



Generate announce selected charity of 2018 - Mind



We are proud to announce our charity of the year, Mind!

Mind actively make an impression on thousands of individuals daily; whether they are experiencing mental health conditions first hand, seeking help for a friend, or curious about how they can change the world through increasing positive mental health awareness. In the year 2016/17, the incredibly helpful information available by Mind was accessed by over 10 million people!

Mental health is a topic that speaks to all of us, and we are happy that efforts are being made to remove the stigma surrounding mental health, however, we feel there is still more to be done! This year, we're going to take part in a series of fundraising events, where all donations received will go to Mind to further the incredible work they do within the mental health sector.

Our very own Managing Director, Adam Barton, will be taking part in a cycle challenge to Paris alongside several other colleagues. This will be an arduous challenge for our cyclists, from making sure they stay hydrated, to making a U-turn when they reach Birmingham realising they've gone the wrong way.

As well as our more physical challenges, we also plan on arranging; a deliciously sweet bake-off, where our culinary skills will be put to the test, costume challenges that'll have you second guess where you buy your best threads, and many more!

There'll be JustGiving donation pages for each event throughout the year, so be sure to follow any of our "Generate" social media channels! Click on that 'follow' button and you'll see regular video diaries of our team challenging themselves, images of the team in action, and all information you may possibly need to know to get involved.

As well as following our efforts, you can take an active step forward yourself, by donating to Mind at any time via their website. We even encourage you to follow their advice in arranging your own fundraisers!

"We are delighted that Generate has chosen Mind as the charity of the year. Every penny raised will allow us to continue to be there for people who need it when they need it the most. Fundraising activities throughout the year will help Mind's vital services including the Mind Infoline, Information and advice services and the campaigning we do to ensure that the one in four of us who experience a mental health problem each year gets both support and respect."

- Press Release Ends -

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