



The BRIT Challenge

The British Inspiration Trust (BRIT) continue to deliver their annual inclusive feelgood fundraiser, the next to be completed between **23rd January 2023** and **23rd March 2023**, with three aims;

- Support student & staff mental health, fitness & wellbeing and reduce feelings of isolation and loneliness.
 - Deliver inspiration to young adults, students and staff, and destigmatise mental health, with the support of BRIT Ambassadors.
 - Raise vital funds for local, regional and national charities.

Registration is now open and we encourage teams to register as soon as possible to enable us to invite 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. Every UK university, college, specialist college and Students' Union are invited to register to take part, enter teams and support student and staff participation.

Over the past two years, almost 250 university and college teams have taken on BRIT Challenges.

How To Take Part

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

We would, of course, be delighted if universities and colleges raise funds for BRIT as this will enable us to continue to deliver the annual BRIT Challenge and have an even greater impact on supporting and improving young adult, student and staff mental health and wellbeing.

As a collaborative charity, we are also inviting every university and college team taking part in the BRIT Challenge to consider choosing a second charity to raise funds for, alongside BRIT, to support local, regional and national charities.

There are very few Fundraising Platforms in the UK that allow donations to be split equally between two charities. We are sincerely grateful to GiveStar who are delivering this fundraising capability so that universities and colleges can choose one of twelve charities, that we work closely with, to raise funds for, alongside BRIT.

Once the Registration Form has been submitted, we will email you with a guide for taking on the BRIT Challenge, with advise, and some ideas of how other Universities and colleges are taking on their BRIT Challenge.

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



Coordination Groups

From experience, we know that every institution works differently and the annual BRIT Challenge may be taken on by the whole university or college working together or by a campus, department or Students' Union taking the lead.

One of the best ways to embrace the BRIT Challenge and bring their whole university or college together is to appoint a BRIT Challenge Coordination Group.

Coordination Groups, used by many universities and colleges on our previous annual BRIT Challenges, ensured that students and staff are integral to organising their event, key individuals and departments bring resources to support their students and there is engagement across the whole institution to promote student and staff participation. The most successful results have been when a BRIT Challenge Coordination Group includes;

Students' 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.

To help Team Coordinators pre-BRIT Challenge, our Founder, Phil, is offering to join students and staff on Teams/Zoom to share some of the great ideas that universities and colleges have used to make their BRIT Challenges a success. These ideas include; entering one team for the whole organisation and sharing the 23,000 or 2,023 mile target between campuses, departments or Students' Union sports teams, clubs and societies; entering multiple teams; challenging another university or college; teaming up with a local college/specialist college; using social media to engage the whole student body; inviting sporting alumna/local sports teams to help with the miles and awareness raising.

Phil is also touring every region of England, and Scotland and Wales, to visit as many universities and colleges as possible before the BRIT Challenge. He has completed tours of Wales, the Eastern Region, the North East and Yorkshire & Humberside. He is currently touring Scotland, the North West, the Midlands and the South West. In December and January, he will be touring the South East and Greater London.

Team Name

Whilst most universities and colleges will have one team for the whole institution, the number of teams that can be entered is limitless. If there is more than one team from the same institution (campuses, colleges or student teams/societies/clubs), we request that team names reflect who the team is part of (university, college or student union). For example;

University of Chichester Students' Union

The Team Name you choose in the Registration Form should be used on your Fundraising Page (with the prefix "BRIT Challenge - ". For example;

BRIT Challenge - University of Chichester - Students' Union



Setting Up Your Fundraising Page

We will now take you through setting up your GiveStar Fundraising Page. 100% of your donations will go to charity and GiveStar do not charge a fee.



We would be delighted if you raised funds for BRIT, however should you wish to raise funds for a second charity, alongside BRIT, the Give Star fundraising platform enables you to do this.

STEP 1 – Create Account

The first step is for you to create a personal account (on behalf of your organisation) with GiveStar – this will then enable you to create your Team's Fundraising page. The link to set up your fundraising page is [here](#).

(Please note that GiveStar will need to verify your email address therefore you will need to have access to your inbox to verify your new account).

When you set up your profile page, we recommend that your Profile Name is your Organisation Name and the Profile Picture is your Organisation's Logo.

(Once you verified your account, you will then be able to create your BRIT Challenge fundraising campaign).

STEP 2 – Choose who to raise funds for

You can now create your Team Fundraising Page (create a campaign).

The GiveStar Fundraising Platform will enable you to;

- Raise 100% of funds for BRIT or
- Raise funds for BRIT and one of our 12 charity partners (50/50 split) or
- Raise funds for BRIT and a charity of your choice (available on GiveStar) to support local, regional or national charities (50/50 split)



STEP 2 – (Continued)

We are delighted to have forged special relationships with the following 12 charities and would be thrilled if you chose one of them to fundraise for, alongside BRIT;



UNITING TO SUPPORT YOUNG ADULT MENTAL HEALTH



In aid of





STEP 3 – Campaign Name

Please prefix your organisation and team name with “**BRIT Challenge -**” and use the same name entered on your BRIT Challenge registration form.

For example;

BRIT Challenge – University of Chichester – Students' Union

STEP 4 – Add Image

This is where you can add the BRIT & BRIT Challenge logo which you can find [here](#).

STEP 5 – Set Fundraising Target

The amount you raise is totally up to you and your organisation. If every university, college, specialist college and Students' Union takes part in the annual BRIT Challenge between 23rd January and 23rd March 2023, and reaches a £2,023 target, together they would raise almost £1million for local, regional and national charities, alongside BRIT.

The collective impact their efforts would have on the charity sector has the potential to be extraordinary.

STEP 6 – About the Campaign

This is where you can tell donors what you are doing the BRIT Challenge for. For example please use the content supplied below and edit where necessary;

"Students and Staff at (enter your organisation name) are taking part in the BRIT Challenge to support and improve young adult, student and staff mental health, fitness and wellbeing throughout the UK.

We will be encouraging students and staff of all abilities to take on the BRIT Challenge to improve their own mental health and wellbeing, help destigmatise mental health and champion equality, diversity and inclusion.

We will be raising funds for BRIT (and your second charity if you decide to).

Every donation will make a difference."

STEP 7

Your page is now set up and ready to share.

We wish you the very best of luck with your BRIT Challenge and fundraising efforts. Thank you so much for your support.



Examples of how to take on the BRIT Challenge

The annual BRIT Challenge is designed to be completed by individuals working as a team to cover each year's distance (2023 will be 23,000 miles, 2,023 miles or a 23 hour challenge) by either hand-cycling, cycling, wheelchair pushing, swimming, walking, jogging, running, rowing or paddling (canoeing, kayaking or paddle-boarding).

The theme is "23" and there is flexibility for teams to set their target distance and for individuals to set their own target distances (for example; 23 miles over 23 days, 23 minutes of activity a day or 23 lengths of the pool).

BRIT is constantly being steered and guided by students and staff throughout the UK. Having visited over 100 universities and colleges in recent months, some innovative ways that they are planning their BRIT Challenge, with a theme of "23", to support student and staff of all abilities are;

- Completing their BRIT Challenge over 23 days.
- Setting a 23,000 or 2,023 mile/kilometre team distance challenge.
- Involving every campus and department by challenging them to complete 2,023 miles as teams or dividing the 23,000 or 2,023 mile target between campuses, colleges or departments.
 - 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 students studying skills such as construction and hairdressing where they can gift projects or treatments to the community).
 - 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 to challenge each college, department or campus to see who can involve the most student and staff (an inclusive engagement challenge).
 - Art Students being challenged to complete a work of art in 23 hours with a theme of mind, movement and destigmatising mental health (then auctioning the works of art).
 - 23 minutes of physical activity (including meditation, dance, movement, drawing and knitting) for 23 days.
- Natspec Colleges encouraging their learners and students to take part in activities that are part of the Natspec Games and also through E-Sports.
 - Encouraging 2,023 students and staff taking part.
- 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)

As you will see, the BRIT Challenge can embrace any activity that promotes health, fitness and wellbeing.



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 £2,023 together or £2,023 separately (£4,046).
- Asking their Vice-Chancellor or College Principal to encourage business partners or sponsors to donate or match fund.

Registration for the BRIT Challenge is to let us know you are taking part. Each university, college, specialist college or Students' Union is responsible for their team's fundraising activity in aid of BRIT, and the second charity of their choice, and ensuring every individual taking part in their BRIT Challenge reads our Terms of Use that can be accessed and is explained on our [Fundraising](#) page.

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.

For more details, please check out our [Taking on 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.

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.

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

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

Thank you so much.

The British Inspiration Trust



BRIT

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