

Fundraising Venue Partner Guide

Mental Health Awareness Month
for the Hospitality Industry 2026



healthymindmenu.au



Back of House, Front of Mind Podcast



@healthymindmenu



About Healthy Mind Menu

Healthy Mind Menu is an industry-led initiative that recognises a key ingredient in hospitality is its people.

Top chefs, leading hospitality industry figures, and mental health advocates joined forces in 2018 to create Healthy Mind Menu Inc.

It was formed to identify and address mental health issues in the workplace and investigate ways to better support the mental wellbeing of WA's hospitality industry staff.

Why Hospitality

Although rewarding, working in a service-focused business can be isolating, unsociable, high-pressure and extremely competitive.

Mental health is emerging as a major challenge for hospitality businesses with **80% of workers reporting they are suffering from symptoms including anxiety, depression, stress and addiction (RU OK? 2019).**

Industry survey results show that labour shortages, particularly pronounced in Western Australia, are exacerbating mental health concerns (AHA WA 2023). **63% of respondents identify mental health and stress as significant concerns** – this was rated as the most universally recognised impact of labour shortages (ahead of the direct financial impact on the business).

Coffee shops, cafes, restaurants, bars, pubs hotels and taverns are an essential part of our communities and play a critical role in maintaining social cohesion and engagement. These hospitality venues have always been a place where people gathered together to share stories and find solace in difficult times.

These are tough times for an industry that would ordinarily help to boost morale when people need it most.

We know, that a **healthy hospitality is a healthy community.**

Join Us For Mental Health Month & Become A Fundraising Venue Partner

STEP 1: CHOOSE YOUR DATES

Every October, Healthy Mind Menu teams up with hospitality venues across Western Australia to celebrate Mental Health Month.

In 2026, Mental Health Month includes Mental Health Week (4 - 11 October 2026) and World Mental Health Day (10 October), offering several chances to boost our efforts. Choose to run your fundraising for a day, a week, or the whole month!

STEP 2: CHOOSE HOW YOU WANT TO FUNDRAISE

Option 1 - Pledge A Portion of Sales

Pledge a portion of sales from specific items—like \$1 from every pint of Pale Ale or \$5 from each chicken parmigiana. Unleash your creativity with the naming, marketing, and delivery of these promotional items. In the past, our partners have developed exclusive signature cocktails, tacos, and lunch specials specifically for this cause.

Me&u Partnership: If your venue uses the me&u ordering platform, we can customise your promotions directly through the app, making it easier to manage and track your contributions throughout the campaign.

Option 2 - Run A Fundraising Event

Host a special event at your venue, such as a themed dinner night, trivia evening, or live music event, with proceeds going towards the cause. This can be a great way to bring the community together and raise awareness.

Option 3 - Co-Design Merchandise

Collaborate with us to create co-branded merchandise like t-shirts, beer, coffee cups and more! Sell these items at your venue with a portion of the proceeds donated to support mental health initiatives.

STEP 3: COMPLETE THE GOOGLE FORM

Complete the Google Form with your contact details, venue information, promotional offer, and ideas. This will help us coordinate with you and ensure a smooth collaboration.

[CLICK HERE TO COMPLETE THE GOOGLE FORM](#)

STEP 4: SCHEDULE A CATCH-UP & SIGN THE COLLABORATION AGREEMENT

Once you have filled out the form, our coordinator will be in touch to schedule a phone call or Zoom catch-up. This meeting will give us a chance to discuss any questions you might have, learn more about your business and team, and ensure that we align on your promotional activities.

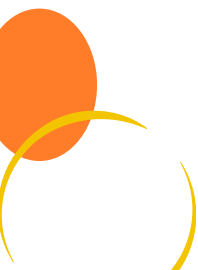
Following our discussion, we will send you a package of Support Cards and Healthy Mind Menu DL flyers for your venue and staff. This step helps us provide tailored support and materials for your participation in Mental Health Month.

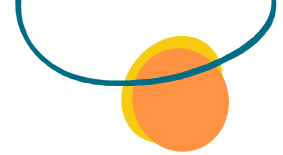
AND FINALLY....

STEP 5: PROMOTE!

Maximise visibility by promoting your offering as much as possible during your promotional period. Utilise your chosen platforms—whether it's social media, your website, or in-house displays—to reach as many people as you can. The more time you have to prepare, the stronger the likelihood of securing media and local newspaper promotion, enhancing your campaign's reach. Healthy Mind Menu will also support your efforts by promoting on our website, across our social media feeds, and in our newsletter.

Please ensure all content is ready and approved at least 2 weeks before October begins to ensure a smooth rollout and maximum impact. This coordination is crucial for leveraging all available channels to effectively raise awareness and funds during Mental Health Month.





Mental Health Month Collaboration Agreement

This letter sets out the terms of the agreement between Healthy Mind Menu Inc. (Charity) and _____ (Hospitality Partner. *This must be the name of a legal entity, such as XXX Pty Ltd, or sole proprietor*), under which the Hospitality Partner will raise funds on behalf of the Charity during Mental Health Month 2026, from _____ (Promotion Period. I.e. 1- 31 October).

1. The Charity authorises the Hospitality Partner to collect for the Charity under Licence No. CC22672. This authority is valid for the Promotion Period.
2. The Hospitality Partner agrees to set aside a portion of each participating sale that it makes, to be donated by the Hospitality Partner to the Charity. For the avoidance of doubt, the promotion does not include the collecting of donations from the public on behalf of the Charity.
3. The Hospitality Partner is permitted to use the logos and other material provided by the Charity during the Promotion Period for the purposes of the promotion.
4. For the purposes of ensuring compliance with any applicable laws, the Hospitality Partner will seek the Charity's approval for any written materials or marketing collateral used to promote the promotion and the manner in which the Charity's logos and other material provided by the Charity may be used.
5. Within 14 days after the expiry of the Promotion Period, the Hospitality Partner will provide the Charity with a report of the promotion, including the total funds raised for the Charity, and pay that amount to the Charity as a donation.
6. Within 14 days after receipt of the donation, the Charity will issue a donation receipt to the Hospitality Partner.

Please confirm your agreement to the terms set out in this letter by signing and returning a copy to coordinator@healthymindmenu.org.au

Yours sincerely,
Wayne Teo
Chairperson - Healthy Mind Menu Inc.

The Hospitality Partner agrees to the terms set out in this letter.

Signature: _____
Name & Position: _____
Date: _____



Make A Real Difference!

Jump into the role of a fundraising venue partner and turbocharge mental health and wellbeing in the hospitality industry. It's not just about raising funds; it's about making every day at work a bit brighter!

Perks for Top Performers

Hit the \$1,500 mark during Mental Health Awareness Month and we'll roll out a Mental Health Wellbeing Workshop right at your doorstep. Tailored to your team, this workshop is all about boosting mental health and resilience—plus, it's a great way to bring everyone together for some fun and learning.

Raise \$500 and receive a Breakroom Workplace Activation Kit: a practical staff room activation designed to spark conversations, build team connection and support mental wellbeing. Your kit includes a Team Reflection Wall, conversation prompts, wellbeing resources and practical tools to help create a mentally healthy workplace.

We've created Australia's first Hospitality Mental Health & Wellbeing Toolkit - and we're committed to keeping it free for every venue. But free doesn't mean effortless. With your support, we can deliver tangible starter packs, hands-on guidance, and real-world resources so that more venues put the toolkit into action, creating healthier workplaces for thousands of hospitality workers.

Partner with Us

By aligning with Healthy Mind Menu, you'll be making a real difference in the lives of more than 104,500 Hospitality Workers in WA.

Back of House, Front of Mind Podcast

healthymindmenu.au

[@healthymindmenu](https://www.instagram.com/healthymindmenu)

coordinator@healthymindmenu.org.au