Support Mental Health

There are several ways to support SANE’s Black Dog Campaign.

Give a regular donation

Set up a monthly donation of £3 to support people struggling to cope with mental illness.

Make a single donation

A donation of £10 can change a life. It ensures immediate assistance for people in crisis.

Create a Black Dog event

Organise a Black Dog fundraising event at work, at school or in your neighbourhood. Our fundraising team is on hand to answer any questions and support you every step of the way.

Follow us on Facebook and Twitter

Help to raise awareness of the Black Dog campaign by following us on Twitter, Facebook and YouTube. Please share your ‘likes’ – it really helps to change attitudes and reduce stigma.

SANEline

0845 767 8000 6pm-11pm

SANEmail

http://www.sane.org.uk/what_we_do/support/email

SANE Support Forum

http://www.sane.org.uk/what_we_do/support/supportforum/

For more information on SANE Services: www.sane.org.uk/what_we_do/support

SANE

1st Floor Cityside House,
5 Miller Street, London E1 1EE
T: 020 7375 1002
www.sane.org.uk

MEETING THE CHALLENGE OF MENTAL ILLNESS

SANE provides emotional support and specialist information to anyone affected by mental illness, including families, friends and carers.

One-to-one support is provided through our helpline and e-mail services. Peer support is provided through our online Support Forum where people share their feelings and experiences of mental illness, as well as exchanging information about treatment and support options.

SANE (limited by guarantee)

Registered Company Number: 2114937
Registered Charity Number: 296572

Support Mental Health

The shadow of the Black Dog touches us all, but it is possible to master and live with your mental illness so that it no longer dominates your life.

Marjorie Wallace CBE

SANE Freepost, WD528, London E1 1BR

You can also make a donation by calling SANE on 030 7423 5544. Alternatively, donate online at www.sane.org.uk

SANE Registered Charity Number 296732

Please tick here if you DO NOT wish SANE to contact you.

If you are a UK taxpayer please tick the first box so we can claim back 25p for every £1 you give at no extra cost to you.

Yes, I am a UK taxpayer and would like SANE to reclaim the tax on any of the donations I have made in the last four years and any future donations I may make.

Signature:                               Date:

No, I am a non-taxpayer

Security Code

(Maestro only)

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few people know where and how to find help. But when those days turn to weeks and months, Dog days or felt the Black Dog on our shoulder. loneliness. Most of us have experienced Black inner feelings of anxiety, depression and mental illness can be. how powerful, dominating and unpredictable we have chosen the Black Dog to symbolise a distressing and disabling condition which underscores most mental illness and casts its shadow over one in five people.

We hope people will find a new language to express difficult inner feelings like anxiety, depression and loneliness. “The Black Dogs act as a symbol to externalise moods and thoughts that are hard to communicate. We hope people will find a new language to express difficult inner feelings like anxiety, depression and loneliness.”

The Campaign: It is 25 years since Marjorie Wallace founded the mental health charity SANE, following the overwhelming public response to her series of articles ‘The Forgotten Illness’ in The Times.

The SANE Year of the Black Dog Campaign will celebrate this anniversary and address the growing challenge of depression. We will show that with more understanding and acceptance, the Black Dog can be brought to heel.

The campaign will reach out to people who may be living with other mental health problems, such as bipolar disorder, anxiety and schizophrenia, and to those who would like to know how they can help someone they care about. Depression comes in many forms and is associated with many conditions. Whatever someone is going through, SANE is there for them.

What we want to achieve: When SANE was founded, mental illness was the ‘Forgotten Illness’, with little effective treatment or information for individuals or families. Despite undoubted advances, many thousands still suffer in shame and secrecy. Surprisingly, we still do not know what causes depression, and therefore treatments and therapies vary.

During the Year of the Black Dog Campaign, we will be calling on the public, families, friends, colleagues and professionals to join us in our fight to raise awareness, stimulate research and bring about more effective care and treatments.

SANE’s 140-strong team of trained volunteers, therapists and professional supervisors, counsellors and therapists offer emotional support and practical information to those in crisis or struggling to cope with everyday life, but there are still many more that need to be reached. We can help you or someone you care about to live more easily with their Black Dog.

“What SANE and their Black Dog Campaign has my fullest possible support. What they are doing is wonderful and important.”

Stephen Fry

The idea: From summer 2011 the SANE Black Dogs will begin appearing in public and corporate spaces, and artists and celebrities will be designing coats to brighten each of them, ready for auction in 2012.

A Collar of Hope will be worn around the neck of every dog, featuring the SANE logo. The plinth supporting the Black Dog statue will have details of SANE’s website where people can access information on how SANE provides emotional support and practical help for people affected by mental illness.

SANE Year of the Black Dog Campaign Objectives

Aims and objectives

SANE is a UK-wide charity set up in 1986 to improve the quality of life for people affected by mental illness. It has three objectives:

1. to raise awareness and combat stigma about mental illness, educating and campaigning to improve mental health services
2. to provide care and support for people with mental health problems, their families and carers, as well as information for other organisations and the public
3. to initiate research into the causes and treatments of serious mental illness such as schizophrenia and depression, and the psychological and social impact of mental illness.

“The work of organisations such as SANE is a key part of tackling mental illness. We need to be treating mental health the way we are treating coronary care: preventively and proactively.”

Professor Guy Goodwin

“Ignorance and prejudice are terrifying partners; SANE has bravely and consistently held high the banners of care and compassion. This is why I support their 25th anniversary Black Dog Campaign. With the impact of the recession and closure of services, there will be an even greater need for somewhere to turn.”

Alastair Stewart OBE