



Charity of the Year Partner Guide!



Thank you!

By nominating Conwy Mind as your charity of the year, you're helping more people with mental health problems get the support they need and the respect they deserve.

How it works:

1. Choose Your Level of Support – Select the partnership tier that best fits your company's ambitions, or speak with us to tailor an approach that works for you.
2. Let's Connect – Our Fundraising team will reach out to discuss your goals, explore creative fundraising ideas, and ensure you have everything you need to get started.
3. Make an Impact – With our ongoing support, resources, and promotional opportunities, you'll inspire your team, strengthen your workplace culture, and help transform mental health in Conwy.



Why Conwy Mind?

Our impact:

At Conwy Mind, we are committed to improving mental health across our community. Over the past year, we have provided one-to-one support to 1,533 individuals through our Supported Self Help program. Our newest project, Changing Minds, is bringing help into the community through our Mental Health MOTs and Changemakers sessions.

We also prioritize young people's mental health, reaching over 200 through school and community programs, while our Get Active initiative promotes wellbeing through social connection and physical activity. By delivering services in community spaces across Conwy, we make mental health support accessible to those who need it most.

Despite our successes, funding challenges threaten our ability to sustain and expand our services. Demand is rising, and the loss of key funding streams adds pressure. We have adapted by enhancing fundraising efforts, raising over £70,000 last year. However, to continue making a real difference, we need the support of individuals and businesses.

[Read our full impact report [here](#).]

Benefits for your company:

Supporting Conwy Mind offers businesses a powerful way to create valuable social impact while also benefiting employees and brand reputation. A commitment to mental health strengthens workplace culture, boosts engagement, and improves retention. Companies that actively support wellbeing see higher productivity and job satisfaction.

Through volunteering and fundraising, your team can develop valuable skills, strengthen teamwork, and take part in rewarding activities that boost morale. Aligning with a trusted local charity also enhances your brand, as consumers increasingly support businesses that contribute positively to society. By working with us, you help transform lives while building a healthier, happier, and more connected workforce.

Partnership tiers

Bronze Partnership

Suitable for organisations dipping their toes into the world of fundraising.

Recommended fundraising goal: £1000

Commit to organising at least 1 fundraising initiative per year.

Enter a team into at least 2 of our major events e.g Seal Splash, Conwy 3 Peaks.

Rewards and perks: Support and resources, social media promotion, discounted entry into our events, Mental Health 'Changemakers' session for your team.

Silver Partnership

Aimed at small to medium businesses with big hearts, looking to take their impact to the next level.

Recommended fundraising goal: £3000-5000

Commit to organising at least 3 fundraising initiatives per year.

Enter a team into at least 2 of our major events e.g Seal Splash, Conwy 3 Peaks.

Volunteer at or sponsor one of our events.

Rewards and perks: All the Bronze perks, plus complimentary entry to our fundraising events and a wellbeing workshop for your team.

Gold Partnership

Our flagship partnership. Great for larger businesses seeking to change their communities for the better.

Recommended fundraising goal: £7000-10,000+

Commit to organising at least 5 fundraising initiatives per year.

Enter a team into all of our major events (around 5 per year).

Volunteer at or sponsor one of our events.

Rewards and perks: All the Bronze and Silver perks, plus the chance to be featured in our marketing throughout the year as our flagship sponsor



Frequently Asked Questions!



What counts as a fundraising initiative?

A fundraising initiative can be as simple or as ambitious as you like! You could organise an event—for example, a walking challenge, an auction, or a lunchtime bake sale. Alternatively, you could incorporate fundraising into your everyday business by launching a sponsored product or menu item, participating in the Pennies microdonation scheme, or taking advantage of payroll giving. Whatever you decide, we're here to support you.

[Take a look at our [fundraising ideas](#) for inspiration.]

Do we have to commit to a full year?

Yes, our Charity of the Year partnerships run for a minimum of one year so we can make the biggest impact together. However, if you're looking to support us in a one-off or ad-hoc way, there are still plenty of ways to get involved.

[Explore our full corporate opportunities guide [here](#).]



Can we tailor the tiers to our needs?

Absolutely! Our fundraising team will work with you to create a partnership that aligns with your goals and ensures we support each other in the best way possible.

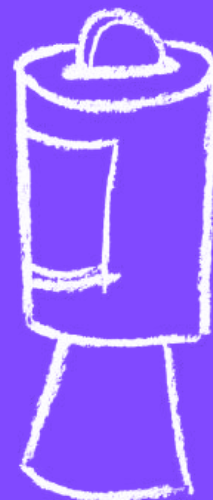


How will we be supported?

You'll have ongoing support from our fundraising team, who are always on hand with advice, resources, and promotional help. We can provide banners, leaflets, T-shirts, and digital assets, as well as social media promotion. For larger events, we'll do our best to be there in person to cheer you on!

Do we have to meet fundraising targets?

We'll agree on a fundraising target together, and whilst we don't ask for a binding commitment, we do ask that you do your best to reach it. Our rewards and perks are linked to fundraising efforts, so meeting your goal ensures we can deliver them. But don't worry—if you're finding it challenging, our fundraising team is here to help you stay on track.



Do we have to sign an agreement?

In order to make sure we are both on the same page, we do ask our charity of the year partners to sign a partnership agreement. This helps to clarify expectations on both sides, and ensures our brand is used in ways that align with our vision and goals.



Where does the money we raise go?

Every penny you raise helps fund vital mental health services in our community, including support for young people, group sessions, and counselling services. Your support ensures we can continue making a real difference.



Get in touch!

If you are keen to come on board or have any questions, please let us know. We can't wait to hear from you!

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Conwy Mind is a registered Charity in in England & Wales.
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