



Mental
health
research

University Fundraising Pack

MQ Mental Health Research

is a charity dedicated to transforming mental health through research. We fund and support research into the detection, treatment and prevention of mental illness, with the aim of improving mental health outcomes for everyone.

To achieve this, MQ focuses on four key objectives:

- 1.** Growing and supporting talented researchers.
- 2.** Investing in research that drives real-world impact.
- 3.** Challenging inequality – particularly for young people, minoritised communities, and those with serious mental illness.
- 4.** Engaging more people to actively support and take part in mental health research.

The name MQ reflects the need to improve our understanding of mental health. While we know a lot about IQ and are increasingly aware of EQ, our knowledge of mental health still lags behind. Without research it's just guesswork! Through research into Mental Health, we can develop better treatments and preventions so that everyone can have a healthy MQ.

In the UK, one in four people will experience mental illness,

yet diagnosis can take years and many treatments remain ineffective. Through research, MQ aims to develop better treatments, improve prevention, and create a future where everyone can achieve better mental health.



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Top facts

1 in 4 people

will be diagnosed with a mental illness this year, yet only 17% of investment goes towards research into prevention, diagnosis, and treatment

29%

of students

have considered leaving their course, with mental health being the most cited reason

(HEPI Student Academic Experience Survey, 2025)

In a 2022 survey by the mental health charity Student Minds

57% of respondents self-reported a mental health issue

27% said they had a diagnosed mental health condition

(Lewis and Stiebahl, 2025)

The consequences of mental health issues

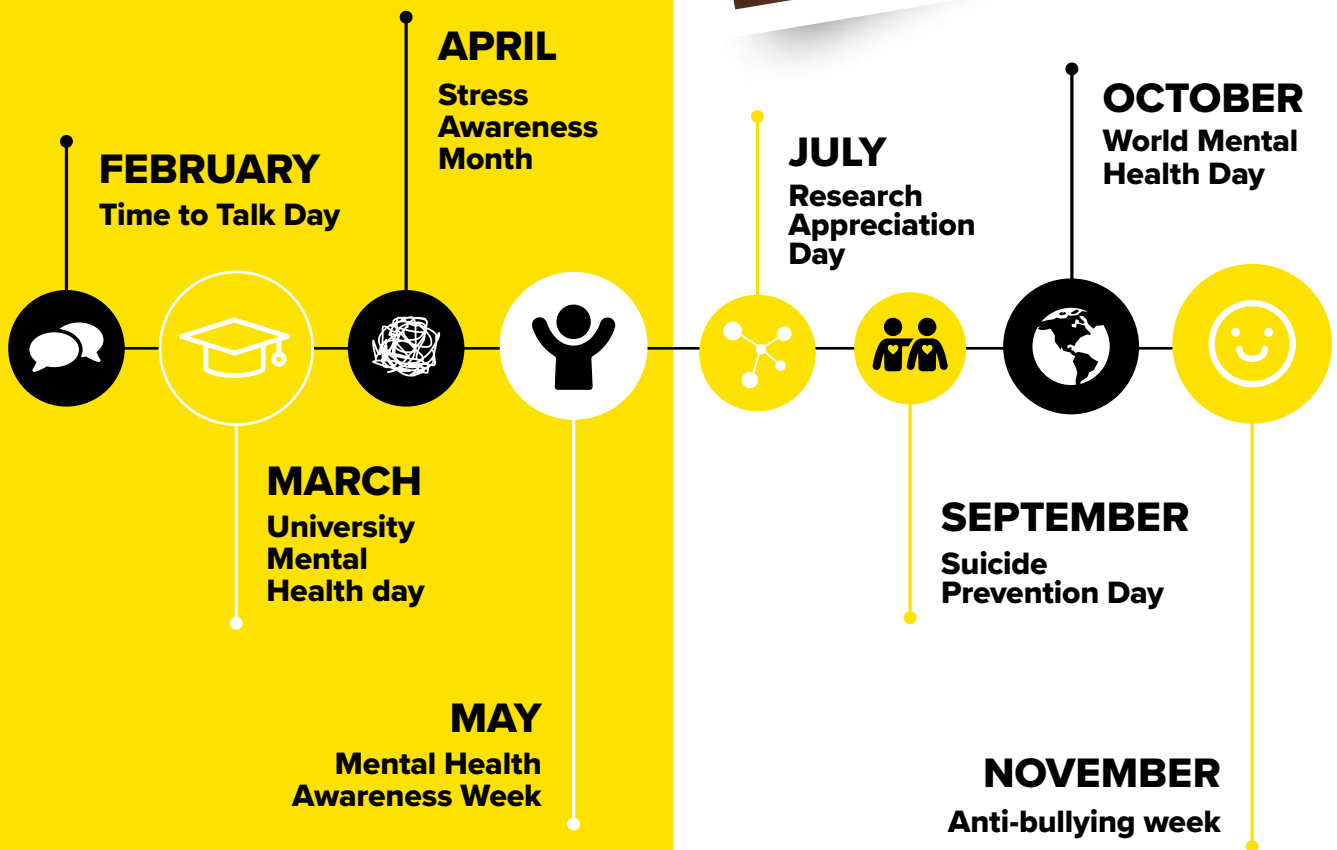
for students range from poor academic performance and dropping out of university to self-harm and suicide



Since 2013

MQ has invested £40m into 71 grants in 39 countries; for every £1 MQ invests in supporting research, an additional £5.78 is generated in additional funding

Key dates



Fundraising Ideas A-Z

A Ask for donations

Ask for donations instead of a birthday present.

B Brunch

Get your friends together and ask them to donate what they would have spent on a brunch out.

C Cocktail evening with friends

Host your own cocktail evening, all guests make one drink and raise funds for mental health research.

D Disco

Organise a social with entry by donation, or bucket collect at a student night out.

E Escape

Escape the exam stress night – host a game night, social or quiz to escape the exam stress.

F Fresher's fair

Run a stall to raise awareness.

G Golf day

Get your friends together for a day of golf; fundraise and discover who's the best.

H Hike

Hike up a mountain and ask your family and friends to sponsor your epic adventure.

I Ice cream

Sell ice cream on a hot day and raise money!

J Jumble sale

Give the items you no longer need a second life by organising a jumble sale with profits going to MQ. Ask your friends to bring along their unwanted goods, too.

K Karaoke

Discover who is the Mariah of your friends and raise funds for MQ!

L Live music

Starting a band? Hire out a local venue and invite friends and family!





Fundraising Ideas A-Z *cont.*

M Marathon

Challenge yourself and drag your friends in, too!

N Nothing is off limits

No fundraising idea is too crazy, we're on hand to support with any idea!

O Open mic

Fancy yourself a comedian? Put yourself to the test. Entry by donation.

P PJ day

Want to wear PJ's to a lecture? Raise money for MQ while doing it!

Q Quiz night

Organise a pub quiz and use our quiz pack to help you out!

R Run club

Rope your run club into a local running race, or create your own fun run!

S Sports night

Host a post-match social with your team and raise money in support of MQ.

T Thrift shop

Give your old clothes a second life and give the profits raised to MQ.

U Uni speed-dating

Play cupid for a good cause!

V Video game tournament

Crown the next gaming champion among your friends. You could even stream your tournament on Twitch to connect with friends from afar.

W Walk and talk

Step out of the library, get walking, start talking, and help raise funds for MQ.

X Xmas

Don't know what to get the friend who has everything? Donate in their name.

Y Yoga

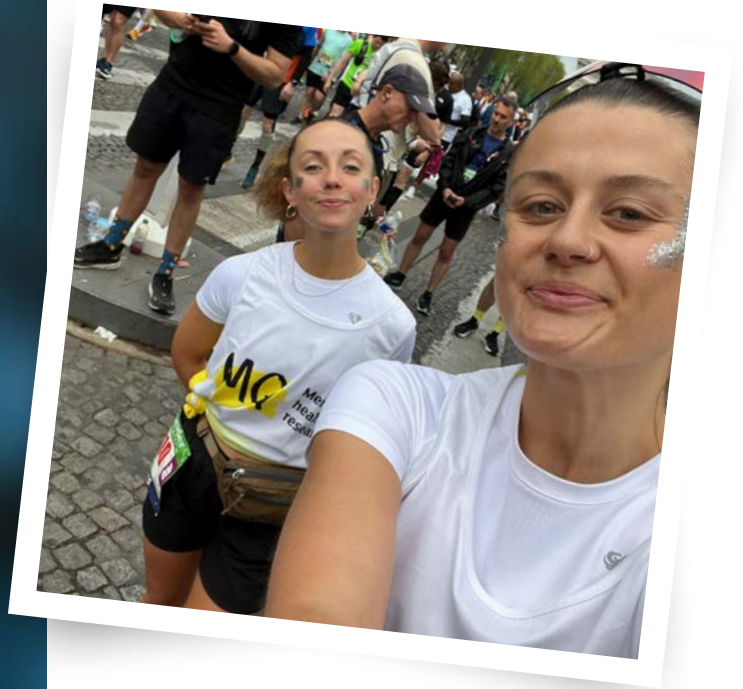
Get in the Zen zone. Teach a yoga class!

Z Zzzz

Sleep In – Get sponsored to rest. Finally, self-care that raises funds.

Why get involved with MQ Mental Health Research?

Without research, it's just guesswork.



- Join a network of like-minded people and make new friends.
- Be the face of MQ on campus, and become a Student Ambassador.
- Build skills that look great on your CV, from leadership and fundraising to campaigning and events. We'll recognise and celebrate your impact through awards, references, or certificates.
- Be part of advancing mental health research, helping turn compassion and lived experience into evidence, understanding, and better outcomes for millions.

If you run a student group or fundraiser, we'll support you every step of the way:

- You'll get ready-to-use fundraising ideas, resources, promotional items and tips for recruiting new members.
- You'll receive regular updates and inspiration from MQ, plus opportunities to connect with other student fundraisers.
- Regular training and catch ups with a dedicated member of the MQ fundraising team.
- You'll have the chance to attend MQ events or student meetups where you can learn new skills, share ideas and connect with others supporting mental health research.

How to get involved?

Get in touch

Get in touch with us to find out whether there's already an MQ group at your college or university, or any fundraising events happening near you. If there isn't, we'll support you every step of the way to set one up!

Thank you!

Thank you for taking the time to learn more about MQ and the role students can play in supporting mental health research. Whether you're fundraising with friends, starting a student group, or becoming an MQ Student Ambassador, your involvement helps drive real change and brings us closer to better understanding, treatment and prevention of mental illness. We're so grateful to have you as part of the MQ community.

If you'd like to get involved, have an idea you'd like to explore, or want support getting started, we'd love to hear from you.

For more information contact our Fundraising team at supportercare@mqmentalhealth.org



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