



Mental Health Europe

FUNDRAISING KIT

# Celebrate 2021 European Mental Health Week with us...



#EuropeanMentalHealthWeek ❤️ 10-16 May 2021

[www.mhe-sme.org](http://www.mhe-sme.org)



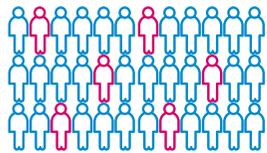
...and help us  
improve  
mental health  
in Europe

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There is no **health**  
without  
**mental health**

## Why mental health?



1 in 6 people across the EU have experienced mental ill-health during their lives.



Europe has the highest suicide rate in the world. More than 140,000 people are dying by suicide in the European region each year.



Almost 50% of mental health problems in adulthood have their onset during adolescence, by age 14-24.



Mental ill health does not discriminate; it affects 84 million Europeans of all ages, and from all walks of life.



Poor mental health is associated with unemployment, low income, poor physical health, poor quality of life, stigma and discrimination.



Mental ill-health is the leading cause of disability globally.



The total costs of mental ill-health are estimated at more than 4% of GDP. This is more than €600 billion across the EU27.



1 out of 3 people with mental health problems do not have access to mental health care.



Tens of thousands of people with mental health problems are living in psychiatric institutions in Europe deprived of their human rights.

# Why Mental Health Europe?

## The largest mental health NGO in Europe

With 70+ organisations in 32 European countries, Mental Health Europe (MHE) is the largest independent network organisation in Europe. For over 35 years, we have been working to promote positive mental health and protect the rights of people with mental ill-health.

## Mental health is the human rights issue

We continuously champion social inclusion, mental health services in the community and respect for the human rights of people with mental health problems.

## No to stigma and discrimination

We raise awareness to end stigma and tackle discrimination that surrounds mental health throughout Europe.

## Transparency and independence

The United Nations Convention on the Rights of Persons with Disabilities is the foundation of our work. Thanks to strict ethical rules, we take great pride in being free from the potential undue influence of health-related industries.



**35+**

years of work



**30+**

European countries



**70+**

member organisations



**>5,300**

local & regional organisations

# Why European Mental Health Week?

#EuropeanMentalHealthWeek ♥ 10-16 May 2021

European Mental Health Awareness Week is a pan-European initiative to shine a light on mental health as a high-profile societal issue as well as a deeply personal experience for everyone during the pandemic and beyond.

This week-long online action is raising awareness of the importance of mental health, sharing personal stories of how people are coping with difficulties during the coronavirus crisis and highlighting the need for action to stop stigma, judgement and discrimination against people with mental ill-health.

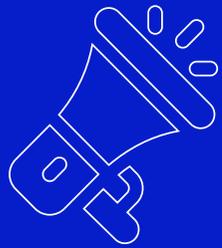
This year, the Week takes place from the 10th to the 16th of May 2021 with a strong message 'Mental Health Matters'.

Now in its second year, the campaign builds on the long-standing global tradition of observing Mental Health Awareness month in May.

Events like the European Mental Health Week help us reach more people and debunk myths and misconceptions about mental health problems in Europe.



**By getting involved, you will not only be raising important awareness, but also vital funds to promote positive mental health and wellbeing in Europe for all.**



# Mental Health Matters

Over a year of pandemic, lockdowns and coronavirus restrictions have put a strain on many people's mental health. We are all experiencing a different pandemic. Some experience the loss of a loved one, miss friends or family, others lost their workplace security and feel lonely, stressed and uncertain about the future. Now, more than ever our mental health matters.

My mental health matters.  
Your mental health matters.  
Our mental health matters.  
More than ever.

Everyone is involved.  
Every day is impacted.  
Every society is stronger.  
When mental health matters.

# Interested in how to get involved?

IT'S EASIER THAN YOU THINK!



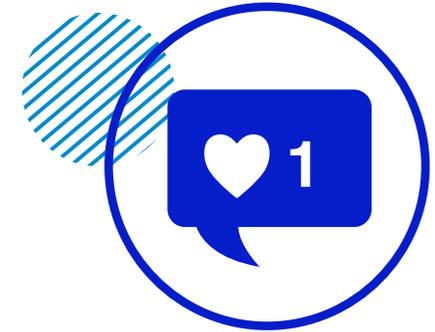
## Donate directly

Support our pan-European awareness campaign by donating directly through our website [www.mhe-sme.org/donate](http://www.mhe-sme.org/donate) or by cheque. You'll be making a big difference helping us to promote mental health, resilience and recovery for all.



## Organise a fundraiser

Get together online, host a virtual fundraiser and raise vital funds to help people experiencing mental health problems across Europe. Find out how to fundraise for Mental Health Europe and get some inspiration on DIY fundraising from the pages below.



## Spread the word

Get the word out on social media! Download the assets and learn how you can take part in the week on social media from our 2021 European Mental Health Week Social MediaToolkit. Because #SharingIsCaring.

# Your **guide** to running a **virtual** 'Mental Health Matters' **fundraiser**

There are so many ways to fundraise for Mental Health Europe: from doing a virtual distance challenge to organising a team-building activity with your team and doing something good for mental health.

Here you can see some fun and easy ideas to help you organise a virtual 'Mental Health Matters' fundraiser this European Mental Health Week.

# Get sweating for mental health: Go the distance!



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Being active, staying connected, keeping a routine, and setting ourselves challenges are great ways to look after our mental health.

The World Health Organisation recommends 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity physical activity per week. **That's as little as 15 minutes a day!**

We all know exercise is good for your body, but it can be good for your mind too – especially in these uncertain, challenging times.

We also know how important it is to stay connected while we all being separated by the lockdowns during the last year of COVID-19 pandemic.

Host a virtual walking/running event, stay active and have fun while raising money to help support good mental health in Europe for all.



# How to get started?

## VIRTUAL DISTANCE CHALLENGE



1

### Find the way to stay active

Pick your way of engaging in physical exercise, from running, walking or cycling to climbing stairs, working out at home or hosting 'Virtual Olympics'.

Choose the challenge that best suits your abilities and schedule!

Getting active while staying connected during lockdown is a great way to support our mental wellbeing.



2

### Set up a challenge

1. Set up a JustGiving page.
2. Tell your story: why do you want to raise funds for mental health? Your supporters will connect with your personal experience more than the cause.
3. Link your page to your Strava or Fitbit account so you can log your exercise.
4. Share the page with all your friends and colleagues.
5. Keep your sponsors updated on your progress.



3

### Ask and share

You're doing something great - so shout loud and let all your friends and family know about it! Ask them to promote your cause and don't feel guilty about asking for support. Most will feel honoured to be included in a project that means a lot to those they care about. Share your fundraising page on social media using [#EuropeanMentalHealthWeek](#) hashtag. Tag us on social media too so that we can celebrate progress with you.

Find us:

# Helping you to find the way to get active



GO THE DISTANCE!

## Go the work commute distance

Pledge to walk, run or jog the distance you would usually **commute to work**. If it's too long, split it up amongst your group or bubble and go the distance together. Sign up together and sync your walks each day or switch it up and call a different person every day. Share the news at work and ask your employer to match any employee donations.

## Go that extra mile – take a virtual journey

Travel to another city in Europe, cross la Manche on a bicycle, trek the Great Wall of China or roller-skate to Mount Everest's summit. **Take a virtual journey** across some of the world's most famous distances! Go that 'extra mile' solo or split the challenge within your bubble. Ask your family, friends and colleagues sponsor you to complete the challenge.

## Set your own challenge

**Choose the distance** and how you will complete it. Decide on how many steps, kilometres or minutes of walking, running, cycling, or even dancing you want to do. It could be 10 laps around the block, 3 km each day, 100 km spread across one month or simply running a 5k one morning! Ask your network to sponsor you to complete your challenge.

## Family / Work Olympics

Get the whole family or team **involved in 'Virtual Olympics'** in your home or garden or during the virtual team meeting. Set up a series of different challenges and time each person completing them – whoever completes the challenge the quickest is the winner! You could live stream a virtual medal giving ceremony on social media to announce the winner of each challenge.

## Stay active, stay connected

Stay connected with your loved ones by pledging to **walk a set distance each day together**. Sign up together and sync your walks each day or switch it up and call a different person every day.

**Every challenge taken and distance conquered helps us improve mental health for all throughout Europe. Be a mover and a changemaker in any way that fits your lifestyle.**

# Dress to fundraise: Get your greens on!



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This European Mental Health Week, wear something green to show your support and help raise awareness of mental health. Organising a Dress To Fundraise Day is the perfect way to get involved in 2021 campaign.

Green is the colour of mental health representing hope, strength and support. It symbolizes the continual awareness of mental health in order to help fight the stigma that is often associated with it. The green ribbon, for example, is the international symbol of mental health awareness.

**Wear something green proudly during the European Mental Health Week, and help us build awareness around mental health, which affects millions of Europeans.**

By wearing green, you show colleagues, family and friends that you are committed to influencing positive change and that you care about mental health, both of ourselves and others. You can also wear green in memory of a loved one. Alternatively, you could dye your hair green if you feel brave and daring enough.

You don't need to be an expert to start talking about mental health or have all the answers. Sometimes the most helpful thing you can do is to let someone know you are there for them and simply listen. Visibly showing support for mental health awareness helps to curate a safe space for conversations.

**Let people know you are open to having a conversation, wear something green and donate to Mental Health Europe in May.** Get involved on social media, post photos of your "wear green" days using #EuropeanMentalHealthWeek hashtag. Tag us on social media too so that we know what you are doing.

Find us:

WEAR GREEN DAY



# Other fundraising ideas to try

## DONATE YOUR BIRTHDAY

If it's your birthday coming up, there's an easy way for you to ask for donations to Mental Health Europe instead of birthday gifts.



## DONATE YOUR COMMUTE



Donate the money that you would've spent on your daily commute or the cost of your daily morning coffee to Mental Health Europe.

## EMAIL SIGNATURE

Change your email signature and raise awareness of your fundraising amongst your colleagues, partners and customers.



## ONLINE AUCTION

Online auction is an easy, creative way to fundraise from the comfort of your own home, whether you're auctioning off your skills or any unwanted gifts you may have.

## VIRTUAL QUIZ

Hold a virtual quiz night on Zoom or Teams. There are loads of quizzes online that you can download and share. Choose different themes for each round of questions - mental health could be one!

Pick the time and date for the quiz. Share the details and encourage your networks to sign up. Alternatively, try [virtualquizevents.com](http://virtualquizevents.com)

Each participant donates fixed amount to participate. Half of the money goes to the winner, the other half to MHE.

## GET CREATIVE

Ask your friends and family to donate in order to receive an online gift. The gift could be anything: a painting, a song, a virtual cupcake - whatever you can create!

## OFFICE SWEEPSTAKE

Decide on the competition for your sweepstake. You can create a sweepstake for just about anything, from predicting who can go the longest without using your company buzz word to guessing how many sweets there are in a jar - the choice is yours.

## MATCHED FUNDING

Ask your employer if they can match or part-match your fundraising total.



You could potentially double all of your fantastic funds to support better mental health!

## VIRTUAL BOOK CLUB

Set up an online book club to keep yourself busy by reading regularly and staying in touch with your friends. Ask your book group to make a donation to your online fundraising page ahead of each book club meeting.

## VIRTUAL CINEMA

Everyone misses going to the cinema, so it's up to you to recreate some film magic: host a virtual movie night and donate proceeds received from screening to Mental Health Europe.

Set the price of each entry (i.e. € 5). Ask your colleagues to donate if they'd like to place a guess. Whoever guesses correctly wins. The winner can keep half the prize money and the remaining half is donated to MHE.



## FACEBOOK FUNDRAISING

Using Facebook fundraising tools is an easy way to ask your friends on Facebook to join you in raising funds for Mental Health Europe.

If you're on Instagram, there's an option where you can add a donate button to your story and select MHE as the organisation you want to donate to.

## VIRTUAL PARTY

Host a virtual party for friends and family and donate what you would have spent on drinks and snacks to MHE. Staying connected with others is really important to our wellbeing.

## Why we need your help?

**€5**

can help us develop vital resources and materials to raise mental health awareness far and wide

**€50**

can provide 1-hour specialist support to a person facing mental health difficulties

**€5,000**

can support a meeting of people with lived experience of mental ill-health from various parts of Europe to come together, share their experiences and offer each other support

**€10,000**

can help us provide more mental health peer support groups in the community

**€15,000**

can help us develop more information guides in multiple European languages offering solutions to support good mental health for all: individuals facing mental health difficulties, their families, employers, and community

**€50,000**

can support a year-long anti-stigma campaign addressing discrimination and tackling misconceptions so that people with mental health problems in Europe can be fully included and participate actively in society

A hand holding a white alarm clock with two bells and a handle. The clock face shows the time as approximately 1:50. The background is a solid light blue color.

# Get started **today!**

The earlier you kickstart your fundraising, the more time you have to raise much-needed funds.

**QUESTIONS?**

We'd love to help. Please contact MHE Fundraising team via [info@mhe-sme.org](mailto:info@mhe-sme.org) with any questions.

# Thank you!

On behalf of everyone at MHE,  
thank you so much for raising  
money for better mental health!



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