

Mind in Bradford Business Appeal

The Emergency

Despite the increased demand for mental health support and the impact on Mind in Bradford's resources, funding for charities has massively decreased in the current climate. We are at risk of seeing a 50% reduction in fundraising income while demand for services has doubled since March.

We are asking local businesses and leaders to pledge your support during this time by donating towards our core running costs. Our crucial mental health services are needed across Bradford as people are affected by the impact of COVID-19. By continuing to provide crisis support, wellbeing interventions and answering the phone to support anyone in our community when they need it most, Mind in Bradford is working on the front line. This needs to continue: especially during the challenging months that lie ahead.

2020 has been a year of anxiety and uncertainty. More people, including children and young people, need us in Bradford more than ever before. Help us be there for those who need us in 2021.

How you can help:

- 1 [Pledge your £1000](#) or offer a one-off donation.
- 2 Raise funds by workplace fundraising with your team - [get in touch](#) to see how we can help.
- 3 Recommend a friend - pass on to any business leaders in our community who may help.
- 4 Advocate our appeal to your networks - share your support via [#MindInBradfordBusinessAppeal](#).

What your support will enable us to do:

- Make sure we have enough mental health practitioners to support people in crisis.
- Deliver wellbeing sessions for people who are struggling with their mental health.
- Be the first point of call to those experiencing difficulties during this pandemic.
- Expand and adapt our services to reach families, friends and workplaces like yours.

How we can help you:

- We know how much of an impact the pandemic and lockdown can have on you and your employees, so for those who pledge their support we are offering resources on workplace wellbeing to help you and your team cope with COVID-19.
- You will be listed as our corporate partner in this campaign, which will involve inclusion in regional media and our website and publications.
- You can become part of our workplace wellbeing scheme 2021, which will include access to resources and support to help your workforce through the longer-term impact of the pandemic.
- We will give you access to discounted mental health training and support.
- Know you are directly supporting your community, workforces, networks and colleagues when they need it most.

Get in touch: lisaj@mindinbradford.org.uk · 01274 730815

