

# mind **27** miles **27** days



This March, join Mind in  
**the fight for student  
mental health**



**27**<sup>miles</sup>  
**27**<sup>days</sup>

On your marks...

**First things first –  
go you!**

We're so proud that you're up for  
the challenge and joining the fight  
for student mental health.



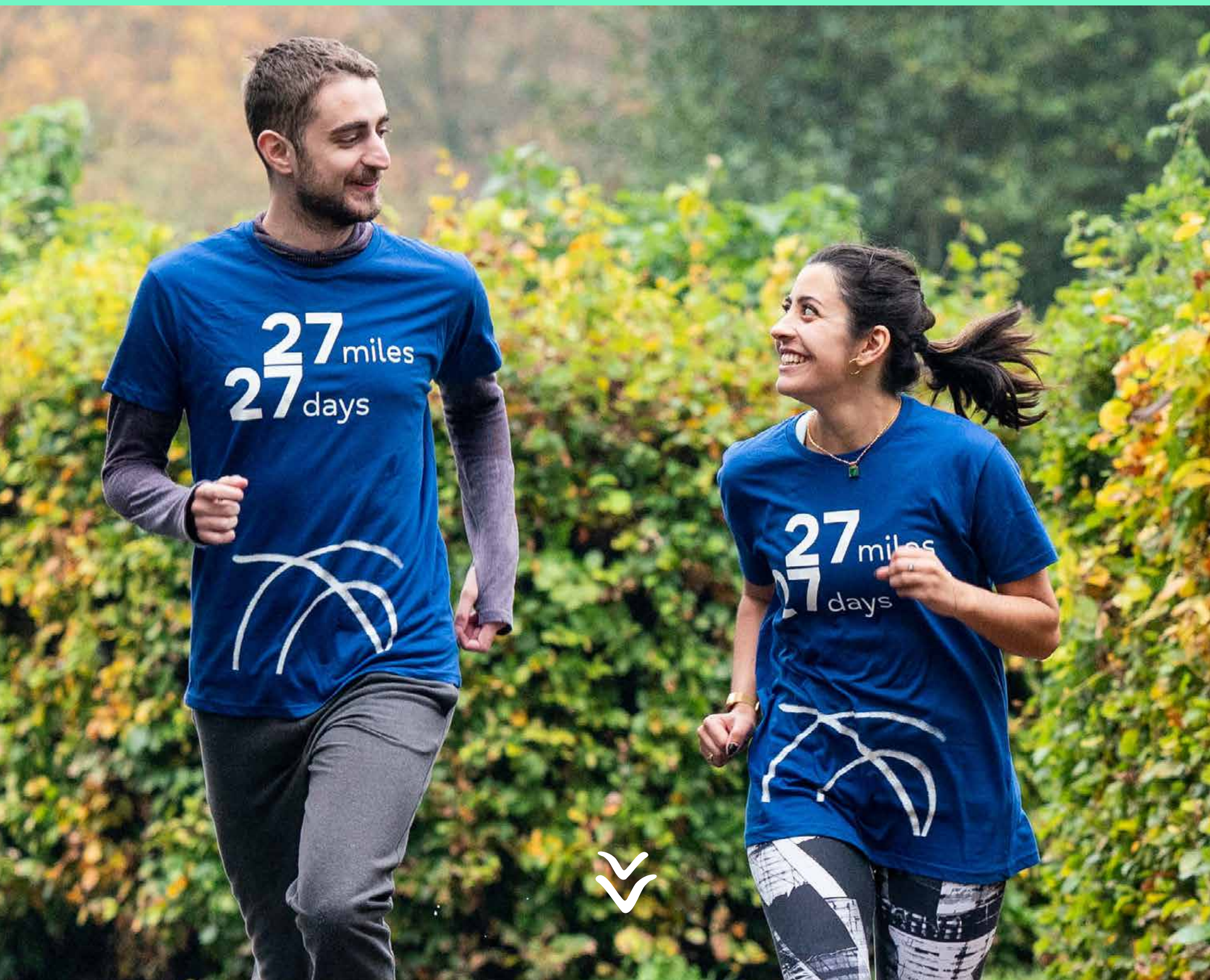


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You really are the best! The money that you're going to raise will help us to be there for everyone who needs our support.

Give your fundraising a flying start by [following this link](#) to sign up and create a fundraising page.

A fundraising page is the best way to get donations for your 27 27 challenge.





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# Fundraising steps

Build up the momentum of donations on your page through these top tips.

## 1. Set a target

Having a fundraising target is a great way to motivate yourself and encourages your supporters to give more.

Your target will be set automatically to £127 for you on your page, so you can tick that off your to-do-list.

That goal may seem a long way off at the moment, but like with running, break it down into smaller chunks and you'll be hitting it in no time!



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## **For a little inspiration, £127 could help Mind to:**

- answer another 15 enquiries to our Infoline.
- produce another 1,060 booklets about mental health.
- keep our online peer support community, Side by Side, open for another 2 hours.

## **2. Personalise your page**

Update your photo and story to let people know what 27 27 is about and what taking part means to you.

Fundraisers with pictures on their page raise 14% more per photo. A perfect excuse for a #selfie.



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### 3. Link your Strava

Strava is a super handy app you can download to your phone to track your run.

You can also link it to your fundraising page. This way your friends and family will also have the option of pledging to donate to you per mile you complete, (e.g. £1 per mile), as well as making a regular donation.

Get your  
**free** t-shirt  
after your  
first donation!



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## **4. 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 attitudes towards mental health problems and makes it easier for us all to speak openly and ask for help.

## **5. Get that first donation**

The first few donations on your fundraising page will set a trend for how much supporters are likely to give. Why not make yourself the first donor and get your page off to a great start. Previously, 27 27 participants who donated to themselves, ended up raising more than those who didn't.

## **6. Get your FREE t-shirt**

To make it even sweeter, once you have your first donation in we will send you a beautiful 27 27 t-shirt for you to wear with pride as you run in March.





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# Get set... to be part of our movement for change

Help Mind be there for every young person who needs our support.

Five years ago a YouGov survey revealed that 27 per cent of students reported a mental health problem while at university. Things have only got worse since then. The 27 per cent inspired us to launch Mind's 27 27 challenge to raise awareness and money in support of student mental health.

By taking on the 27 27 challenge you're sending a clear message:

**It's time to take our mental health seriously, and we won't give up until everyone with a mental health problem gets support and respect.**

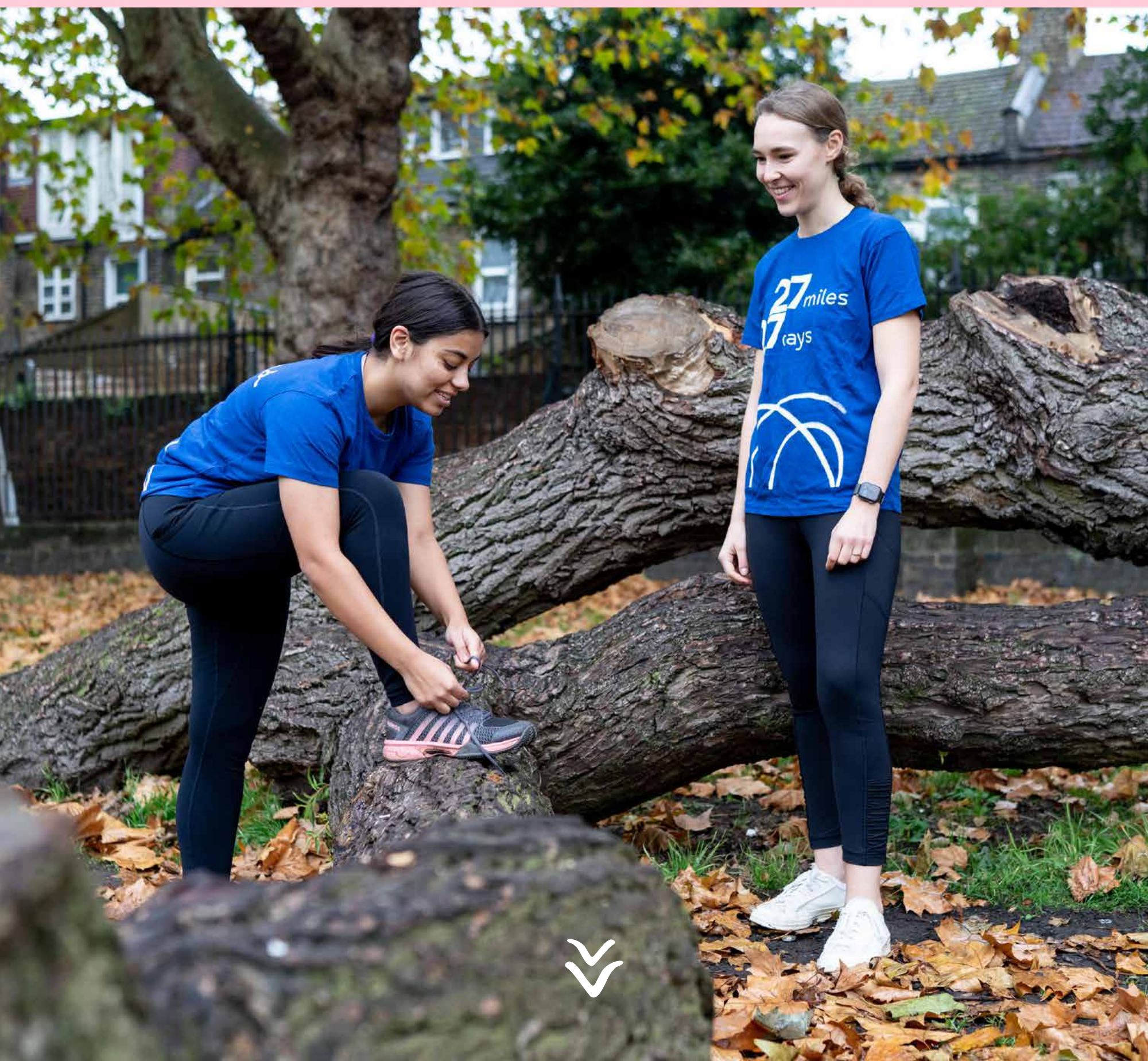




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## **Tell your friends and family why you're taking part**

You may find that your network opens up about their own mental health if you share your reasons for taking on 27 27. We've got lots of resources that could help, if you or your friends or family are ever looking for support.





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# Mind resources

You'll find information about mental health on our website: [mind.org.uk/information-support](https://mind.org.uk/information-support)

And we have more advice and support specifically for students: [mind.org.uk/students](https://mind.org.uk/students)

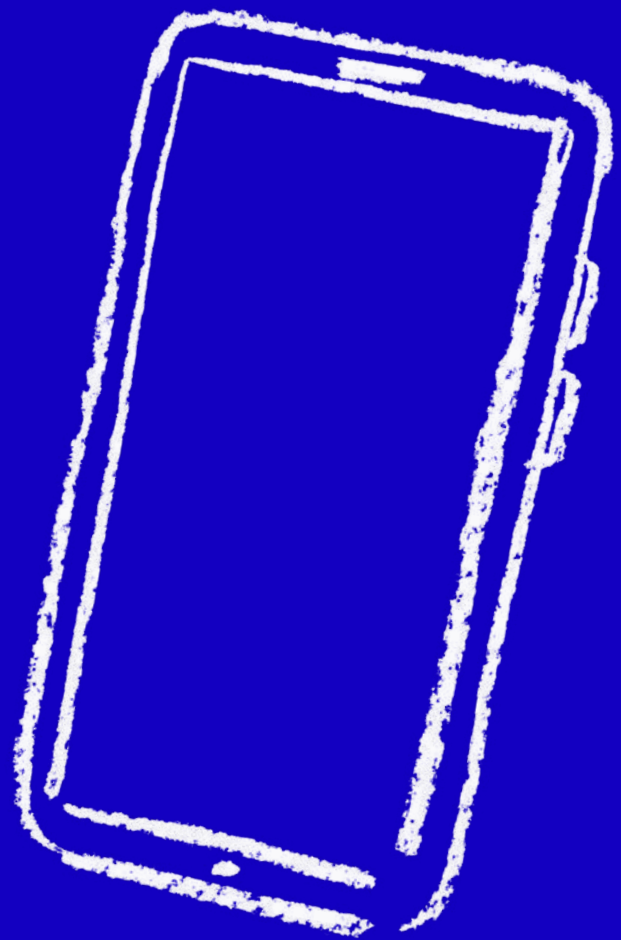
## Mind Infoline

0300 123 3393

[info@mind.org.uk](mailto:info@mind.org.uk)

Text: 86463

Our lines are open  
9am to 6pm,  
Monday to Friday





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# Other Resources

## Samaritans

24 hours a day, 7 days a week.

T: 116 123

E: [jo@samaritans.org](mailto:jo@samaritans.org)

## CALM

5pm–midnight, 365 days a year.

Nationwide

0800 58 58 58





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# Go for it!

## Take the time to warm up properly

A cold start can lead to injury, so make sure to warm up those muscles and joints.

## Dress to impress

If you're running in the cold, wear easy-to-remove layers to allow changes in your body. Remember to be kind to your feet as well with suitable running shoes.



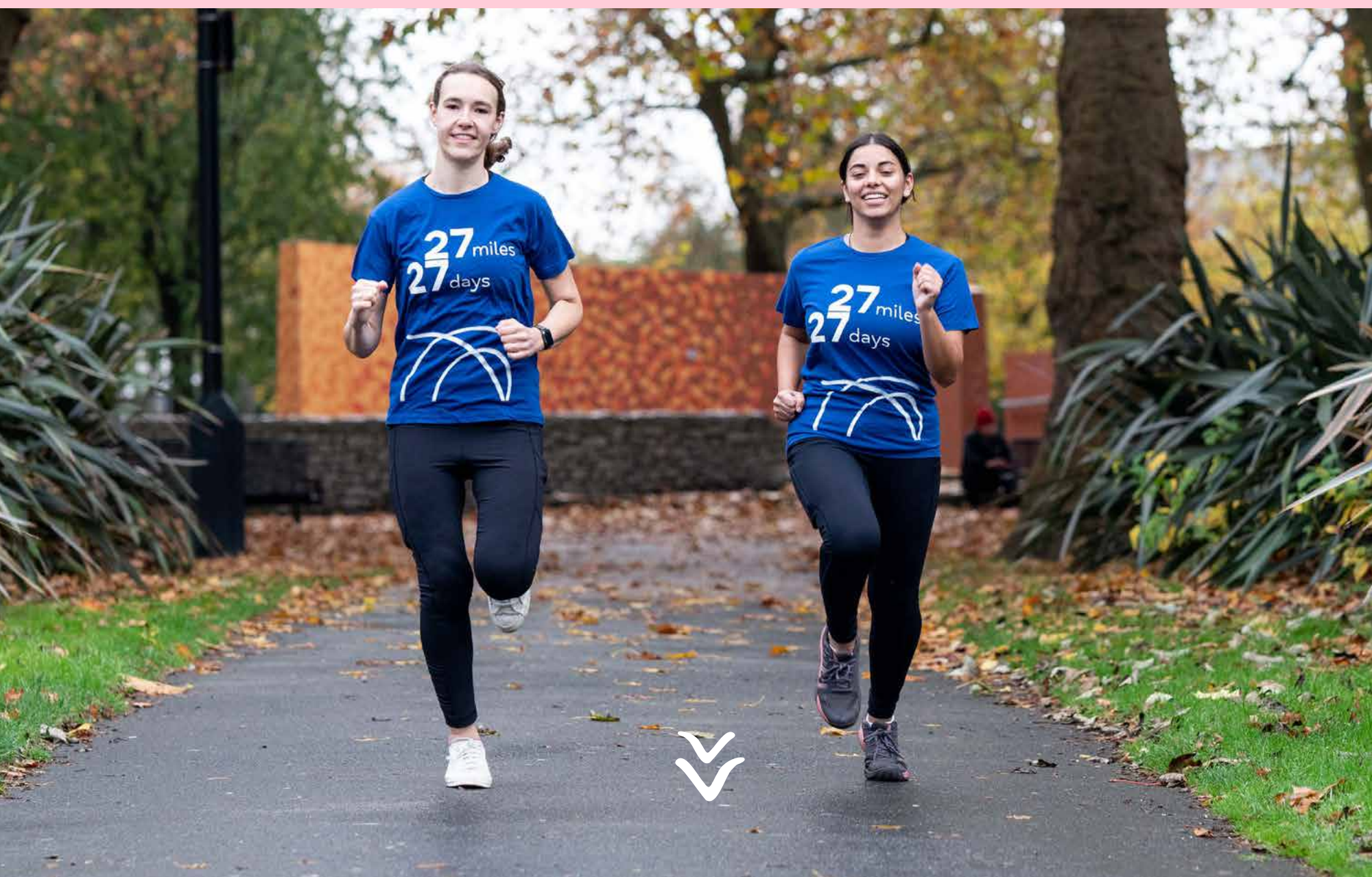


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## Light up

With it still being dark in the morning and from early evening, make sure you're seen by wearing reflective clothing or torches.

Whether you're a running newbie or seasoned pro, for more tips on running and plans to completing your miles, take a look at your [27 27 guide to running](#) made by Hayley, our Head of Physical Activity at Mind.



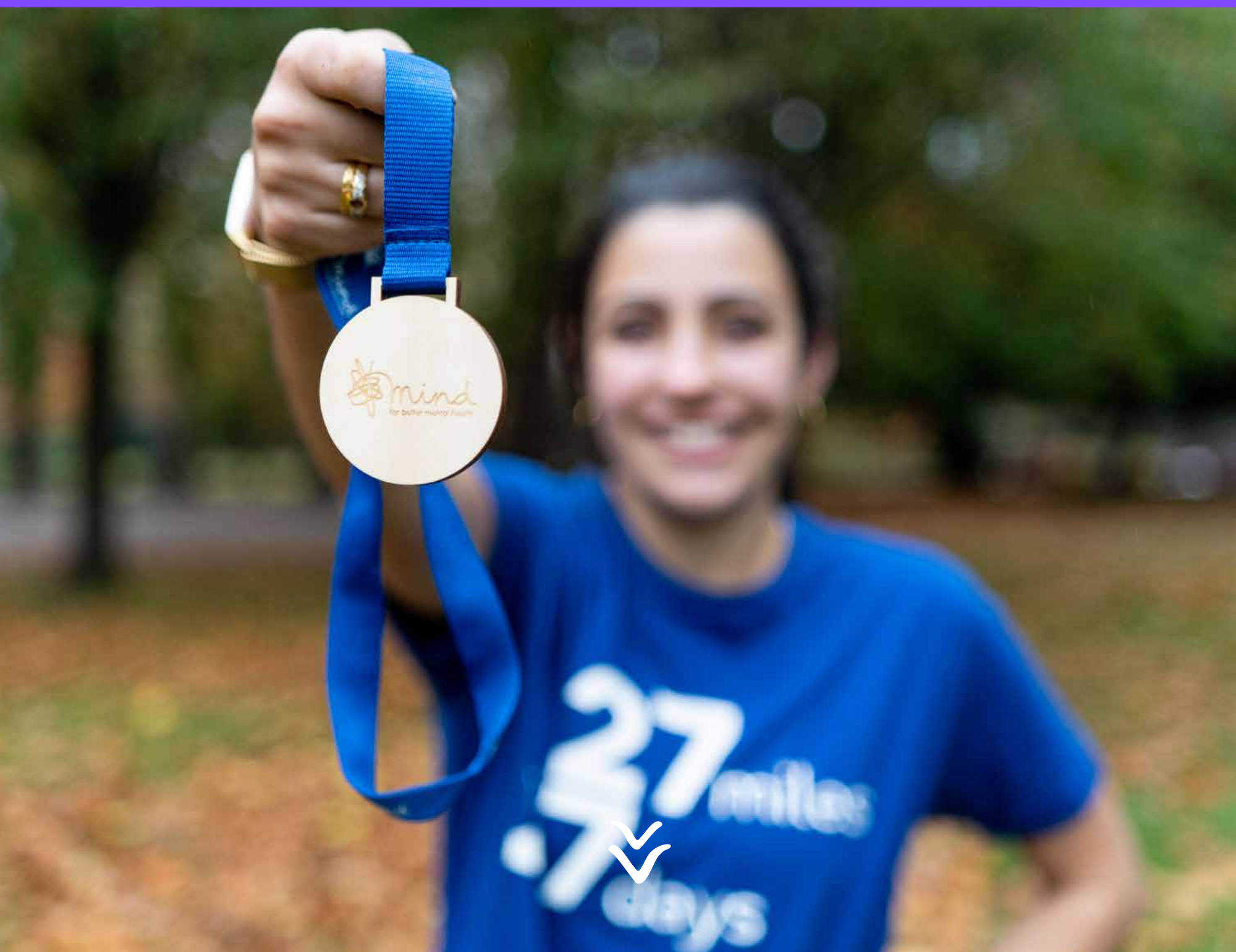


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# The finishing line

We're proud of you for taking part in the challenge and fighting for student mental health.

Run it your own way, at your own pace and in your own time. We'll be with you every step of the way with fundraising and training tips to help motivate you all the way to the finish line.





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As a thank you to our amazing fundraisers, anyone who raises over £27 will receive a free 27 27 medal as a little keepsake of your achievements. Hit your £127 milestone, and you'll get an extra special surprise too, along with another reward if you hit £270!

If you have further questions, check out our [FAQs here](#). Anything else you need, please contact us at [students@mind.org.uk](mailto:students@mind.org.uk)





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# Find us on:

 [@MindCharity](https://twitter.com/MindCharity)

 [mindcharity](https://www.instagram.com/mindcharity)

 [@mindforbettermentalhealth](https://www.facebook.com/mindforbettermentalhealth)

[#2727challenge](https://www.instagram.com/mindforbettermentalhealth)

**mind.org.uk**

Charity reg no. 219830

