

CORPORATE SPONSORSHIP SUPPORT PACK

Help make a
difference with



**Mental Health
Ireland**

Why engage with our charity



Many companies want to engage in Corporate Social Responsibility but haven't found the activities to best suit their employees.

We have a track record of creating and nurturing successful corporate partnerships across a host of sectors.

We ensure partnerships are engaging, motivating, offer diverse opportunities and are fun for all involved.

Some current partners:



Make a difference with us

We promote Mental Health, Wellbeing and Recovery for everyone in Ireland.

Who we are



**Mental Health
Ireland**

Mental Health Ireland was founded in 1966, making us Ireland's longest established mental health charity.

Our Mission

is to promote and enhance mental health and wellbeing and to create a culture where we are all respected and supported, especially when our mental health is challenged.

Our Vision

is for an Ireland where mental health is valued and supported as an essential part of everyone's health, so that individuals, family and friends, and communities can thrive.

Make a difference with us



We create and run evidence-based mental health and recovery promoting **CAMPAIGNS** nationally and locally, such as *Hello, How Are You?* and *World Mental Health Month*.



We work in partnership with the HSE to grow the network of **RECOVERY** Education Services, Recovery Educators, Family Recovery Workers and Community Connectors across the country.



We develop evidence based **PROGRAMMES and INITIATIVES** that create opportunities for people and communities to enhance and protect their mental health, such as *Thrive* and *Woodlands for Health*.



Across the country we work with a network of **MENTAL HEALTH ASSOCIATIONS**. These are volunteer led and focus on mental health promotion and recovery in their communities.



We provide evidence based mental health awareness **TRAINING** in workplaces and communities. We also work in partnership with key agencies to develop programmes for marginalised groups, e.g. *Special Olympics*, *Stronger Minds Happier Lives* and with workplaces, e.g. *Mental Health & Wellbeing for Managers*.

Where your money goes

Money raised by Mental Health Ireland goes towards developing and delivering evidence based quality mental health programmes, training and campaigns in every county of the republic of Ireland.

Here are examples of donation spending in 2023



6,000 +

People attended mental health training in community and corporate setting




550 +

People with Mental Health challenges participated in Woodlands for Health



40,000 +

People engaged in mental health promotion campaigns



350,000 +

Co-created literature and resources distributed to homes, communities and workplaces

Corporate Sustainability Reporting Directive are you ready?

What is it?

The Corporate Sustainability Reporting Directive (CSRD) requires enhanced non-financial reporting requirements aligned to European Sustainability Reporting Standards (ESRS). Large public interest companies were first required to report beginning in 2024. From 2025, large companies with at least two of the following conditions will be required to report: more than 250 employees, > €25 million balance sheet, > €50 million in turnover. From 2026 the scope will expand to include listed SME's.

Of particular importance to corporate CSR and potential partnerships with charities are ESRS S1, related to the employer's workforce and areas including working conditions, training, health and safety. In addition, ESRS S3 requires disclosures around the organisation's impact on local communities, including economic, social and cultural aspects.

We can support your workforce with our comprehensive training programmes around mental health. We have local and national campaigns that can help support the communities you work with. Contact us to discuss how we can support you in partnership or to organise events or activities to help support reporting and meeting your obligations for the Corporate Sustainability Reporting Directives.

Ways to get involved

Corporate Donation



Many companies choose to make a straightforward donation. We work closely with our partners and provide detailed reports on how your funds are being used. Donations over €250 are also tax deductible. Have you considered stocks and other equity, goods and services to donate? Contact us to discuss options that best suit you.



Sponsor a programme or initiative

We offer opportunities for companies to sponsor specific Mental Health Ireland programmes, trainings or initiatives. We can work together to meet your Corporate Social Responsibility whilst ensuring the greatest visibility and impact on the ground. E.g. Our National Hello, How Are You Campaign towards marketing and resources or The Five Ways to Wellbeing training where we can to offer free training in the community.

Ways to get involved

Participating Partner



We can work with you to create opportunities to engage your customers and staff in programmes, through organising events, marketing campaigns and distribution of resources.



Employee fundraising

We can offer a variety of opportunities for your staff to fundraise for us in the work place, in their community or at home. From sponsored walks, coffee mornings to shaking a bucket, your staff's fundraising efforts will help to build motivated and engaged teams while knowing their money is going directly to our evidence based programmes, training and initiatives.

Ways to get involved

Volunteering



We can link your employees to meaningful volunteering opportunities with our Head Office or at a local level through our network of member organisations. These are fantastic opportunities for your employees to get directly involved in our work, from attending campaign days to designing or distributing resources.



Matching donations

Corporate matched giving can increase employee engagement and reduce turnover. Employees can choose the charities that they actively support. Giving can be by receipt or through employee payroll deductions making it even easier to donate. Contact us to help set up matched employee donation programmes at your company.

How we support our partners

We have a track record of creating and nurturing successful corporate partnerships across a host of sectors.

We ensure partnership are engaging, motivating, offer diverse opportunities and are fun for all involved.

Partnering with us will allow your business to:



Participate in training

We have a suite of training workshops and resources tailored to be delivered for the workplace. We also have campaign specific training for staff involved in our programmes.



Profit from Brand Association & PR value

We can assist in the promotion of the partnership through our established media channels. Be aligned to an established positive brand with shared values.



Access to resources and information

Avail of our evidence based literature on mental health as well as campaign resources and merchandise.

Next Steps

01 ————— **Talk to your Team**

Talk to your team. If there is an appetite to work with Mental Health Ireland or if you want to know more about our work or meet our team then reach out.

02 ————— **Contact Us**

Contact the team at Mental Health Ireland
We will send you a questionnaire to learn more about your organisation and arrange to meet you.

03 ————— **Plan and Agree**

Once we have met we can decide the commitments of the partnership. We will draw up a MOU for the agreed partnership.

04 ————— **Make a difference together**

We can work together to promote mental health and recovery for everyone in Ireland.

Contacts

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