



Background

Launch preparation for a new high-profile UK mental health charity.

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Jonny Benjamin MBE is a British mental health campaigner, author and vlogger. In January 2014 he launched a social media campaign called Find 'Mike' to search for a stranger who had talked him out of taking his own life in 2008. The purpose of the campaign was to raise awareness of suicide and mental illness and was successful in finding Neil Laybourn who was the 'stranger'. Jonny and Neil decided to launch a new mental health charity together based on the campaign and their subsequent friendship. Hodwell Associates was approached by the launch Director to support her, the founders, and potential Trustees of this new high-profile organisation in preparation for a planned launch.

Challenge

The Director of the charity had already brought together some key structural documents including the safeguarding policy, constitution, business plan and mental health collective charter.

However, there were some leading questions that needed answering as to the mission, vision and Theory of Change at the heart of the new operation. For example, why it was felt that the new charity was needed, and what it could do that others were not doing currently. What activity would the founders and Trustee like to see the charity delivering, and to whom and how. And what outcomes could the stakeholders envision being delivered in the first year, in five and in twenty years.

Solution

Hodwell Associates facilitated a pre-launch Board meeting where we discussed issues of governance, management and then workshopped a Theory of Change model.

This led to a further debate about how the resultant outcomes pathway would facilitate the creation of the Case for Support and Development Strategy.

Hodwell Associates worked with the charity team at all levels to explore an initial fundraising strategy, advising on team structure and developing key areas of initial focus.

We provided ongoing support and consultancy for the Director of the charity advising on issues including strategy, governance and structure.

Impact

Following the Board meeting the Director wrote "Thanks so much for all your help on the charity and for us personally. Really appreciate all your wise counsel and your involvement is really vital in helping us move on".

The charity had a successful launch and has recently announced the creation of the UK's first directory for children and young people's mental health and wellness providers. For more information about <https://wearebeyond.org.uk/>.