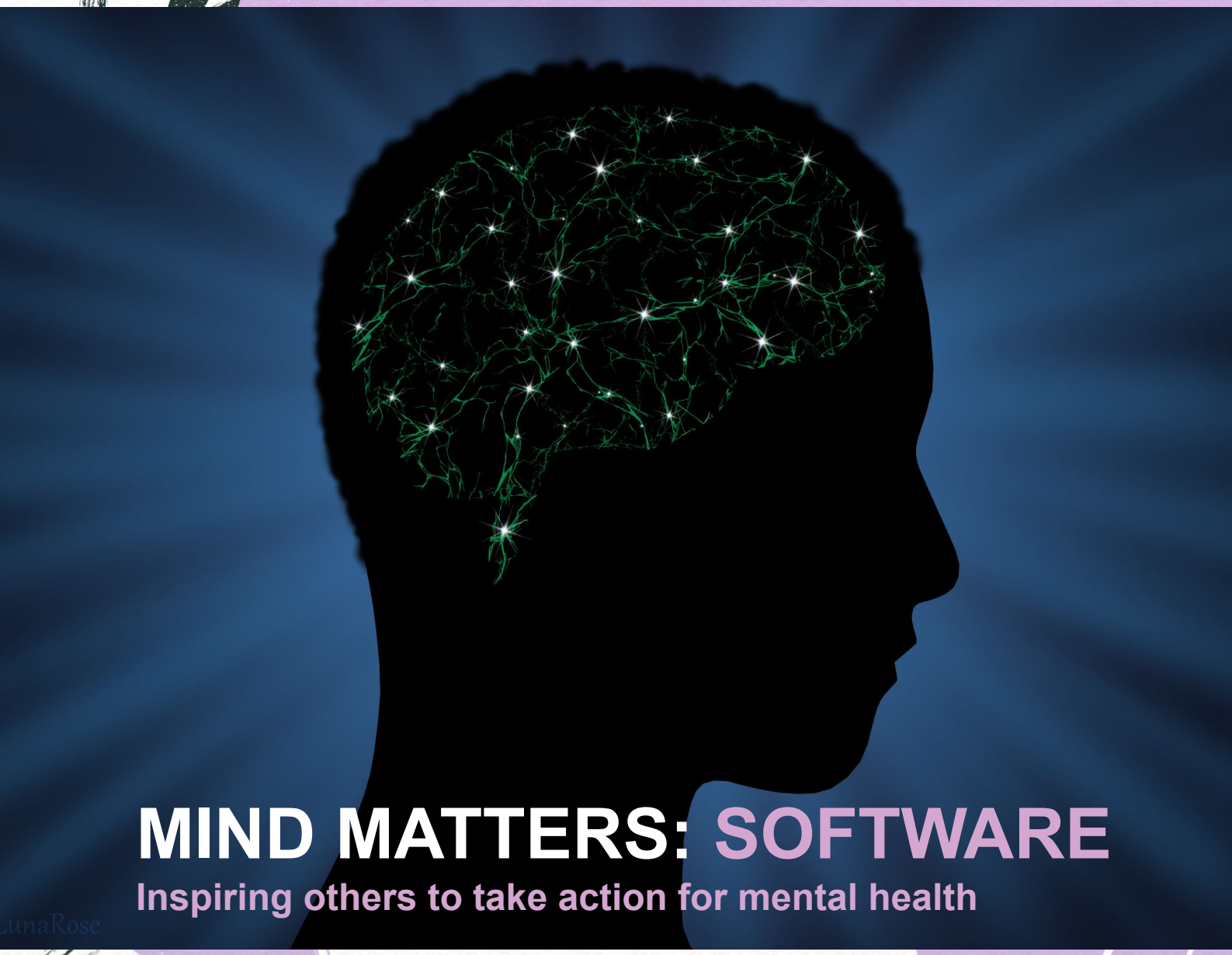
Mind Matters

3rd June to 12th July

A creative fund-raising project for mental health

GoLive YOUNGMiNDS fighting for young people's mental health access creative college

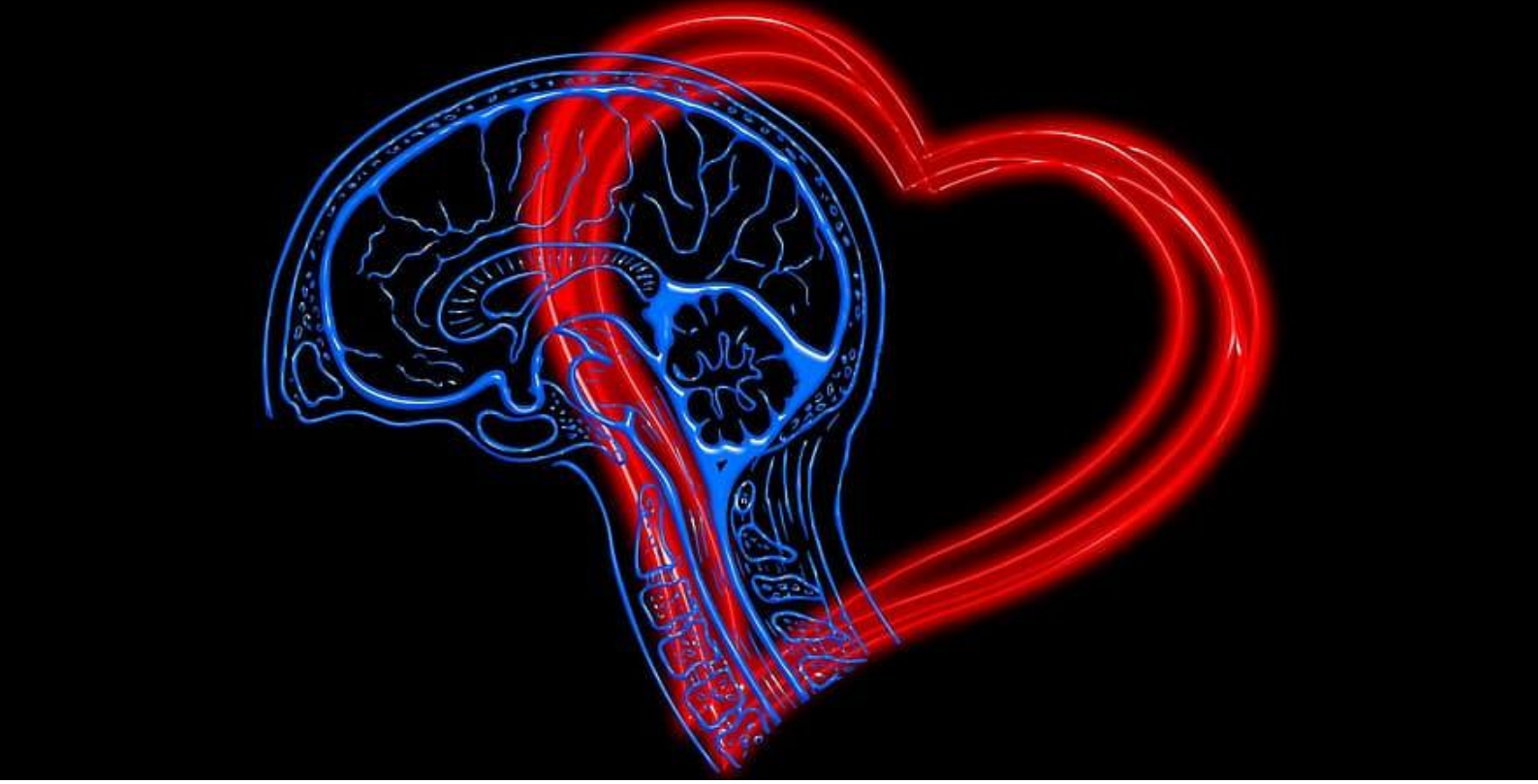


MIND MATTERS: SOFTWARE

Inspiring others to take action for mental health

LunaRose

GoLive YOUNGMiNDS fighting for young people's mental health access creative college



Mind Matters is a charity project in partnership with leading youth mental health charity, YoungMinds.

You will gain work experience, teamwork and project skills by creating content for a centre project, which will promote awareness and action for mental health via a final activity/event.

This is potentially a collaborative project and the skills you gain from it will enhance your CV and professional profile site.

The project starts on Monday 3rd June and runs to Friday 12th July. You will work on it during timetabled college hours, plus 12 self-directed hours over the project.

MIND MATTERS

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EXPERIENCE 2022 [YOUNGMINDS · access creative college]

YOUNGMINDS fighting for young people's mental health

access creative college

Mind Matters

3rd June to 12th July

A creative fund-raising project for mental health

GoLive YOUNGMiNDS fighting for young people's mental health access creative college

You will work in teams or on your own, to create a simple mobile app which can help people assess and manage their mental health. Your app should contribute to the fundraising aim (see next page).

1. Mental health mobile app. You will create a simple app which allows users to assess their mental health over a time period, with links and ideas of ways to improve their wellbeing based on the responses. You will:
   a. Create and test ideas.
   b. Map out the process and functionality.
   c. Programme the app based on the specification.
   d. Test its operation and resolve issues.
   e. Demonstrate the app as part of the end of project event.

MIND MATTERS FUNDRAISING GUIDE

1. RAISING MONEY FOR CHARITY

One of the key aims of this year's Charity project is to raise money for the charity - this could be for Young Minds or another charity. Fundraising develops really useful skills which will help you prepare for work. It also supports the work of the charity in supporting young people with their mental health. **Each campus will set a fundraising target and the challenge will be to meet that by the project end.**

2. ORGANISATION

It is recommended that each campus creates a **Fundraising Team consisting of student volunteers with oversight from 1-2 designated members of staff**. This team should be created ahead of the project, so ideally during May.

This team will be responsible for setting the fundraising target, promoting the fundraising side of the project in the campus and managing and tracking fundraising activities. They will also report on the total raised.

3. IMPLEMENTATION

For Young Minds, each team will create an online donation page on Just Giving before the start of the project to share with students, staff, parents and friends. All money raised through it will come directly to YoungMinds, safely and securely.

Include photos and information about why you are taking on this fundraising challenge for YoungMinds, and regularly share updates to keep your supporters up to date with how you are getting on.

If you are running a physical event, then YoungMinds can supply you with sealed buckets to collect cash on the day. You can also print off donation forms if required.

4. RESOURCES

- YoungMinds Fundraising Guide.
- YoungMinds Fundraising Resources

MIND MATTERS EVENT GUIDE

1. AIM
The aim of the end-of-project event is to raise awareness of mental health in others and to raise money for YoungMinds or another mental health charity.

2. CONTENT
The event/activity should be designed to promote mental health. It must showcase multi-media works created by students around mental health. It may incorporate ambient environments which enhance mental health via relaxing and meditative experiences. It may involve participation from local mental health and wellbeing charities and organisations: see Local Engagement Guide.

3. FORMAT
The event should be open to the public or to invited people. It can be a physical event using in-campus rooms and spaces, or it could be held at an external venue. Alternatively it could be an online event which is streamed or a showcase website which is launched on a set day. Budget can be made available to support this via the Careers Leader.

4. IMPLEMENTATION
The event should be managed by a dedicated Project Event Team. They will organise the event logistics and the coordination of creative works to showcase at it. They will also liaise closely with the Project Fundraising Team on how to maximise fundraising potential.

5. TIMING
The event should be held in the final two weeks of the project from Monday 1st July. It could be combined with the centre's end of year Showcase, which is also happening in that period.

MIND MATTERS

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MIND MATTERS FAQs

1. **How long is the project?**
   6 weeks from 3rd June, with the final weeks from 1st July for project activities and events.
2. **What is the main aim of the project?**
   This is a work experience project to produce creative works which are showcased via an event or website which will inspire others to take action for mental health.
3. **Who is the project partner?**
   YoungMinds is a mental health charity for children, young people and their parents, making sure all young people can get the mental health support they need.
4. **Can local partners be involved?**
   Yes! Campuses are encouraged bring in local mental health and wellbeing charities and organisations to support the delivery and outputs. This can include talks, workshops and visits. Organisation of this input should be during May 2024. > Further Guidance.
5. **What are the outputs of the project?**
   Each centre will create works from set briefs for a public-facing showcase (e.g. an event/exhibition). Each centre can decide the format and content of its showcase. The showcase's aim should be to inspire others to take action for mental health. Examples of best work should collated with links and sent to the Careers Leader for forwarding on to Young Minds. See the Event Guide for more guidance.
6. **What about fundraising?**
   We want each campus to action fundraising for YoungMinds allied to their showcase. Guidance on this will be provided with fundraising organised via Just Giving site as well as bucket collections at events. Fundraising responsibility should be passed to a student team who will gain valuable experience and skills. Check out the Fundraising Guide.
7. **What are the brief areas?**
   There are dedicated project briefs in Music, Games, Media, Events and Software.
8. **Where are all the resources?**
   The project has a dedicated website which has background info, briefs, ideas, inspirations, resources and brand guides: mindmatters.accesstomusic.ac.uk
9. **What work skills will it generate?**
   This is designed as a work-related project, in partnership with a leading charity. It will generate many employability skills, with a particular focus on team working and collaboration. Students should cite the work they do on it on their CVs.
10. **What are the project hours?**
    Between 6-12 hours of timetabled sessions, plus 12 self-directed hours over the project.
11. **How are self-directed hours tracked?**
    Via non-qual registers for extra timetable project session.
12. **How will YoungMinds be involved?**
    YoungMinds will introduce the project via a video. Examples of best work will be collated with links and sent to the Careers Leader for forwarding on to Young Minds. They will review this work and consider whether any of it can be used/adapted for their future campaigns. YoungMinds will supply T Shirts and mugs for use at potential events.
13. **How can I provide feedback?**
    Please use the Mind Matters project review form at the end of the project.

MIND MATTERS

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PREPARING YOU FOR WORK

This project will generate a wide range of work skills which employers value. Make sure you add the experience to your Career Action Plan, CV and LinkedIn.

1. Project management
2. Working to a brief
3. Teamwork and working together
4. Leadership and team roles
5. Creativity
6. Adaptability
7. Problem solving and critical thinking
8. Time management
9. Marketing and promotion skills
10. Sector-specific skill development
11. Awareness of other sectors
12. Confidence and resilience
13. Wellbeing and mental health
14. Citizenship

PROJECT ROLES

PROJECT MANAGEMENT
Project Manager
Content Manager
Production Manager

PRODUCTION
Design Manager
Programmer
Tester
Demonstrator

TIMELINE

W/B 3rd JUNE: INDUCTION WEEK Introduction to the project and briefs. Keynotes and inspiration. Ideas and initial planning.

W/B 10th JUNE: PROJECT DEVELOPMENT 1 Planning and developing project work.

W/B 17th JUNE: PROJECT DEVELOPMENT 2 Developing project work.

W/B 24th JUNE: PROJECT DEVELOPMENT 2 Finalising project work.

W/B 1st JULY: PROJECT REALISATION Finalising and reviewing project work.

W/B 8th JULY: PROJECT SHOWCASING Showcasing project work & fundraising.

> PROJECT REVIEW FORM