

Building strong, mutually beneficial partnerships

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We are Mind

**We're fighting for a future
where no mind is left behind**

We want to create a mentally
healthy society.

Through our information, services
and campaigns, we tackle stigma,
barriers and isolation so that
everyone can access mental health
support when they need it.


GTR: who are we?

- We create great journeys for a sustainable future.
- Four brands: Southern, Thameslink, Gatwick Express, Great Northern.
- UK's largest train operating company
- Move 1-million customers a day
- 7500 employees
- London, Brighton, Gatwick, Cambridge, Luton, Bedford.

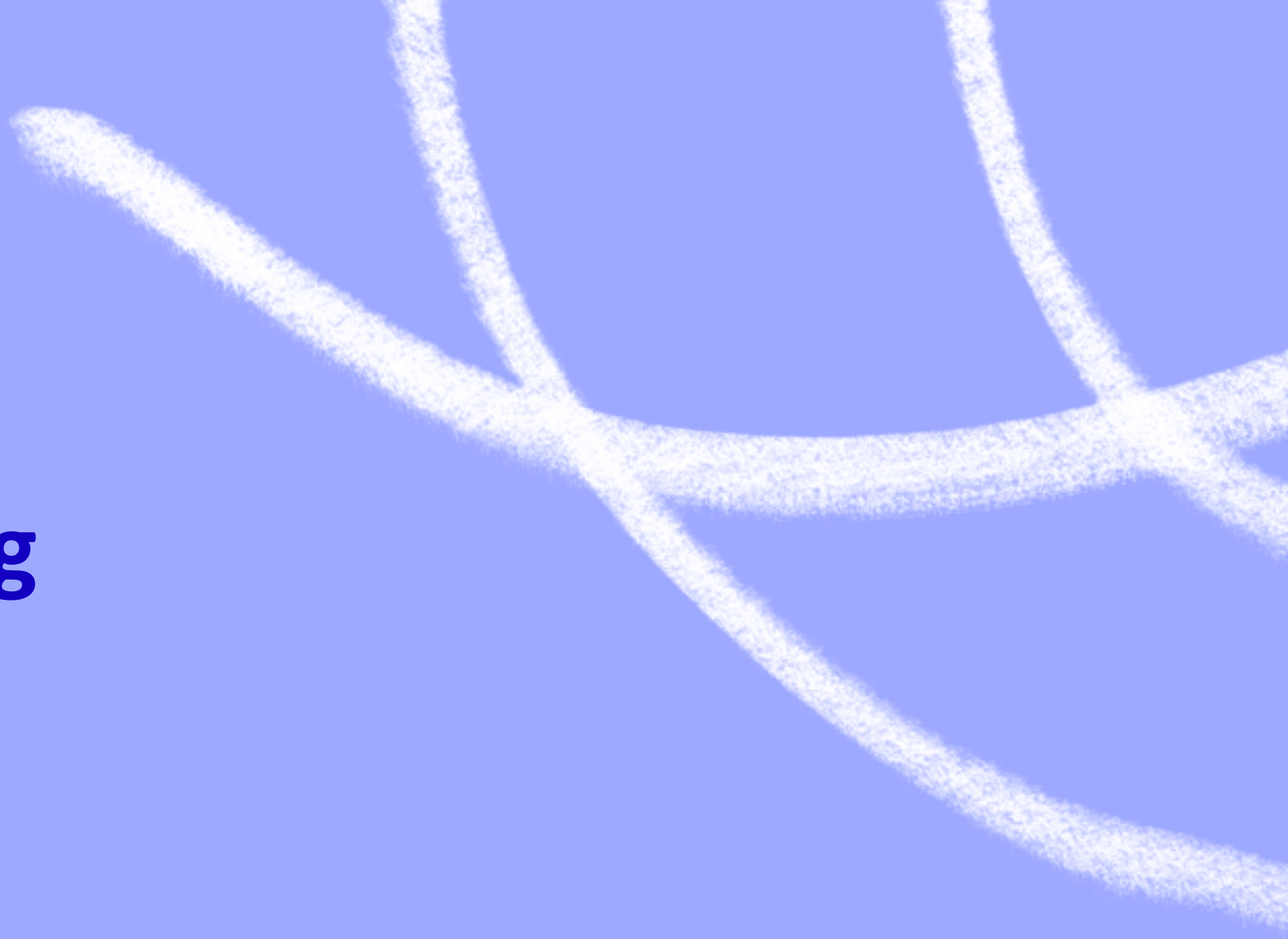


Today's session

By the end of today's session you should:

- Have an understanding of Mind's partnership approach to supporting a mentally healthy nation
 - Have gained an insight into Mind x GTR's partnership and the elements that have supported its success
 - Have an understanding of the internal and external challenges faced in implementation
- 

Context setting



The world around us

Global uncertainty

Economic uncertainty

Changes in how and where
we work

Long-term impact of the
coronavirus pandemic

Climate change and
environmental issues

Widening inequalities and
specific impacts to
marginalised communities

Why this partnership?

- **Improving mental health is a priority** for GTR as great journeys start with good health – for everyone across our network, from customers travelling on our services, our 7000+ colleagues, and the communities we serve.
- **Our colleagues can often be on the frontline responding to people in crisis**, and like everyone, can also be going through a tough time themselves.
- **Mind's vital work** raises the priority of mental health, supports local services and builds a network of individuals and communities.



Market trends

Cost of living crisis impacting organisational budgets and disposable income of employees and customers to donate

Decrease in corporate giving
- 17% decline in real terms by FTSE 100 from 2016 to 2022

Falling donations to mental health (and physical health) charities following pandemic boom

Increase in donations to emergency / crisis appeals
e.g. Ukraine, Gaza that also dominate headlines

Demand for purpose-driven partnerships
Supporting achievement of ESG activities and targets

Increase in corporate expectations – impact reporting, ROI and supporting internal business objectives

Why Mind?

- **Support for mental health is a national problem.** We all have mental health and it has a relevance to our employees, customers and wider communities.
- **A single, purposeful corporate partnership with Mind provides focus** to activity and enables us to achieve greater scale and impact.
- Our work together to support the nation's mental health enhances our **brand reputation** and provides opportunities to **increased employee engagement** and bolster morale
- Provides opportunities for positive media and public relations through **provoking national conversations**



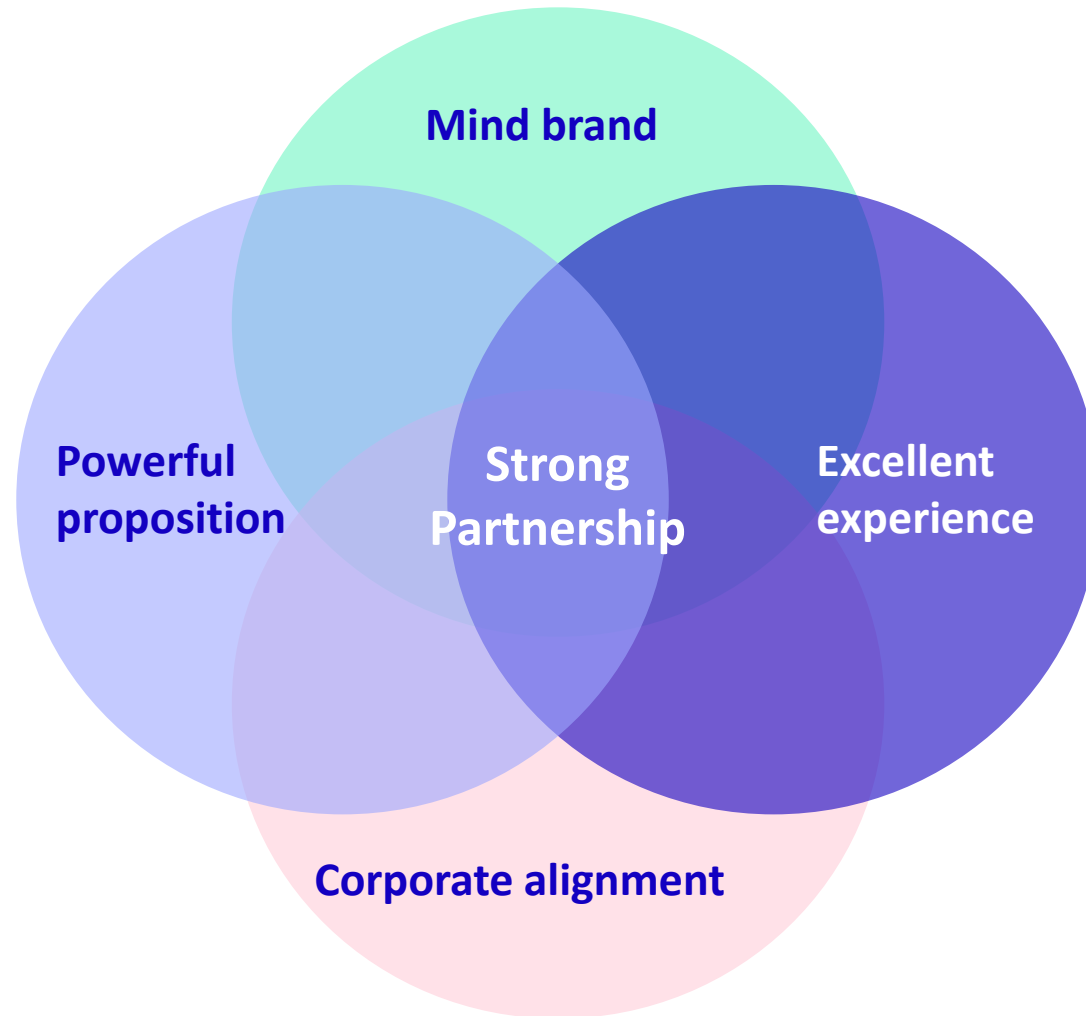
Reflections

- ✓ The need for mental health support has never been greater, but economic conditions a barrier to fundraising
- ✓ Increased expectations for engagement with staff and customers; and further demonstration of impact
- ✓ Multi-faceted partnerships can support deeper relationships and greater embedding of the partnership in organisational plans
- ✓ Multi-faceted partnerships can diversify our value generation and support de-risk of any single stream within a partnership

Strong Partnerships



What makes a strong partnership?



Powerful proposition

Societal impact

Support for our national services and information, local programmes and grassroots interventions.

Workplace impact

Creating mentally healthy workplaces through changes in policy, practice, culture and employee capability.

Charity impact

Support for Mind's capabilities through GIK, pro-bono services, volunteering and brand amplification.



Employee engagement

A diversity of touchpoints and activities to engage employee fundraising and participation

Customer engagement

Reaching new customers and strengthening affinity with existing customers through brand partnership.

Stakeholder engagement

Engagement of supply chains, trade customers, government through thought leadership events and content.



Corporate donation



CRM



Employee fundraising



Gift-in-kind



Pro-bono support



Sponsorship



Workplace Wellbeing



Volunteering



Influencing

Team accountabilities

1

Securing and growing restricted and unrestricted income via our mutually-beneficial corporate partnerships

2

Developing and enabling corporate partnerships that deliver 'added-value' benefits to Mind and its work

3

Developing and enabling corporate partnerships in support of Mind reaching new audiences to further its work

4

Delivering an excellent experience in support of effective, long-term relationships



A shared vision

Mind and GTR puts communities' mental health at the heart of everything we do

Working together



We create great journeys every day for a sustainable future



We provide advice and support to empower anyone experiencing a mental health problem.

Partnership objectives

1

**Raise funds for Mind's
vital services**

2

**Raise mental health
awareness amongst
customers**

3

**Engage our workforce &
empower them to
support their wellbeing**



Learnings

- ✔ **Education, education, education** – There was significant upskilling required across the organisation as to what a multi-faceted partnership is, the benefits they provide and how we wanted the organisation to support.
- ✔ **Lock in buy-in** – Some areas of the business were quick to support, whilst others were reticent to change existing ways of working. Senior buy-in was challenging where there was not an immediate ‘fundraising’ benefit.

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Partnership brought to life

Fundraising with GTR

- **Employee fundraising:** From cycles, rowing challenges and walks. Over £65,000 has been raised in our first year against an original goal of £25,000.
- **Delay repay:** Enables customers who have experienced delays to donate their repayments to Mind directly through our websites.
- **Micro-donations:** To support further growth in year 2, we're currently exploring the introduction of micro-donations on our ticket sales



Added value

- **Giving lost property a new home:** New scheme that sees lost property regularly donated to Mind Retail shops. Exploring donations at Stations.
- **Promotion across the network:** Provision of gifted advertising space to raise awareness of Mind, our services and drive engagement and further donations.
- **Presence across the network:** Event space at stations and within depots for pop-ups and activations to support our vital work



1 in 4

This October, we launch our 1 in 4 campaign.

- We've repurposed 4 train seats into a mental health installation at Blackfriars station, highlighting how 1 in 4 of us will experience a mental health problem every year.
- The installation is supported with lived experience video content, QR codes directing people to mental health info and support.
- On World Mental Health Day, we'll be encouraging the public to take a moment to stop and chat.



Learnings

- ✓ **Communicate, communicate, communicate** – Clear, concise open communications are key. Communicate honestly and regularly. It's vital to building trust and to working seamlessly together across organisations.
- ✓ **Be purposeful** – Agree clear objectives, have open discussions around what success looks like, set milestones and regular reviews. It's key to alignment and taking action that will demonstrate real impact.
- ✓ **Be patient** – Don't be afraid to work iteratively. In year 1 we focussed on an employee audience, in year 2 we're growing customer facing activity. Test. Learn. Adapt.

Thank you

Scan the QR code to find out more
about our 1 in 4 campaign and
partnership together

