



**100 YEARS OF  
BEING THERE  
FOR  
SCOTLAND'S  
MENTAL  
HEALTH**



Centenary  
Toolkit





Supporting Scotland's  
mental health for  
**100 YEARS**

---

For 100 years, SAMH (Scottish Association for Mental Health) has been Scotland's national mental health charity.

Pre-dating the NHS, we can trace our roots back to the early 1900's and the pioneering work of Dr Kate Fraser CBE, from Paisley. Dr Fraser's dedication to improving the conditions and treatment of people with mental health problems was truly inspirational.

A century on, SAMH keeps Dr Fraser's vision alive across Scotland's communities. This is only possible thanks to the incredible contribution you make every day to changing things for the better for those who need help with their mental health.

**Could you make 2023 the year you do something for Scotland's mental health?**

**This toolkit is packed full of fundraising ideas to help you celebrate the centenary and raise vital funds for Scotland's mental health. It will also help boost your own wellbeing by exploring the five ways to better wellbeing.**

**Whether you're getting involved on your own, with family or friends, or in the workplace, there's something for everyone.**

# HOW TO GET INVOLVED - CENTENARY TOOLKIT



## 1. Connect

Social relationships are so positive for our wellbeing and having a support network is really essential for those struggling with their mental health. With this in mind, you could try to do something different today and make a connection.

**Reach out:** Speak to someone instead of sending a text or email

**Ask someone how they are and then ask again:** Asking twice is more likely to allow someone to tell you how they're really feeling

**Host a coffee morning:** Pop the kettle on and set up a coffee date with your friends, family or colleagues. Ask for donations to the value of a coffee or tea in a café and embrace this opportunity to connect with your loved ones!

**Connect your workplace with SAMH:** Could you consider asking your workplace to donate to SAMH or forming a partnership with us? Our Fundraising team can support you with your nomination and talking to your workplace about how we would like to partner with them. Reach out to us on [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk)

# HOW TO GET INVOLVED - CENTENARY TOOLKIT



## 2. Be Active

Being active isn't just good for our physical health; it's also proven to have a positive effect on our mental health and wellbeing. Setting a challenge is also a great way to fundraise.

During our centenary year SAMH has an exciting range of events and challenges suited to everyone. Will you join us in stepping up for Scotland's mental health?

- **[Take part in Kiltwalk](#)**: With 4 locations across Scotland and distances suitable for everyone, The Kiltwalk is fantastic event and this year you can join us with a FREE SAMH space.
- **Take part in a unique challenge**: You can now sign up to take part in our iconic stair-climbing challenge virtually anywhere, all year round. By taking on the [SAMH Virtual Stomp](#), you can do something amazing for Scotland's mental health. With four different levels to choose from, you're bound to find the perfect challenge for you.

Whether you want to take part yourself, with friends or colleagues, we want to welcome you to #TeamSAMH - do something amazing for Scotland's mental health!



# HOW TO GET INVOLVED - CENTENARY TOOLKIT

## 3. Take Notice

Taking notice can mean many things but a key part of it is taking time to notice your surroundings and being present. Studies have shown that taking notice and tuning in to what's around you directly enhances your wellbeing. Take some time to be aware of the present moment and your environment:

- **Bring the outdoors inside:** You could get a plant for your home or workspace and watch how it grows
- **Practice mindfulness:** Why not organise a meditation and yoga session? Take part as a group either virtually or in person, and ask for donations to take part.
- **Organise a mindfulness scavenger hunt bingo:** Use SAMH's mindfulness scavenger hunt bingo cards to take notice. These cards have common sights you may see in your home or when out and about. By taking the time to look out for different items, you can also help yourself stay more in the moment, which is great for your mental wellbeing. Encourage your friends, family or colleagues to take part, getting them to take photos of all the items they see the person with the most finds, wins! Set up a fundraising page and ask your friends to donate to enter. [Get the SAMH scavenger hunt](#) or [create your own](#)

# HOW TO GET INVOLVED - CENTENARY TOOLKIT



## 4. Learn

Continuing to learn through life enhances our self-esteem, builds confidence and can be stimulating for the mind.

- **Start a new hobby:** You could try cooking, crocheting, painting, upcycling; whatever interests you!
- **Research something that interests you:** Whether it's a historical event, social movement or famous person you've always wondered about. You could find out about SAMH's History over the past 100 years.
- **Organise a quiz for colleagues or friends:** Focus on creating a quiz with interesting and educational answers.
- **Host a 'read and learn' event:** You could organise a non-fiction book swap with your friends or at work. Ask people to donate to receive their selected book.
- **Learn about mental health:** You could arrange for SAMH's workplace team to deliver you and your colleagues [training on various mental health topics](#). You could read through [SAMH's publications](#) which cover a range of mental health issues and signposting.



# HOW TO GET INVOLVED - CENTENARY TOOLKIT



## 5. Give

Giving can be very rewarding – in fact, those who report a greater interest in helping others are more likely to rate themselves as happy.

- **Support Scotland's mental health:** Could you give something each month to SAMH? A regular committed gift of any amount helps SAMH plan for the future, ensuring we can continue to be here for the people who need our help. Start a [Direct Debit](#) donation or sign up for [Payroll Giving](#) through your employer to start making a difference today.
- [Give as you Live](#): Did you know that you can support Scotland's mental health while shopping online? Give as you Live is a free and easy way to raise free funds for SAMH when you shop online at over 6,000 stores. From holidays and travel, to clothing and gifts, you can raise hundreds of pounds from your everyday shopping, all at no extra cost to you.

# HOW TO GET INVOLVED - CENTENARY TOOLKIT



- **Giving by Gaming:** If taking part in a physical event isn't the right fit, then maybe gaming is more your thing? Whether you are a novice or pro, [gaming](#) can be a great way to support SAMH in a fun and interactive way.
- **Release your inner teacher:** Have you a skill you think your friends or colleagues would love to learn? Ask for a donation to teach them a new craft, hobby, or skill. From drawing to dancing to knitting to tips and tricks to make the best banana bread, anything is possible!



# HOW TO GET INVOLVED - THE 100 CHALLENGE



## Celebrate 100 years of SAMH by completing a fundraising challenge based around the number 100!

1. First, choose a creative challenge for yourself. Do anything that revolves around the number 100.
2. Create online fundraising pages for SAMH e.g. [JustGiving](#) that outline your challenge, then share.
3. Ask your colleagues, friends and family to place donate to support the mental health cause and help you reach your fundraising goal.



Below are some ideas, how will you theme your 100?

*“Beth will watch 100 Disney films or episodes this year”*

*“Robert will run 100kms”*

*“Sarah will go for 100 swims”*

*“Matt will eat 100 jelly beans”*

*“Noah will do 100 squats a day this month”*

*“Lyn will eat 100 pickled onions”*

*“Chris will do 100 days alcohol free”*

*“Jamie will do 100 minutes of exercise 3x a week”*





# THANK YOU

Whichever way you decide to support SAMH in 2023, our fundraising team are on hand with advice, branded SAMH materials and hints and tips on how to maximise your fundraising.

Get in touch with us at [fundraising@samh.org.uk](mailto:fundraising@samh.org.uk)

The money and awareness you raise will help transform and save lives.

SAMH is the Scottish Association for Mental Health. Scottish Charity No. SC008897 Registered Office: Brunswick House, 51 Wilson Street Glasgow G1 1UZ SAMH is a company limited by guarantee registered in Scotland No 82340.

[www.samh.org.uk](http://www.samh.org.uk)