



Member Campaign Pack

Developing in the Dark

Illuminating Stories of Support

Photography Exhibition

February 2026



Helplines Partnership with
Little Vintage Photography

Helplines Awareness Day 2026

Member Campaign Pack

Developing in the Dark – illuminating stories of support

Introduction

Helplines Awareness Day is an annual opportunity to highlight the vital role helplines play in supporting people through some of the most difficult moments of their lives. Taking place on **Monday 23 February 2026**, the day is all about raising awareness of helplines and the impact they have.

This year, we are marking Helplines Awareness Day with a special public exhibition and online campaign, celebrating the stories of people whose lives have been transformed by helplines. We are working in partnership with Rachel Brewster-Wright from Little Vintage Photography to present a powerful portrait project, **Developing in the Dark—illuminating stories of support**. The exhibition will feature portraits of people whose lives have been transformed through the support of helplines. Each image will be accompanied by a short reflection, sharing how reaching out for help made a difference.

The Exhibition

Join us for Developing in the Dark—an analogue photography exhibition celebrating the impact of helplines through the people who have used them.

The exhibition is taking place at The Shed, Baltic Creative, 49 Jamaica Street, Liverpool, L1 0AH.

Walk-in viewing is on Monday 23 February and Wednesday 25 February 2026 from 9am to 5pm.

We'd also like to invite all our members to a special evening view on Wednesday 25 February 2026, 6pm to 8pm. The event is free but please book a ticket as places are limited. [Book your free ticket here.](#)

The Online Campaign

Developing in the Dark will also be available to view online, featuring photographs alongside real stories from across our membership. Throughout Helplines Awareness Day week, we will share one story at a time on social media, raising awareness of helplines and the impact they have on the lives of the people they support.

How to get involved

- Submit a story for the online exhibition
- Support the campaign online
- Tell your colleagues, supporters and members about the campaign and encourage them to get involved.

Submit a story

We are inviting members to contribute one story to be included in the online Developing in the Dark exhibition.

Your submission should include:

- A photograph – this could be a portrait or, if the person taking part would prefer to remain anonymous, a silhouette or hands, a place or an object, for example. It's a creative project, so we are open to creative ideas.
- A short written story (no more than 250 words). The stories do not have to be polished – authenticity matters more than perfection. Participants may want to write in short paragraphs or bullet points or may prefer a more reflective or creative style. All approaches are absolutely fine.

- Send your submissions by email to liz.champion@helplines.org with the Subject: Developing in the Dark. The more stories we have, the greater the impact of the campaign and raising awareness of the helpline sector.

We can't wait to view and read your submissions. Please submit your stories before Friday 13 February 2026.

Support the campaign online

Even if you don't submit a story, you can still support Helplines Awareness Day by:

- Sharing exhibition stories on your social media channels
- Posting about your own helpline and services
- Encouraging people to seek support when they need it
- Signposting to our [Find a Helpline online directory](#)

Below you will find social media posts for use before, during and after the campaign.

Thank you so much for your support. We can't wait to celebrate Helplines Awareness Day with you.

If you have any questions or want to discuss your ideas, please get in touch with us, on liz.champion@helplines.org.

Social Media

1. Follow us on social media and like, share and comment on our posts, and tag us in your posts.

[LinkedIn](#)

[Instagram](#)

[X](#)

[Bluesky](#)

Hashtags & Tags

Suggested hashtags:

#HelplinesAwarenessDay

#HAD2026

#DevelopingInTheDark

#FindAHelpline

Social media posts

Raising awareness of the event

Save the date! #HelplinesAwarenessDay2026 is coming up on 23 February2026. It's a day to recognise and celebrate the amazing work of helplines across the UK. This year we're supporting Helplines Partnership's Developing in the Dark exhibition, raising awareness of the vital role of helplines across the UK.

Helplines Awareness Day is a national campaign that shines a spotlight on the incredible work of helplines across the UK. We're supporting Helplines Partnership and celebrating the dedicated employees and volunteers who make a difference every day.

For Helplines Awareness Day, we're supporting Helplines Partnership's Developing in the Dark photography exhibition, created to raise awareness of the vital role helplines play in offering understanding, advice and connection when it's most needed.

Save the date! Helplines Awareness Day is taking place on Monday 23 February 2026. We'll be joining Helplines Partnership in raising awareness of how helplines transform lives.

On the day

Today is Helplines Awareness Day! We're proud to join Helplines Partnership in recognising and celebrating the important work of helplines across the UK.

We're proud to support Helplines Partnership's Developing in the Dark photography exhibition this #HelplinesAwarenessDay2026. The exhibition powerfully captures the impact of helplines and raises awareness of the understanding, advice and connection they offer when it matters most.

Today is #HelplinesAwarenessDay2026, a national day dedicated to recognising and celebrating the incredible work of helplines across the UK. We're proud to stand with Helplines Partnership in highlighting the vital support helplines provide to people every single day.

Helplines offer understanding, connection and a listening ear at some of life's most difficult moments. This #HelplinesAwarenessDay2026, we're supporting Helplines Partnership and helping raise awareness of the essential role helplines play in communities across the UK.

Helplines are there for people experiencing uncertainty, distress or crisis — often at the moment they need support most. This #HelplinesAwarenessDay2026, we're joining Helplines Partnership to raise awareness of how helplines transform lives across the UK.

Through powerful imagery and storytelling, Developing in the Dark highlights the unseen moments of care and connection that happen every day on helplines. We're proud to support this exhibition as part of #HelplinesAwarenessDay2026.

After the event

Helplines Awareness Day may be over, but the impact of helplines continues every day of the year. Thank you to everyone who helped raise awareness and support the UK's helpline sector.

We were proud to support Helplines Partnership's Developing in the Dark photography exhibition as part of #HelplinesAwarenessDay2026, helping raise awareness of the powerful role helplines play in offering understanding, advice and connection.

Campaign images

We have created a set of images for you to use on social media, on your website etc.

[Download the Helplines Awareness Day logo here.](#)

[Download the Developing in the Dark image here.](#)

Information for your communications

This Helplines Awareness Day, we're supporting Helplines Partnership's Developing in the Dark campaign and photography exhibition to raise awareness of how helplines transform lives.

Developing in the Dark—a special public exhibition and online campaign celebrate people whose lives have been transformed through helpline support. At the heart of the campaign are personal stories that capture what it can mean to reach out for help.

Working in partnership with Rachel Brewster-Wright from Little Vintage Photography, Helplines Partnership presents this analogue portrait project, which brings together powerful images and reflections on support.

Alongside the exhibition, Developing in the Dark will be available to view online, featuring photographs and stories from across the helpline sector.

[Find out more on our website.](#)