

Support Mental Health Reform,  
One Star at a Time



# STARRY NIGHT



**Fundraising Pack**

Tuesday 20th May 2025





## Who are we?

Mental Health Reform (MHR) is Ireland's leading national coalition on mental health. Our vision is of an Ireland with accessible, effective and inclusive mental health services and supports.

We drive the progressive reform of mental health services and supports, through coordination and policy development, research and innovation, accountability and collective advocacy.

With over 86 member organisations and thousands of individual supporters, MHR provides a unified voice to Government, its agencies, the Oireachtas and the general public on mental health issues.

**We believe that everyone in Ireland deserves to achieve their best possible mental health.**



## Why we need your help

We are not funded to advocate on behalf of people with lived experience of mental health difficulties.

Our advocacy and campaigning work relies on generous donations, like your organisations, to make our voice louder.

Without you, we would not be able to advocate for the needed change to our mental health system or work to ensure people can get the mental healthcare they need.

# DID YOU KNOW?

50%



of people will experience some sort of mental health difficulty in their lifetime, either directly or indirectly through family, friends, colleagues or acquaintances.

39%



of people delayed accessing mental health care due to shame or perceived stigma\*

\*Irish Survey 

# OUR WORK

Through coordination and policy development, research and innovation, accountability and collective advocacy we will have a demonstrable impact on the system of supports that fosters people's mental health in Ireland.



**Coordination & Policy  
Development**

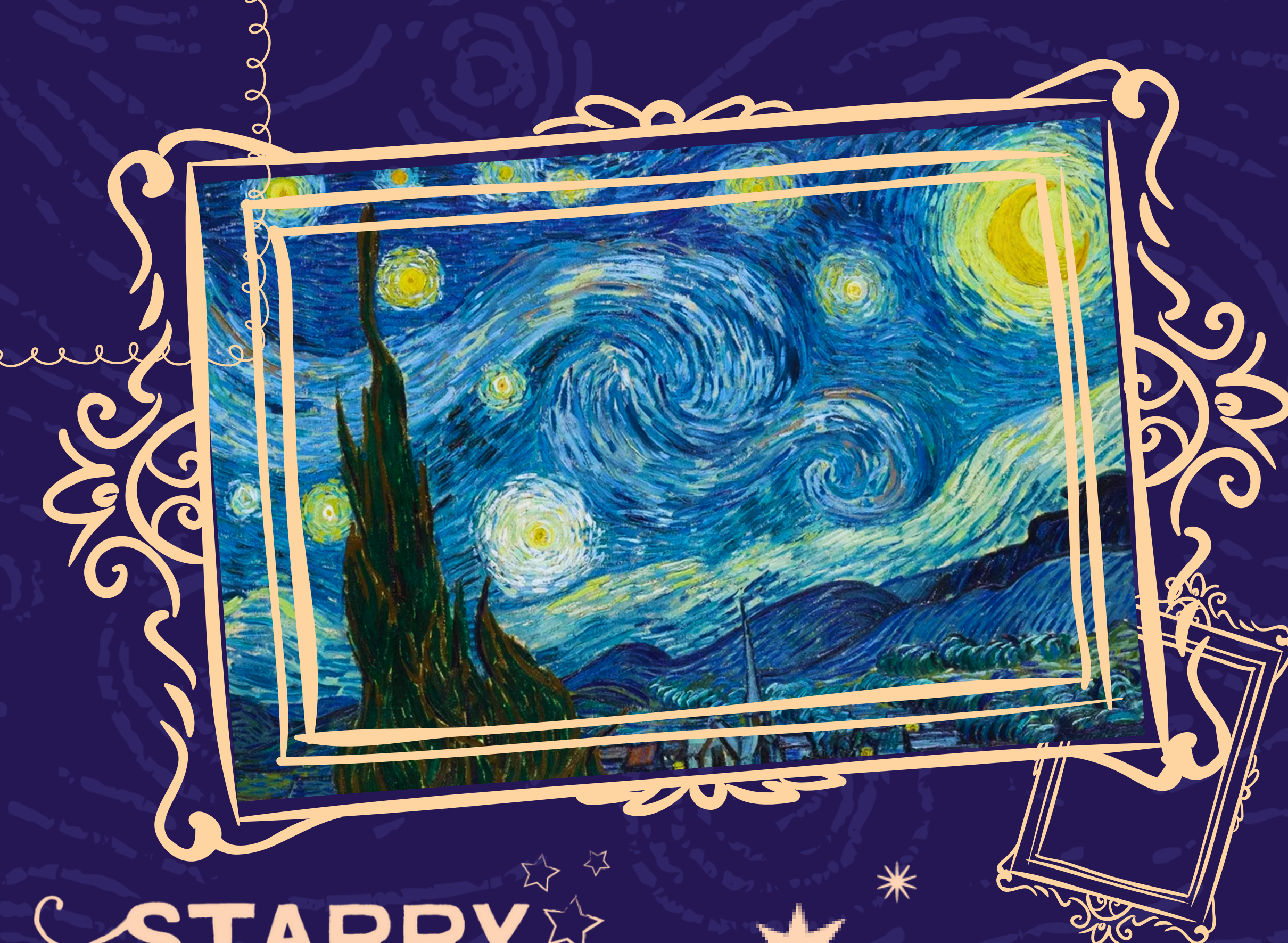


**Research &  
Innovation**



**Accountability &  
Advocacy**

Mental Health Reform is registered with the following public bodies: - Companies Registration Office (Number: 506850)  
- Charities Regulator (Number: 20078737) - Revenue Commissioners (CHY number: 19958) - Office of the Data Commissioner



One of the most beautiful and best known paintings is 'The Starry Night' by Vincent Van Gogh. Vincent experienced mental health difficulties for much of his adult life. Despite the challenging circumstances in which 'Starry Night' was painted many who know the picture are inspired by its sense of hope as well as its sense of turmoil.

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We will be holding an awareness day on Friday, 28th March to coincide with Van Gogh's birth. The "Starry Night with Mental Health Reform" series of events will drive focus to our advocacy work for those with mental health difficulties, and act as a key fundraising opportunity.

That's where you can make a difference...

**STARRY NIGHT**



# HOW YOU CAN HELP!

Your contribution will play a vital role in helping us to drive reform of mental health services and supports, and to continue to campaign so people can achieve their best possible mental health.

Our team are on hand to support you as much as they can, do get in touch if you would like to speak with us about your fundraiser. Our campaign work relies on generous donations, like yours, to make our voice louder. Without our supporters, we would not be able to advocate for the urgent changes needed to our mental health system, or our work to ensure people can get the mental healthcare they need. Wishing you the very best of luck and thank you.

Philip Watt, Interim CEO



# FUNDRAISING IDEAS TO START WITH...



## Evening walk in the stars

You could try '5K My Way' where you can walk, jog, tumble, skip or swim 5KM in aid of Mental Health Reform.



## Bake Sale

Create a Galaxy of Goodies or Out of this World Treats to share

## Stars in Your Eyes Open Mic

A karaoke, or concert – grab a microphone, press 'play' and sing your heart out!

## Sunflower Garden Party

Host an outdoor garden event inspired by Van Gogh's sunflowers



## Paint Along Van Gogh

Host a fun night in, painting with friends. It needn't be a work of art to show you care!



## An evening of Poetry

Share creative writing inspired by Van Gogh

# ACTION PLAN

1

Choose the type of fundraising event you would like to host – choose something that you and your guests will enjoy!

2

Set the target amount that you would like to raise – be realistic about your targets.

3

Get in touch with Mental Health Reform and let us know about your plans. We would love to hear about your event and speak about how we can support you in your fundraising.

4

Share your event information with your networks on Facebook, Twitter, LinkedIn, Instagram and websites. Encourage your friends, family, colleagues and followers to help spread the word.

5

Update your supporters, sponsors and guests about how your fundraising is progressing; preparations, training, amount raised so far.

6

When your event is finished, thank your supporters, sponsors and guests for their donations and support.

7

Enjoy! Remember, you are making a huge difference by fundraising for Mental Health Reform and you deserve to enjoy the incredible contribution you are making!



# HOW WE CAN HELP YOU

**We promise to help you, our valued supporter, as best as we possibly can. Contact the Mental Health Reform office to get in touch with our team about your fundraising ideas.**



A team member will work with you throughout the planning process for your fundraiser; from concept to completion.



We can supply you with Mental Health Reform t-shirts, posters, collection buckets, guides, as well as promote your fundraiser to the thousands of supporters of Mental Health Reform.



Where possible, a member of our team will attend your fundraiser. We are a small team in Mental Health Reform but we will do our best to go to your event and meet all those who are supporting your fundraiser.



# DONATIONS

**Making your generous donation to Mental Health Reform couldn't be easier...**



## Online

Donating via the Mental Health Reform website is the quickest and easiest way to send your donation. Visit [www.mentalhealthreform.ie/donate](http://www.mentalhealthreform.ie/donate) to donate online.



## Cheque

You can send your donation by cheque, written to Mental Health Reform, and post the cheque to Mental Health Reform, Coleraine House, Coleraine Street, Dublin 7



## Want to know more?

Please get in touch with Stephen, our Communications and Membership Officer, who will talk you through the details of your donation.

Stephen will be on hand to answer any questions you may have.



**Mental  
Health  
Reform**



**Stephen Donnelly**

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The background of the entire image is a dark blue, textured pattern of swirling, concentric circles, reminiscent of the 'Starry, Starry Night' painting by Vincent Van Gogh. The text and logos are centered in the middle of the image.

**STARRY  
NIGHT**

The logo for Mental Health Reform, featuring a stylized 'S' shape composed of two overlapping circles, one yellow and one pink, with the text 'Mental Health Reform' to its right.

Mental  
Health  
Reform

**"I dream my painting and I paint my dream."**

**Vincent Van Gogh**