

Be Your Best Elf

Fundraising Pack!



action
mental
health

Get involved this Christmas and help us
build a mentally 'Elfie' society for all!



Registered with the Charity Commission for Northern Ireland
NIC100753 and the Fundraising Regulator.

Elfie's Help Desk

Hopefully by now you have your fundraising page all set up and looking festive! Please share your page widely so that friends, colleagues and family members see it. This will greatly increase your fundraising.

If your workplace provides matched funding, please get in touch and we can support you with your claim.

If you need help or support, Elfie's little helpers can be contacted by email:

fundraising@amh.org.uk

A note from

Elfie

Our resident Action Mental Health Elf!

Hello everyone. Thanks so much for registering to organise your Elfie Day. This fundraising pack contains, tips ideas and props to put the festive fun into your fundraising.

As well as having great fun, your support will also help change the lives of people across Northern Ireland living with mental ill-health and promote resilience and well-being to future generations.

Now more than ever we need your support! Demand for our services is increasing all the time, while our fundraising income has been greatly reduced.

So thank you for getting involved and providing hope, fun and of course much needed fundraising income to support our work as we plan for 2023 and beyond!



What our clients say:

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

"Action Mental Health was a lifeline for me, they turned my life around." Paula

Why *Your Support* Matters

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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 **50,000 local people** through a range of recovery programmes, resilience building and counselling services. We support people of all ages.



Your support really does **change lives!**



Setting up a Just Giving Page

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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'**
- In **Search for the cause you want to support** search for **'Elfie Day'**
- Select the **type of event** you are holding from the list
- 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
- 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
- Once all your details are filled in, click **'Create Page'**
- 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
- 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?**

Christmas fundraising

Hints & Tips



- 1 **Host an Elfie Day themed fancy dress day**, at school or at work on 12th December (or a day in December that suits you). **Make a donation online to take part.**
- 2 **Join us for our first ever Festive Splash** on 11th December at **Crawfordsburn Beach.**
- 3 **Organise your own sponsored Elfie themed walk or run** at school or in your work place - **getting active and raising much needed funds!**
- 4 **Have your own Elfie Party Night**, host a Christmas Quiz or Party with all your guests doing their own party pieces, from singing to reciting Christmas stories, to playing a musical instrument. **Make a donation online to take part.**





Making it a *Success*

- 1 **Plan a simple programme of what you intend to do on the day** and advertise, via text, email or social media.
- 2 **Don't forget to share your fundraising page** amongst your social media following to collect as many donations as you can for Action Mental Health.
- 3 **Make it fun**, you are far more likely to enjoy it, if it has some festive sparkle!
- 4 **Don't forget to make it easy to donate!** Whilst we want your supporters, colleagues or family to enjoy the day, please ensure the opportunity to donate is as simple as possible.





Calling on all
Mini Elves
to bring my buddy Elf to life
with colour. Display the finished
picture on your window at home
to show him off to Santa.

Test your festive knowledge with these tricky yuletide teasers! Whether a zoom quiz at work or at home with family, see who the Christmas mastermind will be!



Elfie's

Christmas Quiz

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(Quizmasters Copy!)

- 1 What is the name of the snowman in the Disney Movie Frozen?
Olaf
- 2 In the Simpson's who or what is Santa's Little Helper?
The Dog
- 3 What is the name of the 25 days leading up to Christmas?
Advent
- 4 What is lucky to find in your Christmas Pudding?
A coin
- 5 Who were the first people to visit baby Jesus?
The Shepherds
- 6 Which popular Christmas movie is about a young boy who takes a ride to the North Pole?
The Polar Express
- 7 What is the name of the evergreen plant that is tradition to kiss under?
Mistletoe
- 8 When did Good King Wenceslas last look out?
Feast of Stephen, St Stephen's Day or Boxing Day
- 9 When did Christmas trees first become popular in the UK, and who was it that introduced this tradition?
Prince Albert, Victorian Era
- 10 True or False in Japan millions of people eat KFC as their main Christmas meal?
True
- 11 Where does Santa live?
The North Pole
- 12 What is a traditional yuletide log?
It was burnt every night during the 12 days of Christmas, then placed underneath the bed on the 12th night for good luck for the rest of the year
- 13 What might a naughty child find in their stocking?
Coal
- 14 What famous TV advertisement features a large red lorry travelling through the countryside?
Coca Cola

Be Here Best BM

This Christmas

in aid of

action
mental
health



We are hosting a

Where?

When?

Contact

Keep yourself
Mentally
Elfie
This Christmas

action
mental
health



Print cut and hang
our Elfie bunting
to get a festive
feel to your office
or home!





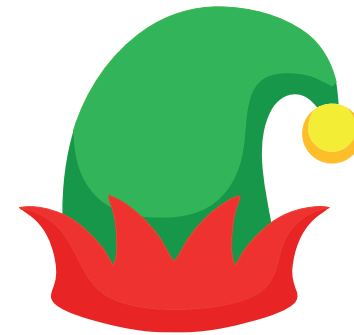
Get your

Elfie Selfie Props

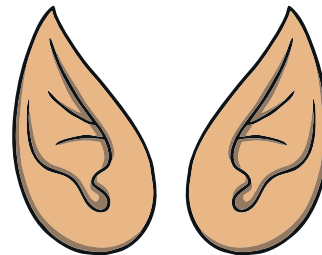
Get into the Elfie Selfie spirit! Download and print off your Elfie Selfie Props at www.amh.org.uk



Santa Beard



Elfie Hat



Elf Ears



Santa Stop Here Sign

Download my
Elfie Selfie
Props!





How to

Pay in the Money

All the money you raise will support our **vital services** across Northern Ireland.



Online

Visit our website at **www.amh.org.uk** and make your donation by credit or debit card.



Bank Transfer

If you would like to forward your donation by making a bank transfer, please give us a call on **028 9182 8494** for our details.



By Post

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

Thank You!

#TakingActionOnMentalHealth



Central Office
27 Jubilee Road
Newtownards
Co Down
BT23 4YH

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

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