



**Great mental
health care
is human**

Mental Health Awareness Week 2026

Content pack for partners



Mental Health Awareness Week

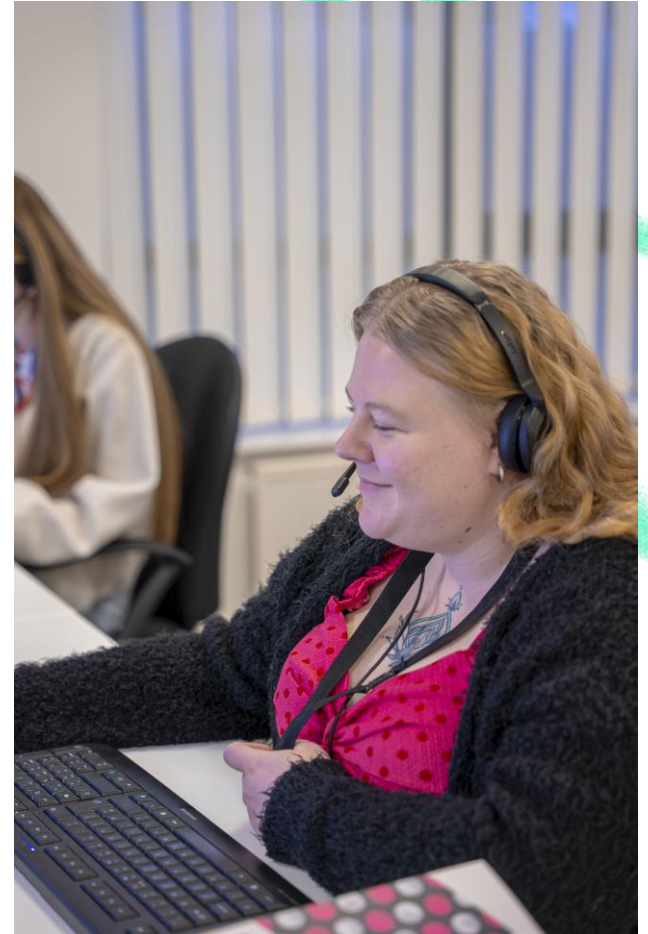
Great mental health care is human.

This Mental Health Awareness Week, Mind is highlighting the need to see the individual, not just the patient. Because we know that good mental health care is *human*.

It's the trained advisor who helps when you're worried about rent and too unwell to work. It's the therapist who starts with "What's happened to you?" not "What's wrong with you?". It's the kind voice at the end of the phone.

Mind's dedicated experts are online, on the phone and at the heart of communities across England and Wales, providing life-changing support that really does make a difference.

With your support, we can make sure that no mind is left behind.



Get involved

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

You'll help us write vital information and educate the nation on mental health. And you'll help us run campaigns that inspire real change in the places the big decisions are made.

There are lots of ways you can get your organisation involved this Mental Health Awareness Week.

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.
- **Upskill yourself.** Familiarise yourself and your teams with the support available from Mind and other organisations, so you can direct those in need of help in the future.

Contents

1 Fundraising

Contents:

1. Encouraging participation internally
2. Get moving for Mind
3. Fundraising ideas

2 Raise awareness with employees

Contents:

1. Toolkit resources
2. Sharing real-life experiences
3. Suggested posts for Teams or Slack
4. Staff newsletter or magazine

3 Raise awareness externally

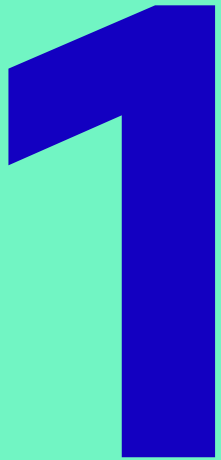
Contents:

1. Sharing our campaign externally
2. Key messages for social media
3. Social media assets
4. Suggested captions
5. Press release support
6. About Mind
7. Spokesperson quote

4 Direct to support

Contents:

1. Signposting information



1



**Fundraise
for Mind**

Encouraging participation internally

This Mental Health Awareness Week we're raising vital funds to support the delivery of our work, providing information and support to those who may be 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 the campaign.

Supporting resources

On our Website [website](#), you'll find:

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



Get moving for Mind

This Mental Health Awareness Week, 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

Host a Big Brunch

Looking for a simple, feel-good way to bring colleagues together and champion better mental health at work? [Mind's Big Brunch](#) is the perfect moment to pause, connect and raise vital funds for mental health support.

Hosting is simple. Our ready-made [Resource Hub](#) gives you everything you need in one place. All you need to do is pick a date and gather the team.

Need further inspiration?
[Check out our A – Z of Fundraising Ideas](#)

Sponsored walk

A team walk is an excellent way to strengthen connections while raising vital funds. Whether a gentle stroll, a night hike or a more ambitious climb.

Divide into departments with a shared fundraising total for some healthy competition.



A large, bold, blue number '2' is positioned on the left side of the image. The background is a solid light pink color, overlaid with several thick, white, hand-drawn chalk-like scribbles that form overlapping arches across the right and center of the frame.

2

**Raise awareness
with employees**

Resources

Posters

Our bright and visual posters are ready to be printed, either in the office or by a professional printer. Including an editable poster to share event details.

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

You can find them to download from our [Mental Health Awareness Week webpage](#).

[Download resources](#)

Great mental health care is human

Join us this Mental Health Awareness Week!

[Thursday 14 May]
[Event time]

[Event title]

[Event details]

[Event address]

11-17 May 2026
mind.org.uk/MHAW26

We're supporting mind

Registered charity in England (no. 210830) and a registered company (no. 022480) in England and Wales.

Sharing real life experiences through internal communications

Using lived experience content

In the lead up to Mental Health Awareness Week and during the week itself, Mind will be sharing the experiences of people working on Mind's frontline.

These can be used to support internal communications e.g. intranet posts or staff newsletters regarding Mental Health Awareness Week and your organisation's support of Mind.

We encourage you to share these 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 these stories externally, please reach out to your Mind account manager for support.

Keep an eye on our [Mental Health Awareness Week webpage](#) for the stories when they're published.

Suggested posts for Teams or Slack

Great mental health care isn't just clinical – it's human. Mind see the person – not just the patient.

This Mental Health Awareness Week we're supporting Mind to provide life-changing support that really does make a difference .

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

Mental health affects us all differently, but it's an important part of our lives every day. That's why we're so determined that no mind gets left behind.

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

Great mental health care isn't just clinical – it's human. Mind's experts know their communities, know their needs and go the extra mile to deliver quality care that treats people as individuals, not statistics.

Mind provide information and support by phone and email. Visit [mind.org.uk/helplines](https://www.mind.org.uk/helplines) to find out more about how they can help.

Remember to include a link to more information: [mind.org.uk/MHAW26](https://www.mind.org.uk/MHAW26)

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 Mental Health Awareness Week 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.

A large, bold, blue number '3' is positioned on the left side of the image. The background is a solid light pink color, overlaid with several thick, white, chalk-like scribbles that form a series of overlapping, curved lines across the right and center of the frame.

3

**Raise awareness
externally**

Sharing our campaign message externally

This Mental Health Awareness Week we hope to reach over 1 million people with our campaign.

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

Supporting resources

You'll find an asset for social media that we'd love you to share with your customers. You can help spread our message about the need for change in mental health support.

[Browse our assets here](#)



Great mental health care is human

See the person, not the patient.
Join the campaign.
11-17 May 2026



Key messages for social media

Supporting Mind

This Mental Health Awareness Week, 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.

Mental health is human

Great mental health care isn't just clinical – it's human.

That's why we're supporting Mind, whose dedicated experts provide life-changing support that really does make a difference.

Because no one should have to face a mental health problem alone.

Call to action

Mental health doesn't take a day off. Not on Mental Health Awareness Week and not on any other day of the year.

Together, we can make sure no mind is left behind.

Join the campaign at mind.org.uk/MHAW26

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

Great mental health care isn't just clinical – it's human.

This #MentalHealthAwarenessWeek we're supporting @MindCharity so they can continue delivering quality care that treats people as individuals, not statistics.

This #MentalHealthAwarenessWeek we're supporting @MindCharity to raise awareness and vital funds so they can continue providing life-changing support that really does make a difference.

Together we can make sure no mind is left behind.

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

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

Remember to include a link to more information: mind.org.uk/MHAW26

Support with press releases

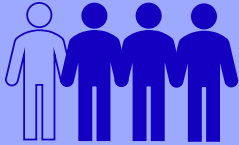
You can help further amplify our campaign by sharing what your organisation is doing to support Mind with the media. Over the next few pages, you'll find key messages, statistics, Mind boilerplate and a spokesperson's quote – everything you need to create your own press release.

Key messages for media use

- This Mental Health Awareness Week, we're supporting Mind to provide life-changing support that really does make a difference.
- Great mental health care isn't just clinical – it's human. Mind's experts know their communities, know their needs and go the extra mile to deliver quality care that treats people as individuals, not statistics.
- Since we started supporting Mind at [insert company name] in [insert month and year], we've helped to raise awareness and vital funds for people with mental health problems.
- We want to continue helping Mind so people can live happier, healthier lives. This year we're [insert details of your fundraising / awareness raising activities]
- To find out more about Mental Health Awareness Week including where to get support, visit mind.org.uk/MHAW26

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 2008 **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 at Mind, 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 Mental Health Awareness Week.

Great mental health care isn't just clinical – it's human. That's why at Mind, we see the person – not just the patient. Mind's dedicated experts are online, on the phone and at the heart of communities across England and Wales, providing life-changing support that really does make a difference.

That's why the support of [\[insert company name\]](#) is so important. By talking about mental health and raising money to support our services, campaigns and local Minds, we can reach even more people so that no mind is left behind.”





4

**Direct to
support**

Mind are here for you

Our helplines

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

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

Side by Side

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

Other useful contacts

Samaritans

Call 116 123

Email jo@samaritans.org.uk

24/7 support

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.