



Move It for Mental Health Month

Information Pack

Workplace

Move It at Work!

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 team chooses an activity that works for everyone—*walking, rolling, yoga, stairs, stretching, or a mix*—and gives **up to 60 minutes** in one go or in short bursts. You'll use your workplace iDonate page so donations are quick, secure and easy to track.

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



Lunchtime Loop

20-60 minutes walking/rolling near the office. Hybrid staff can do their own local loop.



Five × 12-minute Desk Sessions


Run five short *Stretch and Breathe* breaks across a week.



Stairs & Stretch Challenge

Safe stair climb followed by a guided stretch in a meeting room.

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

-  Create your workplace iDonate page in under 3 minutes and add your unique QR code to posters and emails.

All donations should be made via your workplace 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. Hybrid staff can join locally.



Create Your iDonate Page

Click "Start Fundraising" on the [Move It fundraising page](#) and select "Group Fundraiser." Add your company 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 direct link in internal communication channels so remote colleagues can easily participate.



Move It!

Use familiar and insured spaces for your activities, such as office grounds, nearby paths, or meeting rooms. Join our Strava club for shout-outs and leaderboards.



Donate, Thank, & Repeat

Colleagues and supporters can donate directly to your workplace page or create personal sub-pages linked under your team. Don't forget to thank donors and encourage them to invite more colleagues to join in!

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 team members.

Optional: Matched Giving

If your company offers a matched giving scheme, please highlight this on your iDonate page and in all staff communications. This can significantly boost your fundraising efforts!

All funds should go through your workplace iDonate page so totals are easy to verify. Please contact fundraising@mentalhealthireland.ie to provide details of your company's matched giving.

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, Teams/Slack, and social. Replace placeholders like **[DATE]**, **[TIME]**, **[ACTIVITY]**, **[COMPANY NAME]**, etc.

Internal Communications

Staff Email — Launch

Subject: Join us for Move It — **[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 do a company **[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 **[COMPANY]**'s Move It session. Any movement counts (walk/roll/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 team 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 **[COMPANY]** 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 these best practices will help protect all 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 organisation 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 staff consent before sharing photos or names.
- Avoid posting personal health details in captions.
- If external media are present, follow your organisation's media policy.
- We process photos and data in line with our [Privacy Policy](#).

Paying-in & Donations

- Use iDonate first. Share your workplace page link/QR for all donations.
- No cash to MHI by post. If you must collect cash on the day, 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.

