

PURPLE-ISE TO PREVENT

One Colour. One Cause. One Community.

Thank you for downloading our Purple-ise Pack where you will find out what you can do to play your part.

Join SOS Silence of Suicide for #PurpleiseToPrevent – a nationwide fundraising and awareness campaign to mark World Suicide Prevention Week (7th-13th September), highlight **World Suicide Prevention Day (10th Sept)** and 10 Years of Healing at SOS.

Throughout the week let's find ways to make all things Purple - it can be as simple as painting your nails, dyeing your beard or getting the whole community to dress in purple for the day!

The ideas are endless to ensure we can spread awareness and raise funds for our Freephone helpline.

LET'S GET YOU STARTED!

📱 **#SOSForSuicidePrevention #PurpleiseToPrevent**

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Setting Up Your Fundraiser

Choose Your Fundraising Activity

Pick something that excites and motivates you and make sure to keep it purple.

Set a Fundraising Goal

Have a target amount to encourage donations. Register Your Fundraiser and let us know your plans by contacting us at events@sossilenceofsuicide.org.

Create a Fundraising Page

Set up a Give As You Live/ Just Giving or GoFundMe fundraising page & tag us.

Promote Your Event

Use social media, posters, and word of mouth to spread the word. Make sure to tag us via the following handles for us to promote you too:

Facebook- SOSilenceOfSuicide/ **Instagram-** sossilenceofsuicide

X- sos_initiatives

TikTok- @sosletssgettalking

LinkedIn- <https://www.linkedin.com/in/sossilenceofsuicide-816b1b1b2/>

YouTube- @sossilenceofsuicide3591

Collect Donations

Make it easy for people to contribute through online platforms. You can also have a money box at work and send the final payment via bank transfer.

Celebrate & Thank Your Donors

Keep supporters updated and express gratitude.

**This September, let's pledge to get together and be the change.
One Colour. One Cause. One Community.**

📱 Share on socials: #SOSForSuicidePrevention #PurpleiseToPrevent

Check out some easy and exciting ways to get you start planning!

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Whether you're wearing a purple top, hosting a bake sale, or going all out with a fundraising event, every effort counts. Because together, we're saying loud and clear: We will not be silent. The silence around suicide ends here.

Check out some examples below:

Dress Up/Down Day

Choose a Theme

Decide if it's a dress up (fancy or fun) or dress down (casual or silly) day. The best outfit can potentially win a prize and be featured on our socials.

Set a Date

Pick a day for the event at work, school or online.

Spread the Word

Let others know and invite them to join and donate.

Dress the Part

Wear your outfit according to the theme on the event day.

Donate

Give a set amount and have people donate via donation page (JustGiving) or in cash.

Share & Celebrate

Take photos, post online, and thank everyone who joined.



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Themed Bake Sale or BBQ Party

Organising a fundraiser bake sale or hosting a barbeque party is a fun and effective way to raise money and awareness for mental well-being.

Pick a Good Time and an amount

Choose a day and time when most people will be around.

Make sure to set a target for the amount you'd like to raise.

Ask for Permission

Make sure it's okay to use the space, especially if it's public or not yours.

Get Help

Ask friends or family to help with prepping, setting up, serving or selling.

Label the Food

Write what's in each item and any allergens (like nuts or gluten).

Use clean packaging and gloves.

Keep Prices Simple

Use easy prices and maybe offer deals - tie it with our impact amounts!

Spread the Word

Put up posters, post online, and tell your school or local community ahead of time. Use our themed banners and buntings to drive the message!

Set Up Your Space

Bring tables, signs, Purple-ise your space and set up a donation area. Have change ready and maybe offer card payments if you can.

Be Friendly

Smile, explain what you're raising money for, and thank people for coming.

Post-event Clean Up

Do remember to clean up after the event and leave the space how you found it.

Share Your Success

After the event, share how much you raised and thank everyone who helped.



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Hike Together in Purple

Set a Date and Location

Choose a safe hiking trail and a date when people are free (weekend mornings work well).

Wear Purple

Ask everyone to wear purple clothing or accessories (shirts, hats, socks, etc.) to show support and unity.

Register Participants

Have people sign up and donate a set amount to join the hike (e.g. £5–£10).

Spread the Word

Share details through social media, posters, local groups, or school/community newsletters. Ensure you are following us on socials so we can share and promote your progress.

Prepare for the Day

Bring water, first aid kits, maps, and signs. Have a sign-in table or donation station at the starting point. Or come to meeting point of the organised run.

Stay Safe & Inclusive

Make sure the hike is suitable for all ages and fitness levels and have volunteers to guide or support participants.

Take Photos & Share

Capture the event and post updates online to raise awareness and show how many joined.

Thank Everyone

After the hike, share how much was raised, thank all participants and donors, and celebrate your impact!



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10
YEAR
Anniversary

**SOS... Silence
of Suicide**
Celebrating a Decade of Healing

Your Impact

It's time to spread the word — to your friends, your colleagues, your school, your workplace, and your whole community! Let everyone know how easy it is to take part, and how powerful even the smallest action can be.

Just £1.50 can help erase one minute of silence — and replace it with hope, conversation, and support. 💬

Here's how your support helps:



£300

can support 200
mins of life-saving
conversation



£750

can break 550
mins or 9 hours
of silence



£1100

can stop 800
mins of silence,
saving 27 lives

One Colour. One Cause. One Community.

Every minute matters. Every voice matters. You matter.
Speak up. Reach out. Support one another. And let's stand together for
everyone struggling with their mental health.

Be the voice. Be the change. Be the difference. ❤️

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Print on a card stock and cut out.

