A young man and woman are smiling and looking towards the right. The man is in the foreground, wearing a tan beanie with sunglasses perched on it, glasses, and large black headphones around his neck. The woman is slightly behind him, also smiling. They appear to be outdoors in a bright, sunny environment.

student  
minds

# Become a Partner of Student Minds:

Ensuring that no student is held  
back by their mental health

# Who we are

**No student should be held back by their mental health.**

**We create and curate resources, stories and tools and empower students to build their own mental health toolkit to support themselves and their peers through university life and beyond.**

We challenge the higher education sector, health sector, and government to work with students when making decisions that impact them and we make them accountable for prioritising student mental health.

Together, we're improving university communities so that every student gets the mental health support they need to reach their goals.

Our CEO, Rosie Tressler, was awarded an OBE in Her Majesty The Queen's Birthday Honours List 2019, in recognition of her services to mental health in higher education. We are frequently invited to contribute and speak directly to Government, lawmakers and influential figures.

**Student Minds is the UK's student mental health charity, and your support will enable us to keep putting student mental health first.**





# Why students?

**With academic pressure, money worries and loneliness, it's easy to feel overwhelmed at university. In fact, 1 in 3 students we surveyed in 2022 reported poor mental wellbeing.**

Experiencing poor mental health whilst at university can contribute to decreased performance and dropout. It can also affect relationships with loved ones. Tragically, each year a number of students die by suicide.

Unfortunately, the needs of the UK's 2.8 million students are too often overlooked.

The NHS struggles to meet demand for mental health support and many universities feel they need more resources and training to respond to students in distress. One-quarter of students don't know where to get mental health support at university.

**It doesn't have to be this way.**

**Navigating identity, discrimination and global concerns can all make student life even tougher.**

75% of Black and Asian students said racism had negatively impacted their mental health (Unite Students, 2022), whilst 94% of LGBTQ+ students have experienced mental health difficulties (Cibyl, 2023).



# Our impact

**Student Minds work hard to ensure no student is held back by their mental health. Since our inception:**

- We have trained over 10,000 Students and Staff. Many of our training courses are 'Train the Trainer' meaning that the people trained can then go on to run their sessions on their campuses.
- We have had over half a million visitors to Student Space our website that supports students through the uncertainty of student life .
- We now work with over 140 UK universities with 96 universities on our University Mental Health Charter.
- Our University Mental Health Day campaigns reach over 4.8 million people per year.

We ensure our work is evidence-led by collaborating to conduct ground-breaking research and solutions, working with experts whilst keeping students at the heart of everything we do with our Student Advice Committee.

“It's rare to find spaces solely dedicated to uni students' mental health, especially those that intentionally create tailored support materials for diverse groups.”

– **Student**



Partnership  
is powerful



# Why partner with us?

**As a charity, we rely on donations to undertake all of our vital work.**

Partnerships play a large part in this, not only in providing financial aid to enable our work but also by amplifying our mission and providing key resources and audiences to help us ensure that no student is held back by their mental health.

By choosing to partner with Student Minds, you will be aligning yourself with the UK's leading student mental health charity, firming your company's perception as a committed and compassionate industry leader who cares.

Working with a high-profile student mental health charity will ensure that your brand has positive exposure amongst your staff, prospective employees and the future leaders of this country.

If your organisation works within the higher education market, partnering with Student Minds can bring brand awareness, market access, favourable perception and collaborative opportunities with other like-minded organisations.





# Your partnership options



We offer 3 tiers of partnership, but we like to refer to these as the foundation of our work together. Each partnership will be managed by our Partnership Manager and can be adapted to create a more impactful involvement, both for your organisation and for our charity.

## Strategic Partner

- ✓ Multi Year Potential
- ✓ Engaged in fundraising activities
- ✓ Engaged in projects outside of fundraising
- ✓ Share strategic synergies & goals
- ✓ Thought leader

**£10,000+**

+VAT

## Corporate Partner

- ✓ Potential for growth
- ✓ Engaged in fundraising activities
- ✓ Involved in sharing our work

**£5,000 -  
£10,000**

+VAT

## Corporate Supporter

- ✓ Providing financial support
- ✓ Spreading awareness of the cause

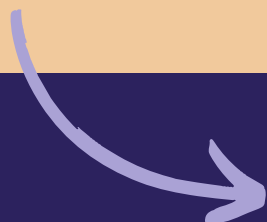
**£1,000 -  
£5,000**

+VAT





These are our benefits associated with each tier:



	Strategic	Corporate	Supporter
Social & Newsletter post announcing partnership	✓	✓	✓
Social posts (no promotion of products / services)	Quarterly	Bi-Annual	
Quote for partner PR announcing partnership	✓	✓	✓
Spokesperson / Support for event	Once Per Year		
Support on staff fundraising & engagement	✓	✓	✓
Student Minds Spokesperson for PR	Bi-Annual	Once Per Year	
Student Minds developed webinar	Bi-Annual	Once Per Year	
Student Minds developed content for partner blog	Three Per Year	Bi-Annual	
Access to targeted content for dissemination (coming soon)	✓	✓	
Use of Student Minds Supporter Logo	✓	✓	✓
Feature on website	✓	✓	✓
Feature in Impact Report	✓	✓	✓

# Partnership testimonials

**We have the privilege of working with an amazing array of passionate organisations from a multitude of industries. Here are some testimonies from them that highlight the power of partnership!**

We're deeply thankful for our collaboration with Student Minds. This partnership has enriched both our organisations and the communities we support. Their focus on student mental health resonates with our mission, allowing us to reach more students and offer vital resources. Their dedication and expertise inspire us, and we're eager to continue working together to amplify our impact.

– **Enterprise Mobility**



At FindMyFlow, our mission is to empower students with disabilities to take control of their learning: with tech-based study skills, reflective practice, and active self-care. We're not mental health experts, but we know what a huge impact it can have on uni life - especially for disabled and neurodivergent students. So it's incredibly reassuring to be able to signpost users to the expert support and fantastic resources offered by Student Minds. Together, we can ensure all students have the tools and strategies they need to thrive - at university, and beyond.

– **FindMyFlow**



'Thanks to their unmatched reach and reputation within the higher education sector, our partnership with Student Minds has allowed us to really amplify our messaging to students around the importance of prioritising their mental health. The partnership is truly collaborative and we're always looking at new ways to work together so that we're able to have the greatest impact for our students.'

– **Kaplan**



# Corporate fundraising

Whether you're a partner or not, many organisations get involved with our cause via corporate fundraising!

## Benefits for your team:

- Builds team relationships and brings different department together
- Supports positive wellbeing and improves staff morale
- Increases employee awareness of the support available to students in their life
- Boosts your CSR credentials and inspires your clients and peers

## How Student Minds will support you:

- A Digital Fundraising Pack with event planning and marketing guidance
- Resources including leaflets, posters and t-shirts
- A dedicated contact to provide tips, support and encouragement
- Shout outs on our social media
- Thank you gifts for our top supporters





# Corporate fundraising

Take a look at this case study from our long-term supporters and partner Homes For Students to see how fundraising for us could not only help enable our essential work, but can help bring together your teams too!

“Fundraising for Student Minds has given us the opportunity to bring our teams even closer together. Our colleagues often work in small teams across the country but our fundraising activities are a chance for everyone working at Homes for Students to come together, challenge themselves and form new friendships. It’s a great way to learn more about the people you work with rather than being stuck behind a desk!

Those that do take part come away with a real sense of achievement, not only conquering a tough challenge but also supporting an amazing cause. Our fundraising events have become a staple in our calendar with lots of excitement about taking part again in the future.”



For more info, reach out to [fundraising@studentminds.org.uk](mailto:fundraising@studentminds.org.uk)

# Get involved

We invite you to take the next step in supporting student mental health. Here's how you can get involved in ensuring no student is held back by their mental health.

## Contact us:

Reach out to our partnerships team at [corporate@studentminds.org.uk](mailto:corporate@studentminds.org.uk) to discuss how we can work together to improve student mental health.

## Visit our website:

Learn more about our work and partnership opportunities at [studentminds.org.uk](https://studentminds.org.uk) , or check out our full impact report at [www.studentminds.org.uk/ourimpact](https://www.studentminds.org.uk/ourimpact)

## Follow us

Stay updated with our latest news and events on social media





student  
minds

**Thank you for  
considering a  
partnership with  
Student Minds.**

**Together, we can create a  
brighter future for student  
mental health.**

Student Minds, the UK's student mental health charity.