




In aid of
MENTAL HEALTH
FOUNDATION

FUNDRAISING PACK 2026

 Registered with FUNDRAISING REGULATOR Registered Charity No. 801130 (England), SCO39714 (Scotland). Company Registration No. 2350846.

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 school, workplace or community 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

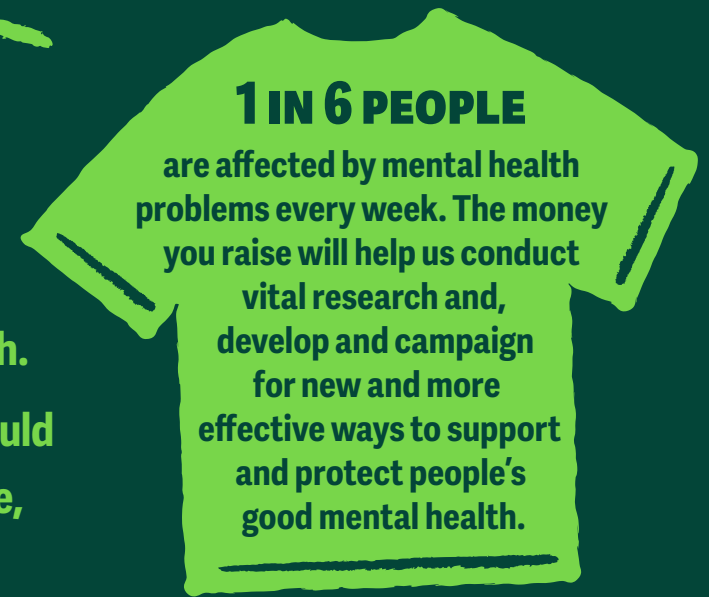
Mental Health Foundation is the only UK charity solely focused on preventing poor mental health, and building and protecting good mental health.

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.



TOP 5 FUNDRAISING TIPS

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.

1.



Bake sale

It's a classic but always a hit! Ask everyone who is happy to help to bake something for your event. Bonus points for whoever makes something green.

2.



Best-dressed competition

Encourage everyone to get stuck into Wear it Green Day by holding a best dressed competition and hand out prizes for the best dressed like this [rosette](#).



3.



Scavenger hunt

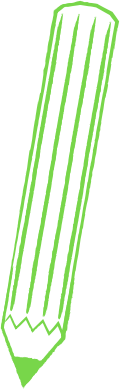
Hold a green themed scavenger hunt in your office, school or local community! Download our ready to use Wear it Green Day scavenger hunt templates [here](#) to get started.

4.



Raffle

Raffles are a great way to boost your fundraising at your event. Start by asking local shops, businesses, friends and family to donate prizes and host your raffle during your Wear it Green Day. Check out our tips for holding a raffle [here](#).



5.

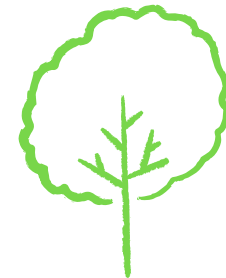


Quiz

Create some healthy competition with a good old fashioned quiz! Create your own quiz or download our ready-made Wear it Green Day quiz [here](#).

TOP TIP

We've got even more ideas on our website, [check these resources out](#) to make your fundraising a huge success!

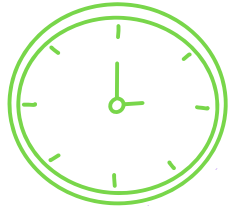
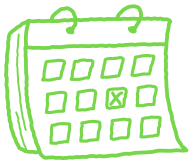


PLANNING YOUR DAY



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.

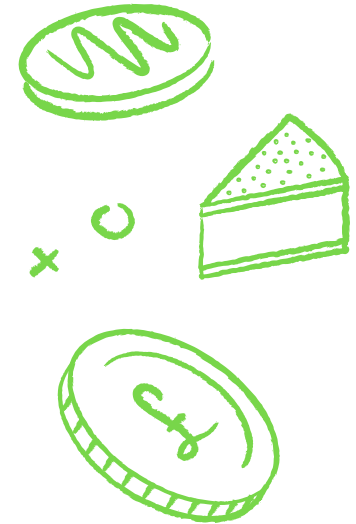


2. Spread the word

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 at [here](#) to help with your fundraising.



4. Make a day of it

Organise a meeting or assembly about mental health as part of your Wear it Green Day. If you are holding a Wear it Green Day in your community, why not arrange to have a cup of tea and a check in with your friends and family.

TOP TIP



Purchase a box of 50 green ribbon pins and receive 10% off! Just use code **MHAWPIN** at the checkout to redeem.

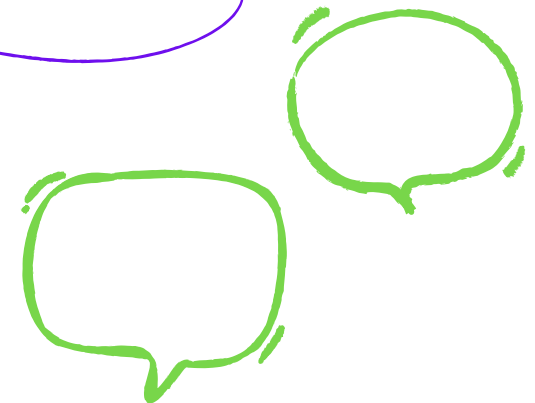
You can order a box [here](#).

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.

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](#).



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!**



EMAIL TEMPLATE FOR WEAR IT GREEN DAY INVITES



To: Everyone

Subject: Wear it Green Day 2026

Hi everyone,

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



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 events@mentalhealth.org.uk

-  [mental-health-foundation](#)
-  [Mental Health Foundation](#)
-  [@mentalhealthfoundation](#)
-  [@ukmentalhealth](#)