



Move It for Mental Health Month

Information Pack

Clubs & Gyms

Move It with Your Club or Gym!

Give up to 60 minutes of movement any day in October and raise funds for mental health supports across Ireland.

Welcome to Mental Health Ireland's move-it-anywhere October fundraiser. It's simple and inclusive: your club, gym, studio, or group chooses an activity that works for everyone—walking, rolling, yoga, dancing, low-impact cardio, or a mix—and gives up to 60 minutes in one go or in short bursts. You'll use your club/gym iDonate page so donations are quick, secure and easy to track.

Pick one of these easy formats or create your own activity:



Team Relay

6 × 10-minute intervals around a track, pitch, or local loop.



Run/Walk Club Social


Inclusive route at all paces. Coach-led warm-up and cool-down; walkers and wheelchair users welcome.



Yoga/Pilates for All

Gentle flow with chair and floor options; emphasis on breathing and stretch.

Accessibility note: All movement counts — seated/stretching options are welcome so everyone can take part.

-  Create your club/gym iDonate page in under 3 minutes and add your unique QR code to posters and member messages.

All donations should be made via your club/gym iDonate page.

Quick-Start & iDonate Steps

Your Guide to a Successful **Move It** Month



Pick Your Activity & Date

Choose your date and an activity that suits your team – walk, roll, run, yoga, stairs, stretching or any accessible option.



Create Your iDonate Page

Click "Start Fundraising" on the [**Move It fundraising page**](#) and select "Group Fundraiser." Add your club/gym details and follow the instructions to activate your page.



Share Your Link & QR

Download the QR code and add it to the poster. Share the link with your members (email, WhatsApp, club app, socials) so everyone can easily take part.



Move It!

Use familiar and insured spaces for your activities, such as studio floors, club facilities, or local tracks. Join our Strava club for shout-outs and activity leaderboards.



Donate, Thank, & Repeat

Members and supporters can donate directly to your club/gym page or create personal sub-pages linked under your team. Don't forget to thank donors and encourage people to invite friends!

*For more information on setting up your page, see iDonate's guide [**here**](#).*



Always prioritise safety: wear hi-vis near roads, stay hydrated, and adapt activities to meet the needs of your members.

Optional: Matched Giving

If your club/gym (or a local sponsor) offers a matched giving scheme, please highlight this on your iDonate page and in all member communications. This can significantly boost your fundraising!

All funds should go through your club/gym iDonate page so totals are easy to verify. Please contact [**fundraising@mentalhealthireland.ie**](mailto:fundraising@mentalhealthireland.ie) to provide details of your match arrangement.

Fundraise for Mental Health Ireland this October



I'm/We're giving up to 60 minutes of movement to raise funds for mental health.

Scan to donate

QR Code
Here

JOIN US FOR:

[Activity]

[Day, Date, Time]

[Location]

Website address here

Ready-to-Use Comms Snippets

Copy these blocks directly into email, WhatsApp/club app, and social. Replace placeholders like [DATE], [TIME], [ACTIVITY], [CLUB/GYM NAME], etc.

Internal Communications

Member Email — Launch

Subject: Join our Move It session — [DATE] at [TIME]

Body: This October we're taking part in **Move It for Mental Health Month**, where we'll give up to **60 minutes of movement** to raise funds for **Mental Health Ireland**. We'll run a [ACTIVITY] on [DATE] at [TIME], meeting at [MEET POINT].

Please support by donating or joining our page: [URL]. All funds go through our iDonate page.

Thanks for moving it with us!

— [SIGN-OFF]

Calendar Invite — Description

Join [CLUB/GYM]'s Move It session. Any movement counts (walk/roll/run/dance/stretch). Meet: [MEET POINT] at [TIME] on [DATE]. Bring water; hi-vis near roads. Donate/join: [URL].

External Communications

LinkedIn — Pre-event Invite

This October, our [club/gym/studio] is taking part in **Move It for Mental Health Month** in support of @MentalHealthIreland. We'll give up to **60 minutes of movement** on [DATE] and raise funds for community mental health supports. Join us or donate here: [URL]. #MoveItMHM

Instagram/Facebook — Caption

We're moving it for mental health this October! Give up to **60 minutes** any day — walk, roll, run, dance or stretch — and support @mentalhealthireland. Donate or join our page: [URL] #MoveItMHM #MentalHealthIreland

Matched Giving Line (Optional)

All gifts may be matched by [SPONSOR/CLUB] up to €[X]. Please donate via our iDonate page so the match applies: [URL]

Safeguarding, Paying-in & Socials

To ensure a safe, inclusive, and successful **Move It for Mental Health Month**, please familiarise yourself with these essential guidelines. Adhering to best practice helps protect participants and maximise your fundraising impact.

For further information, please refer to the [FAQs](#) or contact fundraising@mentalhealthireland.ie.

Safety & Inclusion

- Your event's safety is paramount. Use venues and routes your **club/gym** already has insured.
- **Visibility and hydration:** wear hi-vis near roads; bring water.
- **Inclusion:** provide seated or low-impact options so everyone can take part.

Photography & Consent

- Obtain member consent before sharing photos or names.
- Avoid posting personal health details in captions.
- If external media are present, follow your club/gym's media policy.
- We process photos and data in line with our [Privacy Policy](#).

Paying-in & Donations

- **Use iDonate first.** Share your **club/gym page** link/QR for all donations.
- **No cash to MHI by post.** If you must collect cash on the day (e.g., at reception/classes), lodge a single amount to your iDonate page and record it as an **offline donation**.

Social Sharing & Strava

- Tag **@MentalHealthIreland** and use **#MoveItMHM**.
- Share a group photo and a short **"Why we move"** quote.
- **Optional:** join the [Strava club](#) for weekly shout-outs and activity leaderboards.



Remember, support is always available:

- Text **50808** (24/7, free, anonymous crisis text line)
- Call Samaritans **116 123** (24/7, free, confidential emotional support)

Important Links:

[Landing Page](#) | [iDonate Event Page](#) | [Privacy Policy](#) | [FAQs](#)

Where the money goes



Your donation funds free mental health information, education and resources for communities across Ireland.

*Examples are based on average 2024/25 costs; actual costs may vary by location and demand.

€20

could provide 20 people with free **pocket-size mental health booklets** to help them manage stress and anxiety.



€80

could cover the cost of a free **community workshop** that gives someone practical tools to manage their stress, and understand mental health and wellbeing.



€150

could help someone take part in our 12 week **Woodlands for Health Programme**, connecting with nature to support their mental health.



€500

can help us run events in communities like our **Hello, How Are You? campaign** encouraging connection, addressing loneliness, providing mental health information and reducing stigma.



€1,000

could support a person with mental health challenges to return to education through our **Bursary Programme**.



Thank you to our team, volunteers, member organisations and partners who help us educate, empower and connect communities and reach those who need us most.

Donate or fundraise

mentalhealthireland.ie/get-involved



Mental Health
Ireland

Prefer monthly donations?
€20/month = 240 booklets a year.

