



Sock it to Stigma

Fundraising & Activity Pack



Sock it to Stigma!



Our annual Sock it to Stigma (SITS) campaign seeks to raise awareness about the stigma associated with mental health and the damage that stigma can cause. Each year we ask schools to get all their students and staff to wear their brightest socks, to use this Activity Pack as a starting point to do something fun together and to use the opportunity to speak about mental health, breaking the stigma around this serious subject.

The intended outcome of SITS is to combat stigma within schools as both workplaces and places of learning, to stimulate or increase discussions around mental health, encouraging free and open conversations between teachers and students, and between teachers and colleagues about their mental health and wellbeing without judgement or fear of recrimination.

Mental ill health is all too often a topic that is not widely spoken about, especially in a school environment, with individuals fearing that they will be let go, not given as much responsibility or have their challenges ignored entirely by their colleagues and superiors. Children too may not be equipped with the emotional literacy to articulate how they are feeling, reacting instead to misunderstood terms they may have been exposed to through friends, family or social media.

By taking part in SITS, you are showing that you are not afraid to stand up and be counted when it comes to fighting stigma surrounding mental health, and that your students and colleagues can come to you for support and advice, and be taken seriously without judgement or repercussion.

During the COVID-19 pandemic, we have seen a huge increase in the numbers of people struggling with their mental health, especially those placed on furlough, those moving to remote working, and those who are suddenly finding themselves trying to juggle work alongside childcare and homeschooling. Employers should factor in the predicted rise in mental health issues when the world “reopens” and staff are expected to return to the school environment. For many, this will be a source of anxiety after spending so long staying home and “safe” from any virus.

Schools need to show that they are both understanding and accepting of the mental and emotional wellbeing challenges of their staff and the



Stigma around mental health still prevents many people from seeking the help and support they need. We must all take personal responsibility to create the kind of school culture which encourages people to speak up, which allows them to feel safe in doing so.



Peter Wingrove
CEO of Shawmind

children under their care, and that they are there to support them as far as possible. SITS has proven in the past to be a fun, interactive way of getting these conversations started.

Part of the SITS campaign is to encourage students and teachers to raise funds* for us and running a simple fundraising competition between classes or departments. Fundraisers usually involve doing something fun that can be shared with the whole school community, but the compulsory ingredient, or the ‘rule for entry’ is that the activity must involve wearing your brightest, weirdest socks! Bake sales, cake eating competitions, bike rides and walks (COVID-permitting) are just a few ideas...

***What will the funds raised be used for?**

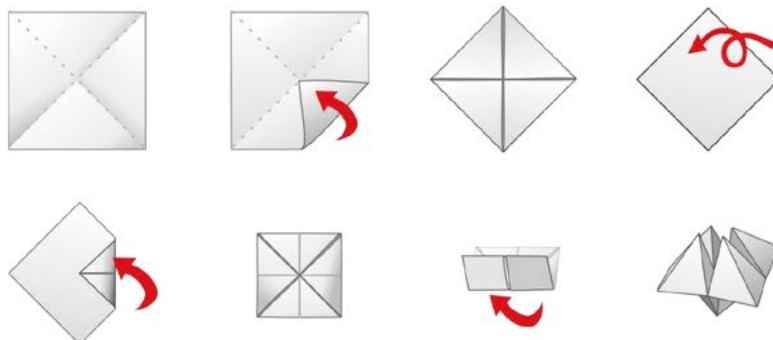
All funds your school raises will be used to provide your school with Ofqual Level 1 basic mental health training for teachers.

We make it easy for you to collect money and to donate to Shawmind – for the different ways to make a donation, please visit:

<https://shawmind.org/donate/>

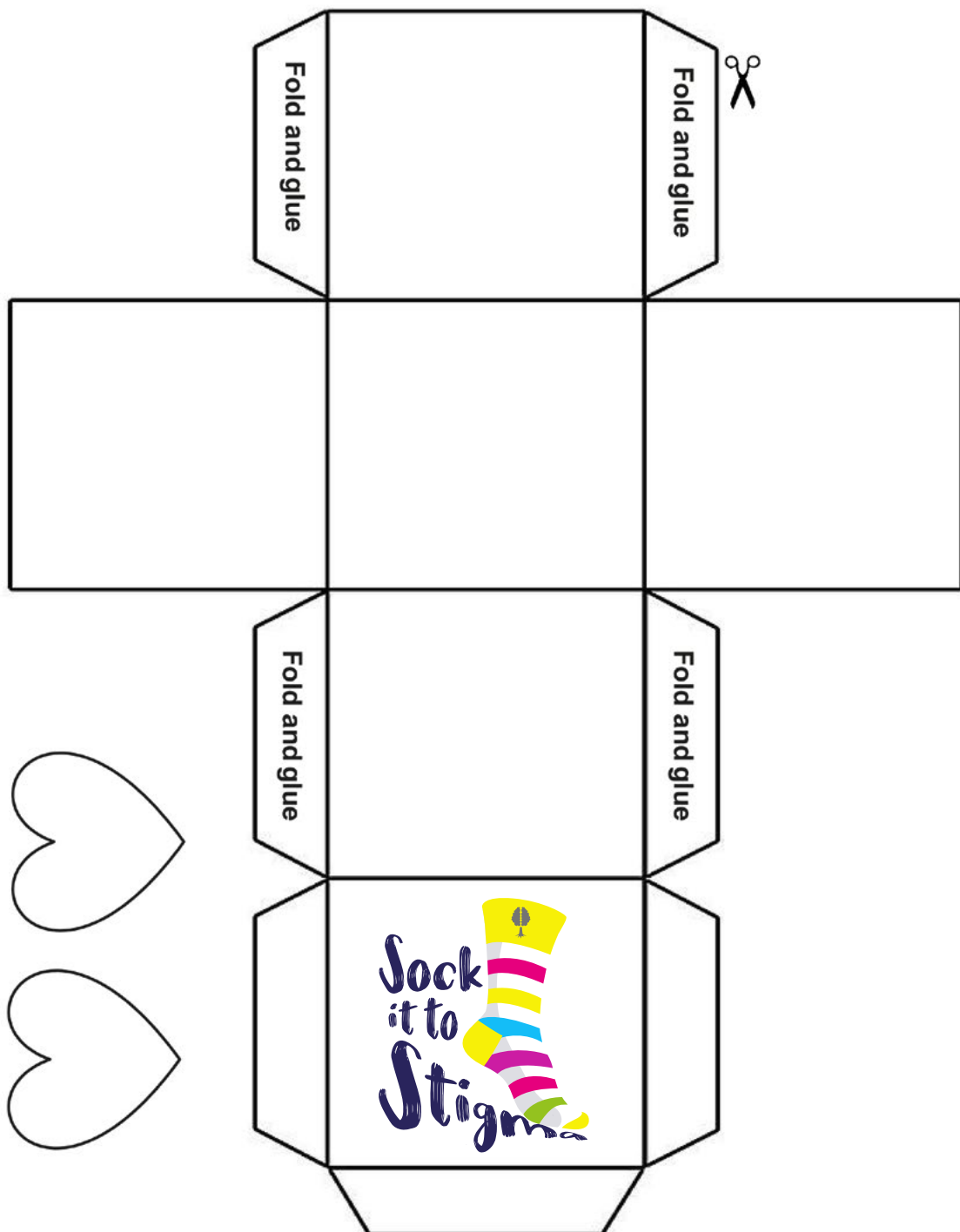
This year's SITS programme will run throughout February and we will support your efforts through our social media channels.

Sock it to Stigma Fortune Teller



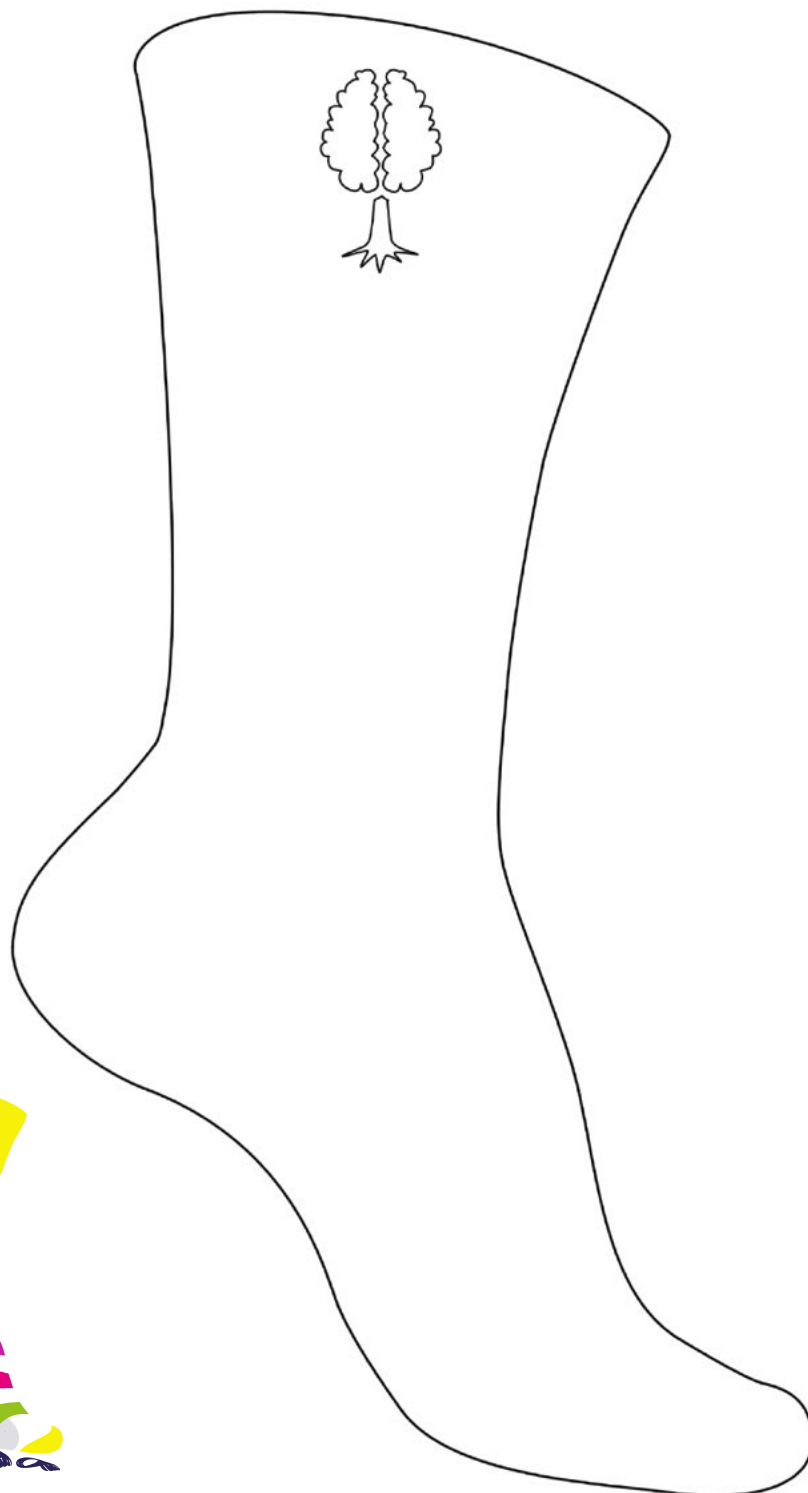
Sock it to Stigma Happy Cube

Make a Happy Cube where you can put your personal happy memories to make you smile. When you feel low, you can reach for your box and lift the lid to remind yourself what makes you happy.



Sock it to Stigma **Sock It Bunting**

Design your own sock and create Sock It Bunting.



Sock it to Stigma Word Search

Can you find these words?

stigma

headucation

talking

prevention

healthy

children

conversation

happy

connection

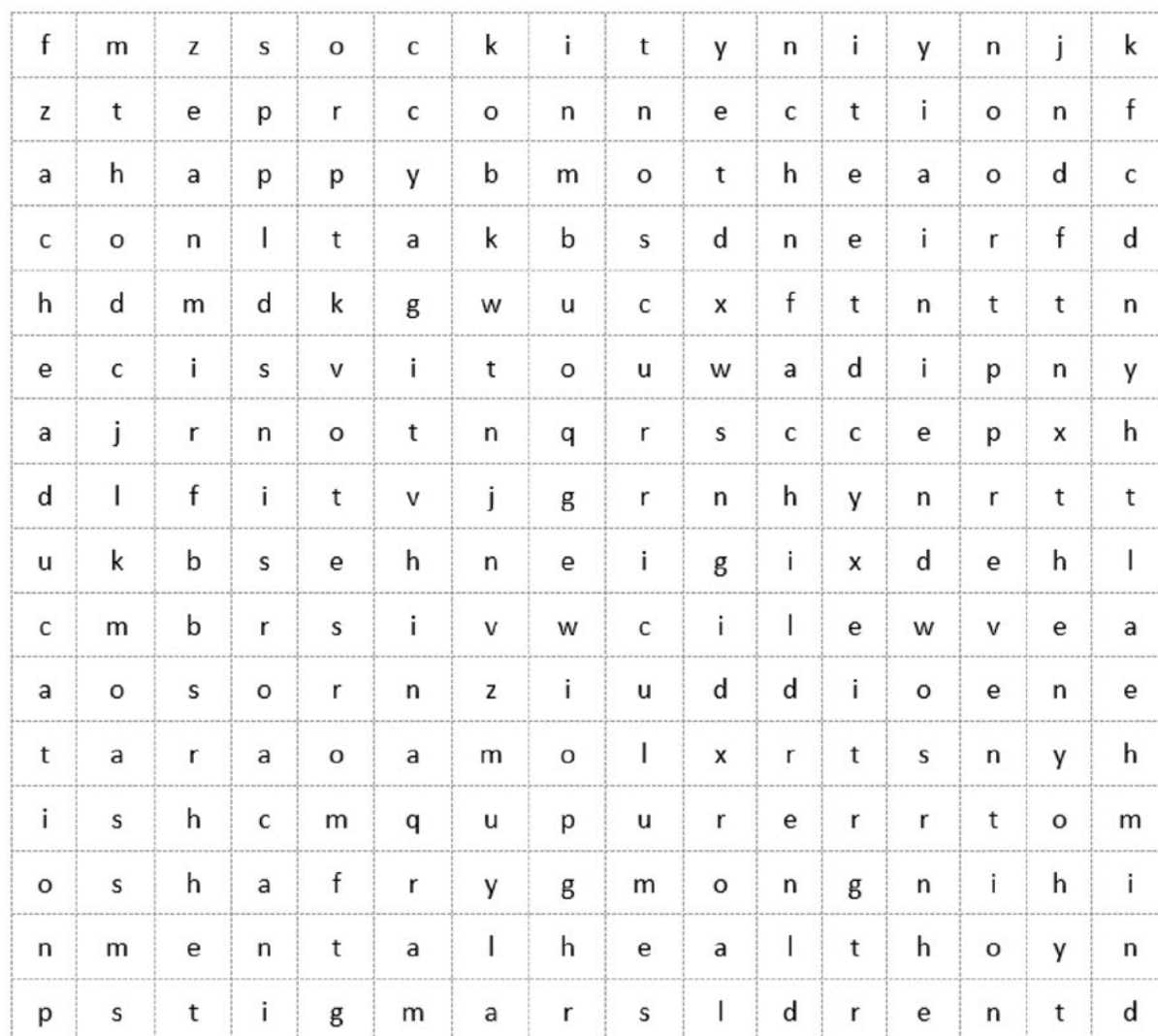
friends

mental health

curriculum

sock it

sharing



#SockittoStigma
www.shawmind.org

Sock it to Stigma **Guess the Words**

1 H _ _ _ _

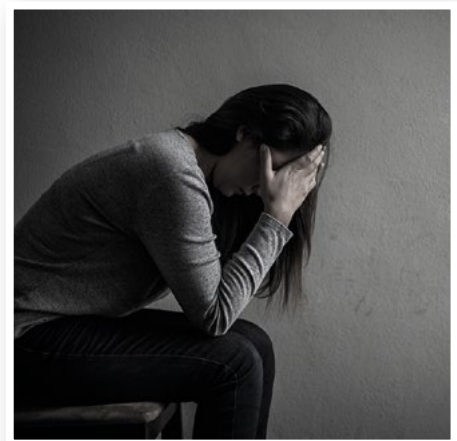
2 _ _ _ K _

3 _ A _ _ _ N _

4 S _ _

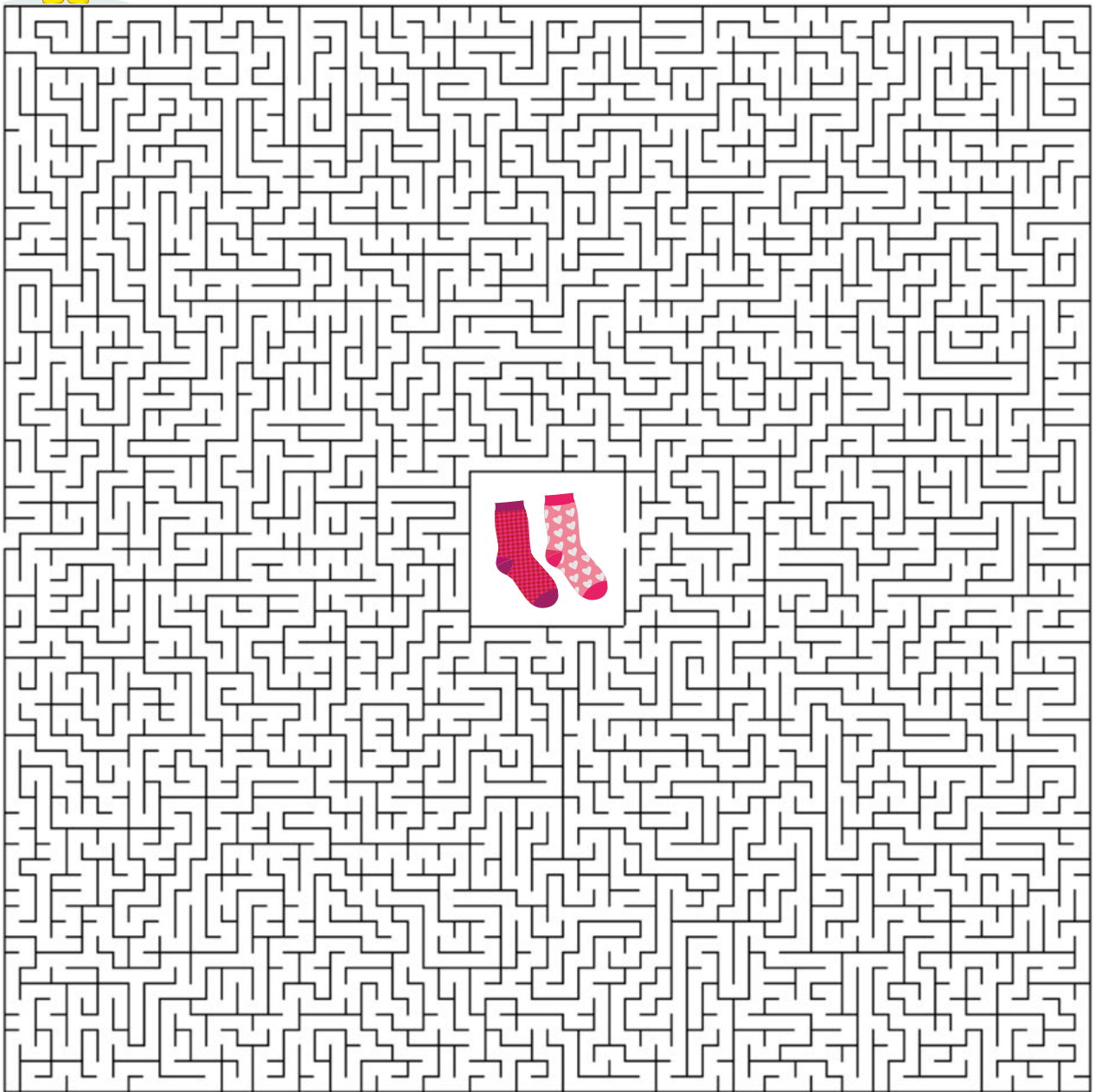
5 K _ _ D _ _ S S

6 _ R _ _ N _ _



Answers: 1. Happy 2. Socks 3. Talking 4. Sad 5. Kindness 6. Friends

Help Skeet find his socks



#SockittoStigma
www.shawmind.org

Create your own Feelings Cards

Draw your own faces or pictures to show each emotion, then you can use these cards to explain how you are feeling.

 I feel happy	 I feel sad	 I feel angry	 I feel scared
 I feel lonely	 I feel excited	 I feel confused	 I feel hurt
 I feel shy	 I feel grumpy	 I feel hungry	 I feel tired
 I feel proud	 I feel energetic	 I feel disappointed	 I feel embarrassed



KEEP
CALM
AND
SOCK IT
TO
STIGMA

We have pledged our support to **Shawmind**



Stigma around mental health stops children and young people reaching out for help when they need it most.



Help us help them in their fight against mental health stigma

#SockittoStigma
www.shawmind.org

How to complete the sponsorship form

Please make sure that;

- you fill out each section in full.
- the details of each donation are recorded accurately by your sponsors in their own handwriting – as forms in the same handwriting or printed are not valid for Gift Aid purposes.
- each sponsor ticks the Gift Aid box next to their address below if eligible.
- each sponsor's title, first name, surname, full home address, postcode, Gift Aid declaration and donation amount is listed. (Please note, we cannot claim Gift Aid on business addresses or on multiple sponsors e.g. Mr & Mrs Jones.)



GIFT AID – PLEASE READ

Shawmind can claim at least an extra 25% back from the government on every donation, without it costing you a penny extra.

Please tick the box below if you would like us to Gift Aid your donation.

☐ Gift Aid donation

Please ensure that you write your full name, home address and postcode in BLOCK CAPITALS. This supports our tax claim and will not be used to contact you.

Please be aware that you must have paid an amount of income tax and/or capital gains tax at least equal to the amount of tax reclaimed by all charities and Community Amateur Sports Clubs on all your donations in the tax year (6th April one year to 5th April next). Shawmind can currently receive an extra 25p for every £1 you donate. Other taxes such as Council tax and VAT do not qualify.



#SockittoStigma
www.shawmind.org

School Contact Details

Full Name: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____



#SockittoStigma
www.shawmind.org

[illegible]

What to do now

Simply collect your donations from your sponsors and send us a cheque or postal order made payable to Shawmind (please do not send cash) along with this sponsorship form and the money return form (overleaf) to:

**Shawmind,
Suite 4, Navigation House,
48 Millgate, Newark,
Nottinghamshire, NG24 4TS**

Please do not photocopy this form. You can request additional forms by emailing:
fundraising@shawmind.org

Did you know you can collect sponsorship money online?

Set up an online fundraising page with JustGiving – a really easy way to collect donations for Shawmind. It'll save you time and keeps your sponsors updated about your fundraising challenge. Plus, it's totally secure and enables people living anywhere in the world to donate to you.

To set up an online fundraising page or to make the most of an existing one visit:
www.justgiving.com/shaw-mindfoundation

Thank you so much for supporting

Shawmind

As a valued Patron of Shawmind we will treat your details very carefully and will not pass them on to any other organisations. Shawmind would also like to contact you about our work and activities in the future.

To receive this information electronically via email (or on your mobile phone) please tick the box:

☐ Email ☐ Mobile

☐ Please tick if you would prefer not to receive this information by post or telephone.

By providing us with any personal data you consent to the terms and conditions of our Privacy Statement available at:
www.shawmind.org/privacy-policy

If you change your mind you can unsubscribe at any time by contacting Patron Services at: Shawmind, Suite 4, Navigation House, 48 Millgate, Newark, Nottinghamshire NG24 4TS or email enquiries@shawmind.org

#SockittoStigma
www.shawmind.org



East Midlands Office / Post Suite 4, Navigation House, 48 Millgate, Newark, Nottinghamshire NG24 4TS, UK | **T:** +44 (0)1636 600 830

London Office 20-22 Mortimer St, Fitzrovia, London W1T 3JW, UK

We are a registered charity in England (1167947), and a registered charitable company (09921207) in the UK.