

WHY CHANGE?

THE JOURNEY OF AN EVOLVING MINDSET



FROM AN EARLY AGE, **STU BRATT** WAS IMMERSED INTO A WORLD OF MALE DOMINATED SPACES. AS A LIFELONG RUGBY PLAYER & ROYAL AIR FORCE VETERAN, TURNED INDUSTRIAL ENGINEER, STU HAS SEEN FIRST HAND THE DEVASTATING EFFECT THE '**MAN-UP**' CULTURE CAN HAVE ON THOSE OPERATING WITHIN IT. FOLLOWING THE SUDDEN LOSS OF 2 FRIENDS TO SUICIDE WITHIN 4 DAYS, STU GRASPED THIS WAKE UP CALL WITH BOTH HANDS AND TURNED HIS PAIN INTO PASSION...TO NEVER LET ANYONE ELSE FEEL THE PAIN, LOSS AND CONFUSION THAT SUICIDE LEAVES BEHIND.

FROM A STANDING START, HE HAS GROWN **TOUGH ENOUGH TO CARE** FROM AN IDEA IN HIS LOCAL PUB, INTO A GLOBAL CHANGE MAKING MENTAL HEALTH CHARITY, SUPPORTING 1,000'S OF PEOPLE EVERY YEAR AND CONTINUES TO WORK TIRELESSLY IN STAMPING OUT THE STIGMA IN MALE DOMINATED SPACES WHILST ENCOURAGING POSITIVE CONVERSATIONS AND UNDERSTANDING AROUND MENTAL HEALTH IN ALL SPACES BY PROVIDING TRAINING, PUBLIC SPEAKING, PEER SUPPORT AND CRISIS RESPONSE FOR THOSE IN NEED.

- **BRITISH CITIZEN AWARD** FOR SERVICES TO HEALTHCARE
- POINTS OF LIGHT AWARD - PRESENTED AT **10 DOWNING STREET**
- **8,000+** TRAINED IN MENTAL HEALTH AWARENESS
- MULTI AWARD WINNING **MENTAL HEALTH CAMPAIGNER**
- **TEDX** SPEAKER
- RAISED OVER **£1M** FOR CHARITY



“WE CAN'T CHANGE WHO WE WERE,
BUT WE CAN BECOME WHO WE ARE”





TOUGH ENOUGH TO CARE WORKS TO REMOVE THE STIGMA THAT SURROUNDS MENTAL HEALTH, WITH A FOCUS ON, BUT NOT LIMITED TO, MALE DOMINATED SPACES, BY OFFERING SUPPORT, ADVICE AND TRAINING FOR ALL.

ALL OF THE FUNDS DERIVED FROM PAID TRAINING SESSIONS HELP TO SUPPORT THE CHARITIES '**BETTER MENTAL HEALTH**' INITIATIVE, WHICH PROVIDES HEAVILY SUBSIDISED AND OFTEN FREE MENTAL HEALTH TRAINING TO NON-PROFIT ORGANISATIONS, COMMUNITY GROUPS AND GRASS ROOTS SPORTS CLUBS. REMOVING THE FINIANCIAL BARRIER OFTEN FACED BY THESE ORGANISATIONS THAT OPERATE AT THE HEART OF EVERY COMMUNITY.

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