

Mental Health Awareness Week

13 - 19 May 2024

Wear it Blue

Your guide to fundraising

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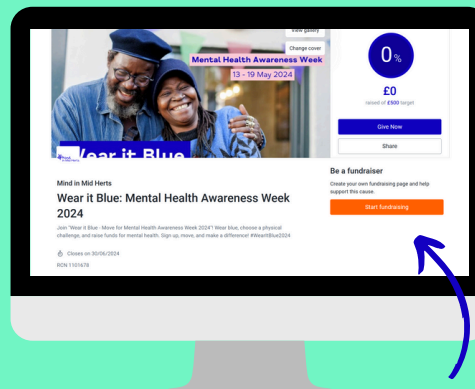
We're so pleased you've chosen to Wear it Blue for Mental Health Awareness Week.

Add a blue twist to your dress down day! Ask everyone to wear something blue and make a donation at the same time. Why not decorate the office, common room or school whilst you're at it – blue bunting, anyone?

Movement: moving more for our mental health

Movement is important for our mental health. But so many of us struggle to move enough. That's why it's the theme for Mental Health Awareness Week 2024.

Why not combine wearing something blue whilst taking on a physical challenge to spread awareness and raise money?



[Click here to start your fundraising page](#)
(Click the big orange button!)



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Fundraising ideas

Don't fancy wearing something blue? Don't worry! If you'd prefer to get together and do something blue with friends and family, colleagues, or classmates, then go for it.

Blue wigs, blue lipstick, blue sparkly slippers, or blue cupcakes – the bluer, the better!

Whether you decide to do one activity or several, bringing people together and spreading awareness about mental health is what the day is all about.



Blue bake sale

What's better than a bake sale? A blue bake sale! Whether you're at work, school or with family and friends – ask people to bake and get selling. You can give your cakes, cupcakes, biscuits, rocky roads and brownies a blue twist by adding blue icing, buttercream or sprinkles. Maybe have a prize for the most blue-tiful creation?

Ready Steady Cook

Get into teams and see what you can rustle up with 5 ingredients - at least something on your plate has to be blue! Ask for donations to take part. Blueberry pancakes, anyone?

Coffee morning

Host a coffee morning where people chat over some tea and coffee and nibble on a slice of cake. Get out those blue tablecloths, placemats, coasters, and napkins to really jazz up the place. Why not ask everyone to wear something blue and make a donation at the same time?

Blue family fun day

Bring everyone together for a family sports day where the team uniform is every shade of blue you can find! Or how about a family BBQ in the sunshine, or even a family film-marathon or blue-themed movies?

Into the blue

Challenge yourself to swim 20 miles over a week and ask your friends, family and colleagues to donate to your challenge. Even better, get them doing it with you!

Quiz with a blue theme

Host a quiz event with lots of blue-based questions! Quizzes are a great way to bring people together and can be hosted in person or online via video call. Each team can pay to enter with the total entry fees being split between the winning team and the rest being donated.

Fundraising at work

Fundraising at work isn't just about collecting donations—it's an opportunity to strengthen relationships with colleagues and add a bit of excitement to the workday!

If you're a local business looking to get involved, there are plenty of engaging activities you can organise during Mental Health Awareness Week to support Mind in Mid Herts. Here are some ideas:

Sponsored Challenges!

A sponsored challenge offers a flexible way for you and your colleagues to fundraise in a way that fits you all best. Set a fundraising target for your team members—anything from £200 to £1,000—and encourage them to use their creativity to meet their goal through sponsorship. If you're in need of inspiration for your challenge, consider reaching out to friends and colleagues for innovative ideas!

Blue Work Day

Unite your workplace by organising a day where everyone either wears blue or opts for casual dress. Each participant makes a donation to enjoy the camaraderie and fun of dressing differently for a good cause.

Office Raffle

To boost your fundraising efforts, consider organising an office raffle filled with attractive goodies! Gather a variety of items that could range from gift cards and gourmet treats to tech gadgets or extra holiday days. Employees can purchase raffle tickets for a chance to win these prizes.

Product Profits

Consider leveraging a product from your lineup during Mental Health Awareness Week. You could donate the profits from that specific product to Mind in Mid Herts for the entire week. This initiative not only supports a great cause but also highlights your commitment to community and mental health awareness.



Mental Health Awareness Week Skydive

Make 2024 the year you do something amazing and take on a skydive for Mental Health Awareness Week!

Challenge yourself to jump from an aircraft at over 10,000 feet, reaching up to 120mph on your way down, all whilst raising money for Mind in Mid Herts!

Take on this bucket list challenge whilst raising awareness and funds for mental health, helping us ensure that no one in Hertfordshire has to face a mental health problem alone.

We work with an amazing skydiving provider called Skyline which has locations at airfields across the country. To book your skydive, visit [here](#).

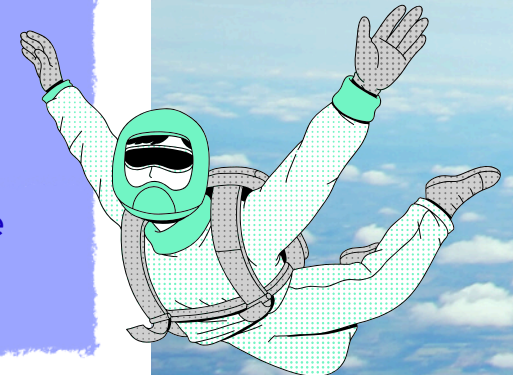
Can't make it that week in May? Don't worry! You can skydive with Skyline at a location of your choice at any time.

In 2023:

We supported **1957** individuals.

6185 counselling and therapy sessions were provided.

2367 Keeping In Touch (KIT) calls were made by staff and volunteers.



Keep it legal

The first rule of fundraising is to have a great time, but there are a few others you need to bear in mind too. Here's how to keep everything above board.

Health and safety

- Keep your personal safety in mind while you're planning and on the day. We can't take any responsibility for your activity, so we recommend doing your own risk assessment to prevent risks and legal issues. This is important even if your event will take place somewhere you know really well like your workplace or local café.
- Types of events that need a risk assessment include solo challenges (like a solo run), anything involving food or drink, and any in-person event involving the public.
- If you're selling food at your event, get in touch with your local council for advice.

Children and young people

- If you'll have children at your event, make sure they have permission to take part, and an adult to look after them. You should carry out background checks if adults are looking after children unsupervised.

Competitions, prize draws, raffles and lotteries

- They're brilliant for raising money, but there are lots of important rules about how lotteries, draws and raffles can be run. You might need to apply for a license to hold a raffle or lottery at your event. Find out more from the Gambling Commission - gamblingcommission.gov.uk
- You can't sell tickets to anyone under 16.
- Online raffles, lotteries and prize draws are also subject to rules and regulations. Your local council can give you more guidance.

Licences and insurance

- If you're holding an in-person event involving the public, you'll need Public Liability Insurance. We can't accept any responsibility for your event, and it won't be covered by our insurance.
- Make sure you've got any licences from your local authority you need in place. Examples of this are a gambling licence for certain raffles or prize draws, a public entertainment licence to put on entertainment (like music, dancing or a film screening) at a venue that doesn't already have a licence, and you'll also need a licence to sell alcohol. You'll also need a licence to collect money in a public place.

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The money you raise matters.

The people coming to see us are more in need than ever.

We won't give up until no one in Hertfordshire has to face a mental health problem alone.

Thank you for joining us in support of mental health.

Contact us

 [X/Twitter](#)

 [Facebook](#)

 [Instagram: @mindinmidherts](#)

 [LinkedIn](#)

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