

Mental Elf Lancashire to Lapland

Corporate Sponsorship Packages

We are Lancashire Mind. We are your local, independent mental health charity and we are tirelessly working towards a Lancashire where we can all achieve good mental health and wellbeing, people living with a mental health condition get the right support when needed and we don't treat people differently because of their mental health.

This year our ever-popular flagship fundraising event Mental Elf- a 5k fun run, which is now in its 6th year, and attracts hundreds of participants each year, is moving from a physical to a virtual event. As a charity we have lost and continue to lose significant income through fundraising due to the cancellation of many fundraising events, challenges and activities but we remain positive and believe that we can make Mental Elf 2020 a bigger success than ever before thanks to an exciting new twist we have put on the event to make it a virtual challenge.

This year, we are looking for Lancashire businesses, with a commitment to achieving better mental health across the county- helping to continue to break down barriers, start conversations and end stigma- to support us, and people across Lancashire, in Mental Elf 2020- Lancashire to Lapland challenge.

We are looking for businesses who are interested in sponsoring the challenge, donating items for participants, and entering corporate teams. Below are the ways in which your business may be able to help. If you feel you may be able to help support this event in others ways please do let us know as we would love to talk to you about additional opportunities.

About the challenge

This December we have set ourselves the biggest fundraising challenge in our charity's history, but we know we can do it! We are asking people across Lancashire to join us in completing a 3226 virtual km journey- taking us from south Lancashire all the way to Lapland and raising much needed funds and awareness for better mental health across Lancashire!

From Tuesday 1st December to Saturday 12th December people will be able to choose their location, their distance and their choice of exercise. Every person taking part will add their distance to our overall total helping us to make the 2336km journey



Why Get Involved?

Recent figures released by the Office for National Statistics (ONS) have shown a dramatic increase in the number of people reporting some form of depressive symptoms since the COVID-19 pandemic began in March 2020.

Almost one in five adults, 19.2 percent, reported experiencing some form of depression during the coronavirus pandemic in June 2020; this had almost doubled from around 1 in 10 - 9.7 percent, before the pandemic. 84.9 percent stated that feeling stressed or anxious was the most common way adults experiencing some form of depression felt their wellbeing was being affected.

These figures highlight the importance of mental health charities and organisations and the work they deliver to individuals and groups across Lancashire - from workforces to school children.

We know that COVID-19 has had a negative impact on many of those living with a mental health condition, and that many people have experienced a mental health condition for the first time, as a result of the challenges, pressures and changes the pandemic has brought. If you or someone you know has experienced a mental health condition, you will know how important it is to know how, and where, to get help. We want to continue to be there for everyone in Lancashire when they need us so that no one has to face a mental health condition alone.

Having lost fundraising income since April 2020 and continuing to lose funds many services and programmes, that are needed more so than ever by individuals and groups, could be at risk. Lancashire Mind are an independent charity separate from the national Mind charity, and every donation matters, and makes a difference, to what we can do for people living in Lancashire.

We need support from businesses across Lancashire now more so than ever and we can offer you a range of benefits if you join us!

Benefits of Sponsoring

Sponsorship is a fantastic way to support a local charity whilst achieving a route to market and generating great brand awareness amongst your customers- current and potential!

We have a large network of supporters across a number of platforms from our 10,000 social media following, to our 2000 website visitors a month and over 800 people on our mailing lists. Not to mention all those we reach through our work in schools, communities and workplaces.

There are so many great reasons to choose to sponsor Mental Elf including:

- Showing your commitment towards to a local cause
- Joint press release and social media coverage
- Your logo on our Mental Elf website pages
- Brand recognition in front of existing and new audiences
- Brand awareness in the run up, at the event and post event through event marketing, online promotions and local press.
- Demonstrating your commitment to mental wellbeing to your customers and colleagues.

Sponsorship Packages

Main Event Sponsor package £350

Includes- Logo and company details on all event/marketing promotion (press releases, participant pack, news articles, completion pack) Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Package to sponsor the finish line £200

Includes- Logo and company details on zoom finish line (all participants will be invited to take part in a virtual finish line call on Saturday 12th December) Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Package to sponsor medals £100

Includes- Logo and company details on all completion packs sent out with medals, Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Package to sponsor the best 'Elfie selfie' competition £100

Participants will be sent Lancashire Mind elf cut out in their participant packs and will be encouraged to capture 'elfie selfies' throughout the challenge with a prize for the best one.

Includes- Logo and company details included on all social media posts relating to the 'elfie selfie', Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Package to sponsor the best dressed elf competition £100

Participants will be encouraged to dress up as elves whilst completing the challenge with prize for the best dressed available.

Includes- Logo and company details included on all social media posts relating to the best dressed elf competition, Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Mental Elf²⁰²⁰
Lancashire to Lapland

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for better mental health

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Product Donations

Following the challenge, we will be sending medals and thank you letters out to all of those who have taken part in the challenge. This will be in place of goodie bags which we have provided in previous years. We are looking for businesses who are able to donate products such as snack-based foods which can be sent out with the medals and thank you letters. Ideally these items will be small, light, and easy to post. We are looking for donations of around 500 for each item.

Any businesses who donates will receive:

Logo and company details included on all social media posts relating to the completion packs, Recognition of support on our website and social media, Dedicated social media posts promoting your organisation, Free company stall at the virtual Mental Elf market place.

Team entry

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?

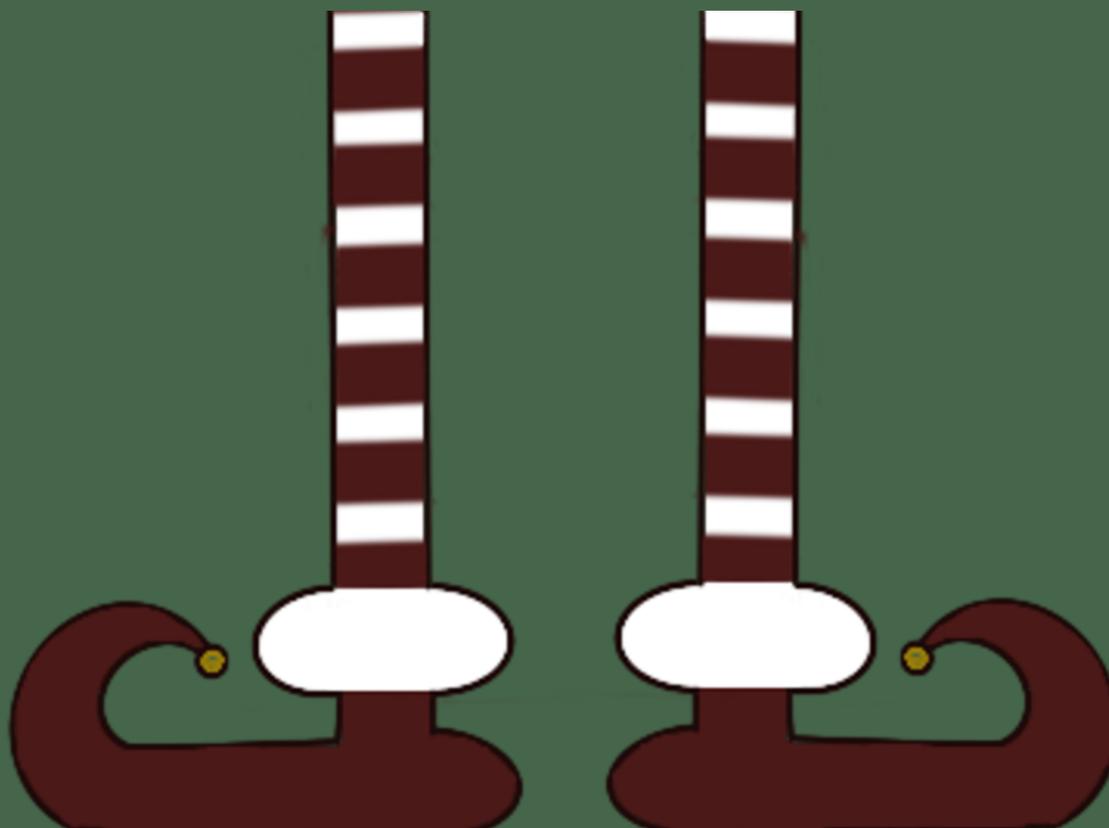
Entry: Group and company sign up is (up to 10 people) £90. Further discounts given on larger groups. Eager Elf sign up 20% discount available to purchase until 20th October 2020. Tickets can be purchased via www.lancashiremind.org.uk/events/76-mental-elf-2020-lancashire-to-lapland or Fundraising Lead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

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

Enquire and receive a participant pack with full details, 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!



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
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