



PRIMARY FUNDRAISING GUIDE



Our Mission

Fresh Minds Education is a bereavement support and mental health charity based in Antrim, working across Northern Ireland. Every day, we walk alongside children, families, and communities through life's toughest moments with compassion and connection.

EQUIPPING COMMUNITIES TO HOLD HOPE.

Our Vision

We envision a world where no child or young person experiences grief or emotional pain alone

Our Projects



CHILD & YOUTH BEREAVEMENT SUPPORT

THE GLIMMER PROJECT:

Bringing light into the darkest times. We support bereaved children, young people, families, and carers through Glimmer Boxes, Grief Guidance, Bereavement Support Groups, Grief Education, & Family Events. When support allows, we also offer grief counselling and parent-&-child sessions to help hearts begin to heal together.



COMMUNITY GROUPS AND EVENTS

PATH TO HOPE:

A vibrant thread weaving communities together through a wide range of groups and events, and our highly regarded Connections Suicide Prevention Talks & Training. Through Path to Hope, we spark joy, honour loss, reduce loneliness, & hold hope.

HOW TO GET INVOLVED

01 DONATE DIRECTLY

Through our dedicated donation page

[HTTPS://FRESHMINDSEEDUCATION.COM](https://freshmindseducation.com)

or scan the QR code :



02 HOST AN EVENT

Rally together your family, friends, school, or workplace by holding a fundraising event for Fresh Minds Education.

We've got plenty of ideas to get you started - but we'd also love to hear about your own creative plans! We can support you with buckets, posters, t-shirts and stickers to make your event stand out. Just get in touch at:

HELLO@FRESHMINDSEEDUCATION.COM.

Every pound raised helps us reach more children and families and shine a glimmer of hope together. Keep an eye on our social media! We'll share updates and celebrate the total raised by you - our amazing fundraisers!

03 TAKE PART IN A SPONSORED EVENT

There are so many exciting ways you can raise funds for Fresh Minds Education - from walks to marathons, abseils to ziplines.

Whatever inspires you, your efforts will help us bring hope and resilience to more children and families. If you'd like advice on setting up in your own sponsored event get in touch with us at

HELLO@FRESHMINDSEEDUCATION.COM.

We're here to support you every step of the way!

EVERY PENNY MAKES A DIFFERENCE!!

£1000

Equips teachers with **Fresh Little Minds training**, where they can learn the tools to nurture children's emotional health.

£400

Funds 8 weeks of professional counselling support for a child.

£100

Delivers a **Glimmer Box** to support two children and their family during a difficult time.

£30

Provides two **Bereavement Bamber Bear** to comfort grieving children at funeral services.



£5

Sends a **FME Glimmer Guide** to a family in need, covering printing and postage.

**HOW YOUR
FUNDRAISING HELPS**

STEP BY STEP: HOW TO HOST A FUNDRAISER

01 DREAM IT

Decide on your fundraiser.
Follow ours or create your own:

- Amber day
- Freestyle

02 SPREAD THE WORD

Share with the community

- Letters
- Posters
- Social Media

03 FUNDRAISE

Your Activity

- AMBER day / walk
- Freestyle
- Resources & Special Touches

04 CELEBRATE

Celebrate your success:

- Thank-you Letters
- Certificates
- Total poster

05 LINKING BACK

Getting back to us at FME:

- Sending Money Guide
- Contact us
- Send photos

TURNING KINDNESS INTO ACTION

JIM _____

Jim took on the challenge of climbing Mount Toubkal in Morocco, raising £1,190 to support our Connection suicide prevention programs.

ISLA _____

At just 6 years old, Isla raised over £1,000 by bravely cutting her hair to help children grieving the loss of a loved one.





01. DREAM IT

At **FME**, we want to say a heartfelt thank you for choosing to support us and helping us bring a **glimmer of hope**.

You may already be familiar with the AMBER Approach from our **Fresh Little Minds Programmes** - perhaps it's even what inspired you to run a fundraiser! At Fresh Minds, we've got everything you need to make your fundraiser simple, meaningful, and impactful.

★ Or, if you'd like to get creative and choose your own fundraiser, we can't wait to see the amazing ways you'll bring it to life!

02. SPREAD THE WORD

01 THE YOUNG PEOPLE

A Special Letter from Bamber!

Bamber has written a letter to tell the class all about FME.

Read it out loud, stick it up on the wall, and get creative!

You could even have someone “deliver” the letter so the class is surprised when it’s opened and read.

Bamber has an important message - we need their help!



02 THE PARENTS/GUARDIANS

It’s important that parents and guardians know all about Amber Day and the wonderful cause it supports. To help, we’ve created:

- A Poster – to promote Amber Day
- A Letter – explaining the charity and how their support makes a difference.

Simply send these home with the children, or display the poster somewhere parents will see it. This way, families understand the purpose behind the fundraiser and feel proud to be part of it.



03 THE COMMUNITY

Your local community can make a big difference for FME. Try:

- Asking shops or businesses to sponsor your fundraiser or donate raffle prizes.
- Sharing posters with QR codes in cafes, shops, and libraries.
- Posting on social media and tagging local businesses who support you.

Every little bit of support helps us shine hope together!

FIND RESOURCES HERE



03 FUNDRAISER SET UP

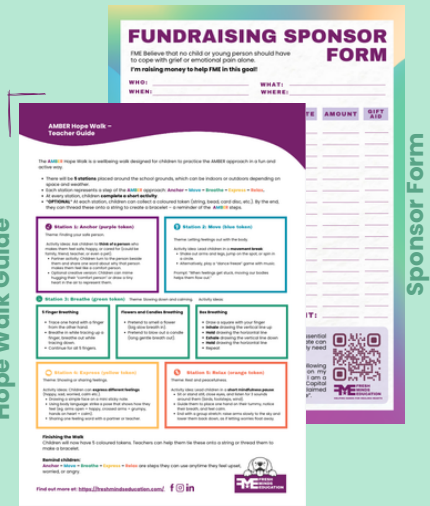


YOUR ACTIVITY

Here are some simple ways to kick off your fundraising for FME:

- **Amber Day** – Host a non-uniform day where each child donates £1 to take part.
- **Sponsored Walk** – Try our Amber Hope Walk! We've created a special guide with a twist – splitting the walk into sections, each with activities that build resilience using the AMBER approach.

Each activity is easy to run, fun for everyone, and packed with meaning.

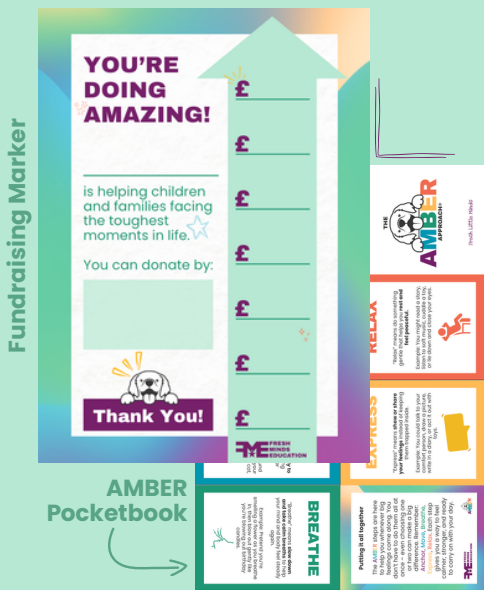


RESOURCES

To make your fundraiser even more engaging, we've created a few extra tools:

- **Fundraising Marker** – Track your progress and celebrate milestones as donations grow.
- **AMBER Pocketbook** – A keepsake for students to take home after the walk, helping them remember and practise the AMBER Approach.

These resources help keep the excitement alive while reinforcing the message behind your fundraiser.



SPECIAL TOUCHES

Get creative with your class!

They could design posters and decorations to promote the fundraiser, use our printable FME bunting, or even make a colourful "AMBER Chain" from paper strips to brighten up your space. These simple touches build excitement and make the event feel extra special.

These are just starting points – use them as inspiration and let your imagination take over!



04. CELEBRATE!

Celebrating your success is just as important as the fundraising itself! Take time to recognise everyone's effort and generosity. Here are some ready-made resources you can use:

- **Thank-you Letter from Bamber** – Share a special message with the class.
- **Certificates** – Reward students for their amazing fundraising.
- **Total Poster** – Display your final fundraising amount and celebrate reaching your goal.
- **Thank-you Letter to Donors** – Show appreciation to parents, guardians, and community supporters.

**BIG OR SMALL, EVERY CONTRIBUTION MATTERS.
TOGETHER, WE SHINE HOPE!**



FIND RESOURCES HERE



05 LINKING BACK

SENDING MONEY GUIDE

01 SETTING UP



 Charitywize

02 CASH OR CHEQUE

To be made payable to to
'Fresh Minds Education'

This can be dropped off at:
Fresh Minds Education
Enterprise Park, The Heartspace, Unit 5,
58 Greystone Rd, Antrim BT41 1JZ

03 BANK TRANSFER → → →

Account Name: Fresh Minds Education Ltd
Sort Code: 90 24 26
Account Number: 63066381
Bank of Ireland, 275-279 Antrim Road,
Glengormley, Co. Antrim, Northern Ireland
IBAN: GB89 BOFI 9024 2663 0663 81

04 PAYPAL



05 ONE OFF DONATION



We would love to hear from you! Please
keep in touch and share your photos with us.

We would be delighted to celebrate your
fundraising and showcase the amazing
difference you've made



Question? Contact us at
hello@freshmindseducation.com



THANK YOU!!!

From all of us at **Fresh Minds Education**, thank you for taking the time, energy, and creativity to support our work. Every fundraiser, no matter the size, helps us to walk alongside children, families, and communities through life's toughest moments.

Because of your generosity, we can continue to:

- Support children and young people through bereavement.
- Provide hope and connection in the face of suicide.
- Equip communities with the tools to build resilience and hold hope

Your kindness and commitment make an incredible difference and **shine hope together.**

We would love to celebrate your efforts and share your success. Please keep in touch and let us know how your fundraiser went by emailing us at hello@freshmindseducation.com or tagging us on social media.

With heartfelt gratitude,

THE FRESH MINDS EDUCATION TEAM





Glimmer
of **HOPE**

KEEP IN TOUCH



fresh_minds_education



Fresh Minds Education



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www.freshmindseducation.com
NI CHARITY: NI108816



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FME FRESH MINDS
EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE

**THANK YOU
FOR SUPPORTING**

**FRESH
MINDS
EDUCATION**

**YOUTH
FUNDRAISING PACK**



NEED SOME HELP?
Find more fundraising ideas, resources and support here.

TURNING KINDNESS INTO ACTION

We believe that no child or young person should have to navigate the challenges of bereavement or emotional distress alone.

Together, we can create a community where bereaved children, their caregivers and those experiencing emotional distress can feel supported and understood.

Here's how your fundraising makes a difference:

★ CHILD BEREAVEMENT SUPPORT

The Glimmer Project:
Through Glimmer Boxes, creative resources, and counselling – we bring light into the darkest times.

💡 RESILIENCE EDUCATION

Fresh Little Minds & the AMBER Approach:
Helping children and parents name their feelings, understand them, and learn healthy ways to cope.

🔗 SUICIDE PREVENTION

Connections training and campaigns that empower communities

👣 COMMUNITY GROUPS AND EVENTS

Path to Hope events that spark joy, honour loss, and build resilience

★ DREAM IT

Choose Your Fundraising Idea. Whether it's a challenge, event, or something creative, pick an activity that excites you!

➔ SET GOALS

Keep yourself motivated is to set a goal for the amount you want to raise.

➔ SPREAD THE WORD

Use a trusted platform and spread the word with friends, family, and on social media.

➔ RAISE DONATIONS

Collect your donations and send it over to FME



➔ SAY THANKS

Make sure to thank your supporters, share your success, and reach out to us.

STEPS TO SUCCESS

JIM

Jim took on the challenge of climbing Mount Toubkal in Morocco, raising £1,190 to support our Connection suicide prevention programs.

ISLA

At just 6 years old, Isla raised over £1,000 by bravely cutting off her hair to help children grieving the loss of a loved one.

That's right – from mountain summits to heartfelt gestures, these incredible fundraisers are showing that compassion comes in all ages and forms.



Dear Super Humans!

My name is Bamber and I need your help! I want to tell you why your fundraising is so, so important.

At **Fresh Minds Education**, we work really hard to help children, teachers, and families learn about mental health and wellbeing. Mental health means how we feel inside our heads and hearts – sometimes happy, sometimes sad, sometimes worried or stressed. Just like our bodies need looking after, our minds do too.

When you do fundraising, you are helping me and my team to:

- Teach children how to stay calm and feel brave.
- Share kindness and support in schools.
- Make sure no one feels left out or alone.

Every penny you raise helps me wag my tail with pride, because it means more young people can get the help they need.

So thank you for being such caring, amazing humans.

Big tail wags and happy paws,

BAMBER



Dear Parent/Guardian

We're excited to share that we are supporting Fresh Minds Education – a local charity supporting children and young people experiencing grief and emotional distress.

Here's how our fundraising makes a difference:



CHILD BEREAVEMENT SUPPORT

The Glimmer Project:

Through Glimmer Boxes, creative resources, and counselling – we bring light into the darkest times.



RESILIENCE EDUCATION

Fresh Little Minds & the AMBER Approach:

Helping children and parents name their feelings, understand them, and learn healthy ways to cope.



COMMUNITY GROUPS AND EVENTS

Connections:

Training and campaigns that empower communities



SUICIDE PREVENTION

Path to Hope:

Events that spark joy, honour loss, and build resilience

Within the last year of fundraising, FME have been able to provide

- Counselling support
- 'Bambers' to funeral and end-of-life services to support grieving children and young people.

How You Can Help:

- Encourage your child to participate.
- Share our fundraiser with family and friends.
- Support through donations, sponsorships, or purchases.

Every contribution, big or small, helps us reach our goal.

Find out more at

<https://freshmindseducation.com/>  



FME FRESH MINDS
EDUCATION
WHERE CHILDREN LIGHT THE PATH TO HOPE



AMBER

DAY

FME is a local charity supporting children and young people experiencing grief and emotional distress.

We're taking a day to think **AMBER** ✨

HOW DO I TAKE PART?

→ LEAVE YOUR
UNIFORM AT HOME!

Swap it for one of our **AMBER** colours

→ BRING YOUR
DONATION

REMEMBER: we're raising money
for Fresh Minds!

→ SMILE!

Know that you have helped support
young people going through the
toughest moments of life

Thank you!



Find out more at

<https://freshmindseducation.com/>



FRESH MINDS
EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE



AMBER DAY

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 SMILE!

Know that you have helped support young people going through the toughest moments of life



Find out more at

<https://freshmindseducation.com/>



FRESH MINDS EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE

NON-UNIFORM DAY



Date: _____ Price: _____

FME is a local charity supporting children and young people experiencing grief and emotional distress

HOW DO I TAKE PART?

LEAVE YOUR UNIFORM AT HOME!

Swap it for something PURPLE, GREEN or COMFY!

BRING YOUR DONATION

REMEMBER: we're raising money for Fresh Minds!

SMILE!

Know that you have helped support young people going through the toughest moments of life

Thank you!



Find out more at
<https://freshmindseducation.com/>



FME FRESH MINDS
EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE

NON-UNIFORM DAY



Date: _____ Price: _____

FME is a local charity supporting children and young people experiencing grief and emotional distress

HOW DO I TAKE PART?

LEAVE YOUR UNIFORM AT HOME!

Swap it for something PURPLE, GREEN or COMFY!

BRING YOUR DONATION

REMEMBER: we're raising money for Fresh Minds!

SMILE!

Know that you have helped support young people going through the toughest moments of life

Thank you!



Find out more at <https://freshmindseducation.com/>

FME FRESH MINDS
EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE

JOIN US

Come along and help raise money to bring support, education, and hope young people who are experiencing grief.

WHAT

WHEN

WHERE

CONTACT

AMBER Hope Walk – Teacher Guide

The **AMBER** Hope Walk is a wellbeing walk designed for children to practice the AMBER approach in a fun and active way.

- There will be **5 stations** placed around the school grounds, which can be indoors or outdoors depending on space and weather.
- Each station represents a step of the **AMBER** approach: **Anchor – Move – Breathe – Express – Relax**.
- At every station, children **complete a short activity**.
- ***OPTIONAL*** At each station, children can collect a coloured token (string, bead, card disc, etc.). By the end, they can thread these onto a string to create a bracelet – a reminder of the **AMBER** steps.

Station 1: Anchor (purple token)

Theme: Finding your safe person.

Activity ideas: Ask children to **think of a person** who makes them feel safe, happy, or cared for (could be family, friend, teacher, or even a pet).

- Partner activity: Children turn to the person beside them and share one word about why that person makes them feel like a comfort person.
- Optional creative version: Children can mime hugging their “comfort person” or draw a tiny heart in the air to represent them.

Station 2: Move (blue token)

Theme: Letting feelings out with the body.

Activity idea: Lead children in a **movement break**:

- Shake out arms and legs, jump on the spot, or spin in a circle.
- Alternatively, play a “dance freeze” game with music.

Prompt: “When feelings get stuck, moving our bodies helps them flow out.”

Station 3: Breathe (green token) Theme: Slowing down and calming. Activity ideas:

5 Finger Breathing

- Trace one hand with a finger from the other hand.
- Breathe in while tracing up a finger, breathe out while tracing down.
- Continue for all 5 fingers.

Flowers and Candles Breathing

- Pretend to smell a flower (big slow breath in).
- Pretend to blow out a candle (long gentle breath out).

Box Breathing

- Draw a square with your finger
- **Inhale** drawing the vertical line up
- **Hold** drawing the horizontal line
- **Exhale** drawing the vertical line down
- **Hold** drawing the horizontal line
- Repeat

Station 4: Express (yellow token)

Theme: Showing or sharing feelings.

Activity ideas: Children can **express different feelings** (happy, sad, worried, calm etc.).

- Drawing a simple face on a mini sticky note.
- Using body language: strike a pose that shows how they feel (eg. arms open = happy, crossed arms = grumpy, hands on heart = calm).
- Sharing one feeling word with a partner or teacher.

Station 5: Relax (orange token)

Theme: Rest and peacefulness.

Activity idea: Lead children in a **short mindfulness pause**:

- Sit or stand still, close eyes, and listen for 3 sounds around them (birds, footsteps, wind).
- Guide them to place one hand on their tummy, notice their breath, and feel calm.
- End with a group stretch: raise arms slowly to the sky and lower them back down, as if letting worries float away.

Finishing the Walk

Children will now have 5 coloured tokens. Teachers can help them tie these onto a string or thread them to make a bracelet.

Remind children:

Anchor – Move – Breathe – Express – Relax are steps they can use anytime they feel upset, worried, or angry.

Find out more at: <https://freshmindseducation.com/>  





POCKETBOOK



Example: You might read a story, listen to soft music, cuddle a toy, or lie down and close your eyes.

"Relax" means do something gentle that helps you rest and feel peaceful.

RELAX



Example: You could talk to your comfort person, draw a picture, write in a diary, or act it out with toys.

"Express" means show or share your feelings instead of keeping them trapped inside.

EXPRESS

The AMBER steps are here to help you whenever big feelings come along. You don't have to do them all at once – even choosing one or two can make a big difference. Remember: Anchor, Move, Breathe, Express, Relax. Each step gives you a way to feel calmer, stronger, and ready to carry on with your day.

Putting it all together



A.M.B.E.R. is like a special five-step superpower.

When you feel worried, angry, or sad, you can **Anchor** yourself, **Move** your body, **Breathe** slowly, **Express** your feelings, and **Relax**. Then you'll feel ready to keep going.

ANCHOR

"Anchor" means **find your comfort person** – someone who helps you feel safe, calm, and cared for.

Example: This could be a parent, teacher, friend, or sibling. Go to them when you need a hug, a chat, or just to be near them.



MOVE

"Move" means **use your body to let out big feelings** – moving helps your worries or anger shrink.

Example: You could run around in the playground, dance to your favourite song, stretch like a cat, or play a sport.



BREATHE

"Breathe" means **slow down and take calm breaths** to help your mind and body feel steady again.

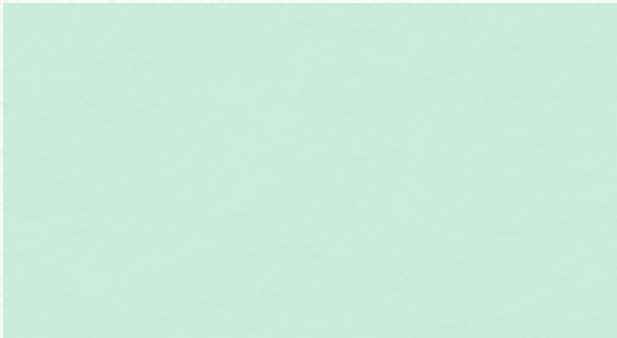
Example: Pretend you're smelling a flower as you breathe in, then blow out gently like you're blowing out birthday candles.



YOU'RE DOING AMAZING!

is helping children
and families facing
the toughest
moments in life.

You can donate by:



Thank You!

£

£

£

£

£

£

£

Print, cut out and string together





AMBER CHAIN

Print, cut out and stick together in loops



Dear Super Fundraisers,

I just wanted to give you the biggest tail wag and paw-shake ever for all the brilliant fundraising you've done for **Fresh Minds Education**.

Because of your kindness, more children will learn how to **Anchor, Move, Breathe, Express and Relax** – just like me! You've helped to spread calm, courage and big smiles to lots of young people.

Every pound you raised is like a golden treat that helps us teach more children how to look after their minds and hearts. You've shown amazing teamwork, kindness and care for others – and that makes you real wellbeing champions!

I am so proud of you all. If I could, I'd come and lick every single one of your faces (but don't worry, I'll settle for sending you lots of happy woofs instead!).

Thank you for being paws-itively wonderful. Keep using your AMBER steps whenever you need them, and remember – you are never alone, because Bamber believes in you!

With lots of love, wags and woofs,

BAMBER





Thank you for being

AMAZING!



**TOGETHER, WE RAISED
AN AMAZING**



FOR FRESH MIND EDUCATION



**This total will go towards helping families
facing the toughest moments in life.**

WELL DONE!



Find out more at
<https://freshmindseducation.com/>



FME FRESH MINDS
EDUCATION

WHERE CHILDREN LIGHT THE PATH TO HOPE

 **THIS CERTIFICATE IS** 
PROUDLY AWARDED TO

In recognition of your outstanding effort of 
raising funds for Fresh Minds Education.

BAMBER 



A Glimmer of Hope – Celebrating You

We're a teeny team with most of our time devoted to delivering support, so we can't always travel for photos. But we still want to celebrate you! Here are three ways we can mark your achievement:

- Take your own celebration photo with your certificate and share it with us.
- Come to us for a quick handover photo if convenient.
- Invite us if you're planning something special – we'll join if we can.

Every way you choose helps us celebrate the hope you bring to others.

Celebrating Your Achievement Further

Once you have completed your fundraiser, you can help even more by celebrating your achievement and raising awareness of Fresh Minds Education. You might celebrate by:

- Talking about what you have done and why it matters to you in your workplace, community, church, or anywhere else.
- Making a short video to share on your social media.
- Taking photos of your event and sharing them on your social media.

Share With Pride

When sharing online, you can use these hashtags and phrases to connect with us and others:

- #GlimmerOfHope
- #LightingThePathToHope
- #FreshMindsEducation
- #ChampionOfHope

Suggested captions:

- "Every pound raised shines more light on the path of hope."
- "Proud to support Fresh Minds Education in shining hope together."
- "Together, we are lighting the path to hope."

Every way you choose helps us celebrate the hope you bring to others and shines a glimmer of hope

Find out more at
<https://freshmindseducation.com/>  

