




FUNDRAISING PACK 2026

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In partnership with  Simplyhealth

THANK YOU

Thank you for signing up to Wear It Green Day!

Wear it Green Day is our flagship fundraiser for **Mental Health Awareness Week** and will be taking place on **Thursday 14 May 2026**, but you can hold one on any day of the week if there's a more suitable date for you.

We have loads of fundraising [resources](#) and activity ideas in this pack and on our website to make your day as successful as possible!

Organise a Wear it Green Day in your workplace this Mental Health Awareness Week and encourage everyone to donate £3 to your Mental Health Foundation fundraising page.



SET UP A **JustGiving**™ PAGE AND MAKE A REAL DIFFERENCE

Setting up a JustGiving page is a quick and simple way to raise vital funds for the Mental Health Foundation this Wear it Green Day.



Create a QR code for your JustGiving page so people can easily donate on the day. Simply print it out and let people scan it with their phones. Learn more [here](#).

By sharing your page with friends, family, and colleagues, you'll not only raise funds but also spark conversations and spread awareness—helping us create a world with better mental health for all. Click [here](#) to set up your JustGiving page in a few simple steps.

PAYING IN ALTERNATIVE FUNDRAISING

🖱️ MAKE A DONATION VIA OUR WEBSITE

You can send in any monies raised via the [donation page on our website](#). Please give some details about how your fundraising went as we'd love to hear.

✉️ BY POST

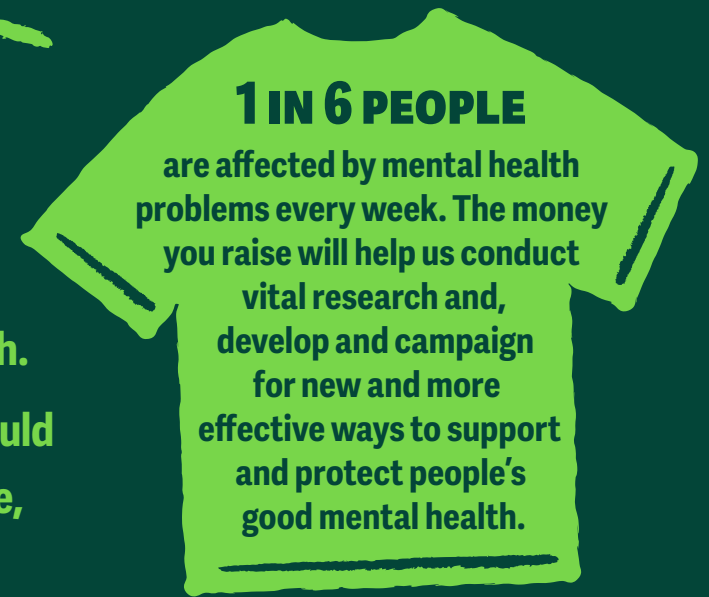
You can send a cheque addressed to:
The Events Team
Mental Health Foundation, Studio 2,
197 Long Lane, London, SE1 4PD

WHY JOIN US



Mental Health Foundation is the only UK charity solely focused on preventing poor mental health, and building and protecting good mental health.

We believe everyone deserves good mental health. No-one living in the UK should be deprived of the opportunity for good mental health because of who they are, the community they come from or where they live.



This could look like **Jane's story.**

Jane loved using social media to stay connected, but over time the constant stream of seemingly "perfect" influencers and harmful diet content began affecting how she saw her body and impacted her mental health. Recently, Jane realised she could take more control by adjusting her settings, filtering triggering posts, and helping her son block misogynistic content appearing in his feed.

While she still feels platforms should do more, she noticed the changes made a real difference. Using the Mental Health Foundation's top tips, Jane set time limits on scrolling, avoided her phone before bed, and turned off push notifications. She also made sure to keep moving, from gardening and dancing to walking the dog, helping boost her mood and reduce feelings of stress.

By supporting the **Mental Health Foundation**, you help people like Jane take positive steps toward better mental health. So, whether you host your event at your workplace, school, or in your community, **Wear it Green Day** is a chance to come together, spark meaningful conversations, and raise essential funds and awareness for good mental health.



TAKE ACTION MOVE IN 15 CHALLENGE



15% OF UK WORKERS LIVE WITH AN EXISTING MENTAL HEALTH CONDITION...

...and this May, we're inviting workplaces across the UK to turn awareness into action.

From **1-14 May**, we're challenging teams to move for 15 hours (per person), that's just over an hour a day for the 15% of UK workers living with a mental health condition and as little as **15 minutes of movement a day** has been shown to positively impact mental health.

We're encouraging you to put your mental health first by incorporating movement into the moments you already have:

- **On your commute**
- **During your lunch break**
- **Before or after work**

You can walk, run, cycle, stretch or take a class, the possibilities are endless! Our working lives can be busy so make it accessible for you and your team. It doesn't have to be a big event or use specialist kit, just everyday actions that make a real difference.



THE GRAND FINALE: WEAR IT GREEN DAY

After two weeks of movement and hopefully a new habit, we'll come together and celebrate!

- **Wear green to show visible support for mental health**
- **Tally up your 15 hours of movement**
- **Donate to help us keep up the fight for good mental health**
- **Celebrate your achievement and the difference we've made together**

Join the fundraising challenge [here](#).
Suggested team target:
£150

ALTERNATIVE WAYS TO FUNDRAISE

If you're unable to join the challenge leading up to Wear it Green Day, there are still fun and exciting ways to get involved and support on the day:



Bake Sale



Scavenger Hunt



Best Dressed Competition



Quiz



Raffle

Planning some activities and games during your Wear it Green Day is a great way to boost your fundraising and ensure everyone has a fun and memorable day! Ask people for a donation to take part in any games and have prizes ready for the winners.



TOP TIP

We've got even more ideas and resources on our website, from a rosette to use for your best dressed competition to a sweepstake game. Check these resources out to make your fundraising a huge success!

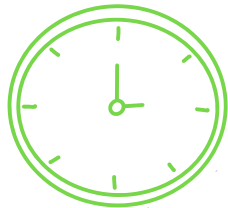


PLANNING YOUR DAY



1. Decide when and where

Wear it Green Day is taking place on Thursday 14 May 2026. Decide what time of day and where is best to hold any fundraising activities you have planned for the day.

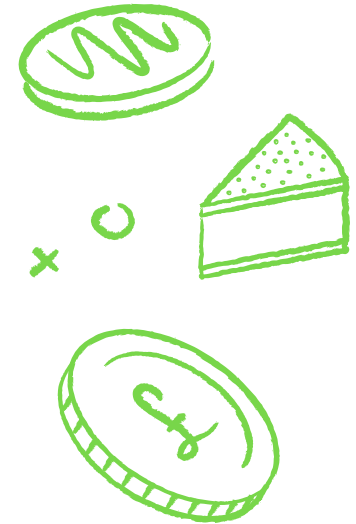


2. Spread the word

Use email, WhatsApp and social media to encourage as many people to get involved as possible. We also have posters that you can download on our website to advertise your event [here](#). Make sure to send out a reminder the week and day before.

3. Plan your fundraising

Encourage everyone to wear something green for the day and make a donation to take part. Think about some other ways to raise money on the day, such as: sweepstakes, raffles, fancy dress competition, bingo, quizzes and cake sales! We have loads of ideas in this guide and resources on our website [here](#) to help with your fundraising.

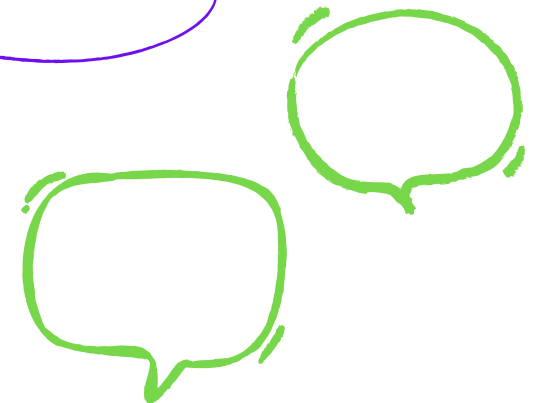


4. Make a day of it

Organise a lunch and learn about mental health as part of your Wear it Green Day. We have lots of resources on our website to help support a fun and informative session.

5. Get talking

It's always good to talk, but knowing where to start can be difficult, that's why we've created conversation cards that you can use as a starting point. You can download and print these out from our website [here](#).



TOP TIP



Purchase a box of 50 green ribbon pins and receive 10% off! Just use code **MHAWPIN** at the checkout to redeem. You can order a box [here](#).

The green ribbon is the international symbol of mental health awareness, so whether you go all out in head to toe green or show your solidarity with one of our green ribbon pin badges, this is a great way to get involved and open up a conversation about mental health.

Please note that we only deliver to UK addresses and allow 15 days for delivery.


KEEP IN TOUCH!

Let us know about your event, keep us updated and we will be with you during the whole process, for any advice or help you may need, as well as cheering you along the way!

Most of all, enjoy the process and your event! Best of luck and thank you very much for supporting us for **Wear it Green Day!**



EASY WAYS TO INVITE EMPLOYEES TO GET INVOLVED:

**EMAIL TEMPLATE FOR WEAR IT GREEN DAY INVITES** ✕

To: The Team

Subject: Wear it Green Day 2026

Hi team,


On Thursday 14 May, we're taking part in Wear it Green Day in aid of the Mental Health Foundation and our support of better mental health for all. We'd love for you to join us.

Please wear something green and come along to [insert event details e.g. bake sale or lunchtime quiz].

Donations encouraged as well as conversations around wellbeing!

Hope to see you there.

SEND

**EMAIL TEMPLATE FOR TAKE ACTION: MOVE IN 15 CHALLENGE INVITES**

To: The Team

Subject: Take Action: Move in 15 Challenge

Hi team,

From 1-14 May, we're taking part in a movement challenge to support good mental health for all. The goal is simple: over the two-week period move for 15 hours - one hour for the 15% of UK workers living with a mental health condition.

Take part in a way that suits you: on your commute, reclaiming your lunch break, or adding a little extra activity into your day. Every action counts and you can join our team or create your own.

Let's build some healthy competition and take action for mental health, all leading up to Wear it Green Day on Thursday 14 May. Where we can wear green, celebrate our achievement and donate for mental health.

If you'd like to join, just let me know!

Thanks,

SEND



SHARE, SHARE, SHARE!



Share your fundraising on your social media channels using the hashtag #WearItGreen. We'd love to hear about your event so send us your stories and photos to corporate@mentalhealth.org.uk

-  mental-health-foundation
-  Mental Health Foundation
-  @mentalhealthfoundation
-  @ukmentalhealth

In partnership with



Simplyhealth

Simplyhealth is a leading healthcare services and plan provider. We simplify access to workplace healthcare by removing barriers and reducing costs. We provide fast 24/7 GP and mental health support, health cash plans and a range of pay-as-you-go services – from tests and scans to neurodiversity assessments. No GP referral or pre-approval is needed, and pre-existing conditions are covered.

Simplyhealth delivers affordable, targeted care that tackles the main causes of absence – helping employees

stay healthy, in work and recover faster if they do get sick. Supporting over two million customers, we work with thousands of businesses and partners, connecting them to best-in-class healthcare. As a proud B Corp with over 150 years of experience, we reinvest profits to make healthcare more accessible for everyone and commit at least £1 million annually to health-related charities and community causes.

To find out more, visit www.simplyhealth.co.uk