



Place2Be's

CHILDREN'S
MENTAL HEALTH
WEEK

FUNDRAISING PACK

3-9 FEBRUARY 2025

EVERYTHING YOU NEED TO GET INVOLVED IN
CHILDREN'S MENTAL HEALTH WEEK 2025

FUNDRAISE AND TRANSFORM LIVES

We are so grateful that you are joining the Children's Mental Health Week 2025 community!

By getting involved and raising money you can make a massive difference and help ensure that no child has to face mental health problems alone.

This year's theme 'Know Yourself, Grow Yourself', encourages you to get creative and fundraise in a way that allows you to explore and express your uniqueness, strengths, and passions.

THANK YOU!

FUNDRAISE AND MAKE A DIFFERENCE

£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 31 children to speak to a counsellor about their worries in a lunchtime session.

£1080

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



"I want to thank you for caring, because a lot of the time given the situations I have been in, I feel like no one cares about me. But I feel like you were always there for me."

Amy, secondary school

PAYING IN YOUR FANTASTIC FUNDS

There are several ways you can send us any money you raise during Children's Mental Health Week, and the sooner you're able to send it in, the sooner we can put it to work giving a voice to children and young people across the UK.

Online fundraising page

You can set up a JustGiving page to collect and pay in any cash donations you receive.

Visit justgiving.com/campaign/cmhw2025 to get started. All donations made to your fundraising page come straight to us, making it super easy for you.

Donate online

You can transfer any money raised online at bit.ly/3ZZL7Bu



Or by scanning the QR code.

At the bank and bank transfer

If you would like to donate via BACS, bank transfer, or by depositing your fundraising at a bank branch, please get in touch with the Children's Mental Health Week team at hello@childrensmentalhealthweek.org.uk.

By post

Cheques and CAF vouchers can be made payable to Place2Be and sent to:

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

Don't Forget! Please include a note with your name as well as your school's name (if applicable) with any cheques or CAF vouchers

Do not send cash in the post.
Thank you for your incredible support!



FABULOUS FUNDRAISING IDEAS

Fundraise this Children's Mental Health Week and help children and young people get the mental health support they need. We invite you to support us in a way that showcases your unique personality, passions and expresses who you are.

There are countless ways to fundraise, explore some of our favourite ideas to find the perfect fundraiser for you!



Host an event

Create trivia questions, set up board games, or organise a scavenger hunt, and invite your friends, family and colleagues to showcase their individual knowledge and skills while raising funds for a great cause.



Bake a difference

Showcase your baking skills and sell homemade treats to your friends, family, and colleagues. You could even decorate your cakes with positive messages or fun designs!



Get active

This could be anything from a sponsored walk, a running challenge, a dance-a-thon, or an office Olympics. Whatever you choose, get active and raise valuable funds for children's mental health.



Own-Clothes day

Take part in an 'Own-Clothes Day'! Encourage your friends, family, and colleagues to donate a suggested £2 and wear an outfit that expresses them, whether it's your favourite outfit, a splash of colour, a traditional attire that celebrates your culture, or an ensemble that showcases your beloved hobby, we want to see your creativity shine. Get creative and express yourself.



Display a collection box

Use your cut out collection box to raise funds throughout the week.

KICKSTART YOUR FUNDRAISING JOURNEY!

By fundraising for Place2Be's Children's Mental Health Week, you are helping to give a voice to children across the UK, and we are so grateful.

Follow our easy-to-use checklist to breeze through your fundraiser and make it a huge success!

① Choose your fundraiser

Pick an idea that excites you and allows your community to express themselves! Our fabulous fundraising ideas on the previous page are full of fun ways you can get involved.

② Set the date

Join thousands of people across the country on Friday 7th February and fundraise while expressing yourself! If that doesn't work for you, choose a day that works for everyone!

③ Set up your JustGiving page

See next page for more information.

④ Spread the word!

Check out page 10 for more information on how to spread the word.

Use our posters and email templates to spread the word – and don't forget to share your fundraising fun on social media using #ChildrensMentalHealthWeek.

④ Raise money

Every pound you raise will take us one step closer to a future where no child has to face mental health problems alone.

⑤ Pay in your fantastic funds fundraising

Check out our 'Paying in your funds' section on page 3 to find out how.

⑥ Share your success

Send us photos and stories. Let us celebrate your hard work and brilliant involvement.



SET UP YOUR FUNDRAISING PAGE



The easiest way to collect your donations is to set up a JustGiving page. Head to justgiving.com/campaign/cmhw2025 and select 'Start Fundraising'. Then follow our simple tips below to be on your way to fundraising success!



Scan here to set up your JustGiving page.

Personalise your page with photos and a special message

Say why you're expressing yourself and raising money for Place2Be.

Fundraising pages with pictures or videos raise 13% more per photo!

Set a fundraising goal

Don't be afraid to go big! Fundraisers with a target raise up to 17% more.

Did you know?
Fundraising pages with a personalised story raise a whopping 65% more!

Share, share, share

Share the link with friends, family and colleagues via social media, email and WhatsApp. Once a donation is made, it comes straight to Place2Be!

Thank your community

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

For even more success check out JustGiving's Top Ten tips

justgiving.com/for-fundraising/top-10-fundraising-tips



MEET FRANK



At age 9, Frank was diagnosed with Attention Deficit Hyperactivity Disorder (ADHD). His energetic behaviour made him a target for bullying, causing him to avoid break times and cry at the school gates each morning. The bullying led to low self-esteem, with Frank often describing himself as "bad" and "stupid."

Seeing Frank's struggles, his mother transferred him to a new school. However, he found it difficult to settle in and began falling behind in his classwork. His disruptive behaviour escalated, and when his teacher responded, he lost control, became angry and broke into tantrums and outbursts. Recognising the severity of the situation, Frank's teacher referred him to Place2Be for one-on-one counselling.

In his first session, Frank was full of energy, using Lego bricks to build a tower. As the session came to an end, he destroyed the tower he had built. When he felt confident enough, Frank told the practitioner that he missed his dad, who had recently been released from prison and decided to move abroad. This caused a lot of sadness for Frank, and the practitioner realised that Frank found satisfaction in destructing things as a way for him to express his anger and low self-esteem.

As Frank's one-to-one counselling continued, his creative side emerged. He used clay to build models representing his father and himself, carefully crafting them with love, only to destroy them at the end of each session. When building the models, the practitioner would ask him questions about his dad, this process helped him release his anger and talk about his dad with mixed emotions.

Alongside Frank's sessions, his mother attended Place2Be's Parent Partnership sessions. She shared her struggles with accepting Frank's ADHD diagnosis. The Mental Health Practitioner connected her with resources and helped her accept the diagnosis and support Frank.

Eventually Frank was ready to end his one-to-one sessions. Place2Be continues to be the main source of support for Frank and his mother, accessible whenever they need it.

*Names have been changed to protect the privacy of the children and families we support.

DONATE TODAY

So no child should have to face mental health problems alone.



🔗 bit.ly/3ZZL7Bu
Or by scanning
the QR code.

TIPS FOR FAMILIES



① Encourage journalling

Older children and young people may enjoy writing in a journal to express their thoughts and feelings. It can be less confronting than speaking out loud, and helps to process our emotions.

② Make space for reflection

Self-reflection can help children and young people better understand themselves, their interests, and their needs. Go for a walk, drive, or try some mindful colouring or baking together.

③ Be visual

Use imagery, such as emojis or flashcards to help children and young people recognise and label their feelings.

④ Practice mindfulness

Try mindful activities, and quiet family time, to enjoy being in the present moment. This can help children and young people be aware of their thoughts and emotions and learn a useful new coping technique.

⑤ Communicate

Feedback is crucial for helping us see our blind spots and gain greater insight. Children and young people are no different. Creating safe and supportive ways to share your own experience with your child can help them understand themselves and their impact on the world around them.



TOP TIPS FOR CHILDREN AND YOUNG PEOPLE

① Curiosity

Be curious about yourself – You're fascinating! Take notice of your thoughts and feelings, either as they come up or maybe later on that day. You can use techniques like mindfulness, meditation or journalling which can be really helpful.

② What matters most

Our values are often what make us tick, so what really matters to you. Are you ambitious, kind, funny, creative – whatever makes you who you are, it's fine, and it helps to know what drives you.

③ Feedback, feedback, feedback

Other people we know can often see things about us that we miss. Sometimes these can be areas for us to develop and sometimes they can be our strengths. Either way it's great to have a friend, family member or teacher that can help us with our blind spots.

④ Get creative

Whether it's paint, music, dance, drama or something else entirely creativity can often help us reach and express parts of ourselves that are sometimes hidden. Find your creative outlet and if you feel generous – share it with others.



SPREAD THE WORD

We'd love for you to shout about the week and your incredible involvement. We've made it easy-peasy with our created resources and example tweets and posts.



Key information

Tag us – when posting on social media, tag us so we can see and share your amazing efforts!

Use our hashtag – don't forget to use #ChildrensMentalHealthWeek to join the conversation and have an even bigger impact.

 @Place2Be

 @Place2BeCharity

 @_Place2Be

 @Place2Be

Suggested copy for social media

We're supporting #ChildrensMentalHealthWeek with @Place2Be! Join us in raising awareness and funds for children's mental health. #CMHW2025

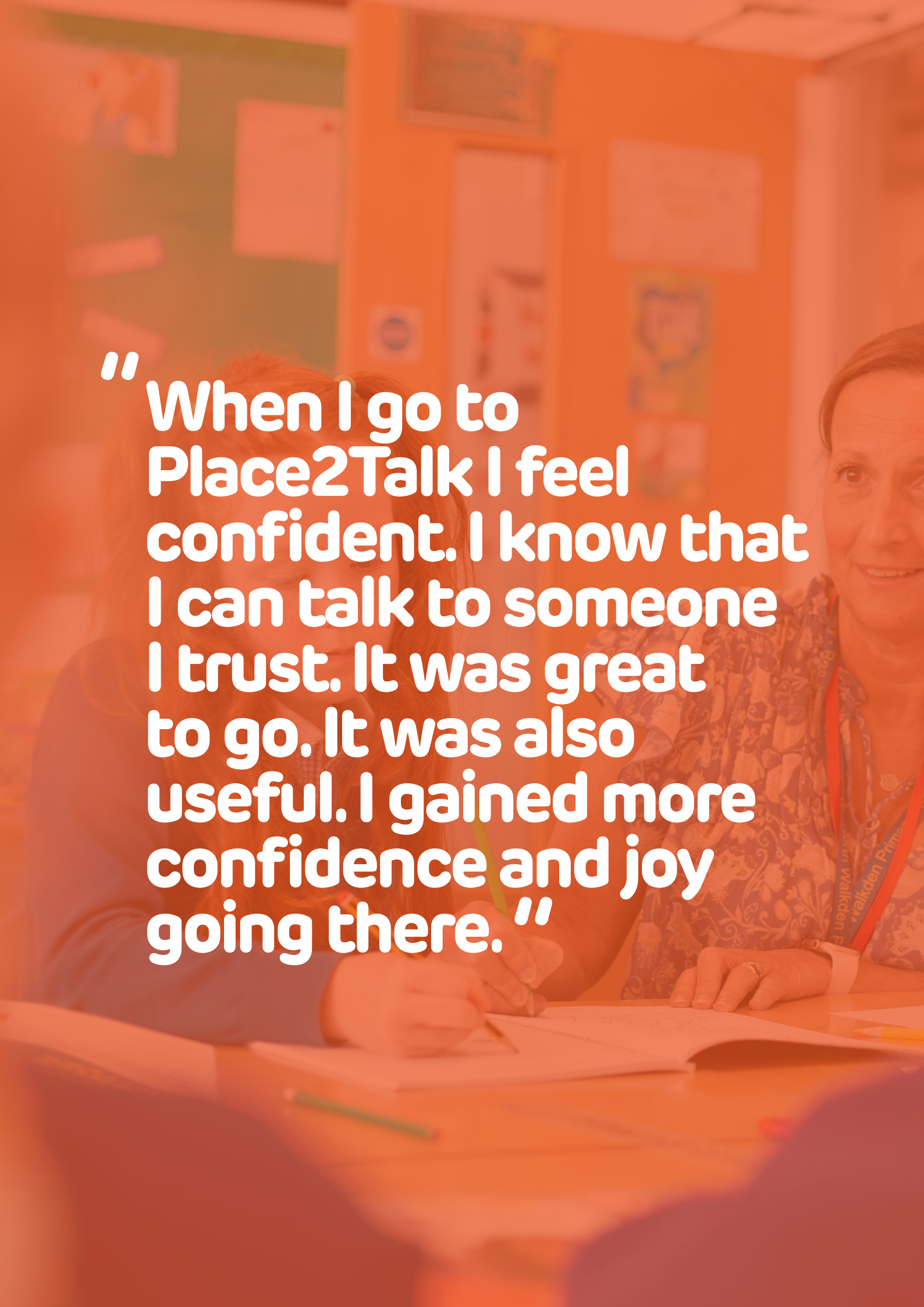
We're excited to take part in #ChildrensMentalHealthWeek! Join us in supporting @Place2Be and raising awareness for children's mental health. Every donation helps to make a difference. #CMHW2025

Did you know 1 in 5 children face mental health challenges? Let's make a difference together during #ChildrensMentalHealthWeek! @Place2Be #CMHW2025

We're supporting #ChildrensMentalHealthWeek with @Place2Be! This year's theme is 'Know Yourself, Grow Yourself,' encouraging self-discovery and growth. Join us in raising awareness and funds for children's mental health. #CMHW2025

By spreading the word, you'll be helping us create a future where every child has access to the mental health support they need. Thank you for being a champion for children's mental health!



A woman with brown hair, wearing a patterned blue and white shirt and a red lanyard, is smiling and looking towards the camera. She is sitting at a table with several papers and pens. In the background, there are posters and notices on a wall. The entire image has an orange tint.

"When I go to Place2Talk I feel confident. I know that I can talk to someone I trust. It was great to go. It was also useful. I gained more confidence and joy going there."



Contact the Children's Mental Health Week team

hello@childrensmentalhealthweek.org.uk

020 7923 5500

childrensmentalhealthweek.org.uk



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for generations

With thanks to Findel, a leading educational resources supplier and proud sponsor of Children's Mental Health Week.

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

Place2Be's

**CHILDREN'S
MENTAL HEALTH
WEEK**

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