



 **Mind**  
**Herefordshire**  
**For Corporates**

Charity No. 701260



# About Our Charity

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Herefordshire Mind supports adults in Herefordshire with mental health problems that can present in many different ways. We are proud of our inclusive workforce and recognise how much stronger an organisation can be made by staff with a range of different backgrounds, experiences and ideas that come with it. We promote a culture of inclusion and representation and continue to work hard to build a workforce that can represent everyone within our community.

We believe no one should have to face a mental health problem alone. We're here for you if you have had life experiences that have impacted your mental health. We'll listen, give support, and fight your corner. If you need our help, please get in touch. If you'd like to help us help more people, please consider making a donation so we can continue supporting some of the most vulnerable people in our community.

Herefordshire Mind is made up of around 40 staff and 40 volunteers, currently supporting over 280 people in the county with their mental health. We are increasingly seeing more and more people through our doors but we cannot do it alone.

# Our Services:

## A Brief Overview

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Safe Haven – Safe Haven is designed to help those approaching mental health crisis or to prevent being in one, through offering a supportive, active listening ear and signposting to further support. Anyone can call us between 5pm-10pm every day of the week. Our face to face support is open to all - just call to make an appointment.

Community Support Team – The Community Support Team provide flexible and recovery-focused support for people experiencing mental health difficulties in Herefordshire. Our aim is to provide people with a package of support that enables them to feel safe, supported and maintain an independent life. This support can be accessed through a personal budget, self-funding, direct payments and 117 aftercare. Further details can be found on our website.

Counselling in Mind – Our counselling service is open to anyone aged 18 or over in Herefordshire. We provide 1:1 counselling sessions in person at Heffernan House. We can sometimes offer virtual appointments. Anyone can self-refer into the service by using the forms on our website or emailing the address above. We can offer up to 12 weekly sessions.

Housing in Mind – Providing accommodation for people with mental health difficulties who may require extra support in managing a tenancy and living independently. The project offers a range of bedsits or shared flats with staff available on a shift basis.

# Our Services

## Continued...

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ArtSpace - ArtSpace provides weekly art sessions which aim to enhance your wellbeing and also reinforce and re-charge your creativity through art. Sessions include painting, drawing, 3D and mixed media work. There is a small donation cost to this service to fund materials

WellSprings Songwriting Group - Express yourself through music at our weekly song group. You are welcome to bring your own musical instruments or use the small selection we have at Heffernan House. Hot drinks provided.

Link Work – Link workers are based in the NHS Neighbourhood Mental Health Team and offer practical support in the community for people looking to reconnect with their communities. They can assist with things such as housing, finances, and accessing community groups!

Peer Support – Peer Support is where people with lived experiences of a diagnosis or a common experience come together to share hope and meet others travelling similar journeys. Currently we offer Peer Support groups in:

- Complex Emotional Needs - for those with a personality disorder and/or complex trauma (you must be open to the Neighbourhood Mental Health Team)
- Family & Friends - For parents of high school aged children experiencing a mental health difficulty.
- Transgender - for those who identify as transgender.
- Living with Anxiety - Open to anyone
- Autism and Mental Health - Open to anyone
- Men's Group - Open to anyone who identifies as male

# How can businesses help our cause?

Herefordshire's suicide rate is now above national average and it is all of our responsibilities' to try and lower this as much as we can.

## Charity Of The Year

Choose us as your charity of the year. Support us with your charity fundraising days, events and awareness efforts. You'll have our full support with all your efforts whether you simply want leaflets for your premises or for us to attend your charity events. We will make every effort to support you.

### Benefits

- Strong team morale - through shared challenges
- Positive brand reputation - by showing commitment to mental health
- PR Opportunities - highlight on your social media when milestones are hit or events held.
- Engaged staff - through volunteering and awareness activities

### How it works

- Businesses formally commit to supporting Herefordshire Mind for a full year.
- A calendar of activities is scheduled - this might include fundraising events, awareness days or staff volunteering.
- Herefordshire Mind provides resources, promotional support, social media shoutouts and updates throughout the year.

### What we can offer

A dedicated contact for support and coordination  
Branded materials and fundraising pack  
Social media promotion  
Updates on Herefordshire Mind services  
Herefordshire Mind booklets about various mental health conditions

## Fundraising days

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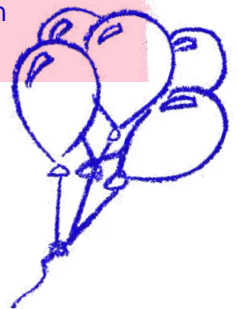
Organising or taking part in fundraising events is a powerful way for businesses to support Herefordshire Mind while building a sense of community and purpose within their teams.

You could host a bake sale in the canteen, a dress down day, a workplace quiz, or team challenges, with the proceeds going to us at Herefordshire Mind where your donations will be spent locally and allow us to continue our vital work. We also have a selection of template flyers we can give you for almost all types of events plus an A-Z of fundraising ideas!



### Benefits

- Boosts team spirit - through shared goals and fun challenges
- Raises vital funds - to support Herefordshire Mind's services and campaigns
- Encourages positive conversations - around mental health in the workplace
- Increases staff engagement - and pride in their workplace
- PR - offers great PR opportunities for internal comms and social media
- Normalises mental health - encourages staff to talk about mental health



### How we support you

- Provide event ideas and fundraising materials
- Promoting your efforts on our social media channels - we have a reach of around 35k accounts per month
- Helping you set up online fundraising pages
- Providing you with mental health booklets for your workplace
- Herefordshire Mind staff will also attend the event alongside you where possible

# Collaborate Online

Partner with us on a digital campaign for a creative and impactful way to support mental health awareness, reach wider audiences, and show public commitment to workplace wellbeing.

Share our charity's work and campaigns in your company newsletters, social media or intranet pages. Awareness is vital!

## What It Involves

- Co-creating and sharing content across social media, email, and websites.
- Support our existing campaigns
- Highlight shared values and lived experiences from staff
- Encourage open conversation through videos and graphics



## Examples

Joint awareness posts - featuring staff stories or quotes

Takeover days - where businesses highlight Herefordshire Mind on their channels

Themed pledges or challenges - for your followers to join in with

Short Videos - created in collaboration with us to share tips

## Benefits

- Raises awareness of mental health difficulties
- Engages staff and customers meaningfully on social media
- Demonstrates your business's values and social impact
- Helps normalise talking about mental health online

## What we can offer

- Ready-to-use assets such as hashtags and graphics
- Content support and planning ideas
- Engagement tracking and feedback after the campaign
- Public recognition and tagging across our social media platforms



## Donate Items

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Donating items is a practical and generous way for businesses to support Herefordshire Mind - especially if cash donations aren't possible. These contributions can help reduce running costs, improve service delivery, and help with fundraising events.

Can your organisation donate raffle prizes? Or perhaps they could donate art supplies, furniture or equipment to help with our services?



### Donation Ideas

Art materials  
Board games  
Raffle prizes  
Branded merchandise  
Tea/Coffee for clients  
Wellbeing items

### How it helps

- Frees up charity funds to go directly to frontline support
- Makes services more accessible and welcoming
- Helps engagement with fundraising events
- Helps with distraction for our Safe Haven service users

### How we can help you

- Guidance on what's most needed
- Public thanks through our social media pages



# Payroll Giving

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Payroll Giving is a simple and tax-efficient way for employees to support Herefordshire Mind directly from their salary.

## How it works

- Employees choose to donate a set amount each month
- Donations are taken directly from their pay before tax, making it cost-effective
- The scheme is set up through the company's payroll system using a recognised provider.



## Benefits

Show commitment to social impact and employee wellbeing.  
Enhances Corporate Social Responsibility (CSR) efforts.  
Can be promoted as part of employee benefits and values.

## How it helps

- Reliable income helps Herefordshire Mind plan ahead and deliver ongoing support.
- Low-effort giving makes it easy for employees to make a difference.
- Boosts staff engagement by offering meaningful ways to support local mental health.

## How we can help you

Providing easy to share content and materials  
Regular updates on our services and the impact of your donations

## Matched Giving

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Matched giving is when a business agrees to match the amount an employee raises or donates to charity - doubling the impact of the support. Businesses can also match the amount raised at Herefordshire Mind's own fundraisers.



### How it works

An employee takes part in a fundraising activity or donates to Herefordshire Mind. The business matches the amount raised, either fully or up to an agreed limit. Matching can be offered for individual efforts or team-wide campaigns.

### Benefits

- Reinforces a caring and socially responsible workplace culture.
- Boosts staff morale and participation in charitable activities.
- Offers strong content for internal comms, PR and social media

### How it helps

- Doubles the value of each donation, increasing impact for Herefordshire Mind.
- Motivates employees to take part in fundraising or give regularly.
- Shows the company actively supports its staff's charitable efforts.

### How we can help you

Certificates of donation to display in your business  
Updates on the impact your donation makes  
Social media shoutouts and thank you's for your company

## Sign Up!



Sign up to our mailing list to receive the latest news and fundraising events. You could also share these in your company newsletter or work group chats.

## Training

We offer a mental health awareness training package for businesses for up to 20 employees. Training is in-person and explores various mental health conditions, the stress bucket model, mental health in agriculture, and suicide prevention strategies.

Contact [david.harding@herefordshire-mind.org.uk](mailto:david.harding@herefordshire-mind.org.uk) to find out more.

## Want to chat further?

**Email:**

[Fundraising@Herefordshire-mind.org.uk](mailto:Fundraising@Herefordshire-mind.org.uk)

**Call:**

01432 271643



# An Open Letter from a Client

Dear Kind Human,

First of all I just wanted to say a massive THANK YOU to you for your kind and generous donation to Herefordshire Mind. It's hard to put in to words how valuable donations like yours are, but truly the impact they make is incredible. The services your donation will help to fund will change the lives of so many people. I can say that confidently as I am one of those people!

My name is Charlie, I am one of the regular participants at Herefordshire Mind. They offer a safe, caring environment from their base at Heffernan House in Hereford. Having struggled with my mental health for many years, I was fortunate enough to come into contact with the incredible community of staff, volunteers and participants at Herefordshire Mind. Through becoming a regular attendee of the ArtSpace group, I was able to overcome my intense fear of people and to restore my confidence in the kindness of others. During the weekly sessions, I have become a more creative and expressive version of myself.

More recently I have accessed the Herefordshire Mind Safe Haven evening crisis service. This is a phenomenal service and a true asset to the local community. It has helped so many people to remain safe and independent within their own home and communities. Without the kindness and support from this invaluable service and all of the team at Herefordshire Mind, I would not be here today and able to write to you.

Without generosity and donations like yours, these services could not be open and available for little people like me.

So THANK YOU, from the bottom of my heart for helping the community to grow, to bloom, and quite literally, to survive.

With so much kindness, gratitude and thanks,

**Charlie**



**X**