Spring into Wellness

Fundraising Pack

Bee Kind

www.amh.org.uk
Hello everyone and thanks so much for registering for Spring into Wellness with Action Mental Health. By registering and committing to your challenge you will be making a real difference to the lives of people here in Northern Ireland.

This pack will give you some hints, tips, ideas and pointers on how to get started and keep you on track.

As well as raising funds, we hope you have some fun with your activity by choosing to do something you really love and enjoy, something that makes you feel good, something you can do at your own pace, as we continue to negotiate these unchartered waters together!

Your fundraising will make a massive difference helping to promote resilience and well-being across Northern Ireland.

Now, more than ever, we need your support.

So, thank you for providing hope and raising much needed funds to support our services as we work through 2021 and beyond!

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**Spring into Wellness Helpdesk**

When you register to take part, as an individual, school, workplace, family or community group do remember to follow the instructions (in this pack) to set up a Spring into Wellness JustGiving page.

If this page is not visible somewhere i.e. Facebook or in a WhatsApp group people will not have the opportunity to make a donation.

A FAQ sheet is contained within this pack to support you as you organise your activity.

If your company is involved in Matched Funding, please get in touch and we can support you with your claim.

If you need help or support the team can be contacted via: fundraising@amh.org.uk
Spring into Wellness

- Why your support matters
- The five ways to wellbeing
- FAQ’s
- Links to support resources
In our community, 1 in 5 people will experience a mental health problem at some point in their lives and half of all these problems start before the age of 14.

A recent survey has shown that mental health issues are 25% higher among children and young people in Northern Ireland than other parts of the UK. Action Mental Health is working hard to tackle these issues.

Our vision is: A society which actively values and supports people on their journey to positive mental health.

Our Mission is: To make a positive difference to people’s mental health and well-being.

Last year our services supported over 30,000 local people through a range of recovery programmes, resilience building and counselling services. We support people of all ages.

What our clients say:

“I was in a storm and Action Mental Health was the port that sheltered me.” Colin

Your support really does change lives.

Why your support Matters

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The Five Ways to Wellbeing* are a set of scientifically proven steps that have been shown to improve personal well-being, the five steps are:

1. Connect
2. Be Active
3. Keep learning
4. Give
5. Take notice

*The Five Ways to Wellbeing was developed by New Economics Foundation. It is a set of evidence-based actions designed to improve personal wellbeing.

The Spring into Wellness campaign will allow you to tap into the Five Ways, to equip you to feel better, happier and more productive as you look after yourself first, whilst also completing your fundraising challenge for Action Mental Health.

Some suggestions and some examples offered in our four fact sheets include: 5k A Day - try running, cycling or walking 5k every day over a period of time; Dine In With Me, - host an online dinner party with those from your own household or with friends; Bake Off and Bake In - challenge your friends to an online bakery competition or use it as an opportunity to have fun with the kids; Your Steps to Health - use the time to walk and talk with a member of your household or learn something new - whether a crafting skill, a musical instrument, poetry, whatever - the choice is yours!
Spring into Wellness
FAQs

*I am not sure what to do?* Alongside this fundraising pack you will find either a resource sheet for completing a physical challenge, a creative challenge, a learning challenge or a ‘doing my own thing’ challenge, to get you started and give you some simple ideas.

**Making it a success!** Plan a programme of what you intend to do and advertise, via text, email, social media or WhatsApp.

**Raising money** - Tell people! Don’t forget to share your Just Giving fundraising page amongst your social media following to collect as many donations as you can for Action Mental Health (instructions to follow).

**Make it fun** - You are far more likely to enjoy it if you make it fun, and this will be more beneficial to your own mental health and well-being.
Set up or log in to your account and click “Start Fundraising”

2. Select “a charity” to the question “What are you raising money for?”

3. In “Search for the cause you want to support” search for “Spring into Wellness” The AMH Spring into Wellness campaign should be at the top of the list!

4. Select the type of event you are holding from the list.

5. Fill in all the details and choose your web address – this is the link you will be sharing with family and friends when asking them to donate.

6. We would love to keep in touch! If you would like to hear from Action Mental Health regarding future events and campaigns, please select to “Yes please, opt me in” for communications. If you would prefer not to hear from us, please select the “No thanks, opt me out” option.

7. Once all your details are filled in, click “Create Page”

8. It’s time to personalise your page! Add a fundraising goal and a bit about you and why you have decided to support Action Mental Health. Remember to add pictures and updates of your fundraising journey. It will encourage family and friends to donate as they watch your progress.

9. Finally, it’s time to get the word out there! Share your link on social media or email, with family and friends – and why not ask your boss if you can send out a work email?

Ways to donate

Set up a JustGiving page

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Post
You can post cheques made payable to Action Mental Health, Fundraising Department 27 Jubilee Road, Newtownards BT23 4YH.

Online
Visit our website www.amh.org.uk and make a donation with a debit/credit card.

Sponsorship form
Please find one on the next page

Bank transfer
If you would like to forward your donation by making a bank transfer, please give us a call on 028 91 828494 or email fundraising@amh.org.uk for our details.
<table>
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<th>Date</th>
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To claim tax back on your donation, simply write the name of the charity and the full amount of your donation in the space provided below. Postcode and address details should be provided to claim the tax back.

**Remember:** You must provide your full name, home address, postcode and the gift aid box below for Action Mental Health.
Links to support resources

Click on the links below to find out more!

Parkrun routes: https://nirunning.co.uk/parkruns/

Bakes for Kids: https://www.bbcgoodfood.com/howto/guide/top-5-easy-bakes-kids

5K training plan: https://www.shape.com/fitness/training-plans/beginners-guide-running-5k

Best running trails in NI: https://www.wikiloc.com/trails/trail-running/united-kingdom/northern-ireland

How to set up Strava: https://www.runnersworld.com/beginner/g25619156/what-is-strava/

Promoting your page on social media: https://www.justgiving.com/fundraising/tips/promoting-your-page-on-social-media


Virtual fundraising ideas: https://www.amh.org.uk/fundraising/virtualfundraising/

Staying safe and following the public health guidelines: https://www.nidirect.gov.uk/
Thank You!

#TakingActionOnMentalHealth