

#HelloYellow

# A LITTLE YELLOW GOES A LONG WAY

for young people's mental health

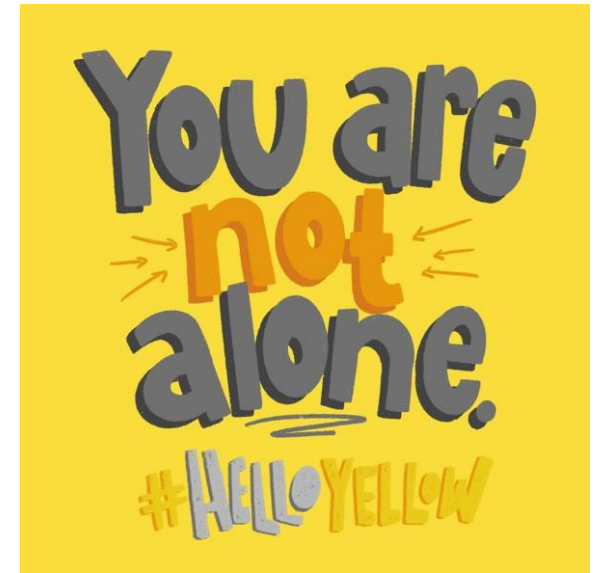
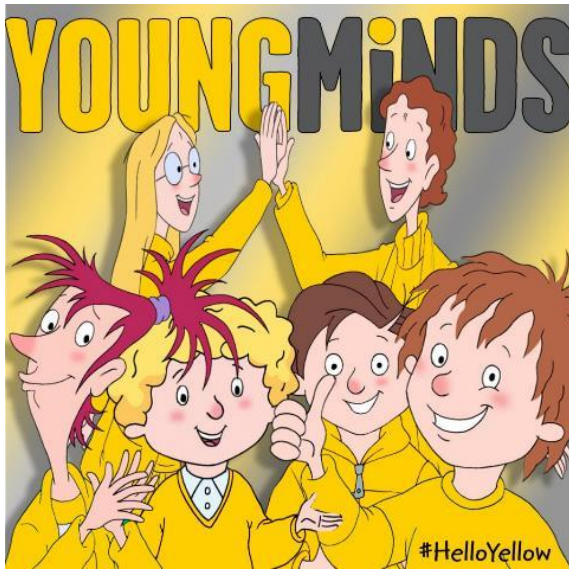
8 October 2021





# It **#HelloYellow**

! Today we're showing young people that they're not alone with their mental health and raising vital funds for YoungMinds.



Why are we  
wearing  
yellow?



#HelloYellow

It's normal to have ups and downs – and this year might have felt a little more down than up. But it's the little things that have got us through it.

Wearing yellow today is a little thing we can do to make a big difference. Today let's celebrate the little things we can do to look after ourselves and support each other, and together, we can show young people they're not alone with their mental health.

The more people who show they care, the more comfortable young people will feel about talking to someone if they're struggling.

**YOUNG**MINDS



# Meet Aaliyah



# Here's how your fundraising will make a difference

1. **A donation of £5** will help young people share their mental health experiences, which will reach thousands more young people to give them hope at this difficult time.
2. **A donation of £10** ensures a Helpline Volunteer is on the end of the phone to provide information and support to distressed parents. They need our support more than ever.
3. **A donation of £30** gives a parent or carer a 50-minute telephone call with a qualified mental health front line worker, who can provide clinical advice and guidance.

The background features a bright yellow field with large, organic, wavy shapes in a darker orange color. One large orange shape occupies the lower-left and middle-left areas, while another is in the top-right corner.

Thank you!