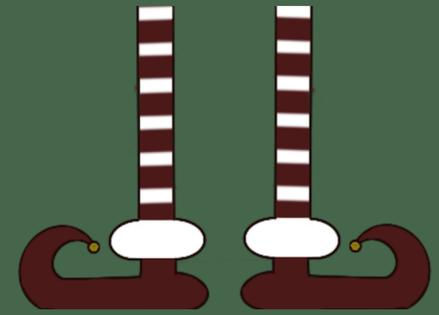


Mental Elf Lancashire to Lapland



Mental Elf 2020: The Lancashire Mind to Lapland Challenge

If you are reading this it is because we want your business and employees to be a part of the Mental Elf 2020 team. Join Lancashire Mind's wellbeing revolution and help us to achieve our vision of mental wellbeing for all!

Are you looking for something that can bring your employees together?

Something that can create a sense of unity and build teamwork after a challenging year?

Do you want to support a local charity and help others this festive season?

This Christmas we have set ourselves the biggest fundraising challenge in our charity's history but with the help of Lancashire businesses we know we can do it! Can your team help us to travel 3226 virtual kms- taking us from south Lancashire all the way to Lapland and raising much needed funds and awareness for better mental health across Lancashire!

The Challenge

When: Tuesday 1st December to Saturday 12th December.

Where: Your team can choose to take part in the challenge anywhere in Lancashire. One of the best things about this year's event is that our participants will be taking part in locations of their choice across the county- spreading our message far and wide.

How: Your team can choose to walk, run, cycle or skip any distance you like. You may choose to compete the challenge together as a team meeting up or individually and the number of kms you contribute, is up to you. Your team can choose to take part every day of the challenge clocking up your kms as you go or do it all in one day. Every km you cover will be added to our total taking us closer to our target distance.

Entry: Group and company sign up is (up to 10 people) £90. Further discounts given on larger groups. Eager Elf sign up 20% discount available to purchase until 20th October 2020. Tickets can be purchased via the website: <https://www.lancashiremind.org.uk/events/76-mental-elf-2020-lancashire-to-lapland>



Challenge Inspiration

There are lots of fun and challenging ways your team can complete Mental Elf 2020 and here are just a few suggestions from us.

- Set the team a daily kms target
- Set the team a km target based on a distance of meaning to you e.g. one km for everyday of lockdown or perhaps one km for every employee- to show everyone's mental health matters.
- If your team is big enough why not challenge yourselves to complete the full Lancashire to Lapland distance.
- Split employees in to teams and see who can complete their kms target quickest or who can travel the furthest over the duration of the challenge.
- Ask supporters for a £1, £5 or £10 donation for every km you complete.

Fundraising

Since April 2020 we have significant income through fundraising. A huge blow for a local, independent charity whose services are needed more than ever. By signing up for this challenge your business is already helping to support us at this difficult time but if you can please do consider doing more by raising funds for us throughout the challenge- asking family, friends and colleagues to sponsor your team. We can help you set up your fundraising and give you tips and advice to maximise your efforts via our supportive and encouraging team.

Other options

In addition to taking part in the challenge we are also offering a range of sponsorship packages for businesses that will further help to support the charity. Please contact Emma Bateson for more details
emmabateson@lancashiremind.org.uk

What next

When you sign up your business will be sent a participant pack, which will include branded wristbands, vest cards and wellbeing posters for all participants, and everyone in your team will be given access to our closed facebook group only open to those taking part in the challenge. This will be the heart of our festive fundraising community. Here you'll meet the Lancashire Mind team, all the other fundraisers taking part and so much more!

All you need to do is sign up via our website or email Emma Bateson emmabateson@lancashiremind.org.uk should you need any further information.

Mental Elf²⁰²⁰

Lancashire to Lapland

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for better mental health

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Who are we and how we help

Lancashire Mind's vision is Mental Wellbeing for All

We're an independent charity, based in Chorley and working for the people of Lancashire. Our committed and energetic team of staff, trustees and volunteers are passionate about making a difference to the mental health of people living and working in Lancashire.

We aim to increase awareness and understanding of mental health and wellbeing across Lancashire. We work with all ages to help people build resilience and understand how to look after their mental health. We offer support to people who are facing barriers to achieving mental wellbeing and help people experiencing a mental health condition to get back on track.

CYP Projects Team; supporting children and young people to understand their mental health and build resilience

Community Development: working with communities to improve mental wellbeing and reduce discrimination

Tenancy Management: providing a stable home and supporting people to move towards independent living

Training & Workplaces; providing a range of interventions to increase knowledge and understanding of mental health

Wellbeing Coaching: supporting people to address barriers to mental wellbeing and develop self-care strategies

Last year, we worked directly with over 12,000 children and adults in Lancashire and reached thousands more through phone calls, emails and on social media.

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

3,010 - the number of children we engaged to increase their understanding of mental health and the ways in which they can improve their wellbeing

842 - the number of children and adults at risk of developing a mental health condition who we supported to understand their mental health and to develop self-care strategies. On average, the people who accessed our services showed a 30% improvement in their mental 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 to and started them on their journey towards returning to independent living

182 - the number of 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 organisation

For more information about Mental Elf please contact
emmabateson@lancashiremind.org.uk

