

#BrewMonday



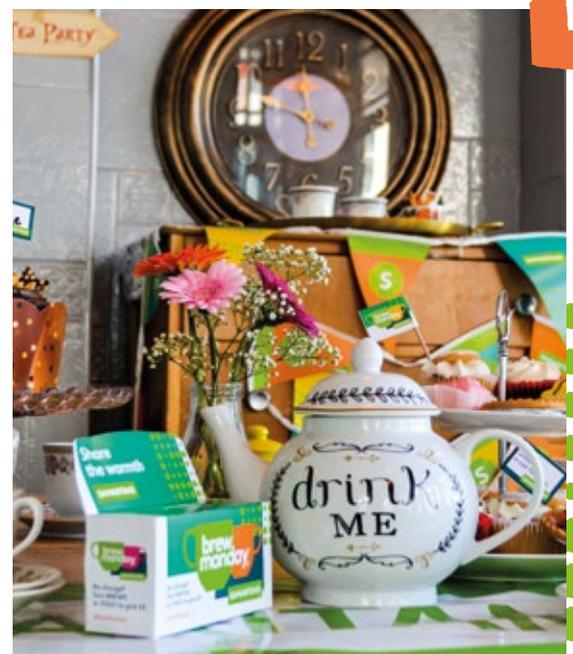
SAMARITANS

Share the warmth

Raise money for Samaritans

When it's cold and grey outside, getting together for a warming cuppa can help us weather the ups and downs of life.

And by raising money for Samaritans, you'll help give people having a tough time somewhere to turn when they need to talk.



Having a Brew Monday is really easy



Monday or another day?

Most of us have had a Blue Monday, when getting up and getting going feels really hard. Brew Monday is a lovely way to pick us all up. But feel free to have your get-together any day of the week, even at the weekend, and any time of the year.

Getting people to come

Don't be shy. People like to be invited to something nice. Email, text or message them, post it on social media, send a calendar invite and put up posters. You could even set up a JustGiving page and use it to explain what you're doing.

Raising money for Samaritans

Let people know your Brew Monday is helping Samaritans. You might be surprised at how many people have some experience of mental health difficulties, directly or through a friend or family member.

Giving made so easy

Give your collection box pride of place and encourage people to bring cash. Or they can text a donation. **Just text Brew5 to 70507.**

You will be charged £5, plus one message at your standard network rate. Samaritans will receive 100% of your donation.

Ideas for raising money

- People give whatever feels right to Samaritans for their cuppa and cake.
- Let people know that £5 is all it takes to cover the cost of Samaritans answering a call for help.
- If you're having it at work, ask your company to match what you raise.
- Have a raffle of unwanted Xmas gifts.
- Ask your local baker for a few cake boxes, for people to take any extra cakes home.
- Take leftover cakes into work, and leave them in the kitchen with a donation box.
- Add a game, like 'How many tea leaves in a tea bag?'



Paying in the money you've raised

- The quickest and easiest way is online at: [samaritans.org/donate/pay-in](https://www.samaritans.org/donate/pay-in)
- Send a cheque made payable to **Samaritans** to: **Samaritans, The Upper Mill, Kingston Road, Ewell, Surrey KT17 2AF**
- Remember to include a note with your details so we can say thank you.
- To make a donation over the phone, you can call our Supporter Care team on **03709 00 00 32.**

Thank you for wanting to help Samaritans

We're here for people in emotional crisis, and for people who are just finding life really tough and need to talk to someone who can help them work through it.

Behind us being able to answer each call for help, is a thoughtful person like you.



£5 for tea and a plate of cake

pays for answering a call for help from someone struggling to cope.

£200 for lots of tea and cake

pays for training a Samaritans volunteer in the skills to help people feel listened to and less alone.



Someone like you helped me

"Samaritans were a lifeline for me."

When I was 17, I was diagnosed with a mental health condition. I felt very confused and very alone.

Years later I went through a divorce, my mental health got worse, and I lost my sense of identity.

When I called Samaritans, being listened to by someone who didn't know me helped me to open up. I felt a real weight coming off my shoulders.

Having been there, I can tell you that the money you raise for Samaritans will make a profound difference to someone having a hard time.

Judith, 43, Leicester

Adding to what's in your pack

You're brilliant for having a Brew Monday. Thank you.

Need any help with it?

Call **03709 00 00 32** Mon-Fri, 9am – 5pm.

Email community&events@samaritans.org

Visit samaritansbrand.org to download more posters and cake flags.

Contact us to order more collection boxes and **'Little tips'** for helping someone open up when something's up.

These are a nice talking point to have at your event and are available free for people to take away if they'd like to.

If you or someone you know is struggling to cope, it's free to contact Samaritans.

Call free day or night on

116 123

Visit samaritans.org

Email jo@samaritans.org

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