



The BRIT Challenge

The British Inspiration Trust (BRIT) continue to deliver their annual feelgood February fundraiser, the next being an inclusive team 2,022 mile challenge to be completed between **1st February 2022** and **3rd March 2022** (University Mental Health Day), with three aims;

- Support student mental health, fitness & wellbeing and reduce feelings of isolation and loneliness
- Deliver inspiration to young adults, 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 180 university and college teams have taken on BRIT Challenges.

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 Challenge.

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

Once the Registration Form has been submitted, we will email you as soon as the Fundraising Platform goes live so that you can set up your fundraising page.

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 2,022 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 £2,022 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 Students' Unions found creative ways to engage students and staff who were working remotely. We have designed the BRIT Challenge for organisations and teams to participate in their own unique way and hope that as restrictions are being lifted, as much activity as possible can now take place on campus.

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;

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

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 2,022 students and staff taking part

The Student Union challenging their university or college staff to reach their own 2,022 mile target

Dividing the 2,022 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 **#BRITChallenge** 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](#).

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 £2,022 together or £2,022 separately (£4,044)

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

Registration for the BRIT 2022 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.

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)

