



Mental Health
Foundation

Mental Health
Awareness Week

18 - 24
May 2020

Supporter Pack

How you can get involved!



#KindnessMatters



Who we are

The Mental Health Foundation works to prevent mental health problems.

We will drive change towards a mentally healthy society for all, and support communities, families and individuals to live mentally healthier lives, with a particular focus on those at greatest risk.

The Mental Health Foundation is the home of Mental Health Awareness Week.

You can read more about our innovative programmes, national campaigns and transformative mental health research here:

mentalhealth.org.uk/our-work

What is Mental Health Awareness Week?



Mental health problems can affect anyone, at any time. We believe that mental health is everyone's business.

So, for one week each May, we campaign around a specific theme for Mental Health Awareness Week.

Since our first Mental Health Awareness Week in 2001, we've raised awareness of topics like body image, stress and relationships.

Hundreds of schools, businesses and communities have started conversations around mental health that can change and even save lives.

The campaign reaches millions of people every year. This year, with your support, we want to reach more people than ever.

Why kindness?



One thing that we have seen all over the world is that kindness is prevailing in uncertain times.

We have learnt that amid the fear, there is also community, support and hope.

The added benefit of helping others is that it is good for our own mental health and wellbeing. It can help reduce stress and improve emotional wellbeing.

Beyond ourselves, our research reveals that inequality is rising in our society and that this has harmful effects on our health. Life expectancy is falling for the poorest for the first time in 100 years.

As child poverty rises, children and young people in the

poorest parts of our country are two to three times more likely to experience poor mental health than those in the richest.

After the 2008 credit crunch it was the most vulnerable in our communities who experienced the severest consequences of austerity, with devastating effects on their mental and physical health. This not the hallmark of a kind society.

We must not make the same mistakes after this pandemic.

Kindness could transform our schools, places of work, communities and families. Let's shape a society that tips the balance in favour of good mental health, for all of us, but especially for those who are most vulnerable.

How can I get involved with

Mental  
  **Health**
Awareness
Week?  

01

Join in online

We want to get the nation talking about kindness and mental health. By joining us online, you can even reach people from around the world.

During the week, we would like you to carry out or reflect on an act of kindness. Take a photo or video (with permission!) and use the hashtags **#KindnessMatters** and **#MentalHealth AwarenessWeek**

You can also share your ideas on how you think we could build a kinder society that would support our mental health using the same hashtags above.

Download our social media graphics here:

mentalhealth.org.uk/mhaw

 @mentalhealthfoundation

 @mentalhealth

 @mentalhealthfoundation

Here are some acts of kindness to inspire you

Before you start, please remember the tips below:

Keep others in mind

Although carrying out good deeds for other people can make you feel good, don't forget to keep in mind why you're doing it – for their benefit not yours.

Don't overdo it

If you find that you are giving too much of yourself or have gone beyond your personal resources, think about taking a step back. We recommend starting small so that you don't become overwhelmed or give more than you are emotionally or in other ways able to give.



**Keep
connected
online**

**With friends
and family**

Call a friend that you haven't spoken to for a while



Tell a family member how much you love and appreciate them



Arrange to have a cup of tea and virtual catch up with someone you know



Arrange to watch a film at the same time as a friend and video call



Tell someone you know that you are proud of them



Tell someone you know why you are thankful for them



Send a motivational text to a friend who is struggling



Send someone you know a joke to cheer them up

Send someone you know a picture of a cute animal



Send an inspirational quote to a friend



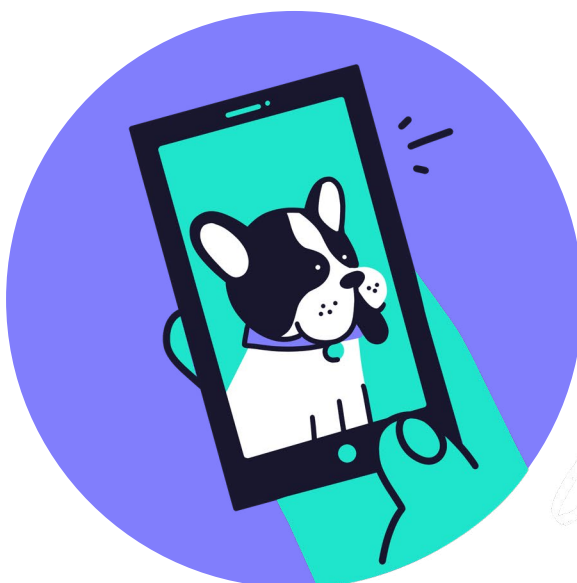
Send an interesting article to a friend



Send an inspirational story of kindness people around the world are doing for others to someone you know



Contact someone you haven't seen in a while and arrange a virtual catch up





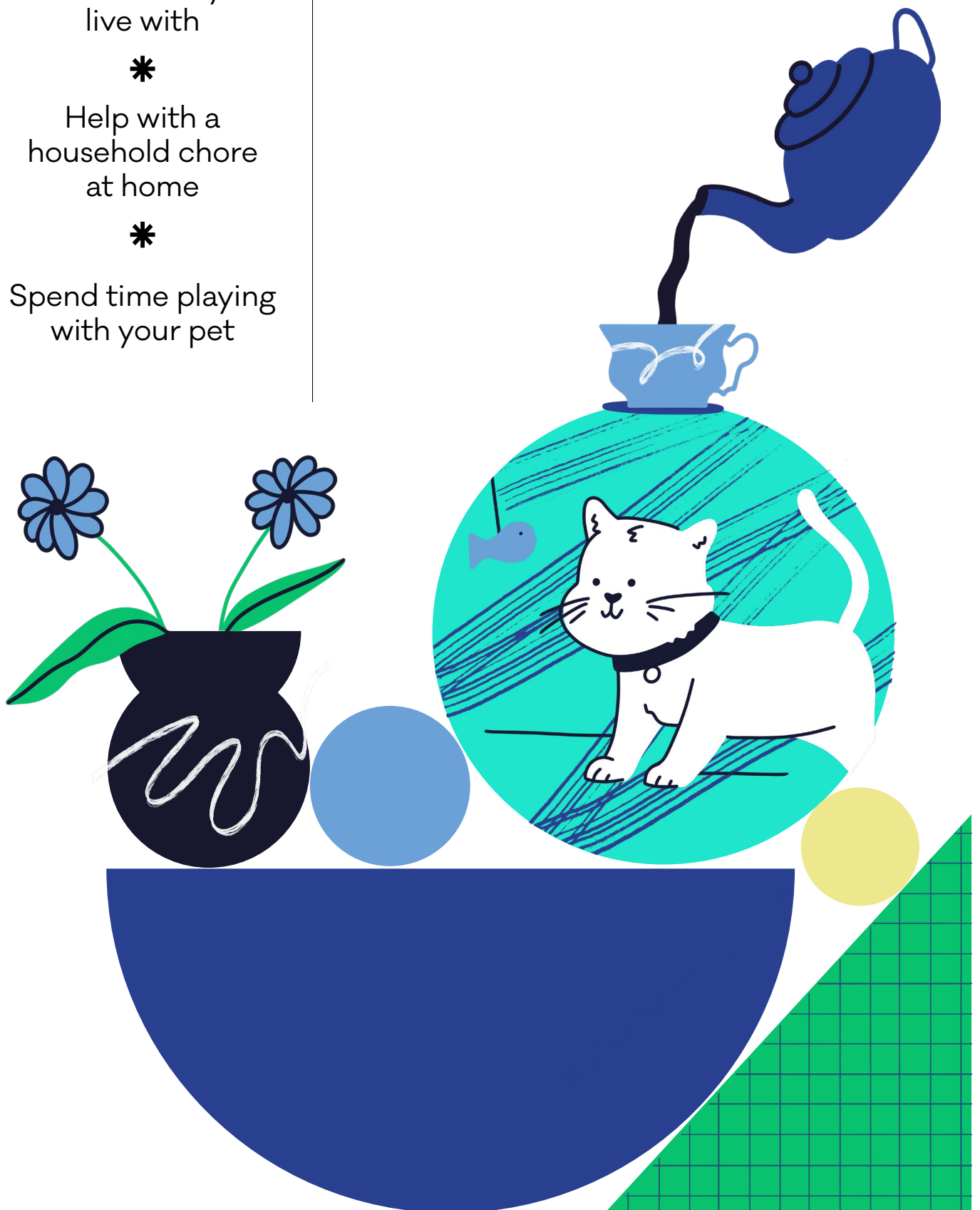
Make a cup of tea
for someone you
live with



Help with a
household chore
at home



Spend time playing
with your pet







Donate to
foodbanks



Donate to a
charity



Reach out to call
a friend, family
member or
neighbour who
is experiencing
loneliness or
self-isolation



Offer to skill share
with a friend via
video call - you
could teach guitar,
dance etc.

Offer to send
someone a
takeaway or a meal



Offer support
to vulnerable
neighbours



Lend your ear – call a colleague and ask how they're finding the change in routine




Give praise to your colleague for something they've done well





Arrange to have a video lunch with a colleague



Follow us and help us spread the word. It's also the best way to receive updates on the campaign in the lead up to the week!

 [@mentalhealthfoundation](#)

 [@mentalhealth](#)

 [@mentalhealthfoundation](#)



02

Host a virtual fundraising event

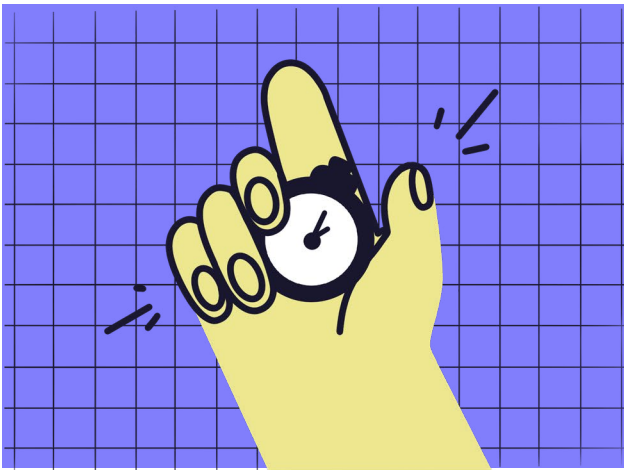
We know this is a difficult time for many of you, with the spread of coronavirus impacting our lives in various ways.

With multiple events being either cancelled or postponed, here are some virtual fundraising ideas that you can do from the comfort of your own home.



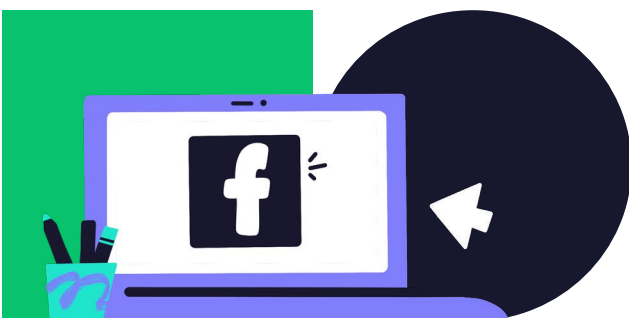
Join our movement challenge during May

We are asking you to be active for 30 minutes a day. You can download your free pack with an activity calendar here: mentalhealth.org.uk/events/take-action-get-active-2020



Create a Facebook fundraiser

Why not raise money through Facebook Donate during Mental Health Awareness Week? Visit facebook.com/fundraisers and raise money for us directly.



Hold a virtual quiz with family or friends

This is a great way to stay in touch with loved ones while raising money for mental health! Download our free quizzes here: mentalhealth.org.uk/virtual-fundraising-ideas



Need more inspiration?

We have more virtual fundraising ideas here: mentalhealth.org.uk/virtual-fundraising-ideas

We would also love to hear how your event went, as well as see any photos or videos.

Send them through to events@mentalhealth.org.uk

03

Attend an online Mental Health Arts Festival

Our Scottish Mental Health Arts Festival will have a special programme of online activity beginning in May, including live-streamed events, film screenings and artist commissions.

Our festival aims to support the arts and challenge

preconceived ideas about mental health.

Artists and audiences will also be exploring what kindness means to them.

More information:

[**mhfestival.com**](https://mhfestival.com)



Resources

Help us spread the word with posters, graphics, booklets and more! Simply go online to download your materials here:

[mentalhealth.org.uk/mhaw](https://www.mentalhealth.org.uk/mhaw)

We have also included posters for you at the back of this pack.

Donate

Pay in your fundraising or support the Mental Health Foundation with a donation:

Online:

[mentalhealth.org.uk/donate](https://www.mentalhealth.org.uk/donate)

Registered Charity
No. England 801130
Scotland SC 039714



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MENTAL

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