit to express how you're feeling, it can be as simple or elaborate as you like! Dress to Express is an opportunity for self-expression and celebrating a diverse range of emotions. The day also provides a great opportunity to be open about mental health and start conversations within your community.

We'd love to chat and help you plan your perfect Dress to Express fundraiser. Call us on 020 7923 5000 or email events@place2be.org.uk with any questions.



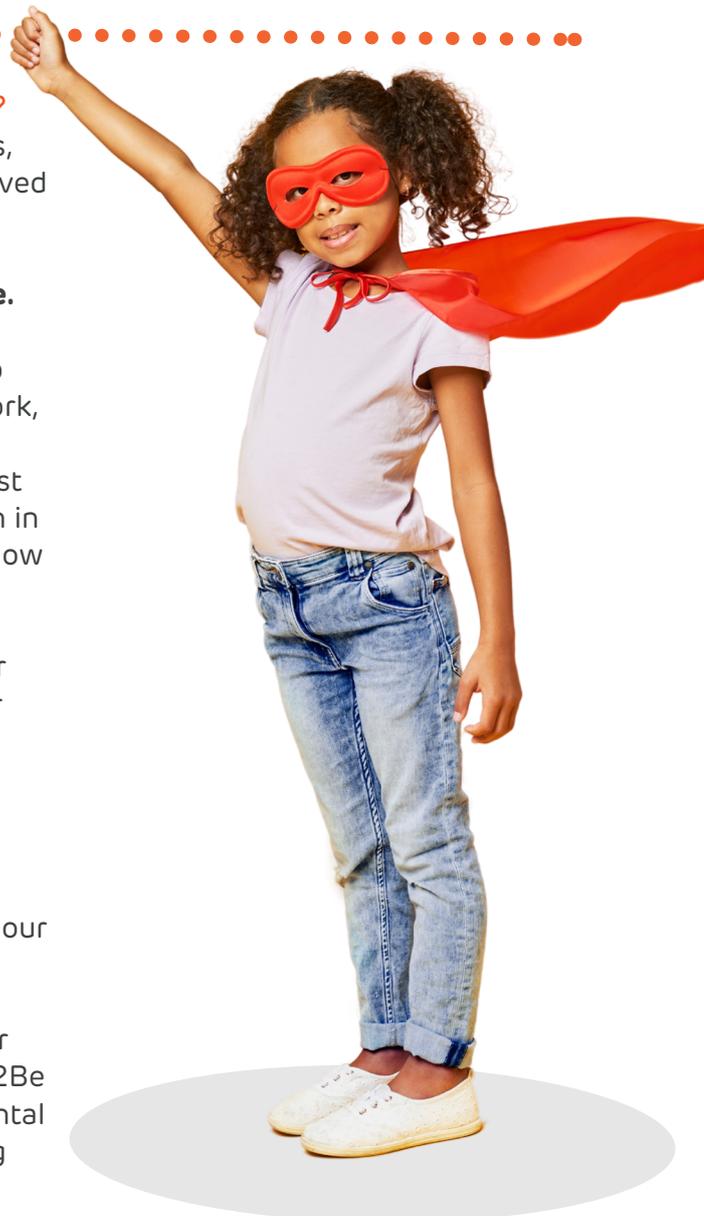
HOW YOU CAN GET INVOLVED

- **Save the date.** We recommend hosting your **Dress to Express Day** on Friday 10 February, so mark this date in your calendars! If this date doesn't suit, you could pick any day during the week to hold your fundraiser.
- **Download our free Parents & Carers resources** at bit.ly/3Wnp7Ow . Parents and carers play an important role in their child's mental health and our resources will help families get involved in the week.
- **Set up an online fundraising page** at bit.ly/3WhCEr0 . Encourage parents, staff, colleagues, friends and family to get involved in **Dress to Express** and donate £2. Check out page 7 in this pack for how to set up your fundraising page.
- **The important stuff.** Be sure to check out our Fundraising Resources at bit.ly/3BKUix  to find out all the important regulations you'll need to be aware of when fundraising for Place2Be.
- **Set yourself a goal.** Choose a fundraising goal that your community can really get behind and use our fundraising tracker at bit.ly/3DVi0G8  to help reach your target!
- **Spread the word.** Use our social media toolkit to let your community know about your **Dress to Express** fundraiser! Find the toolkit at bit.ly/3T8N618 .
- **Organise wellbeing activities** throughout Children's Mental Health Week. Take your fundraiser one step further by incorporating wellbeing activities throughout the week. Our free resources are packed full of activities to help you mark the week. Visit our website at bit.ly/3WnoWTm  to download the resources.



TOP TIPS FOR SCHOOLS

- **Download our school resources** at bit.ly/3TUv8Rn  Full of group activities, assembly guides, lesson plans, top tips and more to help your school really get involved in the week.
- **Take on the TASKMASTER Education challenge.** Taking elements from Channel 4's smash hit comedy show Taskmaster, Taskmaster Education aims to help children develop important life skills such as teamwork, problem solving, communication, lateral thinking and resilience. During Children's Mental Health Week, host Alex Horne will set tasks each day for children to join in with at school or at home. For more information on how to get involved, visit bit.ly/3zzmj7r .
- **Give families plenty of time to prepare.** Send a letter home to let your school community know about your Dress to Express fundraiser. Check out our letter template at bit.ly/3UerAcQ .
- **Include information about Children's Mental Health Week** in your next school newsletter. You could also include a link to your school's fundraising page. Find our social media toolkit at bit.ly/3T8N618 .
- **Choose Place2Be as your Charity of the Month.** Your school can go the extra mile and fundraise for Place2Be throughout February in celebration of Children's Mental Health Week! If you want to continue the fundraising fun throughout the spring and summer terms, get in touch by emailing events@place2be.org.uk.



TOP TIPS FOR WORKPLACES

- **Ask the boss to chip in.** Most organisations love to support their employees in raising funds for charity, so why not ask if your workplace has a match funding scheme? Check out our letter template at bit.ly/3NOXLgn 
- **Host a quiz!** Add an extra little something to your Dress to Express fundraiser by combining it with a quiz. This is a great way to get your colleagues together and have some fun while you're at it. You can use Place2Be's Quiz Pack at bit.ly/3DA7aVK 
- **Choose Place2Be as your Charity of the Month.** Choose to fundraise for Place2Be during February in celebration of Children's Mental Health Week!
- **CEO Challenge.** What better way to bring your workplace together than by challenging your CEO? Come up with a challenging task (this could be anything from coming to work in an outrageous outfit to shaving their head), set a fundraising goal and once that goal is reached, your CEO must complete the challenge.
- **Put your own spin on Dress to Express.** Give your colleagues a helping hand in deciding how to Dress to Express... you could choose a silly hat day, a competition for the most eye-catching shirt or encourage everyone to come dressed ready to support their favourite sports team.
- **Link up on LinkedIn.** Use our LinkedIn social assets at bit.ly/3T8N618  to show off that your workplace is supporting #ChildrensMentalHealthWeek.



SETTING UP YOUR FUNDRAISING PAGE

Scan this QR code with your phone camera to set up your Children's Mental Health Week fundraising page



The easiest way to collect donations is to set up a JustGiving fundraising page. Head to [justgiving.com/campaign/CMHW2023](https://www.justgiving.com/campaign/CMHW2023) (or scan the QR code) and select 'Start Fundraising'. Then follow our simple tips below to be on your way to fundraising success!



Did you know that by personalising your fundraising page, you can increase the amount of donations you receive by 28%?!



UPDATE YOUR PICTURES

Adding a profile picture and cover photo could boost your fundraising by 23%

TELL YOUR STORY

Let everyone know why you're taking part in Children's Mental Health Week.

Story

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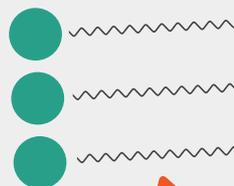
**£250**



### SET YOUR FUNDRAISING GOAL

Don't be afraid to go big!

### Supporters



### THANK YOUR DONORS

A simple thank you can go a long way, make sure you thank anyone who donates to your fundraiser!



# WHY WE NEED YOUR SUPPORT

We know that children and young people need our support now more than ever, with a record number of children being treated for mental health problems in 2022.

Last year, Place2Be supported more than 5,800 pupils through one-to-one counselling. Many of these children and young people face challenges which can make it hard for them to focus at school.

By helping to spread awareness and raise much-needed funds this Children's Mental Health Week, Place2Be can reach more children and young people and get closer to a future where every child has easy access to mental health support.

50%

of adults with lifelong mental health problems first experience symptoms by the age of 14.

1 IN 10

boys aged 5-19 with a mental health condition are excluded in some form from school

1 IN 6

children and young people have a diagnosable mental health condition. That's 5 children in every classroom.

420,000

In 2022, a record 420,000 children a month in England were treated for mental health problems.

A woman with dark hair, wearing a green shirt with white polka dots and a light blue lanyard with yellow smiley face tags, is smiling and gesturing with her hands while talking to another woman. The second woman has long, wavy red hair and is seen from the back. The background is a wall with vertical wooden slats.

**"I remember being in a really dark place, and you making me promise you that I would keep myself safe until the next meeting. You actually saved my life."**

# HOW YOUR SUPPORT WILL HELP



**£16**

could pay for a child to **speak to a qualified counsellor** about their worries in a lunchtime session

**£54**

could pay for a child struggling with trauma to have a **50-minute one-to-one session** with a counsellor

**£252**

could pay for **4 specialised parent coaching sessions** for a parent and child to have together

**£500**

could allow over **31 children** to book their own appointment to **speak to a mental health professional** about issues like anxiety, low mood or self-harm

**£1080**

could help fund a full round of **one-to-one counselling sessions** for 2 vulnerable children



# HOW TO RETURN YOUR FUNDS



There are a number of ways you can return the money you raise this Children's Mental Health Week, and the sooner you pay in your fundraising, the sooner we can put it to work supporting children's mental health.

## USE YOUR ONLINE FUNDRAISING PAGE

Use your JustGiving fundraising page to collect donations and to pay in any cash donations you receive. Head to [justgiving.com/campaign/CMHW2023](https://www.justgiving.com/campaign/CMHW2023) to get started. All donations made to your fundraising page come straight to us making it super easy for you!

## DONATE ONLINE

Deposit the funds into your bank account and pay with your credit or debit card on the Children's Mental Health Week website at [bit.ly/3TPzvx9](https://bit.ly/3TPzvx9)

## AT THE BANK & BANK TRANSFER

Please get in touch with the Place2Be Fundraising Team at [friends@place2be.org.uk](mailto:friends@place2be.org.uk) if you would like to donate via BACS, Bank Transfer or by depositing your fundraising at a bank branch.

## BY POST

Cheque and CAF vouchers can be made payable to Place2Be and sent to the address below.

Children's Mental Health Week team  
Place2Be  
175 St John Street  
London  
EC1V 4LW

Please include a note with your cheque or CAF voucher letting us know your details and that you raised this money through Children's Mental Health Week fundraising.





Place2Be's

**CHILDREN'S  
MENTAL HEALTH  
WEEK 2023**

WE'D LOVE TO HEAR  
ABOUT YOUR PLANS!  
GET IN TOUCH.



## Contact the Place2Be Fundraising Team

events@place2be.org.uk  
020 7923 5000  
place2be.org.uk

## Share the love!

#ChildrensMentalHealthWeek  
@\_place2be @Place2Be  
@Place2BeCharity Place2Be



With thanks to the Beaverbrook  
Foundation for their support of Place2Be  
and Children's Mental Health Week.

[childrensmentalhealthweek.org.uk](https://childrensmentalhealthweek.org.uk)

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