

MY GUIDE TO FUNDRAISING

Primary and Early Years Pack

1-7 FEBRUARY 2027

Place2Be's
CHILDREN'S
MENTAL HEALTH
WEEK



THANK YOU FOR TAKING PART

Let's make a big impact – together!



Welcome to your fundraising pack for **Place2Be's Children's Mental Health Week 2027!**

This year, we've made it **easier than ever** to get involved in fundraising, and with you by our side, **we can raise life-changing funds to help children and young people access the mental health support they need.**

Place2Be delivers expert, embedded, timely mental health support in schools so every child can thrive. With 1 in 5 children and young people now having a probable mental health condition, **our work has never been more needed.**

Now, you can be part of that change.

This year's theme, **Step Into Our World**, focuses on empathy and nurturing relationships. By inviting others into your world through fundraising, you can spark conversations, build understanding and support children's mental health.

Inside, you'll find everything you need to host your own **Express Yourself Fundraising Day on Friday 5 February**, from fun ideas and top tips to downloadable goodies and exciting activities!

However you take part, we're so grateful for your support.

HOST AN EXPRESS YOURSELF DAY!

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Feb



Life's busy - we get it. That's why we've made fundraising **simpler (and way more fun!) than ever.** No big budget or fancy plans needed, just a passion to get involved!

Join us on Friday 5 February 2027 and host your very own Express Yourself Day!

Every one of us is unique, and we all have our own special ways of expressing who we are. You deserve to feel seen, heard, and celebrated just for being you. Ready to express yourself? Here are some fun ideas to get you started...



DRESS:

This isn't your average non uniform day! Encourage everyone to donate a suggested £2 to wear an outfit which expresses who they are – think bright colours, cultural dress, or your go to t-shirt. **However you express yourself - your way is the right way.**



BAKE:

Whether you're serving gooey brownies, colourful cupcakes, or a showstopping cake, hosting a bake sale is a super fun (and delicious) way to top up your fundraising total.



CREATE:

Dream up your own fundraising idea and make it completely your own. From arts and crafts activities to silent discos or a fun run on your school field - anything goes!

YOUR SUPPORT WILL TRANSFORM LIVES

Thank you!

How your fundraising makes a difference...



£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 four specialised parent coaching sessions for a parent and child to have together.

£500

could allow 31 children to speak to a mental health professional about issues like anxiety, low mood or self-harm.

£1,080

could help fund a full round of one-to-one counselling sessions for two 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 to listen."

Child supported by Place2Be



Registered with
**FUNDRAISING
REGULATOR**

Place2Be is a registered charity in England and Wales (1040756) and in Scotland (SC038649).

Place2Be's

**CHILDREN'S
MENTAL HEALTH
WEEK**

KICKSTART YOUR FUNDRAISING JOURNEY



6 simple steps. 1 incredible day.

Follow our easy-to-use checklist to organise your fundraiser and make your Express Yourself Day a big success:

1 PLAN YOUR DAY



- ☐ Pick your activities and suggested donation amount, set timings and locations, put together a team of people to help, and get everyone excited to take part. **Be sure to send event details out early!**

4 HAVE FUN & RAISE FUNDS



- ☐ Enjoy the day and raise money to support children with their mental health. Be sure to remind pupils and parents to share the JustGiving link far and wide for your fundraising activity.

2 SET UP YOUR JUSTGIVING PAGE



- ☐ Create your JustGiving page, set a fundraising target, and personalise it with photos and your story. Not using JustGiving? No worries! Find out how to pay in your donations on the next page.

5 SHARE YOUR DAY



- ☐ Tag us in your photos – we love seeing your creativity and celebrating your impact. Plus, sharing your success can give your fundraising total a final boost to help you hit, or exceed your target.

3 SPREAD THE WORD



- ☐ Create your own poster later in this pack and pop it up. Send emails and texts, and share your plans on social media to build buzz!

6 PAY IN YOUR FUNDS



- ☐ Follow the instructions on the next page to transfer the money you've raised.

Tag us on social media so we can celebrate your fundraising plans!

 Place2BeCharity

 @_Place2Be

 Place2Be

 @_Place2Be

#ChildrensMentalHealthWeek #ExpressYourself

SET UP YOUR JUSTGIVING PAGE AND MAKE A DIFFERENCE



Setting up a JustGiving page is quick, simple, and the easiest way to collect your donations. Just follow these six simple steps:

- 1 Visit justgiving.com/campaign/cmhw2027 (or scan the QR code).
- 2 Select 'Start Fundraising', and create your own fundraising page.
- 3 Embrace your inner storyteller and personalise your page with photos, videos, your story, and a fundraising goal (the sky's the limit, **go big!**)
- 4 **Share, share, share!** Share your link with the school community, friends and family via email, social media, group chats, and newsletters. Don't be afraid to send polite reminders, and to update folks on your progress.
- 5 Thank your community for their donation!
- 6 Your donations will be sent directly to us through JustGiving, so you don't need to do anything! Once you have finished fundraising, you can set your page to 'Completed'.



 **SCAN ME**

DON'T FORGET TO MENTION GIFT AID!

Let supporters know that they can boost their donation at **no extra cost**. Every £1 they give could be worth 25% more. **(That's 25p for every £1!)**

PAYING IN YOUR DAZZLING DONATION

To pay in any other monies collected, please visit www.childrensmentalhealthweek.org.uk

If you would like to send a cheque or CAF voucher, please contact events@place2be.org.uk



YOUR FUNDRAISING GOODIES



Place2Be's

CHILDREN'S
MENTAL HEALTH
WEEK

1-7
FEB
2027



JOIN OUR EXPRESS YOURSELF DAY!



I'm fundraising by...



Our fundraising can ensure no child has to face mental health alone

Please donate to our fundraising page:

Inspired? Get involved at
childrensmentalhealthweek.org.uk



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HELP US ENSURE THAT NO CHILD FACES MENTAL HEALTH ALONE

Place2Be's
**CHILDREN'S
MENTAL HEALTH
WEEK**

Together we can change the lives
of children and young people

GOAL?



100%

75%

50%

25%

Be bold! Set your
target, and colour
along the way as
you get closer to
your goal

#ChildrensMentalHealthWeek #ExpressYourself



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CREATE YOUR OWN BUNTING

Instructions:

1. Print this page onto paper or card, as many times as you'd like.
2. Colour/design your bunting (this is your chance to Express Yourself!)
3. Cut along the dashed lines so each triangle is separated. Then fold along the dotted lines.
4. Place string or tape along the top of the bunting above the fold.
5. Glue or tape the flap down so your triangle is stuck.
6. Hang your fantastic bunting up!



You will need:

- A printer
- A4 paper/card
- Scissors
- Glue, string and sellotape
- Coloured pens, pencils or crayons
- Creativity!

TAKE ON LILY-ROSE'S YUMMY RECIPE!

Ready, steady, bake! This simple and delicious recipe is great fun to make for your fundraiser!



Butterscotch Angel Delight Cupcake Recipe

Ingredients

Cupcakes

- 150g butter (softened)
- 150g light brown sugar
- 150g self-raising flour
- 3 large eggs
- 1 packet (59g) butterscotch angel delight
- 4 tbsp milk

Buttercream

- 125g butter (softened)
- 350g icing sugar (sifted)
- 100g caramel (you can make your own or use something like Carnation caramel)

Method

Cupcakes

1. Preheat oven to 180°C / 160°C fan / gas mark 4.
2. Line a 12-hole cupcake tin with cases.
3. In a large mixing bowl, cream the butter and light brown sugar together, until light and fluffy.
4. Add 1 egg at a time, mix well after each egg.
5. Fold flour, butterscotch angel delight and milk in until fully combined.
6. The mix will be thick, but this is fine.
7. Divide equally between the cases.
8. Bake for around 20-25 minutes or until well risen and golden.
9. Leave to cool completely on a wire rack.

Buttercream

1. Cream the butter and icing sugar together, until light and fluffy.
2. Add caramel and mix well until combined.
3. Decorate cooled cupcakes with the buttercream, using your chosen method.
4. Garnish with Biscoff biscuits, fudge or even some extra drizzles of the caramel.

Bonus Challenge!

Why not add a yummy blob of caramel in the centre of your cupcake?

Meet Lily-Rose, one of our superstar fundraisers!

Lily-Rose received support from Place2Be at her primary school. Since leaving, she has gone on to complete a 5km challenge with her mum, plus crafting fabulous bracelets and origami to raise funds so that more children can access the support she did. Lily-Rose's dream career is now to become a child counsellor, and maybe one day work at Place2Be! To date, Lily-Rose has raised an incredible **£600**, congratulations!



BAKE YOUR WAY TO SUCCESS

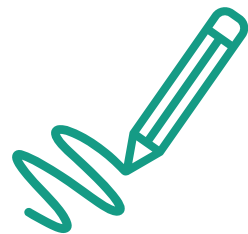
If you're planning a bake sale, why not use these fabulous toppers?

Instructions:

1. Print your cake flags.
2. Cut each flag out around the dashed edge.
3. Place glue in the middle of your cake flag on the reverse side and fold around a cocktail stick. Ensure both sides are stuck together to make your mini flag.
4. Add your price and any dietary information.
5. Sell your delicious bakes and give your fundraising a tasty boost!



COLOUR ME IN!



Credit: Place2Be Art Room team





Thank you for making children's mental health matter!

Got a question? Need an idea? Our friendly team are just a call or email away. Tell us your plans, or get advice by contacting the Children's Mental Health Week team:

hello@childrensmentalhealthweek.org.uk
020 7923 5000
childrensmentalhealthweek.org.uk

#ChildrensMentalHealthWeek #ExpressYourself

To find out more about Place2Be and our work, visit **place2be.org.uk**



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