



Join the running  
revolution **for**  
**Mind this March**

**27** Miles **27** Days





27<sup>Days</sup>  
27<sup>Miles</sup>

On your marks...  
First things first - go you!

We're so proud  
that you're up for the  
challenge and fundraising  
in solidarity with the 27%  
of students who report  
a mental health problem  
whilst at university.





You really are the best,  
and the money that you're  
going to raise will help us to  
be there for everyone who  
needs us at this crucial time.

If you've not done so already, give your  
fundraising a flying start by following  
[this link to sign up](#) and create a  
fundraising page.

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



# Fundraising steps

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



## 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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**27** <sub>Miles</sub>

For a little inspiration,  
with £127 Mind could:

- ☒ answer 15 calls to our life-saving Infoline.
- ☒ keep our online community, Side by Side open and safe for six hours
- ☒ recruit 90 people to campaign for change.



Get your  
**FREE**  
t-shirt,  
after your  
first donation



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## 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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## 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.



## 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. Last year 27 27 participants who donated to themselves, ended up getting an overall higher donations average.



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## Get your FREE 27 27 t-shirt

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





# Get set...

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



More students are experiencing mental health problems than ever before.

The number of students reporting a mental health problem is five times greater today than it was ten years ago, while the number of students dropping out because of mental health problems has trebled. And that's all before the coronavirus pandemic. What we are seeing now is a mental health emergency.

Every student taking part in the 27 27 challenge is 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, it's a powerful way to enact change and a pretty effective way of fundraising as well.





You may find that your network opens up to you about their mental health when sharing your story. It's not uncommon to need help now and again and there are lots of resources out there to support you, if you, or your friends and family ever need it.





27 Days  
27 Miles

# Mind Resources

We have more support and advice for students available on our student pages:

[mind.org.uk/students](https://mind.org.uk/students)

Mind Infoline

0300 123 3393

info@mind.org.uk

Text: 86453

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



# 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.





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## 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.

3

## 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.





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**27** <sub>Miles</sub>

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.

# The finishing line

We're proud of you for taking part in the challenge and for standing up for the 27% of students who report a mental health problem while at university.





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.

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 goal, and you'll get an extra special surprise too!

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





27 Days  
Miles 27

Find us on:

 @MindCharity

 mindcharity

 @mindforbettermentalhealth

 Mind

#2727challenge

mind.org.uk

Charity reg no. 219830.

