

[lancashiremind.org.uk](http://lancashiremind.org.uk)



Working with organisations across Lancashire to achieve our vision of a Lancashire with the best mental health possible

# Fundraising & Corporate Partnerships



## Who are we?

Lancashire Mind is an independent mental health charity, delivering our impactful strategy that has been co-created with the people of Lancashire. We reach over 10,000 people each year.

We believe that everyone can achieve good mental health and 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.

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

1:1 support for people facing multiple and complex barriers, to preventative and influencing work. We work in partnership with others to make mental wellbeing a priority.

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.



“We empower people in Lancashire to value and take care of their mental health.”



## Why should you partner with us?

Mental health is at the forefront of people’s minds more than it has ever been. The pandemic and cost of living crisis led to many people experiencing poor mental health for the first time and more people have experienced needing to support a loved one with their 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.

“Being a corporate partner has been an incredibly positive experience for everyone at Conlon and something we as an organisation have gained a lot from whilst giving back to a local charity.”



## Why we need you?

The country is in the midst of a mental health crisis and rising costs are putting pressure on charities, particularly frontline, mental health focused organisations. Lancashire Mind are no exception, funding is harder than ever to access, yet it now costs us over £2million each year to deliver our vital support services for the people of Lancashire.

Building relationships and partnerships with the business community is a crucial way of ensuring we can continue supporting people by sustaining our current services and enabling us to be ready and prepared to react to emerging mental health needs. We can achieve more by working together.



Our mission is to support people in Lancashire to achieve the best mental health and wellbeing possible. To achieve this, we:

**Connect Minds** by engaging with local people to understand how they experience mental health and work with them to design and develop services

**Change Minds** by challenging stigma and increasing knowledge around mental health.

**Support Minds** by being a source of help, where, when, and how people need it.

## What can we achieve together?

Though donations are hugely important to us, we want to build mutually beneficial partnerships with organisations who believe in supporting their own teams and their own communities alike. The next page offers a breadth of offers that would allow you to do this.



# How you can support us:

## Charity of the year

Naming us as your Charity of the Year could overlap multiple of the suggested options within this page. Your company may wish to commit to a fundraising target (perhaps becoming an official patron in doing so), commit team members to Lancashire Mind events or look to host your own awareness or fundraising events. We would welcome conversations with any organisation who may be interested in choosing us as the charity they would like to support and can help support you to find a model that best works for you.

## Sponsorship

Sponsorship is a great way to support our services and events, whilst raising your business profile. We are always on the look out for sponsors for our events and can provide full details with packages to suit all budgets and needs.



Booths kindly donated £120,000 (£40,000 per year) to support delivery of Lancashire Mind's Children's 1:1 Wellbeing Coaching Service



“We’re delighted to be supporting Lancashire Mind for the next 2 years. We understand the devastating effects that poor mental health can have on families and individuals, and we have introduced a number of initiatives to support employee wellbeing at Birchalls, such as free fitness classes and employing an on-site counsellor.

When looking for our latest charity partner, we wanted to choose an organisation that shared our values and was committed to improving the mental health of the wider community. So it made sense to choose Lancashire Mind.

The work they do is exemplary, and we admire the way they get people talking about mental health. Over the next 2 years, we’ll be supporting and joining in with Lancashire Mind’s fundraising activities, and we’ll be hosting some fundraising events of our own, such as our annual charity golf day. Hopefully, we can help them carry on improving the lives of the people of Lancashire.”

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

NEW SEE INSERT

## Official Patron

Lancashire Mind recently launched our exciting new patron packages, providing an opportunity for partners to commit partnership support to us and in doing so demonstrate their commitment to mental health.



## 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, skydive.

## Workplace Wellbeing

An important part of Lancashire Mind’s work is supporting workplaces and their respective teams to understand more about mental health and how to better support their colleagues. For more information around our offers in this area, please see our Training Brochure.

You may even look to self-fundraise and then buy in some of our Workplace Wellbeing delivery offers.



## Philanthropy

If you wish to support Lancashire Mind but wish to do this as an individual rather than on behalf of a business then we would love to speak to you. Donations can be made anonymously if preferred.



# Gabriela's story



Pictured: Helen (L) Gabriela (R)

**Due to her mental health diagnosis, Gabriela lost touch with her family in Poland and has been ostracised from her local community because of a lack of understanding and stigma. Gabriela has been a victim of domestic abuse, which was a contributing factor to her declining mental health.**

**Gabriela shared her own thoughts in an email to Helen:**

"I could not thank Lancashire Mind enough. After years of on and off homelessness, losing family connections, all friends and almost children due (to) misdiagnosis and people using my severe condition against me. I finally recovered (thanks to) highly professional help from Mental Health Crisis Team from RP Hospital, who introduced me to Lancashire Mind. Since April - I received help and support. I lost all hope will ever be possible with language barrier, or my opinion portrayed (due) to institutions by my abusive ex-partner.

knowledge and right medication.

For the first time I'm able to be a woman which with the respect of my condition can feel valued and worthy of new better life, love and acceptance. A woman who is confident in her body, mind and spirit and most important, a strong, a healthy woman who is supported to gain more chance to be with her children again. I strongly believe that with complexity and dedication and support of Lancashire (Mind), people suffering with mental health condition have the best chance in improving their lives.

**Thank you, Helen, for your help and support."**

Gabriela should be credited for all the hard work she has put into her own journey. Such is her progression, she is now planning her move into independent living, thus allowing Lancashire Mind to support 'the next Gabriela', who is in need of Lancashire Minds life changing support services.

Lancashire Mind's Tenancy Management Coordinator, Helen, has supported Gabriela within our supported housing service by:

- Providing a safe space to live, which came fully furnished (supported by a kind donation of household goods/items from corporate sponsor James Hall / SPAR)
- Gabriela initially relied on foodbanks and referrals were made early in her tenancy.
- Educating Gabriela around bill payments, benefit claims and running her home.
- Reconnecting Gabriela with family at home to start rebuilding relationships, whilst building new connections in her local community.
- With the help of NHS services, supporting Gabriela to better understand her diagnosis. condition.

The knowledge and dedication of whole Team towards someone suffering with mental health condition is simple outstanding and Helen - my allocated worker is always there, every step on my way back to independence. I did not only receive a safe and warm place to stay, but a place where I'm learning to accept my condition fully and not to use that as (a) life sentence. Every single week I'm slowly learning standing on my two feet again by gaining more confidence in overcoming symptoms but as well becoming myself - for the first time with

## Understanding our services

### Children's Services

Working to create generational change by supporting and educating young people about mental health, resilience and how to live happy, healthy lives.

### Engagement & Inclusion

Using the brand of Lancashire Mind to engage different sectors alongside member of the public, to challenge stigma and influence change.

### Wellbeing Coaching

Offering small group and one-to-one work to help people who are on the journey towards poor mental health through reflection, education and providing coping mechanisms.

### Workplace Wellbeing & Training

Adults spend large chunks of their lives in the workplace and therefore it is crucial that they work in healthy environments that support wellbeing.

### Supported Housing

Working in partnership with local housing providers, we manage over seventy homes. These are available for rent to those experiencing poor mental health, together with a package of support.

### Adult Services

Delivering targeted support services to those from marginalised communities who are at a higher risk of experiencing poor mental health, such as racialised or LGBTQIA+ communities.



## Every donation makes a difference

**£750**

could provide a workshop for parents/carers whose children are experiencing poor mental health, enabling them to understand and support their child, whilst looking after their own mental health

**£2,800**

could empower a group of ten people to improve wellbeing for their community through participation in our Community Wellbeing Challenge

**£10,500**

could provide 30 children with six sessions of wellbeing coaching, helping them to identify and overcome barriers to wellbeing

# Get in Touch

with our fundraising team

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