Mental Health Ireland

Corporate Partnerships Guide

Partner with Mental Health Ireland

Working together to support mental health and wellbeing in workplaces and communities across Ireland



Educating | Empowering | Connecting

Better mental health starts with understanding, connection and community



Mental Health Ireland is Ireland's longest-established national mental health charity. Since 1966, we have worked to promote mental health and wellbeing and support people in their recovery.

Our vision is for an Ireland where mental health is understood, valued and supported as an essential part of everyone's health. We bring this vision to life through education and training, national campaigns, practical resources and recovery-focused initiatives.

Our work is both national and local. We collaborate with people with lived experience, communities, Mental Health Associations, volunteers, the HSE and other partners across Ireland to develop work that reflects real needs.

National reach. Local connection.

We combine national programmes, expertise and campaigns with community relationships across Ireland.

Educate

We create opportunities for people to better understand mental health and wellbeing through information, resources, training and open conversations.

Empower

We help people and communities build the knowledge, skills and confidence to support their mental health, wellbeing and recovery.

Connect

We bring people together through campaigns, programmes, partnerships and community activity that strengthen connection and belonging.

Create meaningful impact through your organisation

Every organisation has different people, priorities and communities. We work with businesses to create partnerships that support mental health and wellbeing while reflecting what matters to their organisation.

Partnerships can combine funding, employee engagement, mental health education, fundraising, campaigns and wider collaboration.

Support your people

Create opportunities for employees to learn about mental health, take part in meaningful activity and connect with colleagues.

Engage your team

Bring colleagues together through fundraising, campaigns, volunteering and shared activities.

Contribute to communities

Help us extend mental health information, education, resources and community initiatives across Ireland.

Build around your priorities

Explore where your organisation's objectives, expertise, people and resources align with our work.

> **We have been working with Mental Health Ireland for over 3 years and have found this relationship to be hugely beneficial.**
>
> **Sharon Daly**
> Health & Wellbeing Manager, Iarnród Éireann



Built around the right fit

Every partnership is different. We start by understanding what your organisation wants to achieve and where we can create meaningful impact together.

There are many ways we can work together

Your organisation might want to support our work, engage employees, strengthen workplace wellbeing or develop a wider partnership.

We'll help you identify an approach that fits your goals and creates meaningful impact.

Your support can help us extend practical mental health information, education and opportunities for connection into more communities.

1. Fund or sponsor our work

Help make mental health information, education and community activity possible.

Corporate support helps Mental Health Ireland extend our work into communities across Ireland. Your organisation could support us through:

- corporate donations
- Charity of the Year partnerships
- campaign or programme sponsorship
- funding for mental health resources or community initiatives
- multi-year partnerships

Campaign partnerships can combine financial support with employee participation, co-branded activity, communications opportunities and agreed impact reporting.

2. Engage your employees

Give your team opportunities to take part, connect and contribute.

Bring colleagues together around a shared purpose through practical activities supported by Mental Health Ireland. Opportunities can include:

- workplace fundraising
- team challenges and events
- matched or payroll giving
- employee volunteering
- participation in national campaigns
- challenge events such as the Dublin City Marathon

Employee engagement can begin with a single activity or develop into a wider partnership over time.

Support workplace mental health and wellbeing

Build knowledge, confidence and meaningful conversations within your organisation.

Mental Health Ireland offers practical workplace training to help employees and people leaders better understand mental health and wellbeing.

Connect to the Five Ways to Wellbeing
A 45–60 minute introductory talk for employees.

Engage with Mental Health
A 90-minute interactive workshop on mental health, wellbeing and the Five Ways to Wellbeing.

Expand Your Wellbeing Toolkit
A three-hour workshop exploring wellbeing, stress and practical coping tools.

Talk About What Matters
A full-day workshop for managers, HR teams and other people leaders.

These sessions help build understanding, confidence and practical skills for supporting mental health at work.

Build something together

Combine your organisation's strengths with ours.

Some of the strongest partnerships do not fit neatly into a single category.

Mental Health Ireland works with organisations to develop collaborations that draw on their people, expertise, resources, infrastructure, audiences and relationships as well as financial support.

A partnership might help bring mental health conversations into public spaces, reach a particular community, co-create an initiative, provide access to communications channels or infrastructure, or develop into a longer-term strategic relationship.

This could include strategic multi-year partnerships, national campaign partnerships, co-created initiatives, community engagement, public awareness activity, in-kind support, professional expertise, communications support, venues, infrastructure or access to networks.

Important note

Workplace training and professional services may be provided separately from charitable partnership activity and may involve an additional fee.

Not sure where your organisation fits?

Tell us what your organisation wants to achieve, who you want to engage and what matters to your people. We can explore the opportunities that make the most sense together.

Start a conversation with Mental Health Ireland.

Your partnership creates real impact



Corporate support helps Mental Health Ireland provide information, education, resources and community initiatives that support mental health and wellbeing across Ireland.

Here are some examples of what your support could help make possible.

€20

Could provide 20 people with free pocket-size mental health booklets to help them understand and manage stress and anxiety.

€80

Could support a free community workshop providing practical tools to manage stress and wellbeing.

€150

Could help someone take part in Woodlands for Health, connecting with nature and supporting their mental health.

€500

Could help provide resources and support for community *Hello, How Are You?* activity.

€1,000

Could support someone with mental health challenges to return to education through our Bursary Programme.

These examples are based on average 2024/25 costs. Actual costs may vary by location and demand.

What partnership can look like

Our partnerships are shaped around shared objectives and the strengths each organisation can bring. They can combine funding, employee engagement, mental health education, fundraising, campaigns, volunteering and public reach.

Iarnród Éireann

National reach, employee wellbeing and public engagement

Our partnership with Iarnród Éireann combines employee wellbeing with public engagement, including mental health education, Five Ways to Wellbeing, *Hello, How Are You?* activity and campaigns across the rail network.

BaxterStorey Ireland

Employee engagement, fundraising and wellbeing

BaxterStorey colleagues have supported Mental Health Ireland through staff fundraising, paid volunteering days, events and collaborative mental health and wellbeing activity.

> *"The passion, professionalism, and impact of the Mental Health Ireland team continually inspire us and align closely with our own commitment to wellbeing, inclusion, and care for our people."*
> ***BaxterStorey Ireland***

Crown Paints Ireland

Participation, fundraising and awareness

Crown Paints Ireland has supported Mental Health Ireland through employee fundraising, campaign participation and wellbeing initiatives, including activity exploring the connection between colour and mood.

Different organisations bring different strengths. The right partnership can combine funding, people, expertise, communications, infrastructure and public reach.

Let's explore what we could achieve together

A strong partnership begins with understanding what matters to both organisations. You may already have a clear idea of how you would like to support Mental Health Ireland, or you may simply be exploring what is possible.

Either way, our team can help identify an approach that fits your organisation.

1. **Tell us about your organisation**
   Get in touch and tell us about your organisation, your objectives and the type of involvement you are considering.
2. **Have a conversation**
   We will arrange an initial discussion to understand your people, priorities, communities and what you would like the partnership to achieve.
3. **Shape the opportunity**
   Where there is a good fit, we will identify relevant opportunities and, where appropriate, develop a tailored proposal.
4. **Agree and activate**
   We will agree the objectives, activity, investment, responsibilities and intended impact before putting the partnership into action.
5. **Review and develop**
   We will review what has been achieved, share relevant impact and learning, and explore opportunities to continue or develop the relationship.

Start a conversation

Planning your social impact, employee wellbeing or charity partnerships? Talk to us about where Mental Health Ireland could fit.

Whether you are interested in supporting an area of our work, involving your employees, developing a strategic partnership or simply finding out more, we would be glad to hear from you.

Contact us

Email:
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Together, we can help create an Ireland where mental health is understood, valued and supported as an essential part of everyone's health.