



Cumbria, Northumberland,  
Tyne and Wear  
NHS Foundation Trust



# Corporate Partners Guide

Supporting NHS Care





Welcome  
to our community





# Dear supporter,

**Thank you so much for your interest in partnering with Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust charity (UK registered charity 1165788).**

Our charity is on an incredible journey and this is an exciting time to join us. Your support holds the power to truly transform the lives of patients across our Trust.

Money raised for our NHS Trust charity and our SHINE fund enable us to offer therapeutic activities, items of comfort and opportunities that enhance the wellbeing and rehabilitation of the people we support. These 'extras' can significantly improve the hospital experience of those receiving care in our community services.

By partnering with us, your company can play a crucial role in sustaining and expanding these vital services, ensuring that we continue to provide outstanding mental health, learning disability and neuro rehabilitation care and support.



# Why partner with us

Our corporate partners are essential to our mission, helping us raise important funds and spread awareness of mental health and disabilities. We truly appreciate your contribution and commitment, no matter how big or small.

Our friendly team is dedicated to building strong, lasting partnerships with brands that share our values. We'll take the time to get to know your organisation and understand your goals.

By teaming up with a local NHS mental health charity that connects with patients, carers, communities, and local businesses, your business can:

- Show that you are a socially responsible organisation dedicated to promoting mental health and well-being
- Boost brand visibility
- Increase customer loyalty
- Increase sales by association with products and services with a good cause
- Attract, motivate and retain staff
- Build positive relationships with charity and its communities
- Boost chances for positive PR opportunities





Living with mental health difficulties and disability can be extremely overwhelming, as well as life changing, and affect peoples' lives in many different ways. It can affect their confidence, social skills, personality, physical ability, and appearance, as well as the ability to carry out everyday tasks.

People can experience problems with their mental health at different times in their lives, regardless of age, race, gender, religion or income. Many people may go on to manage their problems with support from family, friends and their GP. However, for some, they may need extra help and support.

Our Trust supports many people, and the funding we receive through our SHINE fund enable us to enhance the wellbeing and rehabilitation for patients.

The Trust produces a series of award-winning self-help guides which cover a wide range of topics such as depression, anxiety and stress. The guides offer users the opportunity to find out more about the causes of mental health issues and provide tools to help work through feelings and emotions.

Our self-help guides contain verified information and are written by NHS clinical psychologists with contributions from service users, and healthcare and voluntary sector staff. By purchasing a self-help guide, you are also supporting our Trust charity.

To find out more, **visit [www.cntw.nhs.uk/selfhelp](http://www.cntw.nhs.uk/selfhelp)**



1 in 6 people report experiencing a common mental health problem (like anxiety and depression) in any given week in England [1]



1 in 4 people will experience a mental health problem of some kind each year in England [2]

[1] McManus S, Bebbington P, Jenkins R, Brugha T. (eds.) (2016). Mental health and wellbeing in England: Adult psychiatric morbidity survey 2014.

[2] McManus, S., Meltzer, H., Brugha, T. S., Bebbington, P. E., & Jenkins, R. (2009). Adult psychiatric morbidity in England, 2007: results of a household survey.



# Rebrand our award-winning guides

Organisations can rebrand our award-winning self-help guides to reflect their own visual identity, while retaining the trusted content created by NHS clinicians.

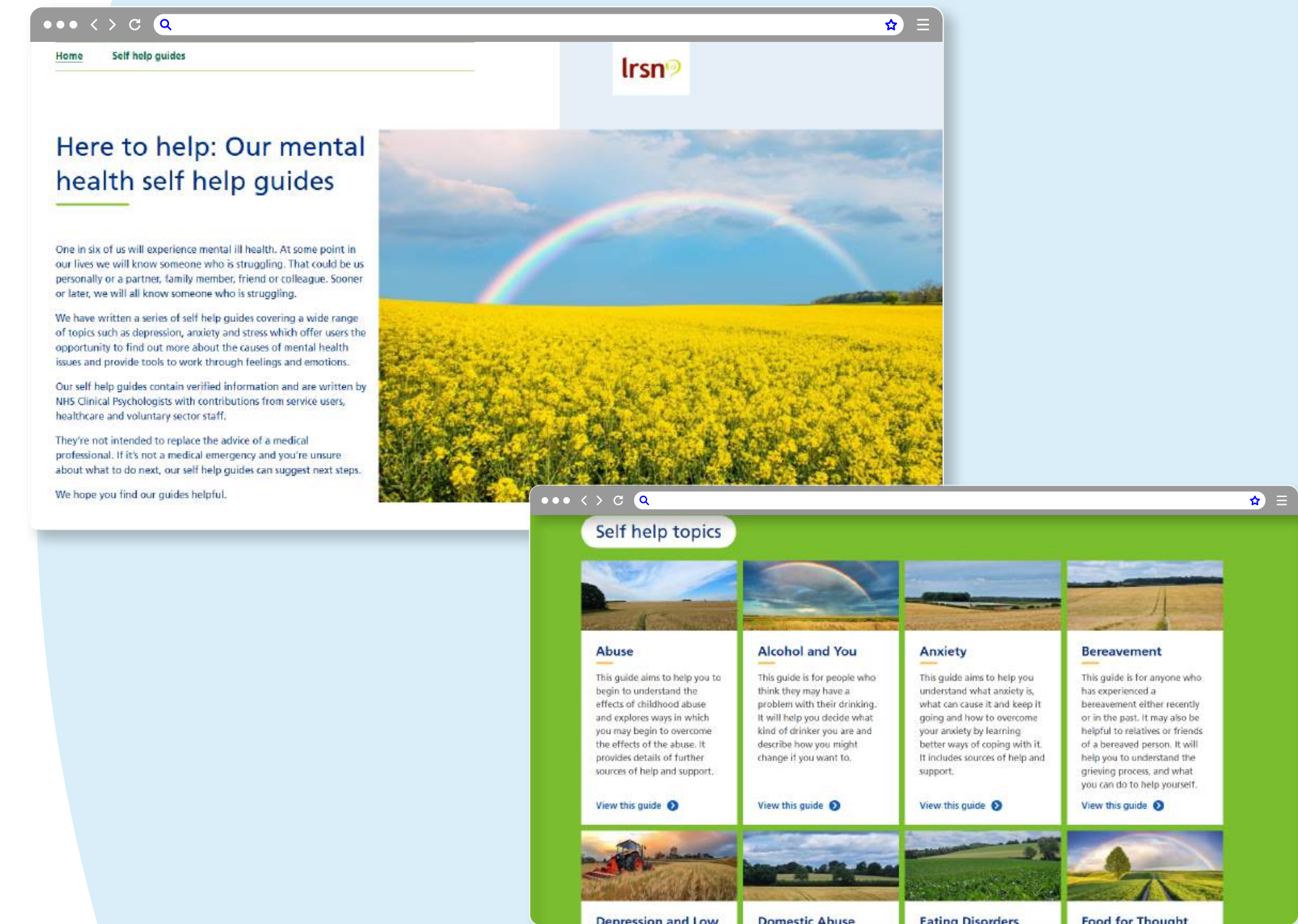
It's a simple, impactful way to support the mental health and wellbeing of your workforce, service users, students, or wider community — under your own brand.

Bespoke colours and photography can be used so the resources fully reflect your brand look and feel.

Users can interact with the guides directly on our website, typing into a guide and saving their own personalised version. This feature allows individuals to tailor the content to their specific needs and preferences.

Find out more about the bespoke options we offer:

[www.selfhelp.cntw.nhs.uk/more-options/re-brand-our-self-help-guides](http://www.selfhelp.cntw.nhs.uk/more-options/re-brand-our-self-help-guides)



# How you can support us

Whether you're looking for a long-term strategic partnership, to make a one off donation, engage your staff with fundraising events and challenges like the Great North Run, or want to get involved in our ongoing projects to support the NHS, there are so many different ways in which your organisation can support!





# Be a caring corporate partner

- Could we be your Charity of the Year and give your workforce the opportunity to support a local mental health charity?
- Make a corporate donation and help provide the extra services and support needed to help the NHS funds go further
- Host a charity event or incorporate a fundraising activity, raffle or auction into an existing event such as an Awards evening or festive party
- Match fund any fundraising activities



## Connect with your customers

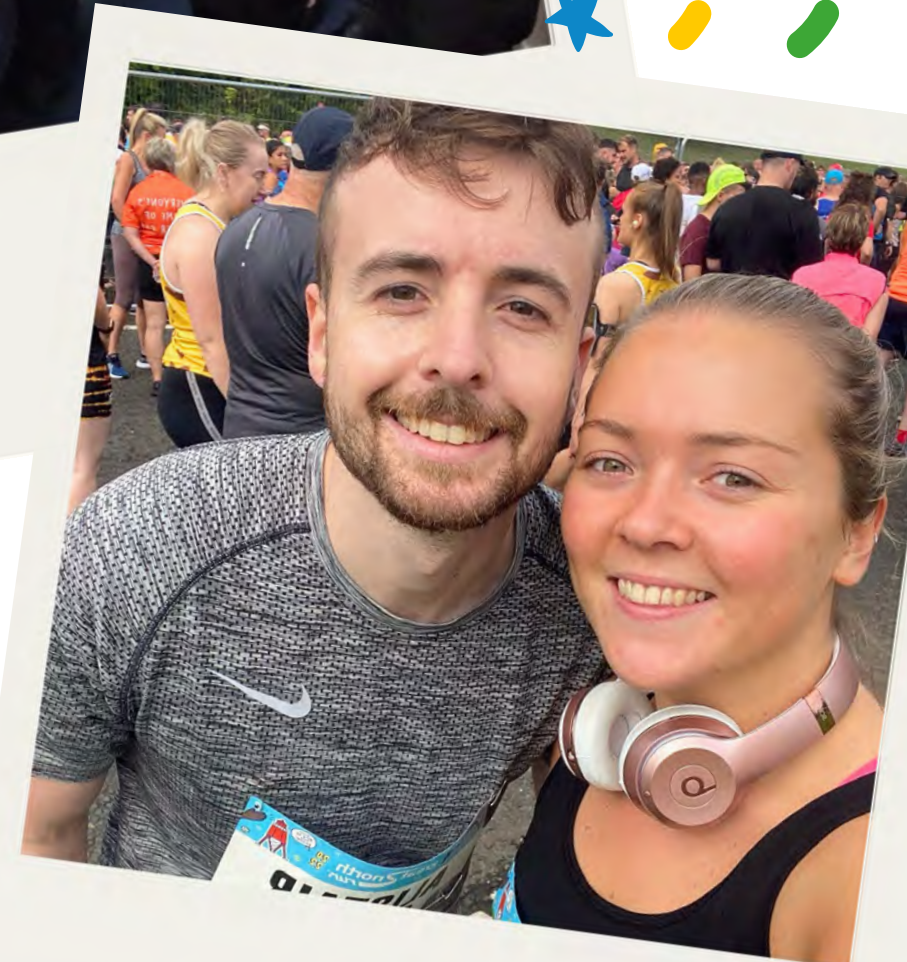
- Help customers contribute to your charitable activity, whilst boosting your sales by donating profits from a product
- Consider having 'tap to donate terminals' at till points or giving customers the ability to donate online at checkout
- Would you like more followers on social media? Run a campaign and donate 50p for every new follower
- Looking to generate more customer feedback? Incentivise customers to fill in a survey by donating £1 for every completed survey





# Gather your colleagues

- Introduce payroll giving or pennies initiative. It's amazing how quickly the pennies and pounds can add up over the course of the year.
- Highlight health awareness days such as World Mental Health Day, World Suicide Prevention Day, Time to Talk Day, Eating Disorder Awareness Day
- Suggest a volunteer day at a nearby hospital or charity event to support the projects we help to fund
- Join the nation in celebrating the NHS' birthday in July by hosting an 'NHS Big Tea' bake sale to raise funds. Ideas could include wear something blue, bake sale or a raffle!
- From team sweepstakes to Christmas quizzes, whatever you choose, make it enjoyable!





Be inspired by our  
AMAZING partners



# Team travel



Huge thank you to Stagecoach Cumbria and North Lancashire, and Stagecoach North East for displaying posters across their fleets.

The aim of this initiative was to grow awareness of the charity in local communities and promote the fund's impact on patients, families and carers.





# Shining Bright: Starbucks

We teamed up with high street chain Starbucks in Newcastle to raise both funds and awareness of mental health issues.

Since 2022 customers have kindly donated through Neville Street and Northumberland Street stores. After making a donation, customers are signposted to mental health resources that they or a loved one might need, including CNTW's award-winning self-help guides.

“We are privileged to be able to work alongside the SHINE fund. We are hoping to raise funds to allow the charity to carry on their good work and help spread awareness of mental health.”

Jude Parker, Store Manager  
Starbucks Northumberland Street





# Building Homes,

# Supporting Well-Being

Local housebuilder, Barratt Developments North East, donated £1,500 to say thank you during NHS birthday celebrations.

As part of the commemoration and to highlight the site's history as the former Walkergate Hospital, a vibrant NHS rainbow road crossing was created at Sycamore Grove acknowledging the invaluable contributions of healthcare professionals.

Carl Sobolewski, Managing Director at Barratt Developments North East, added "We are honoured to be backing an exceptional organisation. Their tireless efforts in improving the lives of those in need align with our commitment to creating thriving communities and together, we can work to make a genuine and lasting impact".

Local property developer and housebuilder Bellway made a donation of £500 to our charity. We would like to say a big thank you to Bellway for their donation!





# SUPER Supermarkets!

We are proud to have developed strong relationships with several major supermarkets across the North East and Cumbria. We extend our deepest gratitude to Morrisons, Asda, Tesco, Sainsbury's and Waitrose and their community champions.

Their unwavering support has been the cornerstone of our efforts to enhance the lives of our patients. The sentiment they express "always ask" and if we can help, we will, resonates deeply with us and echoes the spirit of generosity and community that we strive to uphold.





# How you impact things

Your donations make a meaningful impact on many, many lives.

Every donation is spent with love and care, here are a small selection of examples from our recent projects...





## Cycle Hub

SHINE provided funding to repurpose the Kiff Kaff into a Cycle Hub for patients at St. George's Park in Morpeth.

## HUG companions

Ruskin unit, our dementia services in Carlisle, received funding from SHINE for a new therapeutic tool to provide comfort to patients on the unit.

“ I have observed patients find so much comfort from the hug dolls. They provide improved sleep quality for patients who have never slept alone apart from being in hospital. The soft warm pillow body is soothing with weighted limbs and a heartbeat to comfort patient. ”

Ruskin Staff Member





# Gym and sports equipment

SHINE provided £2,808 to purchase gym and sports equipment for the Sycamore Unit at Northgate Hospital.



“Better training. Improved mood.  
More focus. Better way of  
interacting with others.”

Patient feedback



## Outdoor sports equipment

Aldervale, our Specialist Rehabilitation and Recovery Unit in Sunderland received funds from SHINE to purchase outdoor sports equipment.



# Family room

Funding was granted to make improvements to a family room at St Georges Park, Morpeth.



# Specialist seating

Ruskin unit in Carlisle received funding for specialist seating designed for people living with dementia to help reduce the likelihood of sliding and falls, pressure injuries and support independent use.



“The chairs are excellent, providing patients with an increased sense of control and safety, alongside easing their anxiety”



Catherine Brown  
Specialist Occupational Therapist



# 128 projects

funded by our charity from April 2023 - March 2024  
across the North East and Cumbria, thanks to you!

£154,399 spent improving patient spaces, purchasing musical instruments, sensory equipment, games, gym and sports equipment, craft materials, specialist seating and much more...

**Whether you raise £100 or £1,000, your efforts will make a big difference to our patients.**



£30

could pay for craft materials for our children and young people's services

£100

could support occupational therapy cooking activities by paying for utensils

£370

could provide musical instruments for patients on a ward

£420

could provide a ward with a basketball hoop, weights, football equipment and badminton set

£1,000

could provide gym equipment helping to support physical wellbeing and activity



# Fundraising safely

We want your fundraising to be a positive experience and be as safe as possible. Please follow these simple guidelines and get in touch if you have any questions.

When fundraising, make it clear that you are fundraising 'in support of' SHINE and that your activities have not been organised by our charity directly. An 'in support of' logo is available on request.

Please do not use our charity name or logo without prior permission from our team.

The NHS letters and or logo should not be used for fundraising purposes or on fundraising materials. You can find out more about this [here](#).

In support of





## Liability

Our charity cannot assume any liability for your event or for any individuals participating in it. If your event involves the general public please seek guidance regarding public liability insurance.

## Raffles and Lotteries

There are strict laws relating to all lotteries and raffles so please follow these and operate your auction or raffle accordingly. For more information visit the [Fundraising Regulator](#) or [Gambling Commission websites](#).

## Personal Data

As part of your fundraising you may come into contact with personal data. You are responsible for ensuring any data you hold complies with the Data Protection Act 2018. As a rule of thumb, keep any data you have stored securely and safe from loss or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission. Make sure you securely dispose of any data.

## Cash Handling

When handling cash make sure it is kept safe and secure. Always try to have two people in charge of counting and transporting cash.

## Food Hygiene

Please take great care when handling food and ensure food is clearly labelled. The [Food Standards Agency](#) provides guidelines for safely preparing, handling and cooking food.

## Health and Safety

If you are organising a large scale or physical event you will need to make sure that you have first aid cover. Organisations such as [St John's Ambulance](#) or the [British Red Cross](#) can help you to decide the type of cover you'll need.

Please contact us at [marketing@cntw.nhs.uk](mailto:marketing@cntw.nhs.uk) if you have any further questions on how to fundraise safely.



# You are AMAZING!



We're constantly blown away by the generosity, imagination and commitment of our corporate partners, who go above and beyond to support the work of our charity.

We'd love for you to join them and be part of a like-minded community that help care for our patients and carers wellbeing. Whether you raise funds or awareness, hold a bake sale or climb a mountain, donate £1,000 or £100,000, we'd be delighted to have you on our team.

And whatever you decide to do, we're here to help. So, pop us an email with any questions or give us a call – we'd love to hear from you.

Sharon. Daria Jack.

Sharon, Daria and Jack  
Fundraising Team







Thank you

for raising money and awareness of mental health, learning disabilities and neuro rehabilitation care and its charity.

Registered Charity UK Registered Charity 1165788

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