



World Mental Health Day 2026

Content pack for partners

**Support today
saves lives tomorrow.**

**See Me
Now.**

World Mental Health Day

World Mental Health Day is on
Saturday 10 October 2026.

In this pack, you'll find information about our campaign, ideas for how you can get involved in the run up to the day and on the day itself, resources to download and much more.



Support today saves lives tomorrow

The right mental health support can change lives. It can stop people reaching crisis point. It can save lives.

Everyone should have access to mental health support that makes them feel seen, and starts on the day they ask for help.

The first conversation should be easy to access and immediate. It should make every person feel seen, taken seriously and supported.

But too many of us have a very different experience. We ask for help but are told to wait. We tell our stories but don't feel heard. We get offered support but it's not right for who we are and what we need.

It doesn't have to be this way.

This World Mental Health Day, join our campaign to transform the future of mental health support, based on 'same-day open access'.

Together we can make sure everyone gets the support they need, when they need it.



Our campaign: See Me Now.

Join our campaign

The current situation isn't sustainable. More people need support. Waiting lists are only getting longer. We need a new answer.

So we're building a movement to make this happen. People with lived experience. Health professionals. Policy makers. Politicians. Everyone who can see that same-day open access is better for our mental health and our mental health system.

With same-day open access, we get the support we need, when we need it.

This isn't a pipedream.

Wales has already committed to moving to a same-day open access model. Where the approach has been tested, it's working – waiting times have fallen and people's mental health has improved.

Opening doors

We've recently published a new report, *Opening doors*, which sets out the case for same-day open access and how we can make this a reality.

[Read the report summary](#)

Get involved

By supporting our campaign, you can help us inspire real change where it matters.

Your support will also help power Mind's services, like our online community, Side by Side, and our helplines designed to meet different challenges and needs.

There are lots of ways you can get your organisation involved this World Mental Health Day.

Whatever your role, everyone can support Mind. You can:

- **Fundraise for Mind.** Whether that's hosting a bake sale, fundraising in your organisation or taking part in a sponsored activity.
- **Raise mental health awareness at work.** Through internal communications and staff activities including quizzes and bingo.
- **Spread the word.** Share our campaign on social media and encourage your customers, friends and family to do the same.

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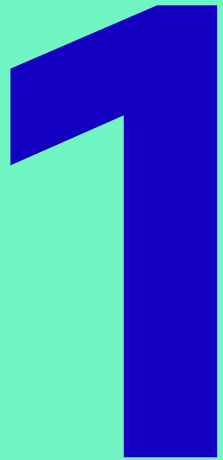
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1

**Fundraise
for Mind**

Encouraging participation internally

This World Mental Health Day we're raising vital funds to support the delivery of our work, providing life-changing support and information to anyone struggling.

You can help us by encouraging your people to get involved in your internal fundraisers and directing them to the Mind website to find out more about our campaign.

Supporting toolkit

In our [World Mental Health Day toolkit](#), you'll find:

- Fundraising templates and ideas
- Editable fundraising poster (to share your activities/events)
- Campaign poster
- Email graphic for newsletters



Get moving for Mind

This World Mental Health Day, we're encouraging you to get moving for Mind to raise vital funds so that we can be there for more people who need us.

Here are 6 ways you can get moving for Mind. Together, we can make sure that no mind is left behind.

1

Lunchtime walking group – organise a walking group and ask everyone joining you to donate to Mind.

2

Walking challenge – get sponsored to walk a certain distance or number of steps a day.

3

Virtual desk yoga – organise a session with an instructor or host it yourself and ask everyone joining you to donate to Mind.

4

Stair climb challenge – is your office in a tall building or near one? Get sponsored to climb to the top.

5

Static bike challenge – set up a relay and challenge everyone to cycle a certain distance over the week, for example Land's End to John o' Groats.

6

Hop, skip and a jump – pull out the childhood favourites and get teams competing outside for an office sports day.

Fundraising ideas

National Baking Week

Immediately following World Mental Health Day is National Baking Week, 14–20 October.

The perfect opportunity to follow up on any awareness raising you've been undertaking in the run up to World Mental Health Day, with a classic office bake sale!

Office Olympics

Set up an office Olympics with fun events like paper plane flying and waste-paper basketball and compete to see who will be crowned champion.

Promote the event around the office and encourage everyone to get involved.

Need further inspiration?
Check out our A – Z of Fundraising Ideas



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2

**Raise awareness
with employees**

Toolkit resources

Posters

Our impactful posters are ready to be printed, either in the office or by a professional printer.

They're perfect for staff rooms, common areas - even the back of toilet room doors!

You can find them to download from our [World Mental Health Day Dropbox toolkit](#).



Sharing real life experiences through internal communications

Using lived experience content

In the lead up to World Mental Health Day and during the day itself, Mind will be sharing the experiences of our campaign voices. Here they talk about how they have been supported by Mind.

These can be used to support internal communications, e.g. intranet posts or staff newsletters about World Mental Health Day and your organisation's support for Mind.

We encourage you to share our voices' experiences as we've presented. Please do not reword any of the quotes and please do not adapt their experiences.

If your organisation would like to share our voices externally, please reach out to your Mind account manager for support.



Gavin

Gavin, who lives with borderline personality disorder (BPD) and post-traumatic stress disorder (PTSD), shares his experience of reaching out for help, and the difference it made when he felt truly heard.

The Mind Infoline, and working for Derbyshire Mind as a trustee, has been pivotal in his journey to ongoing recovery.

“On Mind’s website, I saw all the stories of people sharing their experience. It made me realise that I wasn’t alone.”

“Then I called the Mind Infoline. That call changed everything. I was listened to without judgment. I was given practical options and support. For the first time, I felt understood and heard.”

[Read Gavin’s blog](#)

Suggested posts for Teams or Slack

The right mental health support can be life changing. It can even save lives.

This World Mental Health Day we're supporting Mind's campaign so that everyone can get the support they need, when they need it.

Find out more about our partnership: [\[insert URL of internal partnership webpage\]](#)

Mind are campaigning to make sure that everyone has access to mental health support that makes them feel seen, and starts on the day they ask for help.

Familiarise yourself with the support available: [\[insert URL of internal mental health and wellbeing support webpage\]](#)

However we ask for help, we should be seen – really seen. Support today saves lives tomorrow.

Mind provide information and support by phone and email. Visit mind.org.uk/helplines to find out more about how they can help.

Remember to include a link to more information: mind.org.uk/WMHD26

Staff newsletter or magazine article

Below are some tips about how to build a strong article for your newsletter or magazine about our campaign:

Personal story

Try to open with a quote or a paragraph from a colleague who has experienced a mental health problem. An individual employee writing about their experience and how being able to be open about it has helped them will make a powerful introduction.

Information about the campaign

Include a short description of what the campaign is, how people can find out more and how they can get involved in your organisation's activities.

The organisation's perspective

Include a quote or paragraph from someone senior in your organisation about why they're supporting Mind and our World Mental Health Day campaign. They could talk about why challenging stigma and supporting employee mental health is important to the organisation.

Signpost to relevant support

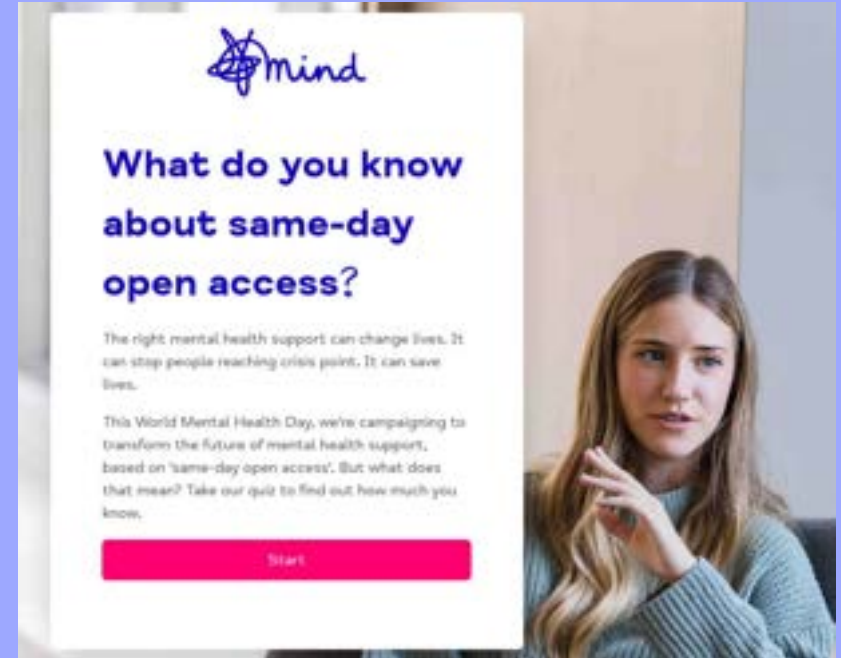
Let your colleagues know what resources are available to them and what they can do if they're worried about their mental health.

Share our quiz

Why not take the opportunity to learn more about our campaign to transform the future of mental health support and what 'same-day open access' really means, by sharing our quick quiz with staff.

You could make this part of an internal awareness-raising opportunity or create a 'lunch and learn' around the topic.

[Take the quiz](#)



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3

**Raise awareness
externally**

Sharing our campaign message externally

This World Mental Health Day we want to reach as many people as possible with our campaign message.

By sharing it with your customers, you can support us to raise awareness among new audiences and affect change.

Supporting toolkit

You'll find assets for social media and email that we'd love you to share with your customers to help raise awareness around the need for change in mental health support.

[Browse our assets here](#)



Key messages for social media

Supporting Mind

This World Mental Health Day, we're supporting Mind in the fight for mental health.

Since we started supporting Mind at [\[insert company name\]](#), together we've helped so many people get much-needed support for their mental health.

Support today saves lives tomorrow

The right mental health support can change lives. It can stop people reaching crisis point. It can save lives.

Everyone should have access to mental health support that makes them feel seen, and starts on the day they ask for help.

Call to action

Everyone deserves the right support when they need it, and no one should have to face a mental health problem alone.

Support today saves lives tomorrow.

Join the campaign at
mind.org.uk/WMHD26

Social media asset



This year, we've streamlined our social assets down to just one version that you can use across Facebook, Instagram, X, Bluesky and LinkedIn.

We'd love for you to share with your customers and share our message of the need for change in mental health support.

[< Download the asset here.](#)

Find some suggested captions on the next page.

Don't forget to tag us!

Make sure to mention Mind when you're sharing our information and tips:

Facebook –

[**@mindforbettermentalhealth**](#)

Twitter – [**@MindCharity**](#)

Instagram – [**@MindCharity**](#)

LinkedIn – [**@mind_2**](#)

Threads – [**@MindCharity**](#)

Suggested captions for social media

The right mental health support can be life changing. It can save lives.

That's why this #WorldMentalHealthDay we're supporting @MindCharity to fight for anyone experiencing a mental health problem to get the right support, when they need it.

This #WorldMentalHealthDay we're supporting @MindCharity to raise awareness and vital funds so they can continue to fight for mental health.

Join the campaign to ensure everyone can access the right support, when they need it.

This #WorldMentalHealthDay we're joining @MindCharity in the fight for mental health.

Because everyone should have access to mental health support that makes them feel seen. Support today saves lives tomorrow.

Remember to include a link to more information: mind.org.uk/WMHD26

Support with press releases

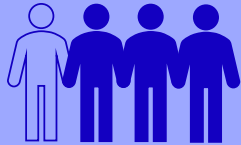
You can help further amplify our campaign by sharing what your organisation is doing to support Mind with the media. Over the next few pages, you'll find key messages, statistics, Mind boilerplate and a spokesperson's quote – everything you need to create your own press release.

Key messages for media use

- This World Mental Health Day, we're supporting Mind's campaign to get everyone seen on the day they ask for support.
- The right mental health support can change lives. It can stop people reaching crisis point.
- That's why we're supporting Mind's 'See Me Now' campaign to make sure that everyone gets the support they need, when they need it.
- Since we started supporting Mind at [insert company name] in [insert month and year], we've helped to raise vital funds for people with mental health problems.
- We're supporting Mind to make sure that anyone who needs mental health support is taken seriously on the same day they seek support.
- This year we're [insert details of your fundraising / awareness raising activities]
- To find out more about World Mental Health Day including where to get support, visit mind.org.uk/WMHD26

We recommend using only these key messages and the following stats for media use.

Stats for press releases



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



There are currently **1.6 million people** on mental health waiting lists in England.



In England, a recent Mind survey identified worrying signs that improvements in the public's understanding and attitudes towards mental illness since 2009 **have begun to go into reverse.**¹



In the last year nearly **40,000 children** in England experienced a wait of over two years for mental health support.²

^[1] Page 51, The Big Mental Health Survey, Mind and Centre for Mental Health, 2024.

^[2] Press Notice: Over a quarter of a million children still waiting for mental health support, Children's Commissioner warns, 2024.
<https://www.childrenscommissioner.gov.uk/blog/over-a-quarter-of-a-million-children-still-waiting-for-mental-health-support/>

About Mind

The below can also be used in the boilerplate of your press release, if you wish.

- Mind, the mental health charity, provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. mind.org.uk
- Mind has several mental health helplines:
 - Mind support line: advisors are trained to listen and help find specialist support if needed. Call 0300 102 1234 (lines open 9am to 6pm, Monday to Friday).
 - Mind Infoline: a confidential information and support line available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)
 - Welfare benefits line: for anyone with mental health problems who is navigating the benefits and welfare system. Call 0300 222 5782 (lines open 9am to 5pm, Monday to Friday).
 - Legal line: offers legal information and general advice on mental health related law in England and Wales. Call 0300 466 6463 (lines open 9am to 6pm, Monday to Friday).
- The ongoing cost-of-living crisis is affecting many people's mental health. For more information on managing money and your mental health, visit the Mind website.
- Mind's online mental health community Side by Side is a safe space where anyone aged 18 and over with experience of a mental health problem can share their story, connect with others, access Mind's wider information and resources, and give support in return. Find out more at www.sidebyside.mind.org.uk
- Mind operates nationally and locally, with 99 local Minds across England and Wales. Find your nearest Local Mind here: <https://www.mind.org.uk/information-support/local-minds/>

Mind spokesperson quote

Please use the below quote only.

Emma Ackerman, Executive Director of income generation says:

"We are very grateful to [\[insert company name\]](#) for their continued support, and for their pledge to raise awareness and funds for Mind this World Mental Health Day.

"At Mind we're fighting every day, for everyone experiencing poor mental health to feel seen and understood, and we know the people delivering care and support want change too. Crucial to this is making sure people can access the right support when they first need it – not two years down the line.

"That's why the support of [\[insert company name\]](#) is so important. By raising money to support our services, campaigns and local Minds, we can reach even more people and make sure everyone gets the help they need, when they need it."

A close-up photograph of a hand holding a light pink card. The card has the words "Thank you!" written in a bold, blue, sans-serif font. The background is slightly blurred, showing what appears to be a desk or table surface.



4

**Direct to
support**

Signposting information

Mind's 4 helplines provide information and support by phone and email.

Support line: 0300 102 1234

Monday to Friday, 9am-6pm

Infoline: 0300 123 3393

Email: info@mind.org.uk

Monday to Friday, 9am-6pm

Welfare benefits line: 0300 222 5782

Monday to Friday, 9am-5pm

Legal line: 0300 466 6463

Email: legal@mind.org.uk

Monday to Friday, 9am-6pm

Local Minds offer face-to-face services across England and Wales. These services include talking therapies, peer support and advocacy.

Side by Side is our supportive online community for anyone experiencing a mental health problem. The Side by Side community is available 24/7.
sidebyside.mind.org.uk

Signposting information

Other useful contacts

Samaritans – call 116 123,
email jo@samaritans.org.uk
(24/7 support)

Campaign Against Living Miserably
(CALM) – call 0800 58 58 58, (Helpline
open 5pm-midnight, 365 days a year),
webchat available on website

SHOUT – text SHOUT to 85258
(24/7 confidential text support)

A full list of useful contacts can
be found on **Mind's website**

From all of us here at Mind, thank you!

For your continued support, fundraising and dedication to mental health. We won't give up until everyone experiencing a mental health problem gets the support and respect, they deserve. You're helping make sure that happens.

