

Mindapples for Schools

Since launching in 2008, [Mindapples](#) has asked 100,000s of people what they do to take care of their minds. At the core of the campaign is a simple message: **make time for your mind**, and encourage others to do the same.

The success of the Mindapples campaign, alongside the growing pressures on schools and young people, has led us to create **Mindapples for Schools**. We want the children and young people to think about what they do regularly to look after their minds, and talk about it with their friends and family. **We all have mental health**, and the things we do every day affect it. We all each have an amazing opportunity to improve our lives, simply by taking better care of our minds. Let's give young people the tools to do just that.

Working with schools across the UK, Mindapples has developed a **package of training and classroom resources** to support teachers in delivering the new curriculum, and developing an approach to mental wellbeing that can **benefit the whole school community** of staff, pupils and parents.

Our training equips school staff with the **skills and confidence** to start positive conversations about mental health and wellbeing with pupils, school communities and families, and promote healthy habits and open conversations. To complement the training, we also provide **school campaign packs** and age-targeted **lesson plans and assembly resources**. The cost of this support package is approximately £250 per school.

We want to support **as many schools as possible**. If you know a school that would like some help promoting mental health and wellbeing to pupils, parents, staff and the wider school community, get in touch. **Drop us a line** on the contact details at the end of this pack and we'll talk you through the support we can offer.



Mindapples and the Big Give 2021

The Mindapples Charity is taking part in this year's **Big Give #ChristmasChallenge21** campaign. The Big Give is the UK's #1 match funding platform and the Christmas Challenge raises millions of pounds for good causes.

Launching on #GivingTuesday, the campaign runs from **midday 30th November to midday 7th December 2021**.

We want to raise **£20,000** to offer our mental health and wellbeing support to **100 UK schools**. We already have £10,000 pledged in match-funding, and we're looking to raise the other half from the public. All funds raised in this campaign will be used to distribute our training and resource packs to schools, and evaluate the impact.

What schools can do

Schools can **fundraise for their own support** to be guaranteed a place in the programme. If a school raises £100, our donors will match this through the Big Give campaign, and the school will receive £250 worth of support and training. You can use the social media templates and graphics below to help promote your campaign.

Any school that raises the money themselves can donate it via [the Big Give campaign website](#), so if you do this, please add your school's details to the Big Give campaign page so we know which schools have donated.

Remember, during the week of the Big Give campaign, **you only need to raise £100 to get £250 of support**. Even small donations will make a big difference.

Many people will donate to the fundraiser without naming a specific school, so if your school can't raise the money, **you could still get our help** thanks to our other donors. If you would like to be considered as one of the 100 schools to receive our free support, please email Michele Worden on schools@mindapples.org.

Want to help more schools access our support? Any money you donate that isn't marked for a specific school will be matched by our donors and will allow us to add another school to the programme!



Promoting the campaign

Whether you're representing a school or just keen to help out, you can promote the Mindapples Big Give campaign by **sharing it on social media** and telling your friends to donate and get involved.

During the week of the Big Give, please **change your social media banners and profile images** to show your support. You can download campaign images, social media banners and badges to show your organisation or school is supporting our campaign at www.mindapples.org/thebiggive.

Want to promote the campaign to your community or organisation? Here are a few sample posts you can use on social media and newsletters:

We are fundraising to support the @Mindapples #ChristmasChallenge21 to raise £20K to provide mental health and resilience training to 100 schools. One donation, TWICE the impact. Donate here: <https://mindap.pl/TheBigGive>

Our school is delighted to support the @Mindapples #ChristmasChallenge21 as they aim to provide mental health and resilience training to #100schools. Please donate now and your donation will be matched by the Big Give. One donation, TWICE the impact. <https://mindap.pl/TheBigGive>

Our organisation is supporting the @Mindapples #ChristmasChallenge21 to raise £20K to provide mental health and resilience training to 100 schools. One donation TWICE the impact. <https://mindap.pl/TheBigGive>

By donating £100 you can provide @Mindapples mental health and wellbeing support to a whole school! One donation, TWICE the impact. #ChristmasChallenge21 <https://mindap.pl/TheBigGive>

You can also share our **Big Give campaign page** within your organisation or online. Just direct people to <https://mindap.pl/TheBigGive> and they'll find all the information about the campaign and how to donate there.

You can only donate to the digital campaign via <https://mindap.pl/TheBigGive>. Please note the campaign does not go live until midday 30th November and runs until midday 7th December.

Social media accounts

Remember to tag us in your posts so we can share your campaign messages!



@mindapples



@mindappleaday



@mindapples



@mindapples

Other hashtags and accounts to mention

#mindapples @BigGive #ChristmasChallenge21 #onedonationTWICetheimpact #100schools

You can also tag your posts #GivingTuesday – but only on Tuesday 30th November!

Thanks so much for all your support! We look forward to sharing all the wonderful things we've done to support these 100 schools. You can read more about our work with young people at www.mindapples.org/schools.