

Place2Be's

CHILDREN'S MENTAL HEALTH WEEK

SCHOOL FUNDRAISING

PACK

7-13 FEBRUARY 2022



FIND OUT MORE ABOUT
HOSTING YOUR
DRESS TO EXPRESS
FUNDRAISER!

#ChildrensMentalHealthWeek

childrensmentalhealthweek.org.uk

YOU'RE AMAZING!

THANK YOU SO MUCH FOR CHOOSING TO FUNDRAISE
FOR CHILDREN'S MENTAL HEALTH WEEK 2022.

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'll not only be raising important awareness, but also vital funds to help more children and young people get the emotional support they need.

As our lives continue to adjust following the impact of coronavirus, we know that children and young people need our emotional support now more than ever. In fact, research shows that **up to 1.5 million children and young people across the UK need mental health support as a direct consequence of the pandemic.**

When schools closed, we worked hard to ensure we could continue supporting as many children, young people and families as possible. And with schools reopening, we are continuing to provide vital support and help children and young people adapt to being back in the classroom, and cope with the emotional impact coronavirus has had.

With your help, we can make this year's **Children's Mental Health Week** the biggest yet, spreading more awareness and getting closer to a future where every child has easy access to mental health support.



ABOUT

Place2Be

IF YOU HAVE PROBLEMS OR WORRIES
YOU GET A CHANCE TO TALK TO A
PERSON YOU TRUST. WHEN I GROW
UP, I WANT TO HELP CHILDREN LIKE
PLACE2BE HELPS CHILDREN

8 year old girl

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, you can help us reach more children before it's too late.



7-13 FEBRUARY 2022

#ChildrensMentalHealthWeek



HOLDING YOUR

DRESS TO EXPRESS

FUNDRAISER



This Children's Mental Health Week, we're asking you to Dress to Express on Friday 11 February.

Use clothing to express yourself during **Children's Mental Health Week** by organising a **Dress to Express Day** with your school and **donating £2 to Place2Be**.

Students and staff could wear their favourite colour or a unique outfit to express how they'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 school community.

Organising a **Dress to Express Day** is the perfect way to get involved in **Children's Mental Health Week**.

We'd love to chat and help you plan your perfect **Dress to Express** fundraiser. Call us on **0207 923 5008** or email **events@place2be.org.uk** with any questions.



HOW TO GET YOUR SCHOOL INVOLVED

- **Organise a Dress to Express Day** at your school during **Children's Mental Health Week** (remember, the week runs 7-13 February 2022). Encourage students and staff to express themselves by wearing a unique outfit and making a £2 donation to **Place2Be**.
- **Save the date** - We recommend hosting your **Dress to Express Day** on **Friday 11 February**, so mark this date in your calendars today! However if this date doesn't suit, you could pick any day during Children's Mental Health Week to hold your fundraiser.
- **Set up a school fundraising page online** at bit.ly/3mwZxpr and encourage parents and staff to donate there. Check out page 7 in this pack for a step-by-step guide on how to set up your fundraising page. Alternatively, if you'd like to organise a bucket collection, get in touch and we can help.
- **Download our school resources pack** (if you haven't already) at bit.ly/3oKPC2a. This is full of useful resources to help your school really get involved in the week including group activities, assembly guides, top tips and more.
- **Let your school community know that you're taking part in Children's Mental Health Week.** We've put together a letter template to make this easy for you, included later in this pack.
- 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.
- Help us raise awareness of **Children's Mental Health Week** by spreading the word on your school's social media channels. Check out the Social Media Guide included later in this pack.
- Along with organising a **Dress to Express** fundraiser, there are **plenty of other ways your school could fundraise** as part of Children's Mental Health Week. Some of our favourites are...quizzes, bakesales, raffles, or an art competition.



A GUIDE TO RUNNING A VIRTUAL DRESS TO EXPRESS FUNDRAISER

We know that self-isolating and home schooling may still be necessary by **Children's Mental Health Week**. To make sure everyone can get involved, you can get together with your school group online (as well as in person) and raise vital funds to support children's mental health.



Here are some fun, easy ideas to help you host a virtual **Dress to Express Day**:

1 USE ZOOM, TEAMS OR GOOGLE CLASSROOM TO HOST AN ONLINE DRESS TO EXPRESS DAY

Some of your class may be learning online during **Children's Mental Health Week**, but that doesn't mean they can't join in the fun! You can catch up online and plan to all wear your **Dress to Express** outfits for the call.

2 USE THE WELLBEING CHALLENGE ACTIVITY INCLUDED IN THIS PACK

Make wellbeing a priority during **Children's Mental Health Week** and encourage your students, staff and parents to take on the Wellbeing Challenge included in this pack. How many wellbeing actions can you tick off in a week?!

3 HOST A VIRTUAL QUIZ!

Add an extra little something to your **Dress to Express** fundraiser by combining it with a virtual quiz. This is a great way to get your class together and have some fun while you're at it.

4 SHARE YOUR ONLINE FUNDRAISING PAGE

Not being able to **Dress to Express** in person shouldn't mean you can't raise funds to support children's mental health. Share your fundraising page with your school community - you could be surprised by the support you receive.

5 ORGANISE WELLBEING ACTIVITIES THROUGHOUT CHILDREN'S MENTAL HEALTH WEEK

Take your fundraiser one step further by incorporating wellbeing activities into the week. Our free school resources are packed full of activities, assembly guides and lesson plans to help you mark the week. Visit our website at bit.ly/3oKPC2a to download the resources.

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 bit.ly/3mwZxpr (or scan the QR code on this page) and select 'Start Fundraising' to create your page. Then follow our simple tips below to be on your way to fundraising success!



UPDATE YOUR PICTURES

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



£250

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~~~~~

SET YOUR FUNDRAISING GOAL

Don't be afraid to go big!

Story

~~~~~

~~~~~

~~~~~

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~~~~~



### TELL YOUR STORY

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

### Supporters

● ~~~~~

● ~~~~~

● ~~~~~



### THANK YOUR DONORS

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



# 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**

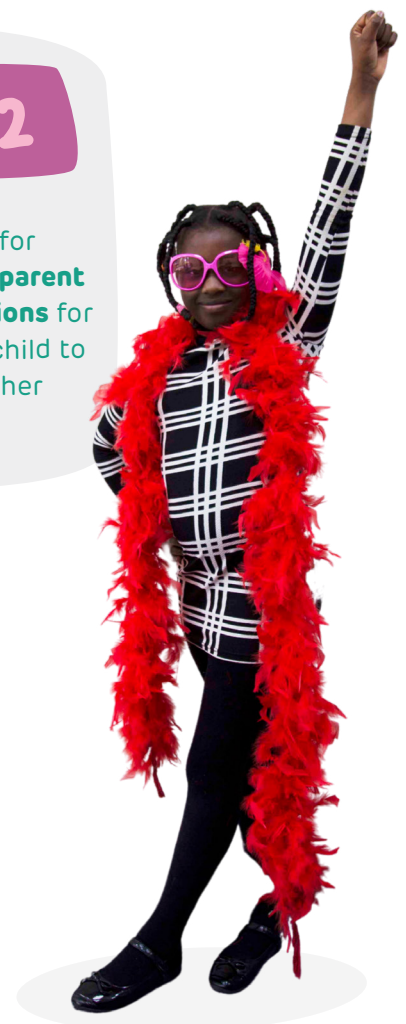
could pay for **4 specialised parent coaching sessions** for a parent and child to have together

**£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





## CASE STUDY

Place2Be's support helped Jaxon, Freya and their dad process the grief of losing their mum during lockdown in 2020.

### JAXON & FREYA'S STORY

**Ten-year-old Jaxon\* and eight-year-old Freya\* lost their mum to cancer very suddenly during the first lockdown in 2020.**

The family had only been given a few weeks' notice of their mother's illness which was at an advanced stage, so it came as quite a shock. The children's father was trying to cope with the pressures of home life as well as his own grief. He was understandably concerned about how he would be able to manage with the rest of the lockdown period, as normal forms of support were unavailable and there was no family nearby that he could turn to.

Thankfully, Jaxon and Freya's school had Place2Be. Place2Be's on-site mental health professional, Sally, was able to work with the Leadership team to ensure that both children were able to come into school, in order to give Dad some respite and time to process his own grief. Jaxon, Freya and their Dad are now receiving regular support from Place2Be, and Sally has also liaised with a specialist child bereavement charity to ensure they are getting all the support they need. Despite feeling an overwhelming sadness, the children are glad to have their Place2Be sessions, and the family are working on adjusting to their new lives together.



\* Names and identifying details have been changed to protect the privacy of the children and young people we support.

# TOP FUNDRAISING TIPS FOR YOUR DRESS TO EXPRESS DAY!

## SET YOURSELF A GOAL

Choose a fundraising goal that your school can really get behind.

## PERSONALISE YOUR PAGE

Did you know that by personalising your fundraising page, you can increase the amount of donations you receive? Upload a cover photo, write a story for your page and update the fundraising goal you've set yourself.

## SET UP A QR DONATION CODE

JustGiving have made it really easy to set up a QR code linking to your fundraising page, read their blog at [bit.ly/3Bsi6kJ](https://bit.ly/3Bsi6kJ) on how to set it up.

## THE IMPORTANT STUFF

Be sure to check out our Fundraising Resources section at [bit.ly/3BKUix](https://bit.ly/3BKUix) to find out all the important regulations you'll need to be aware of when fundraising for Place2Be.

Please follow the [Government's guidance on COVID-19](#) at all times.

## SPREAD THE WORD

Let everyone know about your fundraiser by posting on social media using #ChildrensMentalHealthWeek and tagging us.

-  @place2be
-  @Place2Be
-  @Place2Becharity

## GET STARTED TODAY!

The earlier you kickstart your fundraising, the more time you have to raise much-needed funds and reach your fundraising goal.



HOW TO

RETURN YOUR

FUNDS



You did it! Thank you for raising money for Place2Be this **Children's Mental Health Week**. There are a number of ways you can donate the money you've raised to help support children's mental health.

### ONLINE FUNDRAISING PAGE

Use your online fundraising page to collect donations and to pay in any cash donations you receive. Head to [bit.ly/3Aqipvf](https://bit.ly/3Aqipvf) to get started. All donations made to your fundraising page come straight to us making it super easy for you!

### QR CODE

Use the QR code on this page to donate to our **Children's Mental Health Week** campaign page, or you can create your very own QR code to take people straight to your online fundraising page by visiting [bit.ly/3Bsi6kJ](https://bit.ly/3Bsi6kJ)

### 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

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



## Contact the Place2Be Fundraising Team

events@place2be.org.uk  
0207 923 5008  
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.

Thanks also to St Augustine's Primary School in Salford for being involved in the Dress to Express photoshoot!

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

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# DRESS TO EXPRESS



## THIS CHILDREN'S MENTAL HEALTH WEEK

Shine a spotlight on the importance of children and young people's mental health this Children's Mental Health Week.

Help to ensure every child has easy access to mental health support whenever they need it.

Use clothing and colour to express yourself during Children's Mental Health Week and donate £2 to Place2Be.



Place2Be's

CHILDREN'S  
MENTAL HEALTH  
WEEK

7 - 13 FEBRUARY 2022

Place2Be's

CHILDREN'S  
MENTAL HEALTH  
WEEK 2022

DRESS TO

EXPRESS

THIS CHILDREN'S  
MENTAL HEALTH WEEK

EXPRESS YOURSELF DURING CHILDREN'S  
MENTAL HEALTH WEEK BY WEARING  
YOUR FAVOURITE COLOUR, A RANGE OF  
COLOURS OR A WHOLE UNIQUE OUTFIT  
TO EXPRESS HOW YOU'RE FEELING AND  
DONATING £2 TO PLACE2BE!

DATE & TIME:

LOCATION:

PLEASE DONATE TO OUR FUNDRAISING PAGE

GO TO:

#ChildrensMentalHealthWeek

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

7-13 FEBRUARY 2022



# CHILDREN'S MENTAL HEALTH WEEK

## FUNDRAISING

OUR GOAL  
£ \_\_\_\_\_

THANK YOU!



- CHAMPION!
- ALMOST THERE!
- HALF WAY THERE!
- KEEP IT UP!
- LET'S GET STARTED

# DRESS TO EXPRESS

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

7 - 13 FEBRUARY 2022

## SPREAD THE WORD: SOCIAL MEDIA GUIDE

Social media is a brilliant way to spread the word about your Dress to Express Day. You can use it to encourage others to take part in Dress to Express, and to ask for donations from your friends and family. It's also a great way to help raise awareness of Children's Mental Health Week and Place2Be.

We've created images and example posts to make it as easy as possible for you to spread the word. Feel free to adapt the content according to your needs, or develop your own.

### KEY INFORMATION

If you're posting about your Dress to Express Day, or Children's Mental Health Week, please tag Place2Be in your posts and use [#ChildrensMentalHealthWeek](#).

 @Place2Be

 @\_Place2Be

 Place2BeCharity

 Place2Be

ON FACEBOOK? ADD  
OUR DRESS TO  
EXPRESS FRAME TO  
YOUR PROFILE PICTURE  
HERE!



### POSTS FOR INDIVIDUALS TAKING PART

Tell your friends and family that you're taking part, and ask for their donations with these posts.

1. I'm taking part in @Place2Be's Dress to Express to help raise vital funds for children's mental health charity @Place2Be. Please donate, and help me reach my goal of raising £XX this [#ChildrensMentalHealthWeek](#). [<ADD LINK TO FUNDRAISING PAGE>](#)
2. During [#ChildrensMentalHealthWeek](#), I'm taking part in 'Dress to Express' to raise money for @Place2Be. Please donate, and help ensure that no child has to face mental health problems alone. [<ADD LINK TO FUNDRAISING PAGE>](#)



### POSTS FOR SCHOOLS OR ORGANISATIONS TAKING PART

Is your school or organisation taking part? Spread the word on social media using these posts.

1. This [#ChildrensMentalHealthWeek](#), we're hosting a 'Dress to Express' Day to help raise vital funds for children's mental health. The idea is simple - on [<INSERT DATE OF YOUR DRESS TO EXPRESS DAY>](#) wear a colourful outfit to express yourself and donate £2 to Place2Be. [<ADD LINK TO FUNDRAISING PAGE>](#)
2. During [#ChildrensMentalHealthWeek](#), we're hosting a 'Dress to Express' Day to raise money for @Place2Be, and we'd love your support. Please donate, and help us to ensure that no child has to face mental health problems alone. [<ADD LINK TO FUNDRAISING PAGE>](#)



### DRESS TO EXPRESS GENERAL TWEETS

Help us to spread the word about Dress to Express and encourage others to take part with these suggested posts.

1. This [#ChildrensMentalHealthWeek](#) (1-7 Feb), 'Dress to Express' and help raise vital funds for children's mental health. The idea is simple – wear a colourful outfit to express yourself during the week, and donate £2 to @Place2Be. Learn more: [childrensmentalhealthweek.org.uk/fundraisingpack](#)
2. Organising a 'Dress To Express' Day in your school or workplace is a great way to support @Place2Be this [#ChildrensMentalHealthWeek](#). Organise a Dress to Express Day, wear a colourful outfit on the day to express yourself and make a donation. Learn more: [childrensmentalhealthweek.org.uk/fundraisingpack](#)

DOWNLOAD OUR  
SOCIAL MEDIA  
GRAPHICS HERE



# DRESS TO EXPRESS



Dear Parent / Carer,

## Dress to Express fundraiser for Children's Mental Health Week 2022 - <FUNDRAISER DATE>

I am writing to let you know that on <FUNDRAISER DATE>, <SCHOOL NAME> will be taking part in **Place2Be's Children's Mental Health Week** and fundraising to support the mental health of children and young people throughout the UK - a cause we feel is now more important than ever.

**Children's Mental Health Week** is taking place from **7 - 13 February 2022** and is an opportunity to shine a spotlight on and raise awareness for children and young people's mental health.

**Place2Be** believe every child should have easy access to mental health support whenever they need it. They create safe spaces in schools where students can open up without pressure, arming them with emotional skills to help deal with everything life throws at them. As a charity, **Place2Be** rely heavily on the generosity and support of the community to continue their essential work in the future and to reach children before it's too late.

### DRESS TO EXPRESS

As a school community, we will be encouraging all students and staff to use clothing and colour to express themselves on <FUNDRAISER DATE>. We also kindly ask that all children who take part make a suggested £2 donation to **Place2Be**, either by bringing their donation to school on the day or by making a donation online at <FUNDRAISING PAGE URL>.

You child/children's **Dress to Express** outfit can be as simple or elaborate as they 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 our school community.

We're delighted to be hosting a **Dress To Express** Day during **Children's Mental Health Week** and raising much-needed funds for **Place2Be**. If you have any queries, please get in touch with us on <SCHOOL CONTACT DETAILS>.

Kind regards,  
<YOUR NAME>



# DRESS TO EXPRESS

Place2Be's

CHILDREN'S MENTAL HEALTH WEEK

7 - 13 FEBRUARY 2022

## WELLBEING CHALLENGE

Make wellbeing a priority during Children's Mental Health Week and take on a Wellbeing Challenge. How many wellbeing actions can you tick off in a week?

Get 8hrs of sleep



Do a deep breathing exercise



Go for a walk



Wear something that makes you feel good



Take time out to read a book



Eat your favourite food



Go for a walk in your local park



Drink 2L of water



Do 30 minutes of yoga



Give someone a compliment



Have a 'no social media' day



Catch up with a friend



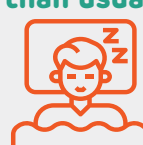
Try a 5 minute meditation



Listen to a podcast



Go to bed 30 minutes earlier than usual



Write down 3 things you're grateful for

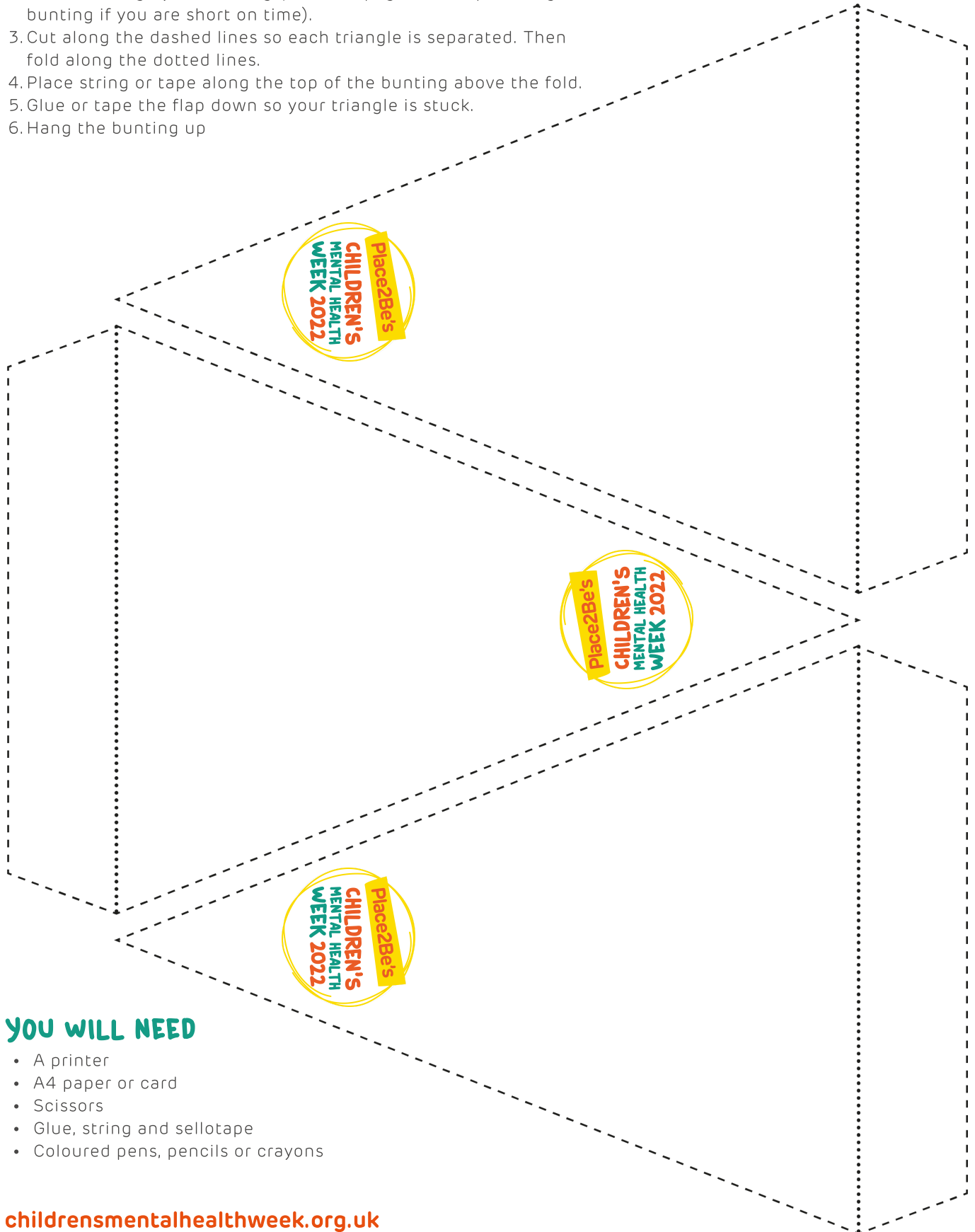


# CREATE YOUR OWN BUNTING



## INSTRUCTIONS

1. Print this page onto paper or card, as many times as you'd like.
2. Colour / design your bunting (see next page for our pre-designed bunting if you are short on time).
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 the bunting up



## YOU WILL NEED

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

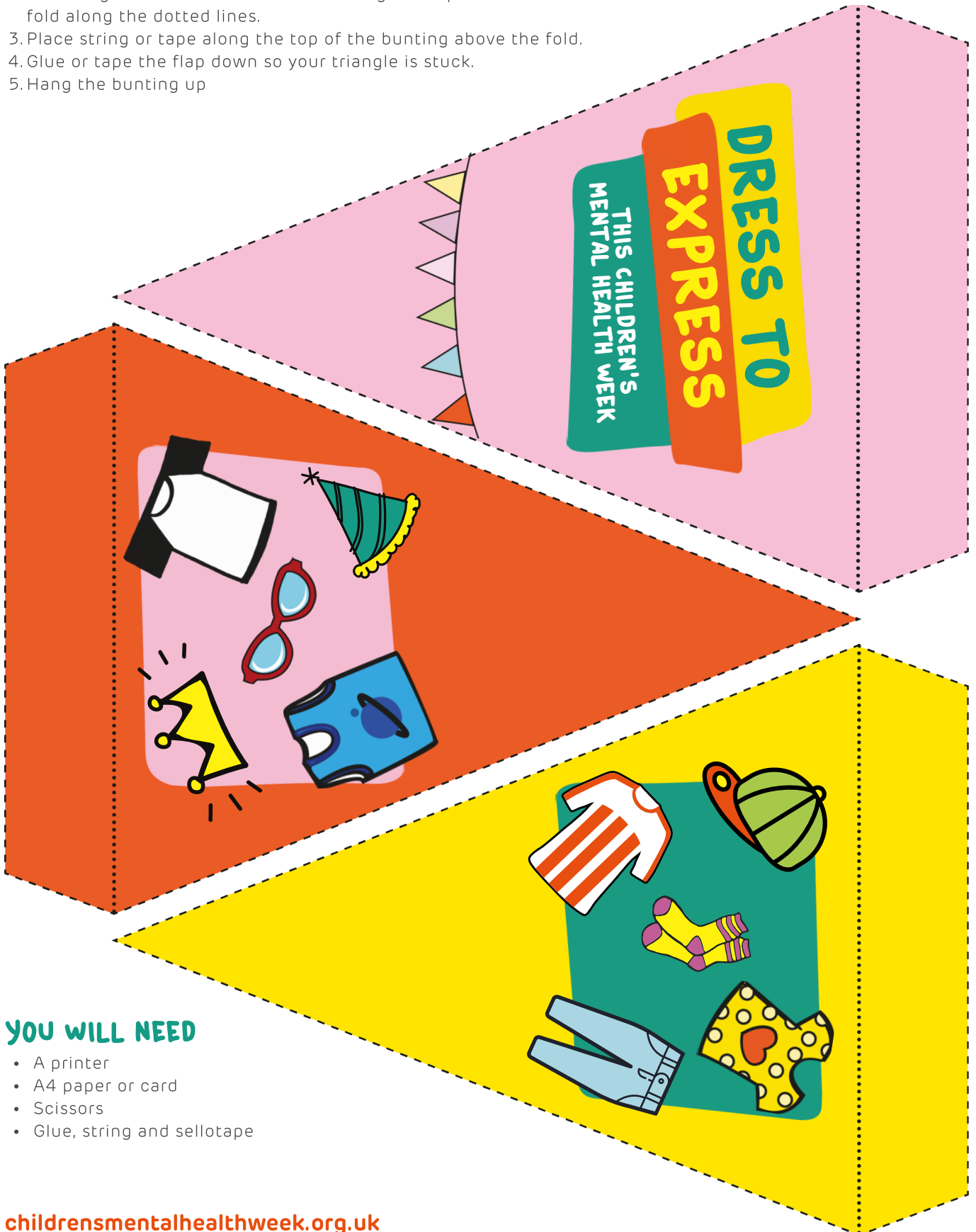
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Place2Be's

CHILDREN'S  
MENTAL HEALTH  
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## YOU WILL NEED

- A printer
- A4 paper or card
- Scissors
- Glue, string and sellotape

**DRESS TO EXPRESS**



# PAPER CHAIN DECORATION

Cut out the strips below and create your own Dress to Express paper chain!

GLUE OR STAPLE HERE

GLUE OR STAPLE HERE

GLUE OR STAPLE HERE



GLUE OR STAPLE HERE

GLUE OR STAPLE HERE



GLUE OR STAPLE HERE



GLUE OR STAPLE HERE

GLUE OR STAPLE HERE

# PHOTO BOOTH PROPS

Place2Be's

CHILDREN'S  
MENTAL HEALTH  
WEEK 2022

You don't have to have a fancy outfit planned to get involved in Dress to Express. Use our photo booth props to make sure everyone can be included. Use them to snap some great photos and share on social media with the hashtag #ChildrensMentalHealthWeek!



## YOU WILL NEED

- A printer
- A4 paper or card
- Scissors
- Glue, string and sellotape

# PHOTO PROPS

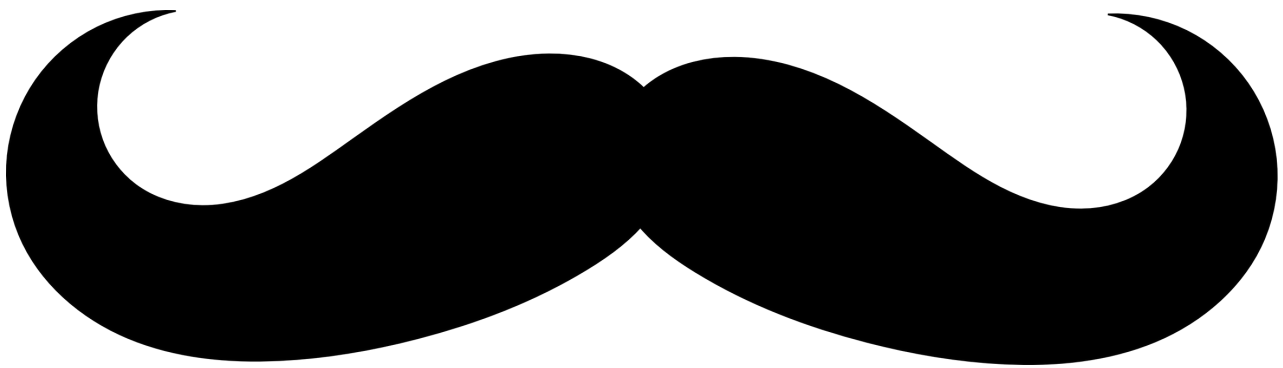


# PHOTO PROPS

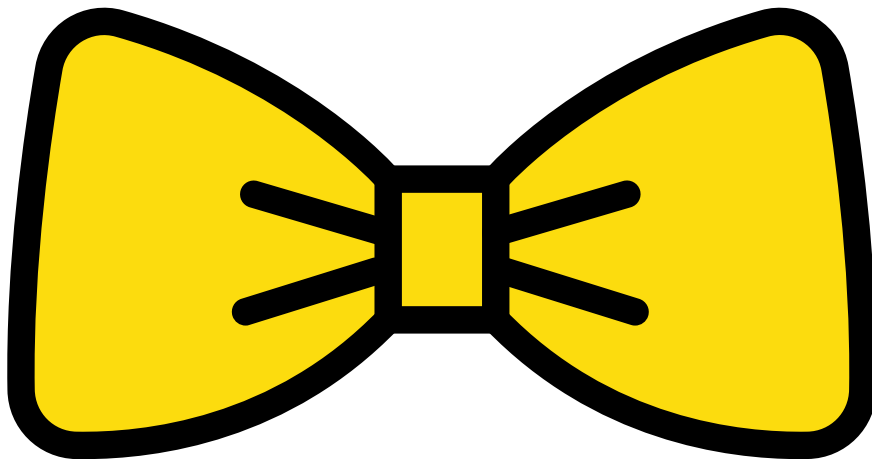
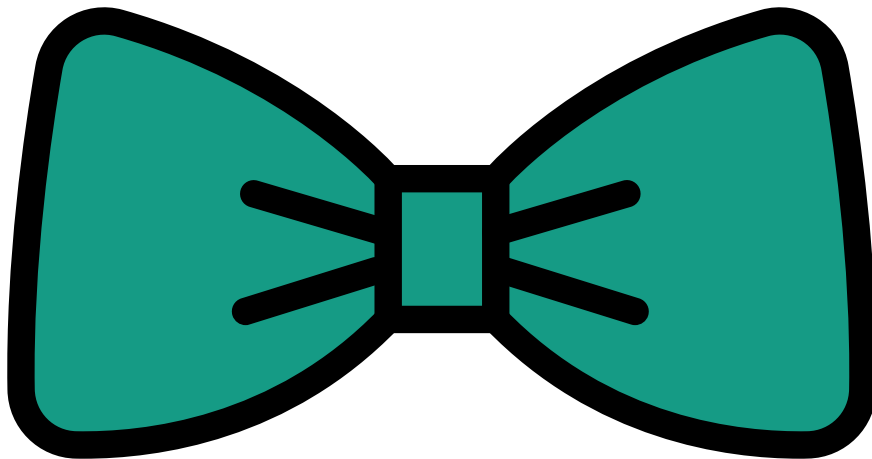
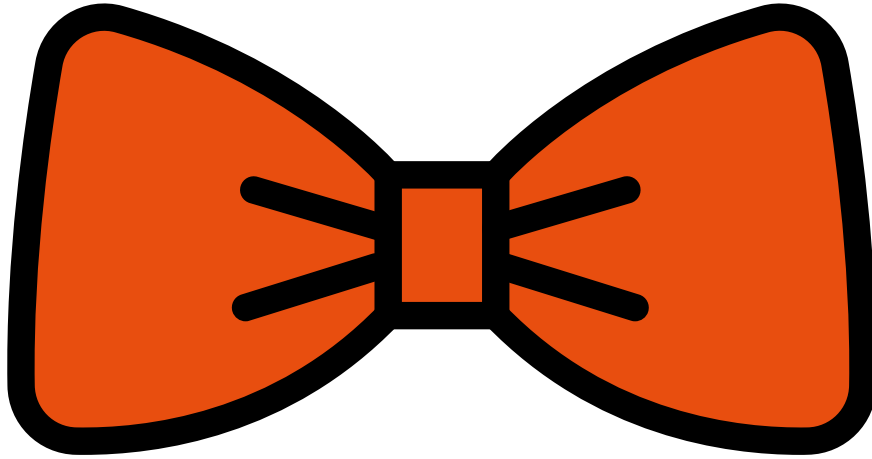




# PHOTO PROPS



# PHOTO PROPS



# PHOTO PROPS



# PHOTO PROPS



# PHOTO PROPS

