



UNITING TO SUPPORT YOUNG ADULT MENTAL HEALTH IN AID OF:



The BRIT 2021 Challenge

The BRIT 2021 Challenge is a 2,021 mile team challenge to be completed between **now** and **1st July 2021** (we have extended the challenge due to COVID-19 restrictions and at the request of UK universities and colleges).

Registration is now open and we encourage teams to register by **16th May 2021** (the last day of Mental Health Awareness Week) to enable us to invite British Sporting Icons (our BRIT Ambassadors) to support their local university or college.

These dates have been chosen to give everyone the time and flexibility to take on the challenge in their own unique way and without feeling pressure.

The BRIT 2021 Challenge is an inclusive feel-good fundraiser to improve mental health and fitness, all whilst raising vital funds to support young adult mental health. Every UK university, college and student union are invited to register to take part, enter teams and support student and staff participation; both on campus or at home.

All funds raised through Virgin Money Giving pages will be shared equally between;

**Nightline | PAPYRUS - Prevention of Young Suicide | Student Minds
The British Inspiration Trust | The Charlie Waller Trust**

How To Take Part

Our [How to Take Part](#) page has a step by step guide where you will need to complete a [Registration Form](#) to let us know your organisation/team are taking part in the BRIT 2021 Challenge.

Once the Registration Form has been submitted, Virgin Money Giving will create your Team's Fundraising Page and an email will be sent to you with the link. You can edit the page (add your logo) and then share the link with students, staff and potential donors.

We warmly welcome participation by students and staff of all abilities and encourage teams to embrace this as a fully inclusive challenge.

The Challenge is designed to be completed by individuals working as a team to cover the 2,021 mile distance by either hand-cycling, cycling, wheelchair pushing, swimming, walking, jogging, running, rowing or paddling (canoeing, kayaking or paddle-boarding).

It's up to you to decide your fundraising target, however if every UK university and college raised £2,021 each, together they would raise almost £1million in support of young adult mental health.



Coordination Groups

Despite COVID-19 restrictions, we know universities, colleges and student unions are finding creative ways to engage students and staff who are working remotely. We have designed the BRIT 2021 Challenge for organisations and teams to participate in their own unique way and unite in support of young adult mental health.

By listening to universities, colleges and student unions, the most successful results (when taking on our previous challenge) were achieved by combining resources and bringing together a BRIT Challenge Coordination Group that included;

Student Union Presidents or Vice-Presidents
University or College Leadership Team Representatives
University or College Student Engagement Coordinators
Head of Health/Wellbeing/Sport or a representative
Head of Student Services/Welfare or a representative
Head of Communications

Assemble your Team

Our aspiration is for as many students and staff as possible to be encouraged to join their university or college team. The bigger the team, the more funds will be raised for our partner mental health charities.

Your team can be any size you want it to be. Some universities and colleges will decide to enter one team for the whole organisation, whereas others may decide to enter multiple teams for each campus, department or SU sports team, club or society.

Examples of how universities and colleges plan to reach their distance targets are;

One student or staff member completing one mile each for their team - encouraging 2,021 students and staff taking part

The Student Union challenging their university or college staff to reach their own 2,021 mile target

Dividing the 2,021 miles between campuses, colleges or departments

Student Sports Clubs or Societies sharing the miles to encourage wide participation (swimming club taking 100 miles, netball team taking 100 miles etc.)

Promoting Inclusivity and Adaptive Sports
(hand-cycling, adaptive rowing and wheelchair accessibility)

Encouraging students and staff to send images of their hand-cycling, cycling, wheelchair pushing, swimming, walking, jogging, running, rowing or paddling (canoeing, kayaking or paddle-boarding) activity and miles completed on Instagram or Twitter to raise awareness.

For more details, please check out our [Taking Part in the Challenge](#) page.



Raise Awareness

Working together will help raise awareness of mental health and fitness, enthuse your community to support your fundraising efforts and signpost students who need support to our partner charities.

You can find us on Twitter and Instagram [@BRIT_challenge](#)

Use [#TheBRITChallenge](#) and [#BRIT2021Challenge](#) to raise awareness of your BRIT 2021 Challenge fundraising activity. Our BRIT 2021 Challenge Brand Guidelines and Assets, including logos and imagery, can be downloaded from our [Media & Assets](#) page

We would be delighted if your university or college would like to take over our social media accounts before, or during, the BRIT 2021 Challenge to raise UK-wide awareness. Please [contact us](#) so we can coordinate dates of a social media take over with you.

Fundraising

Here are some examples of how universities and colleges plan to reach their fundraising targets;

Every student and staff member completes one mile and raises £1

Approaching their varsity competitors to challenge them to see who can raise the most

Engaging their alumni to donate and support their fundraising target

Asking local businesses and corporations to match what they raise

The SU challenging the university/college staff and they raise £2,021 together or £2,021 separately (£4,042)

Asking their Vice-Chancellor or College Principal to encourage business partners or sponsors to donate or match fund

Registration for the BRIT 2021 Challenge is to let us know you are taking part and so your Virgin Money Giving Fundraising Page can be created. Each university, college or student union is responsible for their team's fundraising activity in aid of our charity partners and ensuring every individual taking part in their BRIT 2021 Challenge reads our Terms of Use that can be accessed and is explained on our [Fundraising](#) page

Uniting with Us

We are inviting the 5 million students, and staff, at every UK university and college unite with us.

We wish you the very best of luck with your team's BRIT 2021 Challenge and reaching your fundraising target.

Thank you so much.

The British Inspiration Trust (BRIT)

