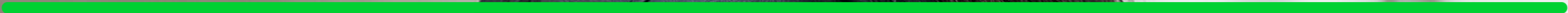


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Every other Finn experiences mental health disorders during their lifetime.

53% of disability pensions are based on mental health reasons.

The costs of mental health disorders are 11 billion euros per year.

Source: OECD 2018

MIELI

Mental Health Finland

MIELI ry has been strengthening the mental well-being of Finns and helping them through life crises for over 125 years.

We are a domestic, politically and religiously non-aligned organization.

We operate nationwide with the support of 55 local member organizations. Our activities involve 150 professionals and over 3000 volunteers.

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The importance of mental health skills

Mental health skills include emotional-, awareness- and communication skills, which are learned through interaction with others.

Mental health skills can be learned and practiced in the same way as physical fitness.

According to various studies, starting mental health skills education early is beneficial: it strengthens children's self-awareness and reduces bullying and loneliness

When the majority of children have mental health skills, it also supports those who may have potential risk factors in their lives = herd immunity.



Crisis intervention

MIELI ry provides support and assistance for crises and difficult life situations – confidentially, without referral, free of charge, and anonymously.

BY PHONE: Crisis helpline staffed by crisis workers and trained volunteers. Service available in Finnish 24/7, Swedish, English and Russian.

FACE-TO-FACE: At the crisis reception, you can talk with a crisis worker or trained volunteer.

IN GROUPS: In peer support groups, those who have faced similar difficulties or losses receive support from facilitators and each other.

ONLINE: MIELI-Chat and Sekasin-chat, which is open every day and aimed at 12-29-year-olds.

MIELI ry coordinates the Victim Support Finland, which is a collaboration between five organizations and the church (Riku.fi), offering support to victims of crime and their relatives

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Mental resilience is challenged

The mental burden on Finns has increased since the time of the COVID-19 years especially among youth and young adults.

Over a quarter of women aged 20-39 and over a fifth of men aged 20-39 are significantly psychologically burdened.*

52% of women aged 15-29 and 31% of men aged 15-24 experience at least quite a lot of stress. The experience of stress has significantly increased, especially among girls and women.**

Since covid the strengthening of mental health has become a topic of discussion in corporate boardrooms and family breakfast tables. The silence regarding mental health challenges has decreased.

Addressing mental health challenges has entered political discussions, and people are demanding better mental health services and a guarantee of therapy.

The media is also highlighting mental health strengthening and the urgent need for crisis intervention.

Time to act is now and we need your help.





THE BRIEF

Why has this brief been given, what are the grounds for this brief?

The mission of MIELI ry is to strengthen the mental well-being of people of all ages living in Finland and to help them in life crises.

The mental resilience of Finns has been severely tested in recent years - first, the pandemic, then the wars, and above all, the climate crisis. The planned cuts by the government also hit hardest those who already had difficulties.

MIELI ry's Crisis Helpline provides support and assistance for crises and difficult life situations - confidentially, without a referral, free of charge, and anonymously. In 2023, a record-breaking 416,480 attempted calls were made to MIELI ry's crisis helpline. Only every fifth call could be answered.

The cuts by the government also hit associations hard, which increasingly need support from donors. We especially need regular monthly donors to be able to carry out our work in the long term.

Target group

The primary target group for almost all fundraising organizations seeking regular monthly donors are middle-aged, highly educated, well to-do, women with a strong social and environmental conscience and a general interest in arts and culture.

Could we also identify new target groups to support MIELI ry as monthly donors? Intriguingly, mental health matters are of interest also to middle-aged, well-off urban dweller men. At the moment they are interested on the mental health topics but only few are donating for the cause. Can we motivate them to become donors?

It is also important to remember that our message also reaches those seeking help. After the campaign, an increasing number of Finns and their loved ones know that help is available - free of charge, without a referral, and completely anonymously.

Challenges to overcome

Awareness

MIELI ry's brand awareness is still low and our media budget is limited. We need a sharp and creative insight in order to stand out and get the message through.

Competition is harsh

In recent years mental health issues has touched every individual and people want to show their support by donating. However the fight for donors' attention and share of wallet is harsh. People easily give up on donating when times are tough. We need to emphasize the significance of our cause. Find an angle that is relevant, attracts donors and motivates them into action.

Clarify our role

The professionals and volunteers at the Crisis Helpline assist by engaging in conversations, providing support, and offering guidance in various situations such as severe anxiety, depression, suicidal thoughts, or other mental health crises. The service aims to provide help and support when it is urgently needed and when other forms of support are not available. **However, we do not provide long-term treatment for mental health disorders.**

Objectives

Increasing the brand awareness of MIELI ry

In recent years, we have invested our marketing efforts towards increasing the brand awareness of MIELI ry – we want to ensure the consumer's top of mind when it comes to mental health issues. According to Taloustutkimus MIELI ry's overall awareness has nearly doubled since 2018.* The same positive message shows up in our smaller campaign surveys.

We still have a long road ahead of us. Especially outside of large cities and among the older population, MIELI ry is not very well known and mental health issues are not the top priority.

The good news is that among the main target audience of this campaign, MIELI ry is relatively well known. Taking care of mental health and seeking support is seen as important. That's why we challenge you to make an impact that will attract our audience towards actions.

Attracting donors and motivating them into action

Five hundred new leads

Crafting the monthly donation to be compelling

One hundred new monthly donors

*Taloustutkimus: Hyväntekeväisyys 2022

More information

You will find links for available materials on the competition platform

Brand Guide

Logo

[THL Healthy Finland 2022-23](#)

[Government Citizen Pulse 21.1.2024](#)

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Thank you
