

Pink Shirt Day 2025

Sample newsletter copy for kura or schools

Sharing information about the importance of Pink Shirt Day and its kaupapa with your kura or school community helps to create an even bigger team of Upstanders.

Below is a template that you can share in your newsletter to help parents and caregivers understand what Pink Shirt Day is all about, and the ways your kura or school will be celebrating and fundraising.

Pink Shirt Day 2025

<School/kura name> is joining the movement on Pink Shirt Day <Friday 16 May 2025>.

Run by the Mental Health Foundation, Pink Shirt Day is the day Aotearoa New Zealand comes together to take a stand against bullying.

In Aotearoa, bullying happens in the workplace, online, at kura or school, and in the community. Did you know that:

- one in five workers feel bullied at work
- Aotearoa has the third highest rate of school bullying out of 36 OECD countries
- people who are bullied are far more likely to experience mental health issues.

Pink Shirt Day works to reduce bullying by celebrating diversity in all its forms and supporting schools, workplaces and communities to be safe, supportive, welcoming and inclusive for everyone. By choosing compassion and standing up for each other, we can reduce bullying in Aotearoa and foster spaces where everyone feels they belong.

To celebrate this important kaupapa we'll be <description of classroom activities etc>.

We'll also be fundraising to support Pink Shirt Day on <date> by <details of activity e.g. wear pink day, bake sale/bring in a donation etc – and if you're fundraising online, don't forget to share your school's unique link too>.

Funds raised on Pink Shirt Day support the Mental Health Foundation's initiatives that reduce bullying and its harmful effects.

Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak up, Stand Together, Stop Bullying!
You can learn more about Pink Shirt Day here: pinkshirtday.org.nz