



Business Support Pack

World Mental Health Day 2026 | 10 October

Make mental health matter in Surrey

Could your business help someone in our community feel heard, supported and less alone?

World Mental Health Day (WMHD) takes place on **Saturday 10 October 2026**. This year, we're inviting Surrey businesses to stand alongside our charity, **Mary Frances Trust (MFT)**, and help us make a difference to local people experiencing mental health challenges.

The 2026 global theme is **"Lived Experiences Heard: Real Voices, Real Change."** At MFT, we believe that listening to people's experiences - and making sure they can access the right support - can change lives.

A client's story

Read about one of our clients who attends the Football for Wellbeing in Leatherhead. The positive impact this weekly group makes to the clients who attend is easy to see.

"I have played with the MFT football team for a year now, and it has been a profoundly life improving experience.

I speak on behalf of every team member when I say that most of the team members could describe their experience in exactly the same way as I have. Profoundly. Life. Improving.

Mental health problems are such a common part of the overall human experience. The MFT team has given me and all our players a lifeboat that just doesn't sink. A constant, dependable lifting of spirits that gives us momentum to manage and improve other areas of our lives.

I've come in every week for a year and played football with my teammates who's mental health diagnoses include schizophrenia, bipolar disorder, depression, anxiety, OCD, as well as players with autism and dementia.

The range of abilities is so profound, and for many of our players it will be the only exercise and social contact they will partake in all week."

Why we're asking businesses to get involved

Mental health affects all of us.

It affects our colleagues, customers, friends, families and communities. Local charities like ours provide vital free support to people who may otherwise struggle to get the help they need.

By supporting MFT, your business can help us:

- Help people with feelings of depression, anxiety and hopeless and also help them feel less isolated by offering both in-person and online peer support groups, coffee mornings, hobby and skills groups, activity groups.
- Support people with eating disorders
- Support parents of SEN children with specific support groups
- Support people in mental health crisis
- Reach more people across Surrey who need support
- Continue providing all of our services free of charge

Your support doesn't have to be complicated. And it doesn't have to be huge.

Every business can do something.

Choose how you want to make a difference

♥ 1. Make a donation

A direct donation is one of the simplest ways to support our work.

£20 could cover the cost of a warm drink & biscuits for 10 people in crisis visiting our Safe Haven

£90 could cover the cost of a facilitator for a support group for 3 hours

£200 could cover the cost for 12 hours of internal volunteer training to support an activity

£420 could cover the costs for 3 months of our bi-weekly Coffee & Craft Group

Donate today – [click here.](#)

♥ 2. Fundraise with your team

Turn World Mental Health Day into a team activity.

You could:

- Hold a coffee morning or bake sale (don't forget that WMHD is on a Saturday – so you may want to schedule any fundraising activities for the day before!)
- Take on a sponsored challenge
- Organise a quiz
- Have a dress-down or green-themed day (green is the themed colour for World Mental Health Day)
- Run a workplace wellbeing challenge
- Organise a team walk

We'll help you get started.

Want some ideas and help? Drop us an email on biba@maryfrancestrust.org.uk

♥ 3. Match your employees' fundraising

Want to make your team's efforts go twice as far?

Consider matching the money your employees raise for us.

For example:

Your team raises £500 → your business adds £500 → £1,000 raised

It's a simple way to demonstrate that your business takes mental health seriously.

4. Share the campaign

You don't have to raise money to make a difference.

Help us get the message out by sharing our World Mental Health Day campaign with your:

- Employees
- Customers
- LinkedIn followers
- Social media communities
- Business networks

5. Become a corporate supporter

Want to do more than World Mental Health Day?

We'd love to talk to businesses interested in developing a longer-term relationship with us. This could include:

- Corporate fundraising
- Charity partnerships
- Sponsorship
- Skills sharing
- Workplace mental health initiatives
- Regular giving

Let's talk: Contact Biba, our Fundraising Officer: email biba@maryfrancestrust.org.uk

Your World Mental Health Day toolkit

We've made it easy for you to take part.

We've provided:

 **Suggested social copy** (see the example below)

Copy, paste and post.

 **Employee email template**

Tell your team why you're supporting us.

 **Fundraising ideas**

Simple activities suitable for teams of different sizes.

 **Donation link & QR code**

Make it easy for people to support us.

Copy and paste this on your socials

"This World Mental Health Day, we're proud to support Mary Frances Trust 

On 10 October, we're joining businesses across Surrey to help make mental health matter.

We're supporting **Mary Frances Trust** because we know the support they have been offering our Surrey community for the last 32 years literally saves people's lives. This year's World Mental Health Day theme is **"Lived Experiences Heard: Real Voices, Real Change"** - a reminder of the importance of listening to people's experiences and making sure people can access the support they need. Mary Frances Trust offers free mental health and emotional wellbeing support, often without any referral needed – head to their website www.maryfrancestrust.org.uk for more information"

#WorldMentalHealthDay #MentalHealthMatters #SurreyBusiness
#MakeMentalHealthMatter #MaryFrancesTrust

Email your employees

Subject: We're supporting World Mental Health Day 

"On 10 October, it's World Mental Health Day.

This year, we're supporting **Mary Frances Trust**, a local charity working to improve mental health across Surrey.

We're proud to support their work because we know the support they have been offering our Surrey community for the last 32 years literally saves people's lives. There are lots of ways you can get involved, whether that's making a donation, taking part in our fundraising activity or simply sharing the campaign. Find out more and support Mary Frances Trust here:

[Mary Frances Trust](#)

Thank you for helping us make mental health matter."

Three easy fundraising ideas



Breakfast for a cause

Bring the team together for breakfast or coffee and ask everyone to make a small donation.



Move for mental health

Set a team walking challenge for the week around 10 October.



Mental health quiz

Run a lunchtime quiz and ask participants to make a donation to enter.

Want more ideas?

Drop us an email on biba@maryfrancestrust.org.uk

Make your support visible & we'll do the same.

We'd love to celebrate the businesses supporting our campaign. Using social media, we will thank every business who supports us with this fundraising campaign.

If you take part, tag us on social media:

@MaryFrancesTrust

and use:

#MakeMentalHealthMatter

#WorldMentalHealthDay

#SurreyBusiness

With your permission, we may share your support on our own channels.

Let's make mental health matter – together

Whether your business donates £25, raises £500, shares our campaign or commits to supporting us throughout the year, **you are helping us reach more people with vital mental health support.**

Thank you for standing with our community.

Ready to get involved?

Donate: [Donation link here](#)

Fundraise: biba@maryfrancestrust.org.uk

Become a corporate supporter: biba@maryfrancestrust.org.uk

Contact us: Biba Brooke-Webb, Fundraising Officer, 07877 846392

Website: [Mary Frances Trust](#)