

 mind  
Leicester,  
Leicestershire  
and Rutland

# Corporate Partnership Guide



# Thank you for caring about mental health!

**Supporting people's mental health has never been more important than it is right now.**

We are in the middle of a mental health crisis. Since 2020, many people have experienced a mental health condition for the first time or have seen a loved one experiencing poor mental health. At least 1 in 4 people will be finding it hard to look after their mental health right now. This includes your colleagues, customers, suppliers, and the communities you work with – everyone has mental health.

There's no better time to show your company's commitment to improving mental health for everyone. In choosing to support your local Mind, you are choosing to invest in the health of local people. It is thanks to the hard work and generosity of companies like yours that Leicester, Leicestershire and Rutland (LLR) Mind can continue our work.

**“Mental Health is close to quite a few of our team/guests’ hearts due to being affected by it personally or knowing somebody who is. So, we collectively wanted to join forces with LLR Mind to raise awareness and show our support.”**

Kate Bond, Manager,  
The Moorings Pub

**Each year 1 in 4 of us experience a mental health problem. You're part of the solution. Whatever you need, we're here.**







# Benefits of a corporate partnership



Enhance your reputation



Company donations may be eligible for tax relief



Improve your workplace culture through teambuilding activities



Boost your brand through charity promotions



Attract stakeholders by investing in local communities

## How your contributions help:



**£5**

could help put our information in local GP surgeries, helping people to make the crucial first step of asking their doctor for support.



**£50**

could provide 1 hour of support to somebody through our Community Wellbeing Service



**£25**

could help support 4 people at one of our drop-in wellbeing cafés



**£125**

could support somebody through our 6 week Supported Self Help programme

# What can you do to help?

There is no 'one size fits all' when it comes to corporate partnership. There are a range of ways in which organisations can support charities. Here's a few ideas to get you started.

## **Workplace Wellbeing Packages**

Train your staff to have a better awareness of mental health and learn skills to improve their wellbeing.

## **Organise company fundraising events**

There are so many fun ways that you can raise money as an organisation:

### **Charity quiz evenings:**

Always a popular choice, everyone loves a good quiz!

### **Bake sales:**

Organise a team bake off and sell the competition entries.

### **Fancy dress Friday:**

Choose a theme, request a donation and crown the best costume!

### **Physical activity challenges:**

Exercise can help improve our mental wellbeing, why not set yourself a challenge and turn what you enjoy into a sponsored fundraising event? Swimming, cycling, running, walking or skipping the options are endless!

Start your JustGiving fundraising page here:

**JustGiving™**

Start your Facebook fundraising page here:

**facebook**

## **Collection Tins**

Display a collection tin in your customer or reception area. Encourage others to donate their spare change for a good cause.

## **Charity Sales**

Dedicate a percentage of the sale of one of your products or services to LLR Mind

## **Offer services**

Provide reduced price services to your charity.

## **Volunteer schemes**

Offer your employees time out of work to spend the day volunteering for LLR Mind.

## **Partnership working**

Work in partnership with LLR Mind to develop new services and support for local communities

## **Gifts in kind**

We are always grateful for whatever support our corporate sponsors can provide. This often comes in the form of gifts in kind and has previously included:

- Stationery
- Free room hire
- Catering
- Marketing
- Training
- Raffle prizes



Head to our website to find printable fundraising [resources](#)

Let us know about your events or activities so we can cheer you on!

→ [comms@llrmind.org](mailto:comms@llrmind.org)

# Support available from LLR Mind

Being part of a corporate partnership provides you with:

- **Dedicated support from our Fundraising team**
- **Fundraising resources and ideas.**
- **£50 off a future Workplace Wellbeing training course provided by LLR Mind**
- **Dedicated social media posts spotlighting the support you are providing**
- **Quotes from LLR Mind for any PR you wish to around your partnership**
- **A representative to attend any events you are holding as part of the partnership**
- **Your logo featured on our website.**




For more information about how to become a corporate partner with LLR Mind,  
**please contact Rachel or Sally at**  
**comms@llrmind.org**

## LLR Mind

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www.llrmind.org

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 **mind**  
Leicester,  
Leicestershire  
and Rutland

LLR Mind is a registered charity in England  
and Wales, charity number: 1204524