



WANDERING MINDS WALK



— ONE GIRL —

— 12 MONTHS —

— \$100,000 GOAL —

— 5000+ KILOMETRES —

Meet Bailey.

Bailey's ambition of raising \$100,000 for the Black Dog institute stems from her own journey living with Bipolar Disorder.

Coupled with a strong desire to provide all she can to others, her dream is to assist with education while encouraging a pragmatic and open attitude surrounding mental health.

Through adaptation and management over the years, hiking & connecting with nature has been a major component.

She hopes to slash the stigma of mental health disorders, positively impacting the way others perceive them, and the way individuals deal with their own diagnosis.



The Trek -

On the 18th of May, 2022 - Bailey began her 5000km hike from South Point, Wilsons Promontory to Cape York peninsula.

Braving Victoria coldest winter in 50+ years, she gritted her teeth to push through adversity, now quickly approaching the Queensland border, where she will overcome an array of new challenges.



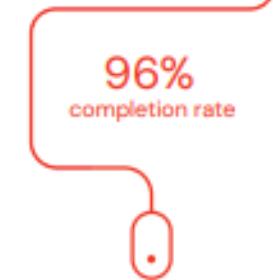
Why the Black Dog Institute?

Suicide prevention, funding key mental health research & being a major resource for information regarding mental illness, the Black Dog Institute is the leading provider of essential support, education and information for Australians.

Statistics from the 2021 report show the scale of what impact the BDI has.

Bailey has also participated alongside the Black Dog Institute to test & trial different methods & adaptive measures over the years to better help others like her in the future.

4 | 



72,000+
registrations to our online adult
and youth mental health programs



Black Dog
Institute

Our Strategy FY2022-26

To deliver research with real world impact to treat, manage and prevent common mental health conditions and suicide in workplaces, schools, health settings and the wider community.

Our strategic objectives

1. Lead Australia's population mental health and suicide prevention response through science, compassion and action.
2. Transform clinical care for depression and anxiety through our expertise in digital mental health, novel treatments and new models of clinical care.
3. Be a trusted partner to Aboriginal and Torres Strait Islander leaders and their communities to improve social and emotional wellbeing.
4. Be a sustainable, fit for purpose, workplace of choice committed to employee development and diversity with a mentally healthy, purpose driven, values-based culture.

Our vision A mentally healthier world.

Our mission Enabling mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation.



Suicide & mental health are more than just buzz words.

Over one third of Australians have been close to someone who has attempted to take their own life, with 8 people taking their lives each day & 2/5 Australians suffering from mental illness at some point in their lifetime.

The alarming statistics in Australia regarding mental illness is everybody's responsibility to both be aware of, and take actions toward managing.



Why hiking?

We all have something. The one we each could spend the rest of our days indulging in. Discovered during Bailey's own mental challenges throughout her late teenage years battling a deep depression, she found hiking as her cathartic outlet. A meditative act - one available to us all. Whether it is as simple as going for a walk around the block, trekking through a local national park or even hiking Mount Kosiosko - the benefits of hiking are something Bailey passionately advocates for.



The motive

For a moment, imagine you have just been diagnosed with the stigmatised Bipolar Disorder.

In a muck of uncertainty and a lack of confidence, you feel you've lost the security of who you thought you were, left confused with what this could mean for the future.

Will I be able to still get a job? What if people find out? Does this change who I am? Will my friends treat me differently? What does this mean for my family? Will I be able to pursue my dreams? Hearing Baileys story, it is her hope to be able to be there to break the circuit.





Benefits of supporting the journey -

- Access professional content to use across relevant media & socials
- Access opportunities to create exclusive promotional content.
- Access to promotion across website, social media, in press interviews with hundreds of weekly views, growing each day.
- Access to promotion across support vehicle.
- Mentions to major sponsors in press, podcasts & interviews.



Media -

From the Today Show & multiple Nine regional news networks to consistent updates with 2GB & regional ABC stations, climbing regional & national media coverage has provided Bailey the chance to make her appearance continually noted on a both a micro and macro scale.



Outcomes from sponsorship -

- Inspire conversations around mental health, depression & suicide, opening opportunities to discuss with one another our own challenges we face, how we manage them and what we can collectively do to help one another.
- Assist in motivating others to pursue their dreams, goals & ambitions, no matter how small or large they may be, knowing that whatever you put your mind to - you can achieve.
- Normalise the conversations around our own mental health, educating others on how we can seek the signs & symptoms of someone who may be struggling.
- Shift the stigma around Bipolar Disorder, allowing those with the condition to feel comfortable in themselves & their diagnosis, motivating a shift to manage a healthy and happy lifestyle.
- Raise funds & awareness for the Black Dog Institute, making their services readily available for those who require them, plus funding world class research for mental health.

Reach out -

Bailey's journey is about having a positive impact. With the help from local communities & businesses, we are able to accelerate towards our fundraising goal, while have a larger impact through mental health awareness.

Without the assistance & support of the incredible people Bailey has met along the way, this entire experience would be vastly different.

It takes a collaborative effort to turn this dream into a reality. With help from people like you, we will continue to scale the positive influence to increase awareness of Baileys venture. Thank you for joining us to be a part of the movement toward mental health awareness & removing the stigma of mental health conditions.



https://www.instagram.com/wandering_minds_walk/



<https://www.wandering-minds.org/>



<https://www.facebook.com/wanderingmindswalk/>

Bailey Seamer

-

Bailey@wandering-minds.org

0408278628