



Move It for Mental Health Month

Information Pack

Primary Schools

Monster Mile at School!

Give up to **60 minutes** this October with a **fun, supervised fancy-dress walk/roll** on familiar school grounds and help fund **Mental Health Ireland's work nationwide**.

Welcome to Mental Health Ireland's move-it-anywhere October fundraiser. For schools, we're keeping it simple with one activity: the **Monster Mile** — a school-wide **walk/roll on school grounds** (or a short, familiar loop near the school) completed in one go or split into short class blocks across the day. You'll use your **school iDonate page** so donations are quick, secure and easy to track.

What is the Monster Mile?



A **school-wide, supervised walk/roll** completed on the **yard, hall, pitch**, or a short **pre-approved loop** near the school. Classes can do it **in one go** (20–60 mins) or in **short blocks** across the day/week.



Dress-up theme:

- Costumes welcome; **faces visible; safe footwear**; props kept **soft and school-safe**.
- Wheelchair/low-impact options included — **all movement counts**.
- Participation is always **optional** for pupils.



Create your **school iDonate page** in under 3 minutes and add your unique QR code to notes home and school channels.

Choose one fundraising option: **€2 per pupil** or a **sponsorship card** sent home (family & friends only).

Why it matters

Short activity breaks boost mood and focus; a school-led walk/roll lets every child take part **safely and inclusively**. Your **Monster Mile** raises funds that help sustain **Mental Health Ireland's education, resources and community partnerships**.



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

Important Links:

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

Quick-Start & iDonate Steps

Your Guide to a Successful **Monster Mile**



Choose Your Date and Location

Choose a date and on-site route (yard, hall, pitch) or a short, familiar loop near the school. Complete the school's usual risk assessment and share the plan with staff.



Create Your iDonate Page

Click "Start Fundraising" on the [Move It fundraising page](#) and select "Team/Group Fundraiser." Add your school name and follow the instructions to activate your page.



Share Your Link & QR

Send the QR/link to parents/guardians via your usual channels (ePortal, Email, etc.). Display the QR at reception or on your [Monster Mile poster](#).



Choose your fundraising option

€2 per pupil: Collect in class or office, lodge to your school's iDonate page.

Sponsorship card: Send a card home for family & friends. Donations via the QR or cash to be lodged offline.



Move It!

Run the **Monster Mile** during school hours with class teacher supervision. Use school grounds or a pre-approved nearby loop. Consider staggered start times by class.



Donate, Thank, & Repeat

Parents/guardians and supporters donate directly to your school page. Share a thank-you message and your total in the newsletter or principal's update.

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



Always prioritise safety: complete a brief risk assessment, maintain supervision, and adapt the route to meet the needs of all pupils.

Optional: Matched Giving

Your Parents' Association or a local sponsor may offer matched giving. If available, highlight this on your iDonate page and in notes home. This can significantly boost your fundraising efforts!

All funds should go through your school's iDonate page so totals are easy to verify. Please contact fundraising@mentalhealthireland.ie to provide details of your match arrangement.

Ready-to-Use Comms Snippets

Copy these blocks directly into your school channels. Replace placeholders like **[DATE]**, **[CLASS]**, **[MEET POINT]**, **[URL]**.

Internal Communications

Parent/Guardian Note — Launch

Subject: Monster Mile — [DATE]

Dear Parents/Guardians,

Our school is taking part in **Move It for Mental Health Month** in support of **Mental Health Ireland**. We'll complete our **Monster Mile** on [DATE] during school hours — a safe, supervised **walk/roll** on school grounds (or a short, familiar loop).

If you can, please donate to our school page: [URL]. Thank you for your support.

— [SIGN-OFF]

School Calendar — Description

Monster Mile (Move It for Mental Health Month): supervised school-wide walk/roll. Route on school grounds/short familiar loop. Pupils should wear suitable footwear. Donate or share: [URL].

External Communications

School Website Update

Our school is taking part in **Move It for Mental Health Month** with a **Monster Mile** on [DATE] in support of **@MentalHealthIreland**. We'll complete a safe, supervised walk/roll during school hours. Donate/share our page: [URL]. **#MoveItMHM**

Social Media — Captions

We're doing our **Monster Mile** for **Move It for Mental Health Month**! A safe, supervised **walk/roll** on school grounds to support **@mentalhealthireland**. Donate/share: [URL] **#MoveItMHM #MentalHealthIreland**

Matched Giving Line (Optional)

Donations may be **matched by our Parents' Association/local sponsor up to €[X]**. Please donate via our school iDonate page so the match applies: [URL]

Safeguarding, Paying-in & Socials

To ensure a safe, inclusive, and successful Monster Mile, please follow these essentials. This protects pupils and staff and helps maximise your fundraising impact.

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

Safety & Inclusion

- Follow the school's **Child Safeguarding Statement** and supervision ratios.
- Use school grounds or a short, **pre-approved route**; secure gates/road crossings as per policy.
- Ensure suitable footwear and hydration; provide **low-impact/seated options** so every child can take part.
- Have a first-aid point identified; follow usual procedures for **medical needs** (e.g., inhalers).

Photography & Consent

- Use school **photo-consent records**; obtain parent/guardian consent where required.
- **No surnames** with pupil photos on public channels; avoid class lists or personal data.
- If media are present, follow your **school's media policy** and designate a staff lead.
- We process photos and data in line with our [Privacy Policy](#).

Paying-in & Donations

- **Use iDonate first.** Share your **school page** QR/link in notes home and school channels.
- If cash is received, lodge a single amount to your iDonate page and record it as an **offline donation**.

Social Sharing & Strava

- Tag **@MentalHealthIreland** and use **#MoveItMHM** from the **school account**.
- Share a group photo of the Monster Mile and a short **"Why we move"** line.

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

Our school is taking part in:

School
Crest
Here

MOVE IT MONSTER MILE



WHEN

Date [Drop date here]
Time [Drop time here]
Venue [Drop location here]

A supervised fancy dress
school walk/roll to help
fund the vital work of
Mental Health Ireland.

Scan to donate

QR Code
Here

[Website address here]





MOVE IT



MONSTER MILE



Sponsorship Card



Student Name _____

Class _____

School _____

Event Date / Time _____

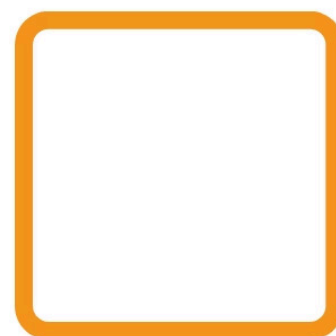
Sponsor Name	Amount	Paid (tick)

Total Raised € _____

Scan to Donate



All proceeds help
support the vital
work of Mental
Health Ireland



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.

