

Universities UK is delighted to be partnering with BRIT to champion the annual BRIT Challenge and encourage all our members to take part.

Over the past three years, almost 250 universities have taken part. This year, almost 150 universities and colleges have already registered to take part. **If every UK university raised just £2023**, together, they would raise **over £300,000** in support of young adult and student mental health. The collective support of every UK university could be extraordinary.

The BRIT Challenge is taking place between 23rd January and 23rd March and there is still time to **register**. Many universities are taking part between **1st March and 23rd March** – over 23 days and including University Mental Health Day. Once teams have registered, they have the opportunity to choose a second charity to raise funds for, alongside BRIT, to support local, regional and national charities.

ABOUT THE CAMPAIGN

The British Inspiration Trust (BRIT) continue to deliver their annual feelgood fundraiser. The annual BRIT Challenge is delivered to help support and improve wellbeing, destigmatise mental health, and champion equality, diversity and inclusion.

It has three aims:

1. To support student mental health, fitness and wellbeing and reduce feelings of isolation and loneliness.
2. To deliver inspiration to young adults and students, and destigmatise mental health, with the support of BRIT Ambassadors.
3. To raise vital funds for local, regional and national charities.

The BRIT Challenge is an inclusive mental health, fitness and wellbeing challenge to fundraise, engage millions of young adults and students, and raise positive awareness of mental health and suicide prevention.

With the support of education partners including Universities UK, and following a 6-month BRIT tour of UK universities and colleges, the invitation to register to take part in the BRIT Challenge is for every university, college, specialist college and students' union, so that they can enter teams and encourage their students and staff of all abilities to participate in an inclusive event to support and improve mental health, fitness and wellbeing.



THIS YEAR'S CHALLENGE

This year's theme is '23', and students and staff are encouraged to participate in many different ways including hand-cycling, cycling, wheelchair pushing, swimming, walking, jogging, running, rowing or paddling (canoeing, kayaking or paddle-boarding). There is flexibility for teams to set their target distance and for individuals to set their own target distances.

The most successful university and college engagement has been when an internal coordination group has come together, including staff and students across the institution.

HOW UNIVERSITIES ARE TAKING PART

BRIT is constantly being steered and guided by students and staff throughout the UK. Having visited **over 300 universities and colleges** in recent months, some innovative ways that they are planning their BRIT Challenge to support student and staff of all abilities are:

- Vice-chancellors and students' union Presidents completing the first mile together
- Completing their BRIT Challenge over 23 days
- Setting a 23,000 or 2023 mile/kilometre team distance challenge
- Challenging every campus and department to complete 2023 miles as teams
- 23 Hour Challenge
- Every student and staff member completing a mile for mental health and wellbeing
- Staff being encouraged to take time out to join their students or taking 23 minutes a day out of the office to take part in an activity
- 23 acts of kindness in the community over 23 days (for example, 23 departments, faculties, courses, campuses or student clubs and societies all completing an act of kindness)
- Universities planning their activity around University Mental Health Day
- Universities and colleges uniting in their cities and towns to embrace the BRIT Challenge and support/challenge each other
- Internal Leader Boards challenging each college, department or campus to see who can involve the most student and staff (an inclusive engagement challenge)
- Art students challenged to complete a work or art in 23 hours with a theme of mind, movement and destigmatising mental health (then auctioning works of art)
- 23 minutes of physical activity (including meditation, dance, movement, drawing and knitting) for 23 days

BRIT REGIONAL STEERING GROUPS

Chaired by a university and co-chaired by a college, students and staff from every university are invited to represent their institution and be part of a network to share BRIT Challenge plans, wellbeing initiatives and best practice around mental health, and be integral to shaping the BRIT Challenge to make it a firm fixture in the HE and FE calendar of events.

[Register to join a BRIT Regional Steering Group on the BRIT Challenge website.](#)

WAYS TO GET INVOLVED



1. Register for the BRIT Challenge

Please encourage your university to put together a BRIT Challenge coordination group to **register** for the event, set up a university fundraising page and promote the challenge. The most successful results for fundraising and student and staff engagement have been when a coordination group has included representatives from the Students' Union, Course Representatives, the university's leadership team, the director of communications, HR (for staff mental health), the directors of sport, wellbeing and student services, faculty heads and leads for disability inclusion.



2. Encourage maximum student and staff participation

Once a university has registered, the team coordinator will be directed to a link to set up a team fundraising page. They will be taken through a step-by-step guide so that they can raise funds for a second charity of their choice, alongside BRIT. When completed, they, and the university and students' union comms teams, can then share the team fundraising page with students and staff.



3. Promote the BRIT Challenge

Please consider including information about the BRIT Challenge on your staff and student intranet and mention to it to any partner organisations and businesses that you regularly engage with; partner corporations, contractors on campus and local employers may be great contacts to match fund what students and staff raise or donate £2023 towards your fundraising target.



4. Send us a short video clip

Between now and the end of the BRIT Challenge on 23rd March 2023, BRIT would be thrilled to champion your university's BRIT Challenge activity and the voices of your students and staff explaining the importance of the BRIT Challenge to reduce isolation, improve mental health and fitness, destigmatise mental health and raise funds for local, regional and national charities.

Please consider helping to raise awareness and **send BRIT** a 60-second video featuring your students' union president and/or groups of students or vice chancellors. Your videos can then be uploaded onto the BRIT website and shared on social media to encourage more students and staff of all abilities to take part.



5. Support BRIT Challenge on social media

Please champion and promote the BRIT Challenge on your social media channels and follow **@BRIT_Challenge** on **Instagram** and **Twitter**. UK-wide student engagement and fundraising success is reliant on students and staff embracing the challenge and encouraging friends to join them. The hashtag to use is **#BRITChallenge**.



6. Share photos

BRIT would be delighted if universities and colleges share photos of their student and staff activity during their BRIT Challenge to gather momentum and raise awareness. Your BRIT Challenge Coordinator may like to invite students, as part of their module, or as volunteers, to showcase your university's BRIT Challenge efforts as a Case Study and example for other universities in your region. Please encourage other universities and colleges in your region to enter teams by reaching out and challenging them!



7. Reach out to your sporting alumni

BRIT is inviting Olympians, Paralympians, sports personalities, adventurers and explorers to join their BRIT Ambassador family and visit universities and colleges of their choice to inspire and encourage participation. If visits are not possible, these BRIT Ambassadors will send video messages of support. Please consider asking your own sporting alumni to support the BRIT Challenge and encourage your students and staff with a video message that can be shared on social media, tagging **@BRIT_Challenge**.