



Mind in Bradford's Winter Appeal

Sponsor a bauble on our virtual Christmas tree and help support the mental health and wellbeing of everyone in Bradford District and Craven.

Mind in Bradford need your support this Christmas

For many of us, Christmas is an opportunity to spend time with family, connect with friends and celebrate. But for some people Christmas can be a difficult time where feelings of loneliness, isolation or low mood can be exasperated.

Over Christmas and Boxing Day many of our services will still be running for those that need us. [Guide-Line](#) will be giving emotional support over the phone and [Safe Spaces](#) will be providing urgent support to people in mental health distress.

Over the last few years the number of people struggling with their mental health continues to rise and we're seeing more people than ever before reach out to Mind in Bradford for support. Whilst it's great to see the stigma of mental health declining, keeping up with demand has been tough.

Last year [Know Your Mind](#) supported over 1,000 children and young people with their mental health and wellbeing. Read Nadia's story to see the impact of our Know Your Mind service on just one individual.

For the first time in three years our children and young people's service Know Your Mind has temporarily closed its waiting list. This was not an easy decision and we are determined to reopen the waiting list as soon as we can. Every child or young person that needs support with their mental health and wellbeing should be able to get the help they need, when they need it most.



Nadia's Story

Nadia, 18, was referred to Mind in Bradford's [Know Your Mind](#) service for 1-1 support. She was struggling with anxiety, depression, loneliness and had no positive relationships around her to confide in. Nadia was self-harming, using substances and experiencing suicidal thoughts. She had made several attempts to take her own life and had been in and out of hospital.

Nadia met with a Know Your Mind Wellbeing Worker who used non-clinical relationship-based activities to create a non-judgemental, relaxed space where Nadia could open up and communicate how she was feeling. She said when people usually asked how she was doing, she would tell everyone she was ok, but felt she could be honest with her Wellbeing Worker about her struggles. Nadia set two goals to achieve through her 1-1 sessions, to show up to every session with her Wellbeing Worker and to develop a more positive mind set.

Over the course of 3-months Nadia had *12 sessions of 1-1 support. Her Wellbeing Worker linked in with housing officers and clinical staff to make sure that Nadia was fully supported with her living situation and her mental health. In-between sessions Nadia was encouraged to use Safe Spaces crisis support and Guide-Line's helpline service when she needed it.

At the end of the 12-weeks Nadia said she has a more positive outlook on life, no longer experiences suicidal thoughts and has stopped self-harming. She has developed healthier coping strategies like being more open about how she is feeling. Nadia has stopped turning to substances as her only coping mechanism, and she was now taking part in community work to help support others experiencing what she has gone through.

Name has been changed to protect confidentiality.

*Know Your Mind provides 8 weeks of support, for this case we extended support by another 4 weeks.

[Watch Nadia's Story](#)



Make a difference this Christmas

This winter, you can help us raise **£15,000** towards running our free mental health services for everyone in Bradford District and Craven. This money could fund 8 weeks of 1:1 mental health support for **68 children** in our community.

Sponsor a bauble on our virtual Christmas tree and help us raise vital funds towards:

- Supporting children and young people through our [Know Your Mind](#) service
- Providing emotional support with our telephone support service [Guide-Line](#) telephone
- Matching isolated and lonely adults with a befriender in our [Community Companions](#) service
- Providing a safe space and urgent support in times of crisis with [Safe Spaces](#)



Thank you for
not only being an
absolute rock for
my child but for
us as a family too.

Parent, Know Your Mind

Sponsor a bauble on our virtual tree



Silver Sponsor | £500

Benefits for your organisation:

- Brand promotion on Mind in Bradford's virtual Christmas Tree
- A dedicated webpage to promote your organisation and values around mental health
- A photo opportunity at your organisation with our giant bauble to promote your donation
- Brand promotion through Mind in Bradford's social media accounts of 10,000+ followers
- Use of the Mind in Bradford logo in your communications for your organisation
- Mention in a press release following the campaign
- Lifetime access for you and your employees to our online bitesize training recordings for Stress Awareness and Seasonal Mood Changes (SAD).

This could fund mental health awareness assemblies to over **22 schools in Bradford district.**

Gold Sponsor | £1,500

Benefits for your organisation:

- Brand promotion on Mind in Bradford's virtual Christmas Tree
- A dedicated webpage to promote your organisation and values around mental health
- A photo opportunity at your organisation with our giant bauble to promote your donation
- Brand promotion through Mind in Bradford's social media accounts of 10,000+ followers
- Use of the Mind in Bradford logo in your communications for your organisation
- Mention in a press release following the campaign
- Lifetime access for you and your employees to our online bitesize training recordings for Stress Awareness and Seasonal Mood Changes (SAD)
- A 30-minute Stress Awareness webinar delivered LIVE for up to 100 employees

This could fund a 1:1 support session for **23 children and young people.**

Platinum Sponsor | £3,000

Benefits for your organisation:

- Brand promotion on Mind in Bradford's virtual Christmas Tree
- A dedicated webpage to promote your organisation and values around mental health
- A photo opportunity at your organisation with our giant bauble to promote your donation
- Brand promotion through Mind in Bradford's social media accounts of 10,000+ followers
- Use of the Mind in Bradford logo in your communications for your organisation
- Mention in a press release following the campaign
- Lifetime access for you and your employees to our online bitesize training recordings for Stress Awareness and Seasonal Mood Changes (SAD).
- A 1.5 hour Stress Awareness Workshop delivered online for up to 100 employees or in-person for up to 16 employees

This could fund **9 children and young people** with 8 weeks of 1:1 support.

All sponsors will have their logo added to our Winter Appeal Tree. This will link through to a dedicated webpage for your organisation.

[Sponsor a bauble](#)



By sponsoring a bauble you will have a unique opportunity to support a vital local cause and achieve recognition for the part you play in improving the lives of people experiencing mental health problems in Bradford and the surrounding areas.

You could use your page to:

- Advertise and explain your business to local people
- Let the local community know why your organisation is passionate about good mental health
- Leave a message of hope for our communities
- Celebrate what you've been doing for Mind in Bradford and mental health this year

Your digital presence will grow and have fantastic benefits for your organisation, see our social media statistics below!

4.3k

Twitter
followers

1k

LinkedIn
followers

1.8k

Instagram
followers

Thank you to some of last year's winter appeal sponsors!


BROUGHTON


BARTON
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Lowell 

 **TLDallas**
INSURANCE SINCE 1919

 **Bill Squires**
BUSINESS COACHING
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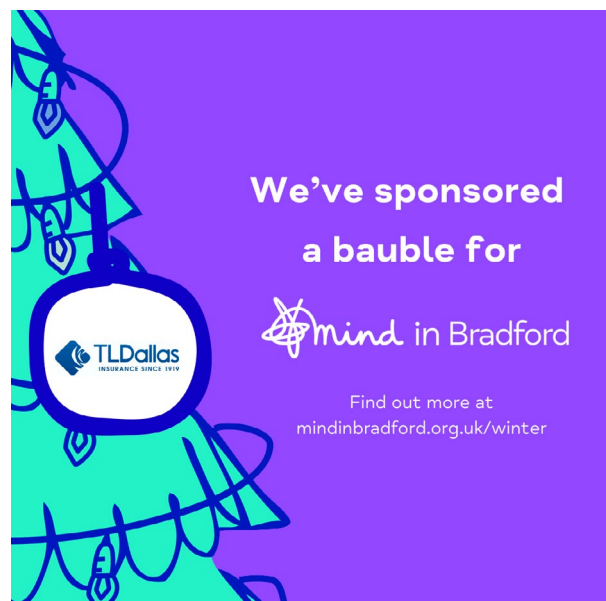
 **A&P**
contractors
LIMITED

What's included?

Bitesize training workshops for Stress Awareness and Seasonal Mood Changes (SAD)



Social media post

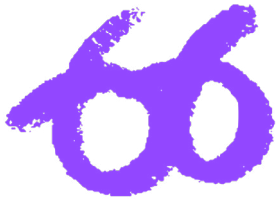


Email signature



Photo opportunity with our fundraising manager





We believe it is important that Broughton plays a role in the community and we have a long history of supporting good causes. It is also vital that we support employees with their mental health, so it is fitting that our workers have chosen to support the life-changing work of Mind in Bradford.

Paul Moran, Chief Executive of Broughton Group



BROUGHTON

Testing • Consulting • Compliance



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Winter Appeal