

#BrewMonday



Stay connected with a cuppa

Raise money for Samaritans

Hold your Brew Monday on 18 January and enjoy a virtual cuppa and a chat with friends, family or colleagues.

Now more than ever, sharing a cuppa is about reaching out, checking in and staying connected. 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



Join us for Brew Monday

It's a difficult time for a lot of us. Brew Monday is a lovely way to check in with those you care about. This year we're inviting everyone to have a virtual Brew Monday to connect over a cuppa.

Getting people to come

Don't be shy. People like to be invited to something nice. Share a message via email, text, online chat or invite over the phone. Send a calendar invite and share the digital posters. Send a reminder email and host it on an online channel you'd usually use for work meetings anyway.

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

As we can't be together in person, set up a JustGiving page so your fellow Brewers can donate quickly and safely online. Or they can text a donation. **Just text BREW to 70450 to donate £5.**

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 can give whatever feels right to Samaritans. They can bring their own cuppa and cake, but donate what it'd usually cost them.
- Let people know that £5 is all it takes to cover the costs of Samaritans answering a call for help.
- Encourage people to set their virtual chat backgrounds to one of our Brew Monday posters or a picture of a cafe to get everyone in the mood.
- Play a game like 'how many tea leaves in a teabag?' or have a cuppa-themed quiz. Or use it as an opportunity to find out how everyone's doing at the moment.
- On video calls take a screen-grab of everyone all together to share on social media with #BrewMonday.



Paying in the money you've raised

- The quickest and easiest way is online at: [samaritans.org/pay-in](https://www.samaritans.org/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

Thank you

You're brilliant for having a Brew Monday.

Need any help with it?

Email us at

community&events@samaritans.org

SAMARITANS

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](https://www.samaritans.org)

Email jo@samaritans.org