



Bradford District
and Craven

Mental Health Awareness Week Champion Pack

12 – 18 May 2025

Mental Health Awareness Week

This year the theme for Mental Health Awareness Week is COMMUNITY.

As a member of our community, your support truly matters and can make a real difference!

By getting involved with our campaign you'll be helping to strengthen vital mental health services and ensure people have access to support at every stage of their mental health journey.

Last year, our services supported more than **17,000 people** in your community.

With your help, we can make an even bigger impact in 2025.



66

Feeling a lot better in myself and finding it easier to go out on my own.

Person supported by Community Companions

99

Mental Health Awareness Week Champions

Community plays a crucial role in mental health by creating a sense of belonging, providing support, and offering opportunities for social interaction, all of which contribute to improved wellbeing and resilience.

Are you passionate about the mental health of our communities?

Become a Mental Health Awareness Week Champion! Help highlight the importance of mental health, challenge stigma where it remains and fund vital mental health services.

Champions will have their **LOGO** and **BUSINESS NAME** included in our Mental Health Awareness Week campaign across our website, newsletters and social media.

To pledge your support for this years' appeal decide which champion you would like to be. Every donation received during our appeal will help fund mental health services in Bradford District and Craven.

7.5k

Social media
followers

2.5k

Receive our
newsletter each
month

2.3k

Unique website
users per
month

£500

Donation

Champion of Community Companions

Community Companions helps people struggling with loneliness and social isolation to get out into the community with the support of a Community Companion.

Benefits for your organisation:

- A giant cheque presentation photo at your business or our charity
- Personalised announcement of your support on BDC Mind's social media
- Your logo and business details on our website and in our Supporter Newsletter
- Mention in a post-appeal press release sent out to regional news outlets with a quote from a spokesperson from your organisation

To become a **Champion of Community Companions**, contact us by email:
fundraising@mindinbradford.org.uk



£250

Donation

Champion of Tea 'n' Talk Groups

Tea 'n' Talk groups are run in cafes across the community and provide a safe, friendly place for anyone to drop in, pull up a seat and connect with others.

Benefits for your organisation:

- Personalised announcement of your support on BDC Mind's social media
- Your logo and business details on our website and in our Supporter Newsletter
- Mention in a post-appeal press release sent out to regional news outlets

To become a **Champion of Tea 'n' Talk Groups**, contact us by email:
fundraising@mindinbradford.org.uk



£150

Donation

Champion of Wellbeing Groups

Wellbeing and recovery-focused groups bring people together with everything from Arts & Crafts and Creative Writing, to structured support groups like Confidence, Self-Esteem and Assertiveness.

Benefits for your organisation:

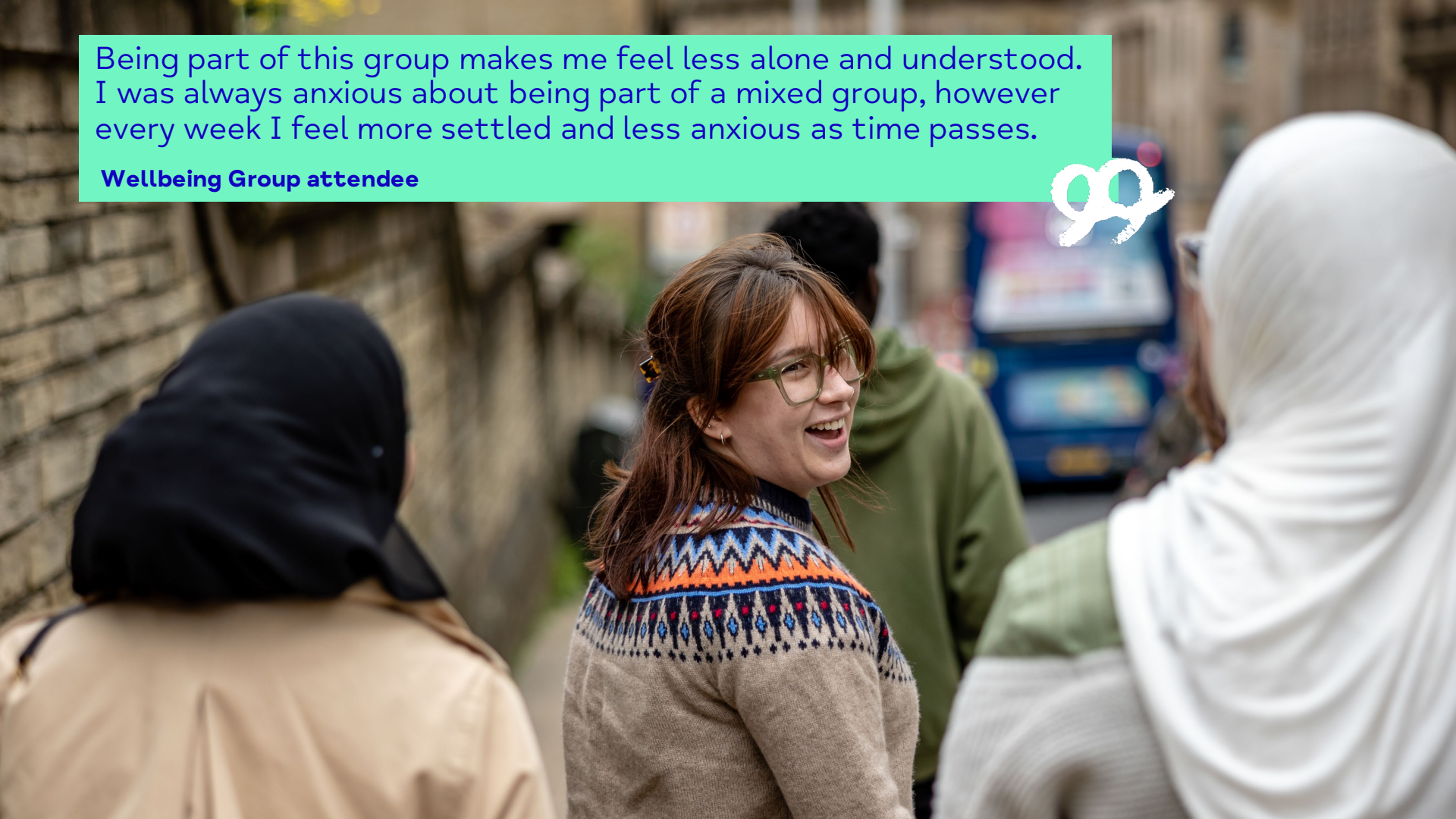
- Personalised announcement of your support on BDC Mind's social media
- Your logo and business details on our website and in our Supporter Newsletter
- Mention in a post-appeal press release sent out to regional news outlets

To become a **Champion of Wellbeing Groups**, contact us by email: fundraising@mindinbradford.org.uk



Being part of this group makes me feel less alone and understood. I was always anxious about being part of a mixed group, however every week I feel more settled and less anxious as time passes.

Wellbeing Group attendee



Events:



Event: Mind your Business

Wednesday 14 May | 10am – 12pm

Join our quarterly networking event for business leaders passionate about mental health and wellbeing in the workplace. We'll be focusing on the power of community for mental health and wellbeing. £3 entry fee.

Save your seat



Event: Dales 50 cycling challenge

Friday 16 May | 9am – 2pm

Take part in the annual Dales 50 cycling event organised by our charity partner, Barton Legal.

Enjoy a glorious 50 mile route from Otley to Harrogate and back, taking in the beautiful landscape of Yorkshire. £50 entry fee.

Book your place



Volunteer!

Volunteer with us and make a real difference to people's mental health and wellbeing.

Bradford District and Craven Mind are proud to have over 100 volunteers supporting our mental health services and outreach in the community.

Whether you can spare a few hours each month or more we have a range of opportunities for you to get involved.

Volunteer opportunities





Bradford District and Craven

Registered charity number 1142357

Bradford District and Craven Mind

Kenburgh House
28 Manor Row
Bradford
BD1 4QU

fundraising@mindinbradford.org.uk
mindinbradford.org.uk/support-us