



# **Mind in Bradford's Mental Health Awareness Week Appeal**

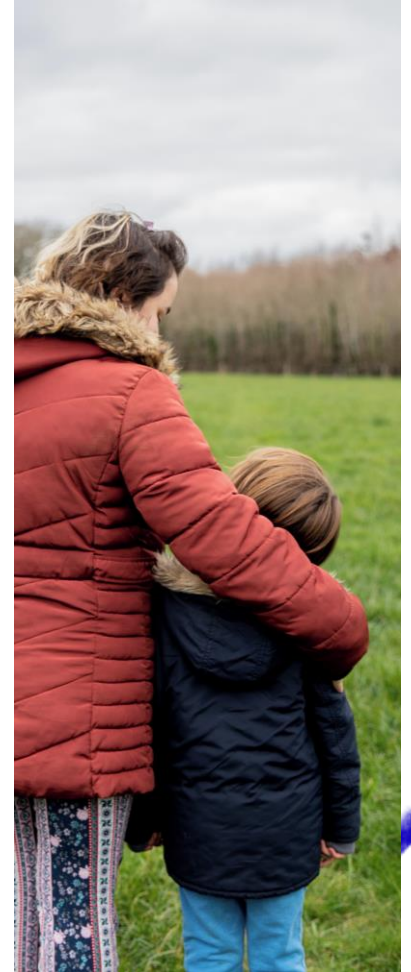
13-19 May 2024

# Mind in Bradford's Mental Health Awareness Week Appeal

This Mental Health Awareness Week, can you help us raise **£4,000** towards running our free mental health services for everyone in Bradford District and Craven? This money would be enough to fund urgent crisis support for **145 people** in mental health distress.

**Becoming a Mental Health Awareness Week Champion can 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
- Providing a safe space and urgent support in times of crisis with Safe Space



# Mental Health Awareness Week Champions

We are looking for local businesses who are passionate about the mental health of our communities to become Mental Health Awareness Week Champions, helping us highlight the importance of mental health, and be there for more people who need us.

Our Champions will be included in our Mental Health Awareness Week materials across web, email and socials, helping to show our community that their mental health matters.

Simply choose which Champion you would like to be, and get in touch with Lydia Ngwenya at [lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk)

Mind in Bradford's audience

**2.5k**

Unique website users per month

**11k**

Social media followers

**1,700**

Receive our newsletter each month

# Champion of urgent support

**£500 – This donation could provide urgent 1:1 support for 18 people in mental health crisis**

Benefits for your organisation:

- Free half-day training session of your choice for your staff team
- A cheque presentation and photo to be posted across the Mind in Bradford social platforms
- Celebration of your organisation's involvement across Mind in Bradford's website, social and mailing list
- Mention in a post-appeal press release to local news outlets
- Invitation to join us at our monthly networking event, Mind Your Business

To become a Champion of urgent support, contact Lydia Ngwenya at [lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk)



# Champion of children and young people

**£250 - This donation could allow 9 children or young people to receive a 1-hour session of 1:1 mental health support**

Benefits for your organisation:

- Free one-hour training session for your staff team
- Celebration of your organisation's involvement across Mind in Bradford's website, social and mailing list
- Mention in a post-appeal press release to local news outlets
- Invitation to join us at our monthly networking event, Mind Your Business

To become a Champion of urgent support, contact Lydia Ngwenya at [lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk)



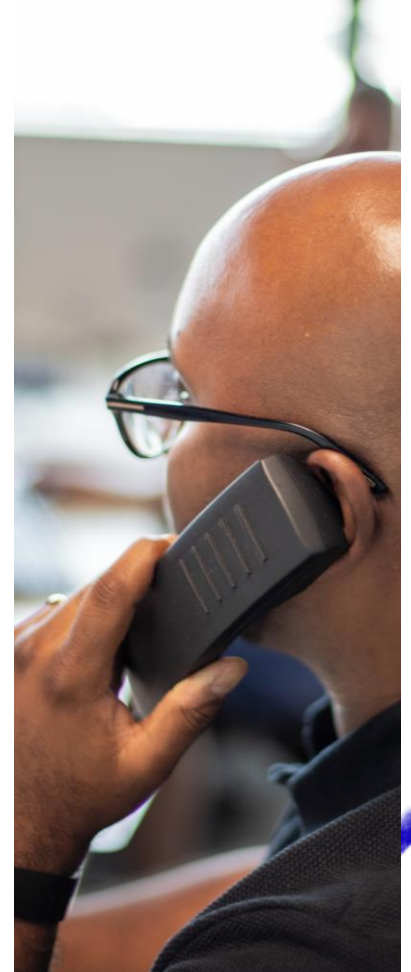
# Champion of confidential support

**£150 - This donation could fund a confidential phone call for 10 people in need of emotional support.**

Benefits for your organisation:

- Free pre-recorded training session to be used at your convenience
- Celebration of your organisation's involvement across Mind in Bradford's website, social and mailing list
- Invitation to join us at our monthly networking event, Mind Your Business

To become a Champion of urgent support, contact Lydia Ngwenya at [lydia@mindinbradford.org.uk](mailto:lydia@mindinbradford.org.uk)



# Benefits of sponsorship

<b>Benefits</b>	<b>Champion of urgent support £500</b>	<b>Champion of children and young people £250</b>	<b>Champion of confidential support £150</b>
Training package	Half-day free session	1-hour free session	Free pre-recorded webinar
Cheque presentation & photo	✓		
Mention in post-appeal press release	✓	✓	
Inclusion on Mind in Bradford's website, socials & mailing list	✓	✓	✓

# The difference you could make to someone's life



Thank you for all you do, changing lives  
and making a difference. Being a client  
of Mind in Bradford has had a huge  
impact on my life and I can't thank you  
enough.

Wellbeing Group attendee





# Next steps

Becoming a Mental Health Awareness Week Champion is easy!

Simply decide which champion you would like to be, and get in touch with Lydia Ngwenya, our Fundraising & Business Development Manager, to let us know!



**Lydia Ngwenya**

**Fundraising and Business  
Development Manager**

lydia@mindinbradford.org.uk  
[Connect on LinkedIn](#)





**Mind in Bradford**

Kenburgh House  
28 Manor Row  
Bradford  
BD1 4QU

T: 01274 730815

[mindinbradford.org.uk](http://mindinbradford.org.uk)