

# How can your company help **Take action on mental health**

*Having a partnership with Action Mental Health will enable your company to connect with customers, gain a presence in the community and engage with new audiences all the while helping to take action on mental health*

*Action Mental Health changes the lives of those living with mental ill health and promotes resilience and well-being to future generations*

## **Charity partnerships:**

We can help your company achieve its corporate social responsibility and marketing objectives whilst offering excellent fundraising, PR and team opportunities. We have exciting events for everyone to participate in from 55 mile cycle events to dress down days. We can provide your staff with mental health awareness training for employers and employees in the workplace allowing them to be better equipped. We will work with you to plan an exciting calendar of events and a communication plan which is mutually beneficial. We hope that you may be able to offer work experience to some of our clients.

## **Payroll giving:**

Payroll giving is an excellent way for staff to take action on mental health on a monthly basis. Effortless to set up and tax effective.

## **Event sponsorship:**

We have several annual fundraising events including golf days, 55 mile cycle events and client events. Sponsoring one of these events is great way to support AMH whilst benefiting your company through marketing and generating great brand awareness.

## **Cause Related Marketing:**

Business in the Community shows that 86% of consumers are more likely to buy a product that is associated with a cause or issue and 73% of consumers would switch brand.

## **How we will support you:**

We will work closely with you making sure the partnerships aims and objectives are met and provide:

- ✓ A passionate, creative and friendly team of support, with a dedicated primary contact
- ✓ Exciting events, projects and campaigns to involve your colleagues with something for everyone
- ✓ Advice and support for your own fundraising
- ✓ A detailed communications & events plan involving coverage across a multitude of platforms
- ✓ Regular progress updates
- ✓ Mental health awareness training to your employees

### Benefits for your company:

- ✓ Get involved in your community
- ✓ Working with a province wide experienced charity
- ✓ Motivate your employees, encourage team building resulting in higher staff morale and loyalty
- ✓ Volunteering opportunities
- ✓ Event participation
- ✓ Enhance your brand and reach new audiences
- ✓ Build your reputation as a socially responsible company
- ✓ Take action on mental health

### How to get involved:

If you would like to discuss how your company can become involved. Please get in touch with our Events Fundraiser Callum Clark [cclark@amh.org.uk](mailto:cclark@amh.org.uk) or 028 9182 8494

### Current corporate partners:



### Past corporate partners: