



Living the stream!

Thank you so much for streaming for Mind.

By doing so, you're fighting for mental health. Use this guide to gather your troops and engage more mental health warriors to support your event.



The numbers

Help everyone understand the numbers behind the cause.

1 in 4

of us will experience a mental health problem every year.

1 in 15

people will attempt suicide during their lifetime.

24M

Mind's online information pages are visited over 24 million times every year.





The cause

You're a mental health warrior. Now it's time to tell everyone else why this cause is so important to you. These might help:

- **1 in 4 of us will experience a mental health problem every year.** But in England alone, there are 2 million people on waiting lists. Mind's services bridge the gap where nationwide support is falling through the cracks.
- **1 in 15 people will attempt suicide in their lifetime.** Everyone deserves quality mental health support when they need it. And that's what Mind are fighting for, a world where no mind is left behind.
- **Mind's online information pages are visited over 24 million times each year.** Mind work hard to make sure everyone living with a mental health problem can access information about their diagnosis, their rights and how to get support.

The difference

Let people know how far their donation can go. This is great content for your moderators or chat-bots to post in chat to encourage donations.

£10

could help our Infoline advisors pick up the phone to someone with nowhere else to turn.

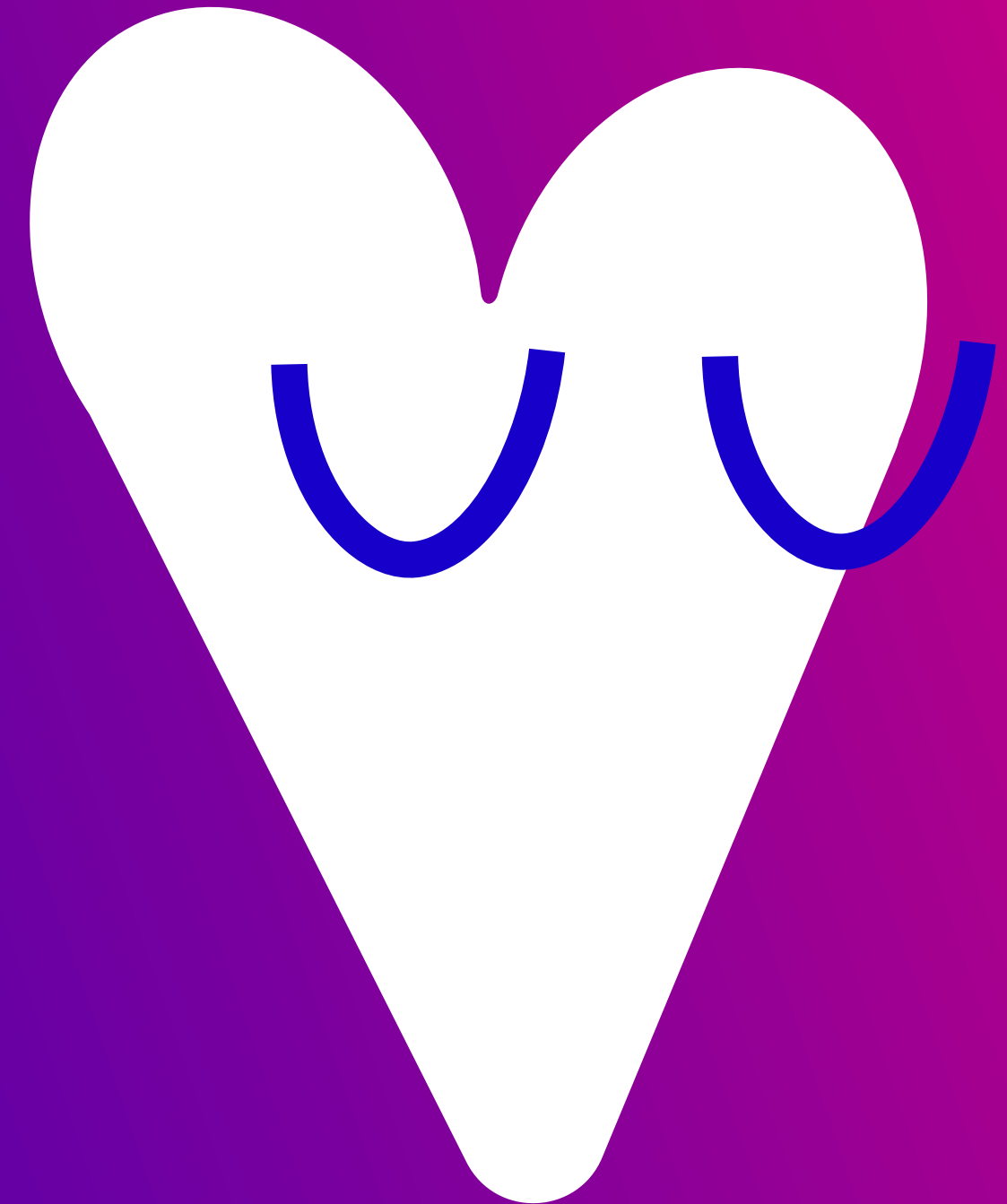
Where they can find information about mental health problems, questions about treatment options and signposting to services.

£47

could help us keep our online community open for a whole hour. Side by Side is where people can go to connect with others who understand what they're going through. 24/7.

£60

could help pay the phone bill for our Infoline for a whole day. That's huge. The information and signposting on mental health it gives people is absolutely vital.



Support for you

(Because you're a stream come true!)

Check out the link below for a range of resources to help your Tiltify, JustGiving, Twitch and social media profiles look the part and rally more supporters. We've got overlay assets, social graphics and more!

mind.org.uk/streaming 

Keep an eye on your emails once you've registered to claim your free Mind T-shirt, plus some streaming incentives to support you while fundraising:

- Hit **£200** and get your very own limited-edition pin badge.
- Raise **£1,000** or more to get a personalised light up trophy.



Spread the word!

Don't forget to let everyone know about your stream.

Use our hashtag #StreamForMind on your socials to shout about your challenge alongside the rest of the stream team. And tag us to help get even more people on board.

You can download our templates [here](#) to share on socials.

#StreamForMind



Good luck!

Extra support: mind.org.uk/streaming

Get in touch: gaming@mind.org.uk 

Stream for
Mind 

