**Hybrid Letter to Parents SBWB 2023**

Dear Parent / Carer,

**Shine Bright Wear Bright ‘Mufti Day’ for Children’s Mental Health Week 2023**

I am writing to let you know that on **Friday 10th February**, **<SCHOOL NAME>** will be taking part in CHUMS Charity’s **Shine Bright Wear Bright** **2023** campaign to raise awareness and vital funds to support the mental health & emotional wellbeing of children and young people across Luton & Bedfordshire - a cause we feel is now more important than ever.

Children’s Mental Health Week is taking place from 6–12 February 2023 and is an opportunity to shine a spotlight on and raise awareness of children and young people’s mental health.

#### CHUMS believes every child should have easy access to mental health support whenever they need it.

#### CHUMS have supported more than 3,400 children and young people in 2022 across Luton & Bedfordshire. Many of these children and young people face challenges making it hard for them to focus at School. CHUMS has developed a unique service delivery model to ensure that children and young people are able to access a service that supports their individual needs.

Shine Bright Wear Bright

As a school community, we will be encouraging all students and staff to use clothing and colour to express themselves on **10th February**. We also kindly ask that all children who take part make a suggested minimum £1 donation to CHUMS, either by bringing their donation to school on the day or by making a donation online at **<DONATION PAGE>**.

Your child/children’s SBWB outfit can be as simple or elaborate as they like! SBWB is an opportunity for self-expression and celebrating a diverse range of emotions. The day also provides a great opportunity to be open about mental health and start conversations within our school community.

We’re delighted to be hosting a SBWB Mufti Day during Children’s Mental Health Week and raising much-needed funds for CHUMS. It’s thanks to supporters like you that CHUMS is a British Children & Young Adults mental health success story. **Thank you for helping us to keep that story going!**

If you have any queries, please get in touch with us on <SCHOOL CONTACT DETAILS>.

Kind regards,

**<NAME>**

If you would like more information, please contact the school office, or see the CHUMS website www.chumscharity.org/SWBW for more ways you can fundraise and support CHUMS.