

go
purple
FOR WORLD MENTAL
HEALTH DAY

action
mental
health

Go Purple Pack

10 – 16 October 2022

Help us to make mental health
and wellbeing a priority for all.



Your support matters



This year's theme for World Mental Health Day is making mental health and wellbeing a priority for all.

By Going Purple and fundraising for Action Mental Health you can help us to achieve that in Northern Ireland.

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 23,000 local people through a range of recovery programmes, resilience building and counselling services. We support people of all ages.



For details visit www.amh.org.uk/events/GoPurple

How to 'Go Purple'

As Action Mental Health marks World Mental Health Day on October 10th, 2022, we are asking schools, businesses, community groups, individual and families to help us Go Purple.

Your support will also help raise vital funds to support our mental health services for local people.



As well as raising funds we want you to engage with: the Five Ways to Wellbeing- a set of scientifically proven steps that have been shown to improve personal wellbeing, namely:



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What next?



Visit
www.amh.org.uk/events/GoPurple

To accompany this fundraising pack, we have a great variety of downloadable activity sheets and resource documents, which offer some fantastic ideas to help you successfully Go Purple.

MAKING IT A SUCCESS – Plan a programme of what you intend to do and advertise, via text, email, social media, posters, intranet, newsletters or WhatsApp.

RAISING MONEY - Tell people! Don't forget to share your Just Giving fundraising page amongst your social media following to encourage as many donations as you can for Action Mental Health. Use your sponsorship forms and Get Loud about mental health and tell as many people as you can.

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 wellbeing.



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GO PURPLE POSTER



**We are taking part in
Action Mental Health's
Go Purple on**

and organising a _____



Central Office
27 Jubilee Road
Newtownards
Co Down, BT23 4YH

T 028 9182 8494
E fundraising@amh.org.uk
www.amh.org.uk
@amhNI   



Registered with
**FUNDRAISING
REGULATOR**

NI Charity Commission No: NIC100753

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How do I collect donations for Go Purple?

Use the sponsorship form provided, or set up a Just Giving page, using our helpful instructions.

Setting up a Just Giving Page

Set up or log in to your account and click the following:

1. Start Fundraising
2. What are you raising money for? **Select a charity**
3. In Search for the cause you want to support search for **Go Purple**
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 **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?



Submitting your donation/funds raised

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.

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.



Merchandise



We have a full catalogue of merchandise available upon request.

This includes unisex T-shirts, running vests, wristbands, pens, thunder sticks, flags, pin badges and bunting. Outdoor banners are also available upon request.

If you are a school, business or community group and are working with large numbers of Go Purple participants, please let us know well in advance so we can accommodate your numbers by emailing: fundraising@amh.org.uk



Order form

Please write the amount required and scan or screen shot the form back to us:
fundraising@amh.org.uk

Name:

Organisation Name (if applicable):

Full Postal Address:

Mobile:

T-shirts (unisex)

- Small:
- Med:
- Large:
- Extra Large:

(NB: we are unable to give a T-shirt to every pupil in a school, thank you)

Wrist bands:

Mental Health leaflets:

Balloons:

Pens:




Bunting:

Flags:

Collection tins:

Thank you for #TakingActionOnMentalHealth

Don't forget to tag us with your photos of the day or email them to
fundraising@amh.org.uk

 Action Mental Health
 @amhNI
 @action_mental_health



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