

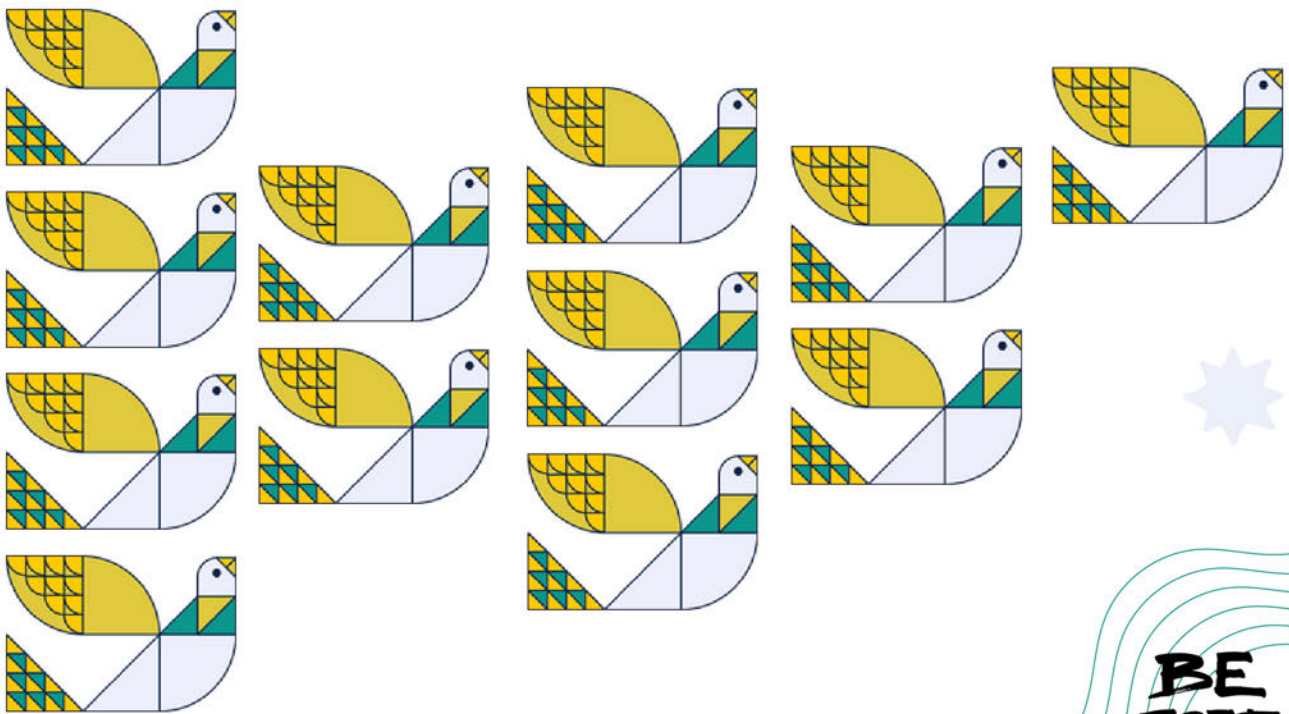


**Welcome to the**

# **BE FREE CAMPAIGN**



A CHARITY GIVING PEOPLE THE TOOLS TO LOOK AFTER THEIR MENTAL HEALTH

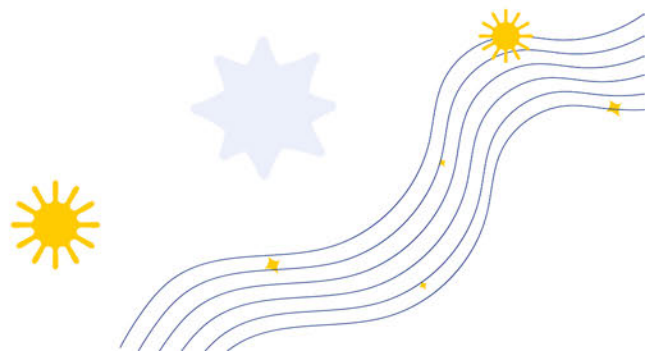


**BE  
FREE**  
CAMPAIGN

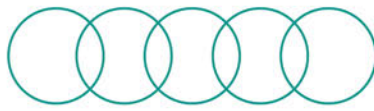


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# About Us



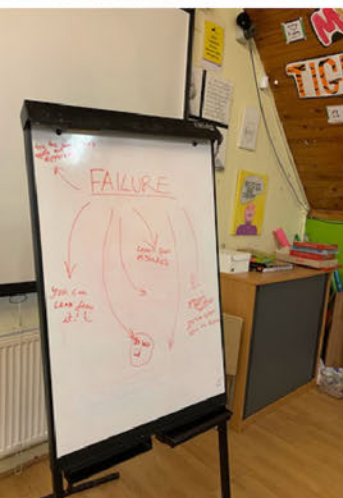
More than a Mental Health Charity



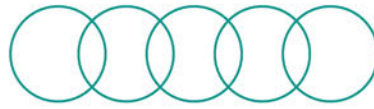
Our team aim to improve people's knowledge of self-help when it comes to dealing with mental health. We all have mental health, it is something that can change and sometimes further support might be needed. The time it takes for people with mental health conditions to get help is far too long. We work on various levels trying to bring solutions to these issues. With our wide clinical base consisting of psychiatrists, psychologists, GPs and mental health nurses. We work to give people the tools to improve their mental health through workshops and ambassador programmes, we don't just go in, deliver a workshop and then leave. We educate, empower and propel change where many of the people we work with go onto implement mental health initiatives in their organisations.



We also work with celebrities and influencers to help promote positive mental health online. They work with us to educate their followers on preventative strategies to improving mental health as well as where to go if further support is needed. Our founder was awarded the Diana Award - the highest accolade a young-person can achieve for humanitarian action as well as the Point of Light Award from the Prime Minister in 2020.



# Our team



Mental health advocates



**SHANTANU  
KUNDU**

FOUNDER & CEO

Shantanu Kundu is a leading mental health activist who founded the Be Free Campaign, mental health charity delivering mental health education, counselling, and wellbeing programmes across the country. Shantanu has worked closely with 10 Downing St and the government in their mental health views and was awarded the Diana Award and Point of Light Award from Prime Minister Johnson. Shantanu has a medical background with an MSc in Acute, Critical and Emergency medicine. Shantanu is a fellow of the Royal Society of Public Health and has been highlighted by Dr Alex George as a leading mental health activist as part of his mental health awareness week.



**RACHAEL FELL**

OPERATIONS  
MANAGER

Operations manager and a keen mental health advocate, Rachael has volunteered with the Be Free Campaign since 2019. Over the course of her time with the Be Free Campaign, she has facilitated mental health workshops for young people across the country while championing the importance of arts and culture in regards to raising awareness for mental health.



**HOLLY  
HADLEY**

OUTREACH  
CO-LEAD

Holly is committed to transforming the narrative surrounding mental health, striving to reshape how it's perceived and discussed. She is currently studying Psychology at the University of Liverpool. Holly leads the Outreach team in collaboration with Matthew, organising and delivering workshops and wellbeing programmes to schools and community organisations, ensuring accessible support for those in need. Holly is also involved in other projects within the charity, focussing on raising awareness and initiating crucial conversations about mental health.



**MATTHEW  
JOHNSTON**

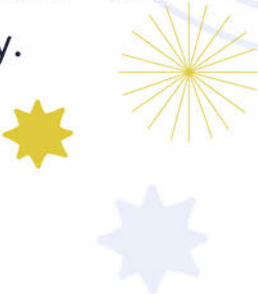
OUTREACH  
CO-LEAD

Matthew is a Psychology student at the University of Liverpool. Having volunteered with the Be Free Campaign since October 2021, he now manages the Outreach programme alongside Holly Hadley, delivering mental health workshops and wellbeing programmes to schools and community organisations. Matthew is passionate about promoting psychological wellbeing and breaking the stereotypes surrounding mental health. By volunteering with the charity, he has been able to work towards these desires by educating young people about mental health and self-help techniques.



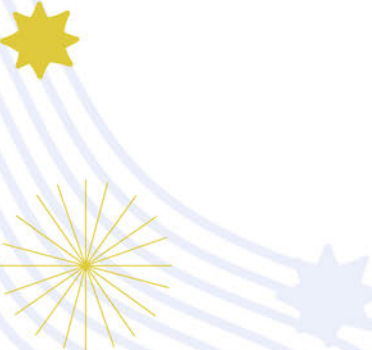
**SARAH  
BELGER**  
FUNDRAISING  
LEAD

Sarah is our fundraising lead, co-ordinating between our events team and professional fundraising. With her experience she creates applications for grants and writes bids to ensure our charity continues to run smoothly.



**AMELIA  
DEFEO**  
CAMPAIGNS LEAD

As Head of Campaigns at the Be Free Campaign, Amelia is a Sociology graduate who currently leads a team with diverse interests in journalism, politics, and writing. She is currently leading the development and execution of campaigns that promote better mental health support in educational institutions and combat stigmatisation through social media. Outside of their work at the Be Free Campaign, Amelia serves as a Political Affairs Assistant and runs their own publication, No Multiple Faces, which features writing on social issues and amplifies under-encouraged and underrepresented voices through their essays and interviews.

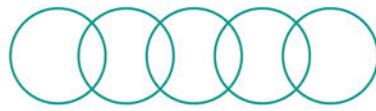


# OUR OPPORTUNITIES

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# Outreach



Our outreach team aims to equip young people with the tools they need to tackle mental health issues. For anyone wanting to get involved in this team, you can expect to have training from our trained clinicians along with gaining an NHS qualification.

From this, you may have the opportunity to assist and facilitate workshops in schools and community centres, focussing on multiple areas of mental health relevant to the age group.

If you're interested in management, our outreach work wouldn't be possible without the management/ planning of these workshops and liaising with organisations that may benefit from our support.

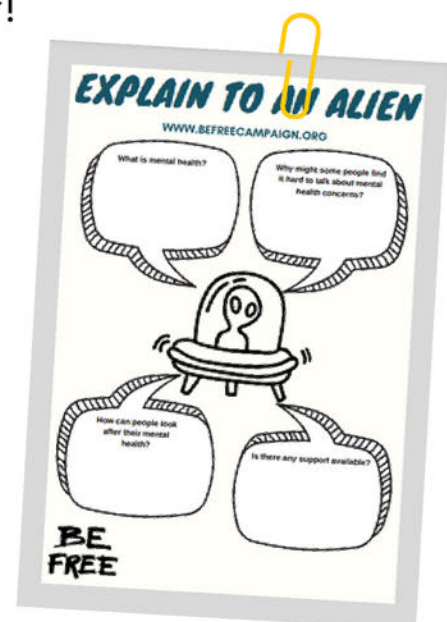
We have also just launched our corporate and hospitality workshops to help support employees in these sectors. This is a great opportunity to network and also facilitate a much-needed culture shift around mental health in the workplace.

When applying for the Outreach team, please specify which sector you'd like to be a part of!

“

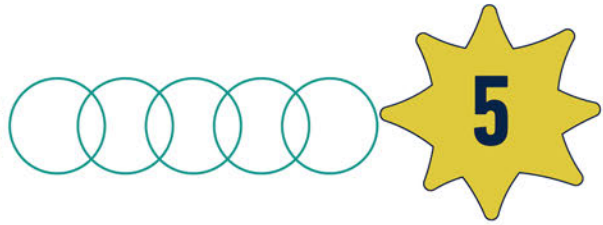
it's a very rewarding experience being able to help teach young people about mental health but also give them tips on how they can look after themselves both now and in the future.

”





# Publications



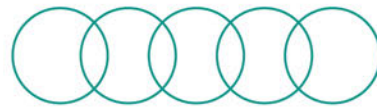
Our publication team is vital to getting the word out there! Volunteers that wish to get involved in the publications team will help create mental health resources that can be used throughout the charity and within publications produced by the Be Free Campaign. These range from how to keep your mind and body resilient to information about mental health and mental health conditions. Being a part of this team will improve your content writing, researching, and project participation skills!

Our publications team also includes graphic designers of all experience and style. Anyone passionate about graphic design would be able to develop and showcase their skills in a variety of ways!



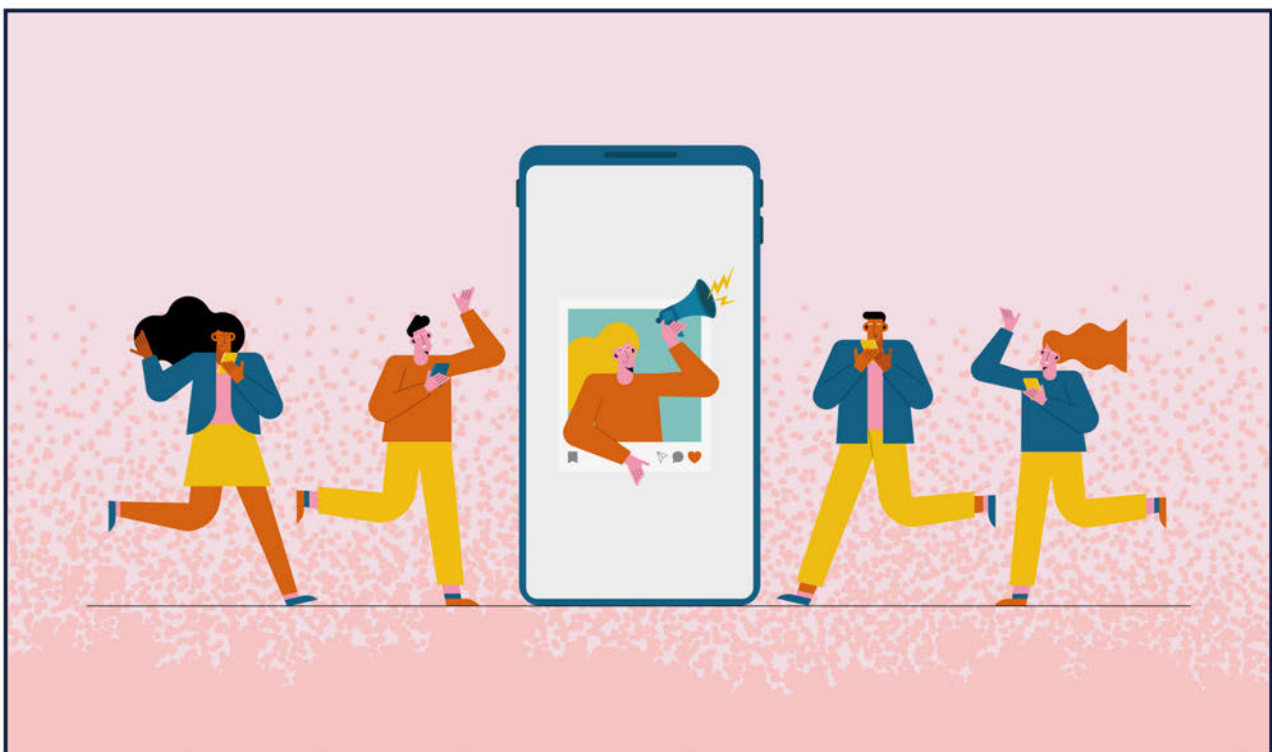
“From joining the publications team to leading various projects I have learnt a lot. From project management skills when deciding on publication structure and content to effective communication with lots of amazing volunteers across the country. Above all, I've learnt to remain curious about psychology. This role has kept me learning about the subject I love in a way that doesn't only benefit my own personal development but the mental health field as a whole. Developing mental health resources, which educate and help improve mental health literacy, in the form of various books for all ages has always kept me positive that each and every one of us can make a positive change to the world around us.”

# Social media & Content

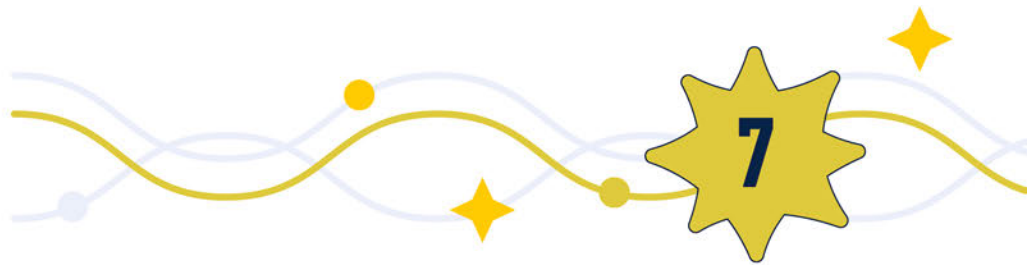


Have a gift for social media? Our social media team is for you! Creating content, increasing engagement across platforms such as Instagram, Tiktok and Facebook, along with showcasing what we do as a charity is paramount to increasing awareness around mental health and enforcing change. The Be Free Campaign at its core aims to create a culture shift around mental health, and social media is one of the most powerful tools we have to do this!

In addition to creating content, we also are always on the lookout for ambassadors and influencers that can help share our campaign. Ambassador management is a key role and is a great way of getting experience in the social media industry.



# Events



Quite possibly one of our most exciting teams to get involved in, the scope of fundraising today is endless. To name a few, we've held art events, live music gigs, club nights, street campaigning, and will soon be holding an awards event!

Anyone looking to be involved in the events/ live music industry, this is a rare experience to co-ordinate artists, venues and ticketing.

Our events team allows us to be involved with all creatives and we're always looking to showcase more talent. There are endless ways to fundraise and all ideas are welcome!



# Fundraising



Are you entrepreneurial or want to gain insight into the funding of charities? The fundraising team develops innovative strategies in increasing funding for the charity and the mental health space.

Our fundraising team works on pitching to sponsors, working with grant-giving organisations and businesses as well as developing income streams that help sustain the work that we do.

A lot of our events and programmes were started by our fundraising team and always involve wellbeing and people. It's not all about money but how we can support and receive at the same time!

## In partnership with



# Community Impact



Our community impact team carries out our new initiative by holding wellbeing events in the local community to help raise awareness of our campaign and create safe spaces to engage with mental health.

In this team you can expect to get involved in coming up with ideas for wellbeing events such as yoga, painting, therapy dogs and much more!

Furthermore, you will have the opportunity to carry out the events or assist in the activities. We're aiming to make a positive impact on our local community with help from our partnered businesses and creatives.



# Campaigns



Our campaigns team has formed to implement change within society when it comes to mental health. Our current focus is campaigning for change in:

**Government**

**University**

**Schools**

In this team you can expect to get involved in research, journalism, gathering stories and strategising effective campaigning methods.

Furthermore, you will have the opportunity to make valuable contacts to push for real change. If you're interested in PR, policy, journalism then Campaigns is the team for you!



# Marketing

As we continue to grow as a charity, the more we have to share with the community! Therefore, we have marketing opportunities throughout our charity.

In order for a charity to thrive and continue its work, a relationship between its beneficiaries/ supporters and the charity must be established. Marketing cultivates this relationship and provides assurance and confidence in the charity brand and its relevance. This is why marketing is absolutely crucial to us!

According to Paul Mills (Mind CEO), marketing also shapes the image of the charity brand, how people associate with the products or services, and constantly researches and monitors the effectiveness of all outputs and communications.

You can get involved in marketing in any of the following areas:



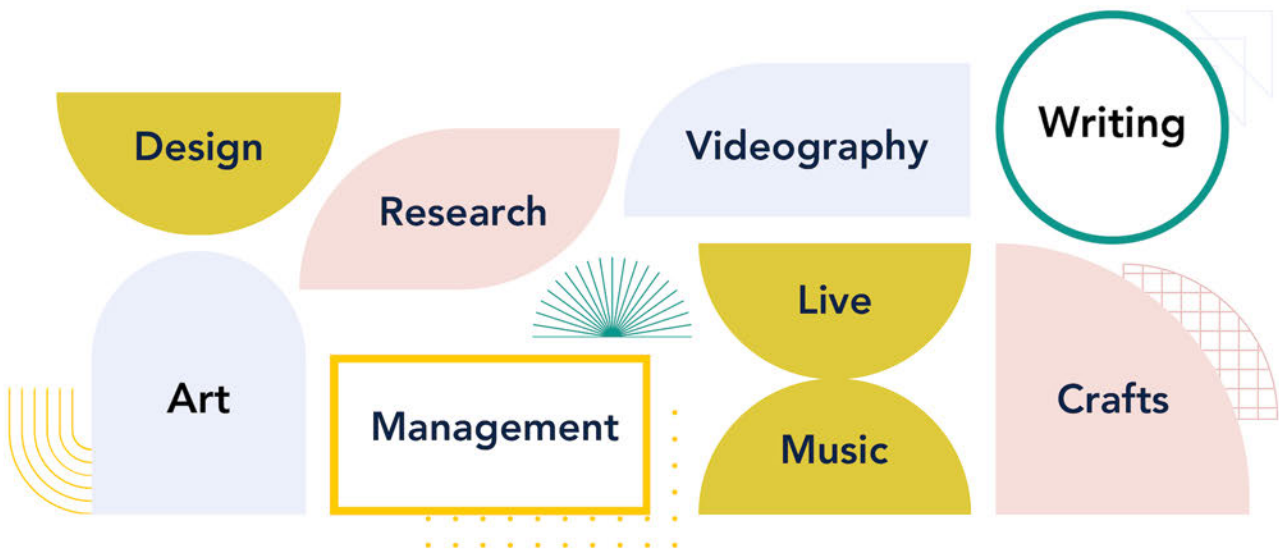
# Where do i go from here?



Now you've seen a summary of what you can get involved in, please email [info@befreecampaign.org](mailto:info@befreecampaign.org) specifying what team(s) you'd be interested in being a part of.

Once you have done this, you'll have a chat with one of our volunteers in your chosen team to get you started on training and to tell you more details about what you can get up to!

**We can't wait for you to join us!**



No problem at all! Email us and we can chat further about how we can incorporate your own interests into your role. We welcome all interests and skillsets!












# BE FREE CAMPAIGN

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