

# Corporate Partnerships

Why your business should invest in better mental health in Lancashire

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 mind Lancashire

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What you need to know

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

# Who are Lancashire Mind

## Your local mental health charity

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Lancashire Mind is a local, independent mental health charity, delivering a strategy that has been co-created with the people of Lancashire.

We want to work with Lancashire, for Lancashire - we believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible. To achieve this we:

- Connect Minds through ongoing engagement to understand people's experience of mental health in Lancashire.
- Change Minds by challenging stigma and increasing knowledge around mental health.
- Support Minds by offering services that meet the needs of local people and communities.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

Our work empowers people in Lancashire to value and take care of their mental health. We

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

Our five strategic aims are:

1. Listen, learn and influence
2. Work with others to make positive changes
3. Make it easy to talk about mental health
4. Get people the help they need
5. Keep getting better

These are underpinned by four values, which are to be: Real, Bold, Caring and Open.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition and, for those who do to have a better chance of remaining well.



# Why you should partner with us

## We can work together

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Mental health has never been at the forefront of people's minds more so than it is right now.

Recently, many people have experienced a mental health condition for the first time or have supported a loved one with poor mental health.

Your colleagues, customers, suppliers, the communities you serve, and want to reach, will all have a connection to mental health.

Now is the time to show your company's commitment to improving mental health for everyone.



In choosing to support your local mental health charity, you are choosing to support a cause which has never been more universally relatable.

We know that corporate organisations can have a positive social impact. 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 continue the work we do.

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.



# Why you should partner with us

## We can work together

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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.

### Partnership Benefits for your business:

#### Reputation:

- Community awareness of your commitment to supporting a local charity high on the public agenda.
- Increased recognition within your sector that could lead to increased sales and greater staff retention.
- Use of the 'In aid of Lancashire Mind' logo on marketing materials including your website and emails signatures.
- PR and marketing opportunities to promote the partnership and fundraising activities supported by Lancashire Mind.
- Promotion of the partnership via the Lancashire Mind social media. Lancashire Mind has an online community of over 10,000 and growing, including LinkedIn.
- Your company details on our website within our corporate supporters section.

#### Your Staff:

- 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'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.
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- A decorative graphic in the bottom right corner consisting of several overlapping, hand-drawn style pink arcs.

# How we are making a difference

We are improving lives in Lancashire

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"If it wasn't for Lancashire Mind I wouldn't be here today".

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.

## Areas of work:

**Bounce Forward:** teaching children how to bounce forward through tough times.

**Wellbeing Challenge:** enabling groups to create wellbeing initiatives for their school or community.

**Wellbeing Coaching:** one-to-one support, helping children and adults to develop selfcare skills and coping strategies.

**Tenancy Management:** stabilising housing for adults with long term mental health conditions, giving them skills and confidence to move to independent living.

**Workplace Wellbeing:** supporting companies to improve health, wellbeing and performance.

**Training:** increasing awareness of mental health and wellbeing and equipping people with the skills and confidence to support others.

"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

# How you can get involved

Work with us in the best way for your business

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Make Lancashire Mind your partner charity and you can work with us in many different ways.

## Donating

Could you make a one off donation to the charity? Donations are vital to ensure that Lancashire Mind can continue to deliver its existing services and develop new services.

If you can commit to a regular donation you will be helping us to look ahead and make long-term, sustainable plans to support the mental health and wellbeing of everyone in Lancashire. A regular gift is so important to a charity like ours as it means we know that we will have a steady income stream that we can rely upon.

You may also be able to donate products. There are a range of items that we use across our services and we also welcome donations to use as raffle prizes and at other fundraising activities.

## Fundraising

Could you organise a workplace fundraiser and get staff, suppliers and customers involved? Fundraising is a great way to bring people together for a good cause and leaves everyone feeling a great sense of achievement at the end.

Consider offering to match whatever is raised by those organising the event, through a company donation, to encourage and support colleagues in their efforts.

Ideas for fundraisers include: a golf day, charity dinner, bake sale, dress down day, talent competition, coast to coast cycle ride, Guild Wheel walk.



# How you can get involved

Work with us in the best way for your business

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## Sponsorship

Sponsorship is a great way to support our services and events, whilst raising your business profile. Here are just a few ways to do this:

Our flagship fundraising event Mental Elf is attended by hundreds of people every year and supported by even more. There are a whole range of sponsorship opportunities to suit all budgets.

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

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

## Training & Workplace Offer

Our training team offer a range of opportunities for local businesses. Here are a few suggestions for the ways you can get involved:

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

Invest in Managing Mental Health training for your managers or Mental Health First Aid for HR staff, raising awareness of Lancashire Mind whilst upskilling your workforce.

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

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



# Why we need you

## We can't achieve better mental health for all alone

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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.

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



## The Facts

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

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

50% of mental health conditions develop before the age of 14.

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

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

Poor mental health costs UK businesses up to £45 billion per year.

Every £1 spent on mental health interventions, gives back £5 in reduced absence, presenteeism and staff turnover.



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Registered with



**FUNDRAISING  
REGULATOR**

Lancashire Mind is a company limited by guarantee registered in England and Wales, company number 3888655, and a registered charity, number 1081427.

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