

Place2Be's

CHILDREN'S
MENTAL HEALTH
WEEK

FUNDRAISING PACK

5-11 FEBRUARY 2024

EVERYTHING YOU NEED TO GET YOUR ORGANISATION
INVOLVED IN CHILDREN'S MENTAL HEALTH WEEK 2024



THANK YOU FOR TAKING PART IN CHILDREN'S MENTAL HEALTH WEEK 2024



We're delighted that you're taking part in Children's Mental Health Week 2024.

Launched in 2015, the week exists to **empower, equip and give a voice to every child in the UK**. This year's theme is My Voice Matters. (Read more on page 3).

1 in 6 children and young people now have a diagnosable mental health condition. By taking part in Children's Mental Health Week 2024, you can help us to ensure that children and young people across the UK feel listened to, and know that they're not alone.

This pack contains everything you need to take part in the week - from fundraising ideas and top tips, to a social media guide and information on how to take part in **Express Yourself** and raise vital funds for children's mental health.

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



MY VOICE MATTERS

"I think there should be more opportunities to talk about our feelings, like lessons or special assemblies."
Primary school student

This year's Children's Mental Health Week theme is My Voice Matters.

Every child has the right to express their views, feelings and wishes in all matters affecting them, and to have their views considered and taken seriously.*

As adults, we should empower children and young people, and provide them with time, space, and opportunities to express themselves. We must also ensure they have opportunities to influence aspects of their worlds that directly - or indirectly - affect their wellbeing.

Empowering children and young people can have a positive impact on their health and wellbeing. For example, children and young people who feel that their voices are heard - and that what they say makes a difference - have higher levels of self-efficacy and self-esteem. They also have a greater sense of community - and as people become empowered, they can work together to create positive changes for themselves and for others.

There are some children and young people whose voices are marginalised. For example, those who have a special educational need or disability, those who are care-experienced, those who are part of the LGBTQI+ community, and those from racially minoritised groups. This Children's Mental Health Week we want all children and young people, whoever they are, and wherever they are in the world, to be able to say - and believe - "My Voice Matters".

*The UN Convention on the Rights of the Child



Watch our theme video (bit.ly/45bNC4F) to hear more about the theme, directly from children and young people.

EXPRESS YOURSELF

Help children's voices to shine through and empower them to tell their own stories by organising an **Express Yourself** day. Learn more on page 6!



WANT TO GET INVOLVED WITH CHILDREN'S MENTAL HEALTH WEEK BUT STUCK FOR IDEAS?

Never fear...

Fundraising can be as simple or elaborate as you make it! Here's an easy guide to find the perfect fundraiser for you.



GET ACTIVE

Do you want to get active with friends, family, colleagues, or join a team?

YES

Do you want to add some competition?

YES



SPORTS DAY OR TOURNAMENT

e.g. tennis, ping pong or football - anything you know people would enjoy!

NO



DANCEATHON OR SPONSORED CYCLE/WALK/RUN

e.g. 5km, 10km or even a half marathon!

NO

Do you want an adrenaline rush?

YES



SKYDIVE

NO



WHATEVER YOUR AGE OR ABILITY CREATE A CHALLENGE FOR YOURSELF

e.g. 50 push-ups a day, 10,000 steps a day, 5,000 skips a day



FUNDRAISE IN YOUR COMMUNITY

Do you want to fundraise in your community with friends, family or colleagues?

YES

Do you want to add some competition?

YES


QUIZ OR GAMES NIGHT

NO


RAFFLE OR A FILM SCREENING IN THE GARDEN

NO

Do you want to rock a new style?

YES


SHAVE YOUR HEAD, CUT YOUR HAIR, GROW A BEARD

NO


SPONSORED SILENCE OR GO WITHOUT (GIVE SOMETHING UP)

YOUR EXPRESS YOURSELF DAY

We are so grateful that you are joining the Children's Mental Health Week 2024 community. If you're after more fundraising inspiration, why not organise an Express Yourself day at your organisation and join thousands of people in celebrating what makes you unique.

① Choose a date

We recommend holding your **Express Yourself** day on Friday 9 February, but if that day doesn't work, you can hold your fundraiser at any point.

② Spread the word

Make sure nobody misses out on the fun! Use our posters and email templates to spread the word – and don't forget to share the **Express Yourself** fun on social media using #ChildrensMentalHealthWeek.

③ Raise money

Every pound raised will help take a step closer to a future where no child has to face mental health problems alone. Check out the ideas on page 8 to help kickstart your fundraising.

④ Set up a JustGiving page

By setting up a JustGiving page, your friends, family and colleagues can make a donation to your **Express Yourself** day. Setting up a fundraising page is super easy:

1. Create your fundraising page at justgiving.com/campaign/CMHW2024
2. Personalise your page with photos and a special message to say why you're raising money for Place2Be.
3. Share your JustGiving link with friends and family. Once a donation is made, it comes straight to Place2Be!

⑤ Send in your fundraising

Pay in your fundraising by Friday 29 March to be automatically entered into a free prize draw to win an Amazon voucher. More information on how to bank your funds can be found on page 15. Terms and conditions for the free prize draw can be found on our website.



LET YOUR IMAGINATIONS RUN WILD



We're all different – we all have different things that make us tick and that bring a smile to our face.

Express Yourself allows us all to celebrate what makes us unique with a dress-down day - this could be sharing your favourite hobby, wearing your favourite colour or accessory, or it could just be coming as yourself.

Get involved, and join us and the whole Children's Mental Health Week community to stand by children, help their voices shine through and empower them to tell their own stories.

If you need a little inspiration, here are some ideas on the right to get you started.

①
Let your inner disco diva shine on the dance floor

②
Let your personality shine through with your favourite colours

③
Embrace your creative side and unleash your artistic energy

④
Show off your team spirit with your favourite team's kit

⑤
Take the stage as the coolest rockstar in town

⑥
Come as you are and wear your comfiest clothes!

⑦
Bring the cool energy of the skate park to your office life

⑧
Share what makes you... you, and celebrate what sets you apart.



FABULOUS FUNDRAISING IDEAS

There are so many additional ways you can Express Yourself this Children's Mental Health Week. We've got some suggestions below - but be as imaginative as you like in coming up with your own.



Bake a difference

Everyone loves a tasty treat, so why not add a delicious extra touch to your fundraiser day with a themed picnic or cake sale?



Sponsored challenge

Celebrate what makes you unique and ask friends, family and colleagues to sponsor you. Football lovers could hold a keepy uppy challenge, budding artists could hold an art exhibition to sell their work and disco divas could hold a sponsored dance-a-thon. There's no limit for what you could do!



Display a collection box

Why not show your support by displaying a collection box at your office reception? You can download a free template from the Take Part section on our website: bit.ly/46p3jWY



Quiz night

Quiz nights are a fantastic way to get your organisation together and are often one of the most popular dates in the calendar. You could even have children and young people help write the questions to show that their voices matter!



MEET JASMINE

Over the past few years, 7-year-old Jasmine has been spreading all kinds of Children's Mental Health Week positivity. From helping her friends improve their mental health at Brownies via an 'affirmation station' to placing kindness-inspired post-it notes around her school, to raising money with a sponsored swim and climbing Mount Snowdon. Jasmine's amazing efforts have not gone unnoticed.

In 2023, Jasmine swam as far as she could during Children's Mental Health Week and raised a sensational £245. This could pay for more than 15 children to speak to a qualified counsellor about their worries in a Place2Be lunchtime session. At her Brownies' Express Yourself Day, Jasmine also fittingly chose to dress as the iconic Superwoman, striking a pose alongside her colorfully dressed pals.



EXPRESS YOURSELF & MAKE A DIFFERENCE

Whether providing counselling and support to children when they need it most, working with parents who may be struggling or providing invaluable mental health training to teachers and school staff – every single pound you raise during Children's Mental Health Week will help ensure no child has to face mental health problems alone. For example...

£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 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.

TIPS FOR FAMILIES



Talking to your child about mental health

Are you a parent or carer who wants to talk to your child about mental health?

This Children's Mental Health Week we want all children and young people, whoever they are, and wherever they are in the world, to be able to say – and believe - "My Voice Matters".

We visited primary and secondary schools to ask students what they wanted from the week – to help shape the activities we create for schools, the messaging we give to teachers, the tips we give to other children, and the advice we give to parents, carers and families.



Here's what children and young people told us they need from you:

- 1 We don't need to have one-off 'one off conversations about our mental health' – sometimes a chat on a journey or at bedtime is enough.
- 2 I need to know it's okay to talk to you about any and all of my feelings. Please hear what I have to say, without interrupting me.
- 3 Please listen to me carefully and acknowledge how I am feeling – it might seem silly to you but what I am going through is important to me.
- 4 Playing with pets can make me feel better. Same with playing football, basketball or whatever type of sport I am into.
- 5 Don't compare my experiences to your own when you were a child.
- 6 Sometimes I just need you to listen and hear what I'm saying – I don't always need answers (or lectures)
- 7 Please don't worry about trying to fix things for me – I often just need to know you are there for me and understand what I am going through.
- 8 If you are open with me about your feelings, this can help me to be more open about mine.
- 9 Sometimes I don't want to talk. Please trust that I will come to you (or another grown-up or someone my own age) when I'm ready. Sometimes it's easier for me to talk to someone nearer my own age – my siblings, cousins, friends, younger teachers at school - because they 'get it'.
- 10 Sometimes a hug is all it takes to make me feel supported.



TIPS FOR YOUR WELLBEING

Remember to look after yourself while you're looking after others

CONNECT

Connect with the people around you and spend time developing these relationships.

GIVE TO OTHERS

Even the smallest acts of kindness can make a difference, whether that's a smile, a thank you or a kind word.

BE ACTIVE AND SPEND TIME OUTSIDE

Take a walk, go cycling, do yoga or play a game of football. Find an activity that you enjoy and make it part of your routine. You could even take on a challenge event with Place2Be!

BE MINDFUL

Pay attention to the present moment, your thoughts and feelings, your body and the world around you. Being 'mindful' can positively change the way you feel about life and how you approach challenges.

KEEP LEARNING

Developing new skills can give you a sense of achievement and boost your confidence. Why not start learning a new language, sign up to that cooking course or figure out how to fix your bike?

SLEEP

Establish a good sleep routine and avoid screens before bed. Having a healthy amount of sleep is vital for maintaining and improving your mental health.



TIPS FOR YOUNG PEOPLE

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10 ways to look after young people's mental health

Here are some brilliant tips from young people, for young people, on looking after our mental health.



- ① Don't keep it all to yourself and spend too much time in your own head. This can sometimes make it keep piling up, and make you feel worse.
- ② Talk to someone you trust and feel comfortable with – a teacher, parent, sibling, cousin, friend... if you can't think of anyone and need to talk, try talking to someone like Shout by texting SHOUT to 85258 for free.
- ③ Write your thoughts and feelings down.
- ④ Keep in contact with people, don't isolate yourself.
- ⑤ Don't dismiss your feelings because you think they aren't valid. Everything you feel is valid and important to you.
- ⑥ Focus on the good parts of your life and doing what you love, rather than the negative.
- ⑦ If you feel like harming yourself then tell someone you trust and distract yourself in the meanwhile.
- ⑧ Do something you enjoy to help you relax and have a break – watch a film, play a game, watch your favourite YouTuber, listen to music.
- ⑨ Be your own best friend because at the end of the day, you're stuck with you – so look after yourself!
- ⑩ Remember that you're not alone, even if it sometimes feels like you are.

*With thanks to students at Stewards Academy and Ark Globe Secondary School.

ASK FOR HELP

If you know any young people who are feeling overwhelmed and need to talk, they can:

- Text P2B to 85258 for free to speak to Shout
- Call 0800 1111 to speak to Childline, or visit
- [childline.org.uk](https://www.childline.org.uk) for their free online chat
- Visit [place2be.org.uk/help](https://www.place2be.org.uk/help) for more advice

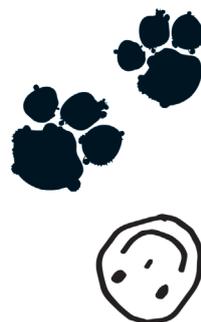


DO YOU SOMETIMES WORRY ABOUT HOW YOU ARE FEELING?

If so, read on!

Here are some brilliant tips from children just like you*. These children have also had ups and downs with their mental health and want to pass on some ideas that have helped them:

- Ask for help – from a teacher, parent, brother, sister, or other family member. Keep telling until someone listens to you.
- Remember you are not alone – everyone goes through tough times. Be kind to yourself – everyone is perfect in their own way.
- Stay calm – take some breaths or find somewhere to sit quietly for 2 minutes.
- Go outside and get some exercise to make yourself feel stronger.
- Spend time with your family and friends (or pets).
- It's okay to not always be okay.
- Think of your favourite thing and write it down.
- Keep a diary to track all your emotions.
- Stay positive and focus on things that make you happy. If you can't think of anything, maybe a friend can help you.
- Remember you are enough, and you are the only you.
- If you are being bullied, maybe the bully is being bullied or has something going on at home and they're taking it out on someone else. Tell an adult or trusted friend.



DO YOU SOMETIMES FEEL A BIT WORRIED ABOUT HOW SOMEONE ELSE IS FEELING?

If so, read on!

Things you can say to help support someone else:



*With thanks to the pupils at Seascape Primary School and Ark Globe Primary School.

BEANO

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SPREAD THE WORD

We'd love your support to help us spread the word and raise awareness of the importance of children's mental health. We've created assets, example tweets and posts, to make it as easy as possible for you to shout about the week. Feel free to adapt the content according to your needs, or develop your own.

Key information

Please help spread the news about Children's Mental Health Week on social media by tagging Place2Be in all of your posts and use #ChildrensMentalHealthWeek.



@Place2Be



@_Place2Be



@Place2Be



@Place2BeCharity

Suggested copy for social media

This copy has been written for X (formerly Twitter), but could be adapted for use on other channels or your email newsletters. Graphics to accompany your posts can be downloaded from the Children's Mental Health Week website bit.ly/46qJChG

I'm/we're proud to be taking part in @Place2Be's #ChildrensMentalHealthWeek (5-11 February 2024). This year's theme is My Voice Matters, and @Place2Be hopes to empower, equip and give a voice to every child in the UK. Learn more, and join me/us: childrensmentalhealthweek.org.uk

1 in 6 children and young people have a diagnosable mental health condition. In February, I'm/we're supporting @Place2Be's #ChildrensMentalHealthWeek – raising awareness of the importance of children and young people's mental health. Learn more: childrensmentalhealthweek.org.uk

<COMPANY NAME> is proud to be taking part in @Place2Be's #ChildrensMentalHealthWeek in February. Join me/us and help shine a light on the importance of children and young people's #mentalhealth. Find out more and get involved: childrensmentalhealthweek.org.uk

Express Yourself this #ChildrensMentalHealthWeek! From 5-11 February 2024, @Place2Be is encouraging schools and youth groups to let children's voice shine through and empower young people to tell their own stories. Get involved: childrensmentalhealthweek.org.uk

This year's #ChildrensMentalHealthWeek (5-11 February 2024) theme is 'My Voice Matters'. @Place2Be's free resources can help schools to empower children and young people, and provide them with time, space, and opportunities to express themselves. Learn more: childrensmentalhealthweek.org.uk



HOW DO I PAY IN MONEY THAT I'VE RAISED?

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 equipping, empowering and giving a voice to children and young people across the UK.

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/CMHW2024](https://www.justgiving.com/campaign/CMHW2024) 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/3ZZL7Bu.



Or by scanning the QR code.

At the bank and bank transfer

Please get in touch with the Children's Mental Health Week team at hello@childrensmentalhealthweek.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 do not send cash by post.

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.





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CHILDREN'S
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WEEK



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

Contact the Children's Mental
Health Week team

hello@childrensmentalhealthweek.org.uk

020 7923 5500

childrensmentalhealthweek.org.uk

place2be.org.uk

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