



SHINE BRIGHT WEAR BRIGHT

2027

1-7 FEBRUARY
CHILDREN'S MENTAL HEALTH WEEK

JOIN THE FUN, RAISE AWARENESS & FUNDRAISE FOR CHUMS!

SPONSORED BY:

CHUMS FUNDRAISING PACK

#ChildrensMentalHealthWeek
chumscharity.org/sbwb27

Registered Charity No. 1179048





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THANK YOU. YOU'RE AMAZING!

Children's Mental Health Week is the chance to shine a light on the importance of children and young people's mental health.

By getting involved with CHUMS Charity's Shine Bright Wear Bright campaign you're raising important awareness and vital funds to help more local children and young people get the emotional support they need. The funds you raise will ensure that CHUMS can support every child and every school to access Mental Health Support.

Thank you for getting involved.

ABOUT CHUMS

We've helped over 800 Children & Young People Every Year

CHUMS believes every child should have easy access to mental health and emotional wellbeing support whenever they need it. We do this by working closely with schools such as yours. Did you know, CHUMS has worked with almost 300 schools across Bedfordshire & Luton over the last 6 years.

Supporting children and young people is at the heart of everything CHUMS does. We are passionate about supporting as many children and young people as we can.

CHUMS vision is for children and young people in Luton/Beds Borough and Central Bedfordshire to receive a person-centred, integrated, and responsive mental-health service that enables them to thrive.

This caring ethos, underpinned by a commitment to delivering excellence in all of our work, drives the whole organisation and has done for over 29 years.

Find out more: www.chums.uk.com





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SHINE BRIGHT WEAR BRIGHT!

‘Shine Bright Wear Bright’ to support Children’s Mental Health Week

This Children’s Mental Health week we’re asking you to Shine Bright Wear Bright on Friday 5th February 2027. This is a chance for every child in your school to express themselves by shining bright for the day.

A Shine Bright Wear Bright Mufti Day is the perfect way for your school to take part in Children’s Mental Health week.

Your pupils can wear their favourite colour or outfit to express how they are feeling, it can be as simple or elaborate as they like. Shine Bright Wear Bright is an opportunity for your whole School to show self-expression and celebrating a diverse range of emotions. The day also provides a chance for everyone to be open about Mental Health and start raising positive awareness within your community all for a minimum suggested donation of £1 to CHUMS.



HOW YOU CAN GET INVOLVED.

Save the Date

We recommend hosting your Shine Bright Wear Bright day on **Friday 5th February** so mark this date in your calendars! If this date doesn't suit, you could pick any day during the week to hold your fundraiser.

Set up a an online Just Giving Page in your Schools name at
<https://www.justgiving.com/fundraising>

Don't forget to encourage Parents, Staff, Colleagues, Friends and Family to get involved with Shine Bright Wear Bright by making a minimum donation of £1 to CHUMS.

Organise Wellbeing Activities

Throughout Children's Mental Health week, why not take your participation in Shine Bright Wear Bright one step further by incorporating some of the wellbeing activities that we will be sending you once you have signed up to the campaign.

TOP TIPS FOR SCHOOLS.

Make use of our Shine Bright Wear Bright resources for Schools which will be sent out in the coming weeks.

Give families plenty of time to prepare.

Send a letter home to let your schools community letting them know about your Shine Bright Wear Bright fundraiser, check out our letter template [which you can download by clicking here.](#)

Choose CHUMS as your Charity of the Year.

Your school can go the extra mile and fundraise for CHUMS throughout the year raising vital awareness of Children's Mental Health! If you want to continue the fundraising fun with CHUMS, please get in touch by emailing:

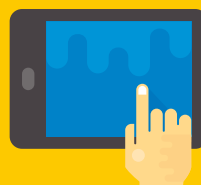
claire.feasey@chumscharity.org

£100 Could fund a fun group for bereaved children managing a traumatic loss.



£200 Could run the Babyloss Service for a day.

£350 Could pay for a refurbished ipad for art expression in Trauma Therapy.





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SETTING UP YOUR FUNDRAISING PAGE

The easiest way to collect donations is to set up a Just Giving page. Head over to <https://www.justgiving.com/fundraising>

£££



SET YOUR FUNDRAISING GOAL – don't be afraid to go big!

TELL YOUR STORY – Let everyone know why you're taking part in Shine Bright Wear Bright & Children's Mental Health Week.

HOW TO RETURN YOUR FUNDS

There are a number of ways you can return the money you raise during Shine Bright Wear Bright and the sooner you pay in your fundraising, the sooner we can put it to work supporting Children's & Young People's mental health

USE YOUR ONLINE FUNDRAISING PAGE – allowing you to make donations direct.

BY BANK TRANSFER – Please get in touch with The CHUMS fundraising team at

claire.feasey@chumscharity.org

if you would like to donate via BACS or Bank Transfer.

BY POST – Cheques can be made payable to CHUMS Charity and sent to the address below. Please include a note with your cheque letting us know your details and that you raised money taking part in our Shine Bright Wear Bright Campaign 2027.

CHUMS Charity
Enterprise House, Wrest Park
Silsoe, Beds
MK45 4HS



WHY WE NEED YOUR SUPPORT

Children and young people need the support of CHUMS now more than ever. A record number of children are being treated for mental health problems in 2025.

CHUMS has supported more than 800 children and young people in 2026 across Luton & Bedfordshire. Many of these children and young people face challenges making it hard for them to focus at School. CHUMS has developed a unique service delivery model to ensure that children and young people are able to access a service that supports their individual needs.

By shining a light to raise awareness and by helping to raise vital funds for CHUMS during Shine Bright Wear Bright week, together we can get closer to a future where every child has easy access to the mental health support they need.

1 IN 5

1 IN 5 CHILDREN AND YOUNG PEOPLE HAVE A DIAGNOSABLE MENTAL HEALTH CONDITION. THAT'S 6 CHILDREN IN EVERY CLASSROOM!

50%

OF ADULTS WITH LIFELONG MENTAL HEALTH PROBLEMS FIRST EXPERIENCE SYMPTOMS BY THE AGE OF 14

500,000

CHILDREN A MONTH IN ENGLAND WERE TREATED FOR MENTAL HEALTH PROBLEMS IN 2025

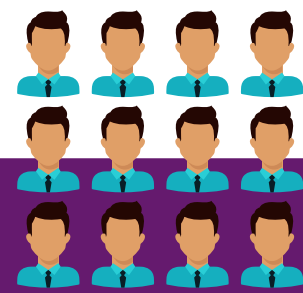
1 IN 10

1 IN 10 BOYS AGED 5 - 19 WITH A MENTAL CONDITION ARE EXCLUDED IN SOME FORM FROM SCHOOL



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HOW YOUR SUPPORT WILL HELP...



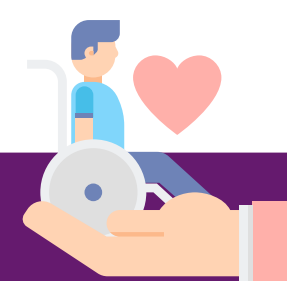
£1,576

Would fund 12 sessions with our Trauma service per person.



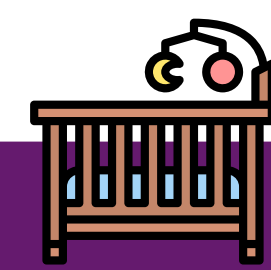
£851

Would fund 9 months support with our Bedfordshire Suicide Bereavement Service.



£1,040

Would help fund our Disability Friendship Scheme for 1yr for one young person.



£744

Would fund a referral to our Babyloss Service.



£458

Would fund 6 weeks for one of our recreational programmes per child





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"My therapist was able to make me feel safe and listened to in sessions which put me at ease from difficulties as I was provided a safe space to talk freely about stressful situations."

"Thank you both for today's session. I cannot explain how important it is to feel listened too."

"Your support has really helped me to start moving forward again"

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We would love to hear from you, so get in touch!
Tell us about your Shine Bright Wear Bright fundraising day

Contact the CHUMS FUNDRAISING TEAM

Email: fundraising@chumscharity.org

01525 863924

chumscharity.org/sbwb27/

#sbwb27 #ChildrensMentalHealthWeek

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Registered Charity No. 1179048

