

≡ The Mind Walk ≡

We are
Mind

We believe that no one should face a mental health problem alone.

By taking part in The Mind Walk, we're waving the flag for better

Mental health.



Together we're waving the flag for understanding, for change, for better mental health.

We walk
for our friends
& neighbours

For our fathers, mothers, brothers and sisters. For ourselves.

Every donation brings us one step closer

to making sure everyone with a mental health problem gets support and respect.

≡ **Together** we are **unstoppable.** ≡

Your checklist.



1. Make the decision to fundraise for better mental health, and sign up for The Mind Walk



2. Set up your JustGiving page

JustGiving is the easiest and most secure way to fundraise.

Visit [justgiving.com/mind](https://www.justgiving.com/mind) to set up your page. If you're part of a group you can set up a team page and fundraise together.



3. Spread the word

Every donation you ask for is a step towards better mental health. See page 6 for more advice on spreading the word.



4. Get your first donation for your t-shirt

As soon as you receive your first donation on your JustGiving page, you'll receive your t-shirt to help you fly the flag for better mental health.



5. Be unstoppable

You are fundraising so that more people can get the right support at the right time. Find out how on the next page.



6. Join the community on 4 April 2020 and fly the flag for mental health

We will send you more information about the day closer to the event, including a special something for you to personalise and bring with you.



We are Mind. Walk with us. This is why.

1 in 4 of us will experience a mental health problem in any given year.

Mental health problems can affect anyone, but so many of us aren't getting the support we need or the respect we deserve.

Each year 3 out of 5 people with mental health problems don't receive any support.

Mental health problems aren't always visible and lack of understanding can make it harder to talk openly and ask for help.



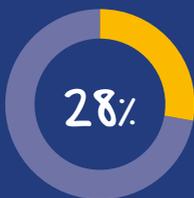
Up to 84% of people will experience a mental health problem at some point in their lifetime.

We need more understanding.

Mental health problems can affect anyone, but so many of us aren't getting the support we need.



of the NHS budget was spent on mental health services in 2017/18.



of total health costs is accounted for by mental health problems.



of children and young people who need treatment for a mental health problems aren't able to access it.

[#themindwalk](#)

We need change faster.

We need you.

You are part of a community making change happen.

Together we're waving the flag for better mental health and saying enough is enough.

So dust off your walking shoes and look forward to spending a few hours with others who want to make a difference.

Every person donating to, supporting and doing The Mind Walk, is helping make people more aware of mental health and build a community for change.

By asking for donations to Mind and taking part in The Mind Walk – you are raising awareness for mental health problems and the work Mind does.



In 2017/18 
For understanding

Our mental health information was accessed

12 million times

helping people get mental health support and advice.

For change

Rallied campaigners to fight against changes to the benefits system that would have made over

160,000 people

with mental health problems worse off.

For better mental health

Supported over

425,000 people

to have better mental health with our local Mind services.

mind.org.uk

How you can make a difference.

1. Share your Justgiving page

Raising money as part of the Mind Walk will help keep Mind's vital services going and growing, and help us fight for more understanding and change. JustGiving is the best way to do this.

Here are our top 3 tips:

- **Set a target.** We suggest setting a goal to raise £100, which could fund:

70
people

70 people to campaign for change.

2
hours

Keeping our supportive online community open and safe for 2 hours.

20
calls

20 calls to our life saving Infoline.

3. Start a conversation that matters

Feeling able to talk openly is vital to asking for help and getting support. Every time you start a conversation or tell people that you're a part of The Mind Walk community, you're making more people aware of mental health problems and making more people feel like it's okay to talk about their experiences.

- **Personalise your page.**

Update your photo and story to let people know what The Mind Walk means to you.

- **Keep sharing.**

It can take people a few times seeing your page before donating, plus every time you share your page it could help change someone's attitude towards mental health problems.

2. Share your 'why'

Why are you taking part in The Mind Walk?

Walk for hope, in memory, or solidarity. Whatever The Mind Walk means to you let the world know and play your part by flying the flag for better mental health.

Personalise your sign included in this pack, take a selfie and post it on social media using #themindwalk

I'm walking for better mental health services

See more tips in our online hub mind.org.uk/the-mindwalkresources

#themindwalk

How to send in donations.



JustGiving donations

Any donation made on your JustGiving page will come directly to Mind, and will help us make sure no one has to face a mental health problem alone. Simply select 'Mind' with registration number 219830, from the charity drop-down when you set up your page.

Offline donations

If you've collected donations offline, choose one of the options below and add the total amount as an 'offline donation' on your JustGiving page.

- **Donate to your page**
Make a donation straight to your JustGiving page and reference who it is from.
- **By post**
Fill in your sponsorship form and send any cheques to the address on the form. Make sure to include your name and address so we know the money came from you.
- **Over the phone**
Call our Supporter Relations team on 0300 999 3887 to make a credit or debit card payment.



Any questions?

Drop us a line at
themindwalk@mind.org.uk

MIND-WALK-BKLET

Charity reg no. 219830.

Find us on:



@MindCharity



mindcharity



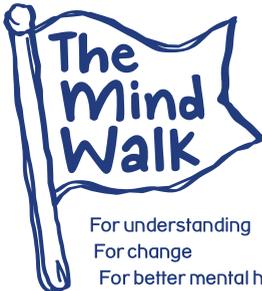
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Mind

mind.org.uk

[#themindwalk](https://twitter.com/mindcharity)



For understanding
For change
For better mental health



Registered with
FUNDRAISING
REGULATOR

