

# Partner with us

 mind  
in Bradford





# Who are we?

**Each year one in four of us will experience a mental health problem, and as the demand for our services continually increases – this is something we cannot ignore.**

Mind in Bradford was established over 30 years ago by a group of service-users who were looking for more mental health and wellbeing support. The organisation became affiliated to the national organisation Mind but remains an independent charity, relying on its own resources and local generosity to provide award-winning services.

We are proud to be part of Bradford's rich culture of independence and progressive social reform, and we will continue to do

everything we can to equip and empower people struggling with mental health and wellbeing in Bradford District to enjoy life. We are committed to using our resources wisely, raising funds and spending them locally, right here on our doorstep.

You can read more about our work in our latest [impact report](#).



# Why you should get involved

**Last year we supported 13,939 people across Bradford District and Craven, but we know there are many more people who need our help.**

## How you can support us

Every partnership is unique, but here are some ways you can make sure we reach more people who need support:

- Fundraising with your staff team
- Making one-off or regular donations to support our cause
- Sponsoring a particular service or project run by Mind in Bradford
- Promoting good mental health in your workplace
- Keeping up to date with the mental health landscape of Bradford through our regular emails and newsletters
- Spreading the word of mental health support available to all who need it



Volunteer at Ilkley Food Festival

## How we can support you

By partnering with us we can also support you in promoting workplace wellbeing, and your support for local mental health. We can help your organisation with the following.

### Team building

Bring your team together for a common goal through corporate fundraising.

### Staff wellbeing

Demonstrate the importance of good mental health to your staff and stakeholders. Showing that you value the wellbeing of your team could reduce the likelihood of burnout.

### Corporate Social Responsibility

We can support you with our volunteer opportunities for your team including fundraising, events, service delivery and befriending.

### Recruitment

Show potential employees that the mental health of your workforce matters to you.

### Profile

With your permission, your support will be acknowledged via press, our website and social media channels.



## Our commitment to you

We are committed to supporting you in fundraising efforts which adhere to the highest standards of integrity, honesty and compliance. You can read our [Fundraising Promise](#) here.

# Become a Principal Partner





# Become a Principal Partner

**Become a Principal Partner by pledging to donate or fundraise upwards of £5,000 within 12 months.**

Principal Partners are local businesses who share Mind in Bradford's vision to make the best possible difference to the mental health and wellbeing of the greatest number of people. By pledging larger amounts of funding, Principal Partners enable us to better plan for the future of our services.

## Benefits to your organisation

- A **20% discount** across our training packages
- Ability to use a Mind in Bradford '**Principal Partner**' logo to show your support and commitment to caring about mental health in our community.
- Promotional opportunities through our '**Mind your Business**' networking events
- Dedicated account management from our experienced Fundraising and Business Development Manager
- **Activation session** to help you plan your year with Mind in Bradford, plus ongoing support as required
- Inclusion of your logo and acknowledgment as one of our Principal Partners on our website for the duration of the partnership
- Acknowledgment of your support in our annual Impact Report
- **Regular promotion** of your fundraising activities and contributions across our social platforms
- We'll keep in regular contact with you, keeping you informed of the difference your support is making to the mental health of our community
- Exclusive invitation to meet senior members of Mind in Bradford's team, network with other funders and hear more about the progress of our work
- Exclusive assets and information for your business to use during key awareness days in the calendar
- We'll conclude our year in partnership with a thank you at your head office, including an update for your staff on their achievements and the difference they have made, a '**giant cheque**' presentation and a **press release**



Brave supporters take on the abseil at Ilkley Cow and Calf



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**

# Become a Charity Partner





# Become a Charity Partner

**Become a Charity Partner by dedicating 12 months to raising funds for Mind in Bradford with your staff and colleagues.**

Charity Partners are local organisations who share Mind in Bradford's passion for the mental health and wellbeing of Bradford District, and the communities they work in. Charity Partners commit to helping us make the best possible difference to the mental health and wellbeing of the greatest number of people by using their time and resources to fundraise for Mind in Bradford. 'There is no minimum fundraising commitment that charity Partners have to make, but we will work with you to help you achieve any goals that you set as a team.

## Benefits to your organisation

- We'll keep in regular contact with you, keeping you informed of the difference your support is making to the mental health of our community
- Activation session to help you plan your year with Mind in Bradford, plus ongoing support as required
- Exclusive invitation to meet senior members of Mind in Bradford's team, network with other funders and hear more about the progress of our work
- Promotion of your fundraising activities across our social platforms

## Ways your organisation can fundraise

- Take part in our events and activities
- Sponsor an event or activity
- Run your own fundraising events or activities
- Donate prizes, resources or your time and skills
- Empower your workforce to give



Coptrz get muddy at Tough Mudder for mental health

# How we've worked with others

Take a look at how local businesses have brought our partnership to life, engaged their staff and made a difference in their community.

## Barton Legal

Bill and Trish Barton, owners of Barton Legal, combined their passion for cycling with their desire to support their local community by creating the Dales 50. The Dales 50 is an annual cycling event across 50 miles of beautiful Yorkshire countryside through which Barton Legal raises money for Mind in Bradford's local services.

The Dales 50 will be taking place for the third time in May 2024 - sign up [here](#)!



All smiles at Barton Legal's Dales 50



The Xpandables complete the Tough Mudder

## Xpand Marketing

Xpand's team became a charity partner in 2023 and dove straight into fundraising in a variety of creative ways. They have challenged themselves to take on the Tough Mudder, 600 Mile September and their very own cycling challenge – all alongside promoting the local services available to anyone in need of mental health support. Xpand have passion by the bucketful and we are so glad to be working alongside them!

## TL Dallas

TL Dallas are a family run business, born and bred in Bradford. Passion for their community and mental health runs all the way through their team and they have channelled this into support for Mind in Bradford for a number of years. Their team have fundraised in many of our annual events, including 600 Mile September and Step Up for Bradford. And shared their knowledge of mental health and wellbeing as an employer at our first Mind your Business event.



TL Dallas speak at our first Mind your Business networking event

## Get in touch!

**Lydia Ngwenya | Fundraising and Business Development Manager**

07785 912 927

[lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk)



# Get involved!

Take a look the type of events you can take part in!



## Step Up for Bradford

March

## Dales 50 Charity Cycle

May

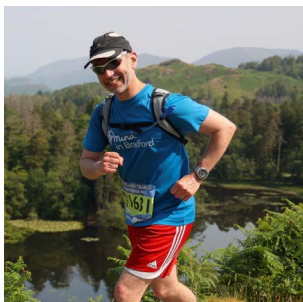
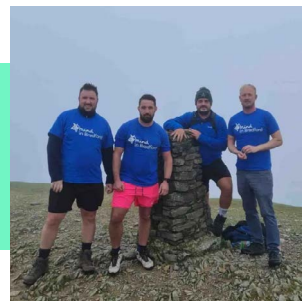


## Tough Mudder

July

## Hike the Yorkshire Three Peaks

Any time you fancy!



## Run for Mind in Bradford

All year round!

# Get in touch!

If you are interested in supporting us, we would love to hear from you!

You can call **Lydia Ngwenya**, our **Fundraising and Business Development Manager**, on **07785 912 927** or email [lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk).