

I/we wanted to introduce you to NABS, the charity advancing the mental wellness of everyone working in advertising, marketing and media.

NABS help people navigate the pressures of this industry whether that's mental health, financial challenges, career uncertainty, or simply feeling overwhelmed.

Through confidential advice, coaching and practical support, NABS gives individuals and teams a trusted place to turn when they need it most.

Why this matters right now:

- NABS received 5,300 calls in 2025, the highest in their history, showing rising demand for support.
- Their services were used over 18,000 times last year, helping more people than ever before.
- Mental wellness was the #1 reason for calling, making up 41% of calls.

The scale of these challenges is increasing across the industry, and so is the demand for support. Find out more at: nabs.org.uk.

That's why I/we are raising funds for NABS by [insert your fundraiser] on [date]. We aim to raise [£000] by [Fundraiser detail].

If you're able to donate and support NABS, you can donate here [fundraising mechanic]

Every penny raised makes a difference!

Best,

[Your name]