

Access to Mental Wellbeing Support

What have we done

Fundraising



Raised £6m of £8m target (including £1.5m payment from Community Partnership Fund)

Fundraising



August central colleague fundraising drive and food brand donations instore raised £250K

Pilot services



The [pilot services](#) focused on the role of community and building resilience supported 3K people.

Service rollout



52 community mental wellbeing services selected taking learnings from the pilots

Be Kind to Mind Guide



Launched [Be Kind to your Mind guide](#), to signpost to Co-op and Partner mental wellbeing activity

Colleague signposting



Signposting to mental wellbeing support for colleagues in all internal mental wellbeing mission comms

What's coming up

Fundraising



Awards ceremonies, challenge events, and fundraising drives (Feb and May '22) are planned to reach the £8m final milestone.

Service set up and delivery



52 services will set up across Q4 2021 and deliver in 2022 connected to Co-op community assets, these will take us to our 10K supported target..

Advocacy



Not yet announced
Launch research on what makes mentally resilient communities connected to social mobility campaign

Time to Talk Day



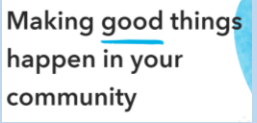
Not yet announced
Partnering on Time to Talk Day to reach those who don't ordinarily engage in mental wellbeing support

New bereavement partner



Not yet announced
Launch our new partnership with Cruse early Dec TBC

Co-operate



Wellbeing landing page being developed to make it easier for communities to find wellbeing activity in their community

What are our outcomes

Signpost over a million people to mental wellbeing support

Over 500K signposted to date for example through posters in customer facing sites, bereavement leaflets and Co-operate.

Support 10,000 people to improve their resilience and mental wellbeing through our new partnership services with Mind, SAMH and Inspire

3K people supported through the pilots. Over 50 services now being set up across the UK. Many of which have a youth focus.

Make a lasting change on the issue

Using new insight from our services and research to:

- Influence public policy
- Embed community responses in partner strategies
- Upskill the community sector
- Respond as a business - for example through bereavement support in Funeralcare