

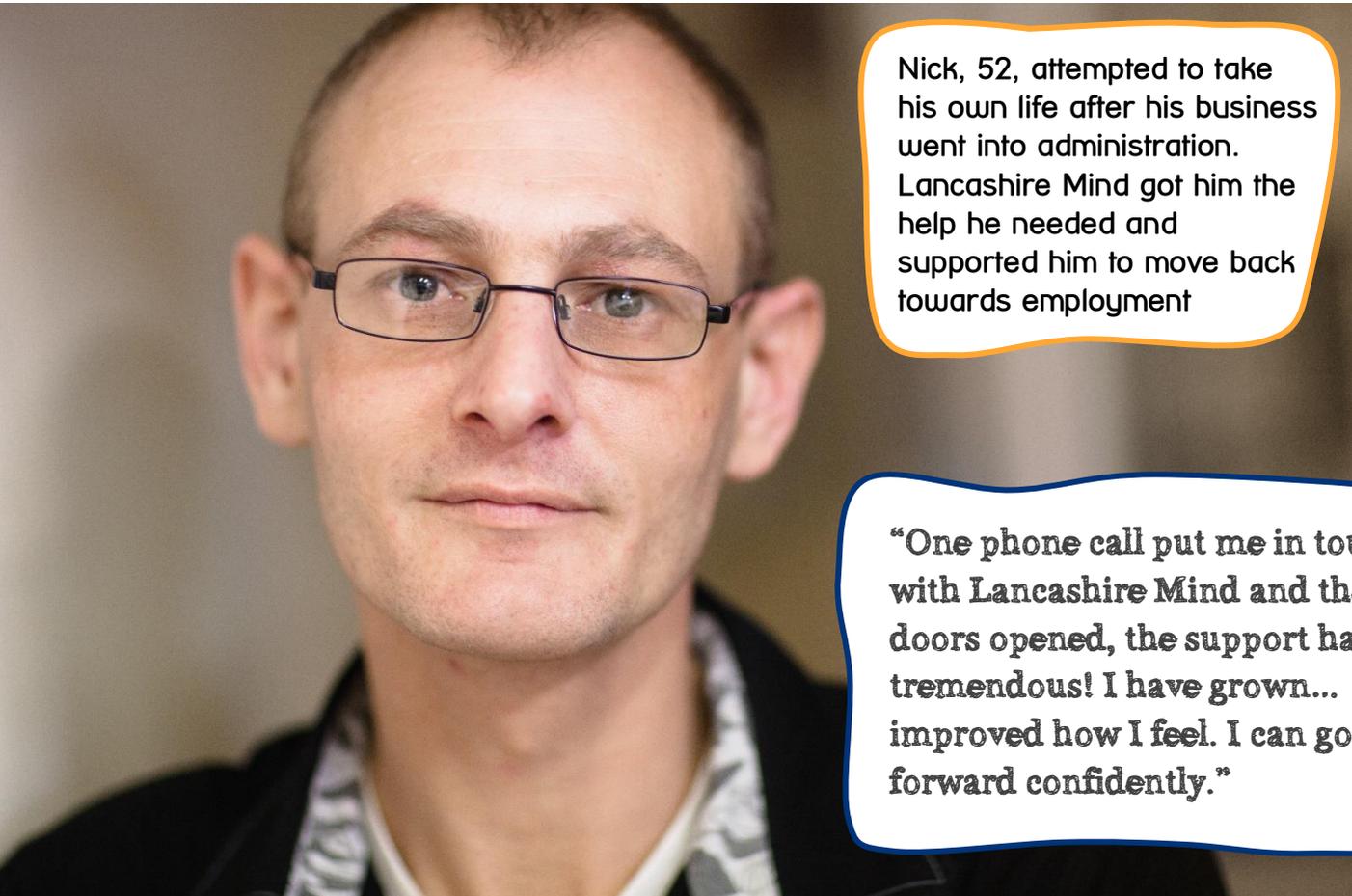


Corporate partnerships

Working together to achieve Mental Wellbeing for All

We are Lancashire Mind

We are more than a mental health charity. We're a passionate movement leading a wellbeing revolution across Lancashire.



Nick, 52, attempted to take his own life after his business went into administration. Lancashire Mind got him the help he needed and supported him to move back towards employment

“One phone call put me in touch with Lancashire Mind and then the doors opened, the support has been tremendous! I have grown... improved how I feel. I can go forward confidently.”

Lancashire Mind is a local, independent charity that works to make mental wellbeing a priority

Our vision is Mental Wellbeing for All. Our work enables people in Lancashire to value and take care of their mental health. Our dedicated team challenge misconceptions about mental health, develop resilience in people from an early age and work with communities to build sustainable assets to improve wellbeing.

We believe that prevention is the solution to reducing the number of people who go on to experience a mental health condition; that everyone can achieve mental wellbeing; and that resilience is the key to sustaining it.

We work in partnership with others to provide support, raise awareness and campaign locally to make mental wellbeing a priority.

Our work is focused around four strategic objectives:

- **Primary prevention:** to build resilience, wellbeing and knowledge of mental health across the population of Lancashire
- **Secondary prevention:** to help people better self-manage their mental health and wellbeing
- **Tertiary prevention:** to help people achieve and maintain recovery from mental ill health
- **Campaigning and influencing:** to continuously influence and develop partnerships to challenge stigma and improve the mental health of Lancashire

Why our work is so important

We all have mental health. 1 in 4 of us will experience a mental health condition every year. 75% of people with poor mental health receive little or no treatment.

Sonia, 20, dropped out of university. She was feeling low and lacked motivation. Lancashire Mind helped her get back on track. She's studying again and has secured part-time work

"I have enjoyed and really appreciate the help from Lancashire Mind. They have helped me reach my goals and I feel like my life is now heading in the right direction"



Lancashire Mind are here for the 3 in 4, as well as the 1 in 4. It is vital that we increase awareness and understanding of mental health

With 50% of mental health conditions developing before the age of 14, building knowledge and resilience from an early age is central to the work we do.

We are dedicated to ensuring that people facing barriers to achieving good mental health receive the tools and support needed to play a full, active and equal part in society.

Just **one in every ten** pounds of the NHS budget is spent on mental health care

People with severe mental health illness have an average reduced life expectancy of between **10 and 25 years**

90% of people with a mental health condition experience some form of stigma

The unemployment rate is **twice as high** amongst people with a mental health condition

What we do

We work with people of all ages. We teach people how to value and take care of their mental health; providing them with the tools to manage and improve their wellbeing.



“Bounce Forward has helped me because I used to be very angry, but now I can deal with my emotions better. I’m also more open, and I can talk to people better about the way I feel.” Milly, aged 10

We listen to local people and work with them to develop projects and services

We work in schools across Lancashire to help shape a generation who understand and look after their mental health.

We work with local businesses to build a culture that supports mental health and promotes responsibility for workplace wellbeing.

We work with local communities, to empower people to make change that will improve their own and their peers’ wellbeing.

We work with people experiencing a mental health condition, providing one-to-one coaching and supporting people to live independently.

Bounce Forward: learning how to bounce forward through tough times

Wellbeing Challenge: creating pupil-led wellbeing initiatives for schools

Happier Lancashire: introducing the five ways to wellbeing

Wellbeing Coaching: developing self-care skills and coping strategies

Tenancy Management: stabilising housing and moving to independent living

Workplace Wellbeing: improving health, wellbeing and performance

Why partnerships are essential

Lancashire Mind purposefully set ambitious objectives to improve the mental health of Lancashire; we can't achieve these alone.

Fiona, 35, was experiencing ruminating thoughts and low mood. Lancashire Mind helped her to understand these thoughts and reconnect with her friends

"I feel a lot better, like my old self, and I feel close to people again."



No single organisation, or sector, can achieve the transformation required to reduce the prevalence of mental ill health

Lancashire Mind are committed to working closely with others to develop and deliver solutions that enable people to value and take care of their mental health.

We work with schools across Lancashire to shape a resilient generation that won't treat people differently based on their mental health.

We work with businesses to cultivate a workforce that understands mental health, where people are supported to remain well in work.

1 in every 6 workers is living with a mental health condition

38% of workers won't talk about their mental health for fear it will affect their job prospects

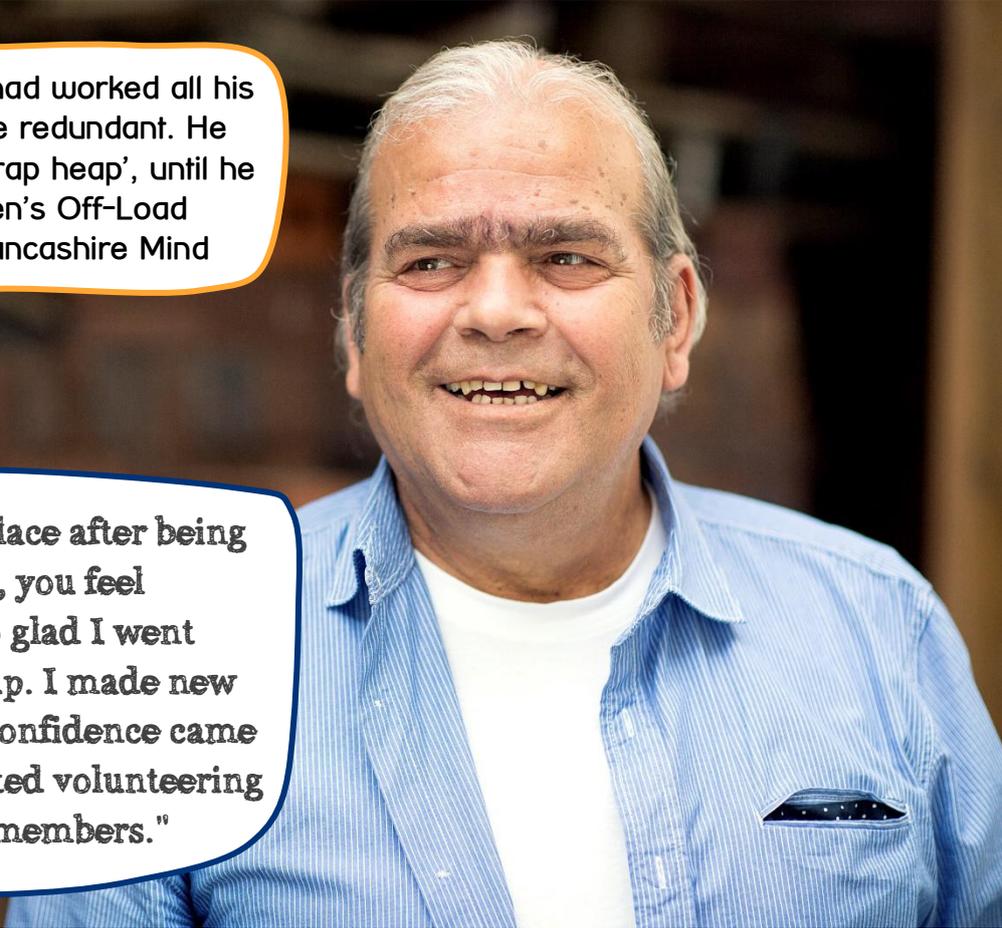
57% of young people say that fear of stigma has stopped them applying for a job

It is estimated that 70 million working days are lost each year due to anxiety and depression

Poor mental health costs UK businesses about £2.4 billion per year

How your business can benefit

Mental health is the highest it's ever been on the public agenda so there's never been a better time to show your company's commitment to improving mental health for everyone



Bill, 59, who had worked all his life, was made redundant. He felt 'on the scrap heap', until he attended a Men's Off-Load Group with Lancashire Mind

"I was in a bad place after being made redundant, you feel worthless. I'm so glad I went along to the group. I made new friends and my confidence came back. I even started volunteering to befriend new members."

Lancashire Mind is passionate about achieving Mental Wellbeing for All. By partnering with us, you'll show your employees and customers that you share our passion

This will increase recognition within your sector and could lead to increased sales and greater staff retention. Your employees will be more engaged and feel proud of the partnership and will become more aware of their own and their colleagues' mental wellbeing.

You'll be able to upskill your workforce. Staff will have the opportunity to volunteer their time,

gaining a new experience and learning different ways to tackle problems. You'll be able to engage staff in fun activities through fundraising.

We aim to have as big an impact on you as a company, as you will have on us as a charity. We value every one of our corporate partners and we want to make the experience as meaningful for you and your employees, as it is for us and the people who use our services.

We'll work with you from the start of our partnership to find out what you want to get out of partnering with us. We'll ask what change you want to see and what success will look like for you, as well as telling you what value the partnership can bring to Lancashire Mind, which will provide excellent content for your CSR report.

Why choose Lancashire Mind?

By choosing Lancashire Mind, you're investing in the mental health of local people. It's thanks to the hard work and generosity of companies like yours that we're able to move closer to our vision

Lancashire Mind support employees to recognise and manage stress

"Taking part in the stress buster session was really interesting, everyone got something useful from it."
ICG, Preston

We want to utilise the influence, reach and resources of the private sector to make a real difference across Lancashire

We know that corporate organisations can have a positive social impact. We want to use the assets and expertise of local companies to help us to innovate, expand and enable everyone in Lancashire to value and take care of their mental health. By working together, we can change the way in which mental health is viewed.

Together we can make Lancashire the beacon county for mental wellbeing.

Partnerships might include:

Sponsoring Lancashire Mind activities

Providing pro bono support

Co-creating innovative ideas

Embedding a culture of mental wellbeing in your workplace

Employee engagement and staff fundraising

Investing in workplace wellbeing interventions

Brand promotion to target audiences

How you can get involved

We value every one of our corporate partners, who all make a big difference to our work. We have lots of opportunities throughout the year for companies to get involved



Lancashire Mind's annual Mental Elf 5k fun run is sponsored by local companies, which means every penny of money fundraised goes towards our work, not towards the cost of the event

Make an impact in your local community by sponsoring **Happier Lancashire talks** that introduce the five ways to wellbeing in schools and community groups.

Selecting Lancashire Mind as your **Charity of the Year** is an easy way to engage your employees and customers, to raise awareness of mental health and to fundraise.

Our **Wellbeing Challenge** and **Volunteer Celebration** events are a great opportunity to sponsor an award for people who've made a difference in their local community.

Attend, and/or sponsor, our annual **Time to Talk About Wellbeing at Work Conference** to hear good practice examples and demonstrate your commitment to improving wellbeing.

As a small team, we don't have dedicated functions for things like **marketing and HR** – is this something you could help with?

You could invest in **Managing Mental Health in the Workplace** training for your managers, raising awareness of Lancashire Mind whilst upskilling your workforce.

As well as sponsorship opportunities at **Mental Elf**, company teams can don their elf outfits and get involved, by running or volunteering.

And of course, there's a whole multitude of ways in which companies **fundraise** for us.

Perhaps you have an even better idea for how we can **work together**; we'd love to hear from you!

The difference we can make together

As a charity we rely on the kindness of others to continue making a difference to the lives of people in Lancashire. We're proud of the work we do but know there is so much more we could be doing

Mo was diagnosed with bipolar disorder in his early twenties, over time his relationship with his family broke down and he became homeless. Lancashire Mind provided a stable home and supported Mo to increase his confidence and ability to live independently.

"I wouldn't be here without Lancashire Mind. Thank you for giving me my life back."

Last year, Lancashire Mind worked with over 12,000 children and adults in Lancashire and reached hundreds more through phone calls and online

Here are some of the ways in which we made a difference in 2018/19:

3,010 - the number of children we engaged to increase their understanding of mental health and the five ways to wellbeing

842 - the number of children and adults experiencing a mental health condition who we supported to develop self-care strategies. On average, people who accessed our service showed a **30%** improvement in their wellbeing

1,159 - the number of children we worked with to build their resilience and improve their

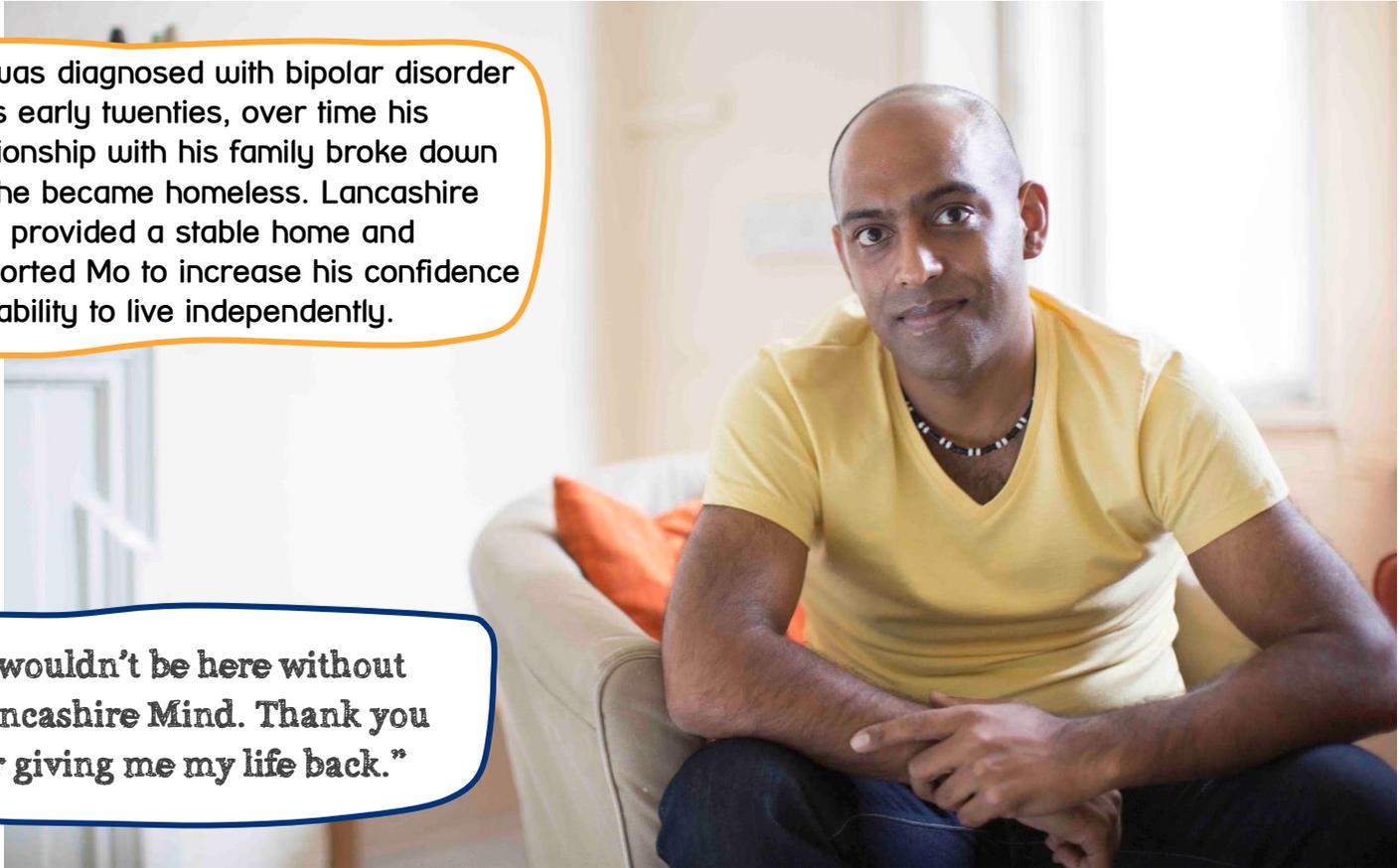
wellbeing, with an average improvement in resilience and wellbeing of **57%**

65 - the number of people we provided a stable home for and started them on their journey towards returning to independent living

182 - the number of high school students we empowered to improve wellbeing for themselves and their school community by designing a wellbeing project, with a further **1,674** children benefitting from the projects created

1,016 - the number of local employees who benefitted from attending a Lancashire Mind training course in their workplace

3,500 - the number of people we helped to get the right support by signposting them to local and national organisations



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