

Making moves
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for mental health

this is the Mind Walk

**Your fundraising
guide 2025**



Welcome to the Mind Walk



Thanks so much for signing up to the Mind Walk in 2025. I can't tell you just how important it is to me – and to all of us – here at Mind.

What you've joined is incredibly special. The Mind Walk isn't just any walk – it's a movement, a community. You and your fellow walkers are getting together to raise money and make change happen. You're making moves for mental health.

Right now, we need that kind of spirit more than ever. Things aren't easy at the moment. The mental health system isn't working and people with mental health problems just aren't getting the support they need.

But you've taken the first step to change that reality, to build a better future. You're part of the Mind Walk, the big walk making even bigger change. I couldn't be happier to see you take part.

So welcome – let's make moves for mental health.

Sarah Hughes, CEO



So welcome to the Mind Walk
Let's make moves for mental health

You're about to do something really special

This March you're taking on the Mind Walk, the big walk making even bigger change.

On the day



When

Sunday 23 March. The event village opens at 10.30am and we'll start walking at 11.30am.

Where

Battersea Park, London. The nearest stations are Battersea Power Station, Battersea Park & Queenstown Road. Check the **route map** to find out more.

In 2022 our Mind Walkers raised

£55,000

That could pay for...

5,000 calls

to our helplines.

Our helplines have trained advisors that give people trusted information on mental health problems.

Here's how the money you raise could change lives

£10

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

£50

could send **500 information packs** to a school, giving young people trusted mental health information.

£100

could help **support 4 people through our legal line**. That's a lifeline for someone trying to understand everything from discrimination to what your rights are in a mental health hospital.

How to raise money for mental health

Raising money can feel a bit daunting – and that's okay!

You'll be surprised at just how many people are willing to donate to a good cause when you tell them about it. But if you get a bit stuck, just talk to us – we're always here to help.

Email us: themindwalk@mind.org.uk



Scan the QR code to check out our fundraising hub. Your one-stop shop to all of the fundraising support you need.

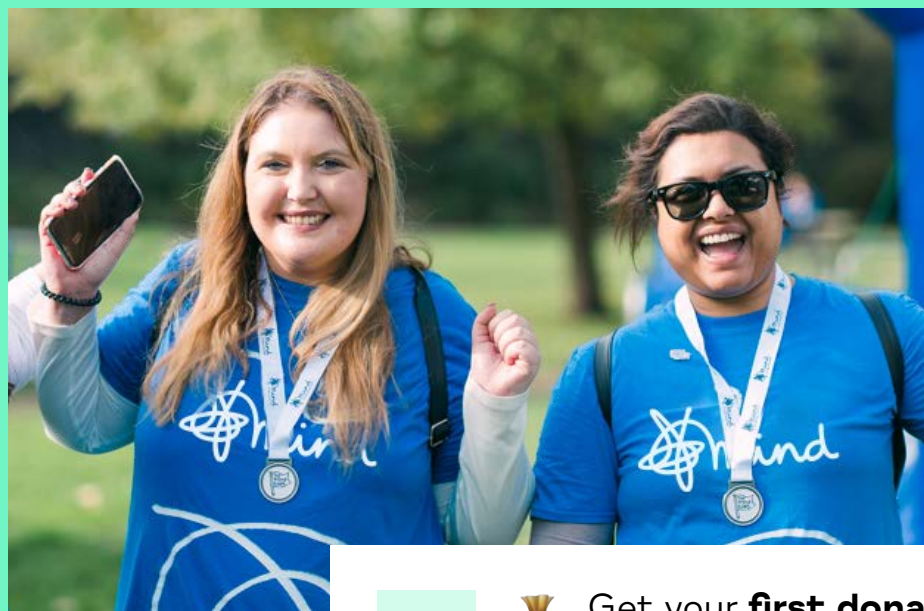
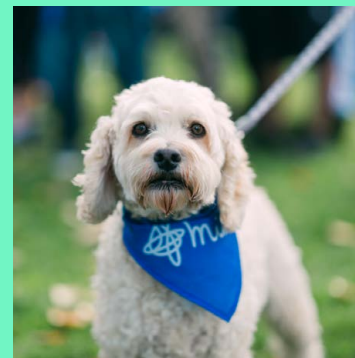
Top tips

There's only a few weeks until the Mind Walk, so here's some of our top tips to help you hit your target:






- **It's never too late to start raising money.** Make your page your own with a photo and your story. Adding your story alone could boost your total by 315%! You'll get a free Mind t-shirt when you get your first donation too.
- **Share, share, share.** Instagram, Facebook, WhatsApp, LinkedIn. People want to hear about all the great things you are doing – every share on social media is worth an average of £10.
- **Get creative.** You could hold a bake sale, ask your employer to match your fundraising total, or even promise to wear a fancy-dress costume on the day if you hit your target.
- **Keep going!** Make sure to follow up with an update about your achievement after the Mind Walk and don't forget to include a photo. Remember – 20% of donations come in after the event has finished, so keep going.
- **Say thanks.** When people donate, make sure to thank them to show how much you care about joining the fight for mental health.



Your checklist for the big day



Click the box to tick off each step as you go!

-  Get your **first donation** in or self-donate to get your **free Mind t-shirt**.
-  If you're training for the walk **update your fundraising page** and social media to show your progress. Share that selfie in your Mind t-shirt with pride.
-  **Plan your journey** to Battersea Park on 23 March. You'll find your route map in your Mind Walk pack. There's also a digital version you can download from our website.
-  **Get prepared.** Bring a refillable water bottle, comfy shoes and your Mind t-shirt. It's a good idea to bring some snacks, sun cream alongside some extra layers or a waterproof jacket too.
-  **Turn up, get ready and make moves for mental health.**

Niamh's story

The following section talks about suicide – please read with care.

Niamh took part in our first Mind Walk back in 2022 after her son Niall died by suicide at the age of 21. We're grateful to Niamh for wanting to share what the Mind Walk meant to her.



Niamh started raising money for Mind after her son Niall died by suicide at the age of 21.

Why did you want to support Mind?

I knew of Mind and had trained with them in my work role to support the families I work with. Ironically, the last training we had was a week before Niall died by suicide. I hadn't considered fundraising for them until this tragedy hit us in 2017, and I've been regularly fundraising since then in the hope of making a difference and to aid Mind's work supporting vulnerable people.

Tell us about your experience on the day last time. What was the best bit?

I walked with my husband and son. There was a **positive atmosphere as we met with the other walkers, some sharing stories, others reflecting quietly.** The support team and volunteers were great, keeping an eye on everyone and making sure everyone was okay. Even though you were with complete strangers it was as if you'd known them for a long time and the atmosphere was really comfortable. A shared goal was ahead.

Q & A

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Do you have any tips for someone taking part and raising money for the first time?

Go at your own pace and don't set yourself unrealistic targets. Remember – any amount raised will support the vital work Mind do, and it really is about the taking part. Talk to family and friends too. And if you can get a walking buddy even better, but you'll be made welcome if you're solo as well. **But most importantly enjoy the day!**

How do you think events like the Mind Walk help in raising awareness about mental health?

It's all about the visuals. **Seeing communities come together raises awareness and gets people talking.** Last year we were asked by about 3 groups of people we met on the walk what we were doing, why we were doing it and wanted to know more about the charity. It also gives people the courage to talk to others and champion good mental health support.

What do you hope people take away from the Mind Walk?

A sense of purpose and achievement. That warm glow of feeling you've done something for others. For those of us that have lost loved ones to mental health, **the feeling of strength and purpose, both celebrating and remembering them in a positive way.** And a strength to carry on championing both the charity and mental health awareness.

This year we're making moves for mental health. For a better future for everyone. What's your hope for the future?

That mental health is 'normalised'. That we see open, transparent, and honest discussions in the classroom, learning space and every place of work. **Where no one feels they have to go it alone** and struggle and can comfortably turn around and say 'I'm not okay' without fear or shame.

Big thanks to Niamh for sharing her story. This is what makes the Mind Walk so special. It brings people together to walk for a common cause, each with their own unique experiences.

We can't wait to walk with you on March 23!

The Mind Walk isn't just any walk – it's a movement.

We're Mind. We're fighting for a future where no mind is left behind.

We want to create a mentally healthy society.

Through our information, services and campaigns, we tackle stigma, barriers and isolation so that everyone can access mental health support when they need it.

Our campaigners speak out about the real issues affecting people with mental health problems. Be part of a powerful movement and join us in the fight for mental health at mind.org.uk/campaign

Got a Mind Walk question?

Email us at:

themindwalk@mind.org.uk

Looking for mental health support?

Mind's infoline: 0300 123 3393

text: 86463

email: info@mind.org.uk

Monday to Friday, 9am to 6pm

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