

# YOUTH TALK

We're listening

A community of businesses supporting young people's mental health, be a business that cares.



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## Objectives

1. To provide a structured approach to how the charity manages engagement with businesses supporting Youth Talk, an approach that is both scalable and manageable.
2. To provide a clear business 'benefits' package for companies that support that in turn provides them with tangible value.
3. To operate a system that encourages and nurtures continuous financial support year on year and which offers diverse fundraising opportunities which are celebrated and discussed as part of a Youth Talk business club.

The **Youth Talk Impact Circle** brings together local organisations who are committed to supporting young people's mental health in our community.

Rather than a traditional sponsorship model, the Impact Circle is designed to be a **flexible and inclusive community**, recognising and celebrating businesses who support Youth Talk in a variety of ways.

## The concept

Businesses will pledge each year to help in fundraising for Youth Talk through a wide variety of options. Single or regular donations can be made, or the company may choose to participate in various fundraising projects. Employees will be encouraged to participate with the idea that everyone in the company can play a part in 'making a difference'. Joining the impact circle meetings will encourage participation and engagement and foster a culture of corporate fundraisers committed to the common cause.



"I would have had a terrible time constantly feeling inadequate and alone."





How Businesses Can Get Involved

Businesses can become part of the Youth Talk Impact Circle through **any form of meaningful support**, including:

- Monthly contributions
- Charity of the Year partnerships
- Event sponsorship (e.g. golf days, business events)
- Corporate fundraising
- One-off donations
- Strategic partnerships

There is no single way to join, what matters is the impact each business makes and that they feel part of a community.

“Without Youth Talk my harmful habits would have probably put me in hospital or worse. I probably would have never been able to open myself up to help from others. Because I came to Youth Talk I got to reach my 16th birthday.”

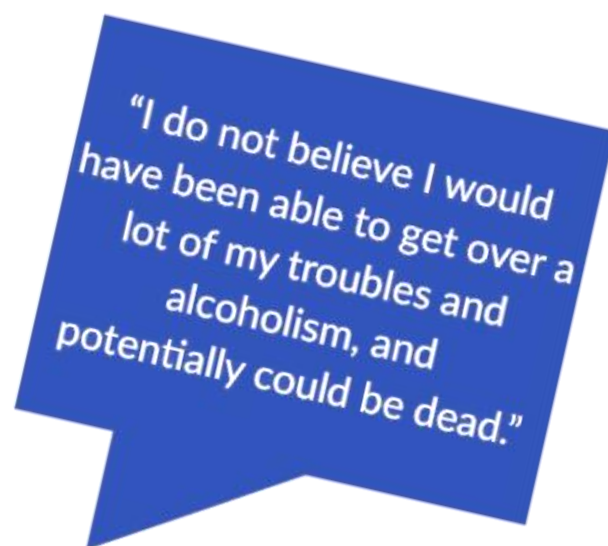
Membership Levels (Based on Annual Impact)

To ensure fair and meaningful recognition, businesses are recognised within the Impact Circle based on their pledge to making a **total annual contribution**.

| Level              | Typical Annual Contribution |
|--------------------|-----------------------------|
| Foundation Partner | £1,000+                     |
| Strategic Partner  | £2,500+                     |
| Principal Partner  | £5,000+                     |
| Lead Partner       | £10,000+                    |

This allows businesses to contribute in a way that suits them, while still being part of a **shared community of support**. It also provides the framework for some companies to aspire to progress up in their fundraising efforts.





## Member Benefits

All Impact Circle members receive:

- A logo 'Badge of Honour' that they can display on their website and in communications demonstrating a commitment to the community
- Corporate Social Responsibility recognition
- Recognition as a **Youth Talk Impact Circle member**
- Listing on the Youth Talk website
- Access to Impact Circle communications and updates
- Invitations to Youth Talk events

Additional benefits increase by level and may include:

- Complimentary tickets to **Business Breakfast events**
- Social media features and business spotlights
- Staff engagement opportunities (talks, volunteering, fundraising)
- Networking opportunities with other local businesses
- PR and storytelling opportunities



## Platinum Partners – Option for Counselling Room Sponsorship

A small number of businesses will have the opportunity to become **Platinum Partners** by sponsoring one of Youth Talk's counselling rooms.

This includes:

- Naming a counselling room
- Recognition within the Youth Talk building
- PR opportunities and storytelling
- A direct and visible connection to the support provided to young people

There are **8 counselling rooms available**, creating a small group of **Founding Room Sponsors**.



## Charity of the Year & Major Partnerships

Businesses who choose Youth Talk as their Charity of the Year or deliver significant fundraising or sponsorship support will be recognised within the Impact Circle at Principal or Lead Partner level, depending on their impact. This ensures all meaningful support is recognised equally, regardless of how it is delivered.

## Our Aim

The Youth Talk Impact Circle is designed to:

- Provide **sustainable funding** for counselling services
- Build stronger relationships with local businesses
- Create a **network of organisations committed to youth mental health**
- Offer meaningful ways for businesses to engage with and support their community

## A Shared Commitment

At its heart, the Impact Circle is about bringing together businesses who believe in the importance of supporting young people's mental health and giving them a way to do that in a way that works for them.

## Summary

The Youth Talk Impact Circle programme is a community of local businesses supporting young people's mental health. Businesses can join through a range of contributions from monthly giving to events, sponsorship or Charity of the Year partnerships and are recognised based on their overall impact.

The aim is to create a flexible, meaningful way for businesses to support Youth Talk while building stronger relationships and a shared commitment to the community, gaining tangible benefits from being involved.

"If I had not come to Youth Talk I would have become worse, possibly to the point of another suicide attempt."





Partner with us and get your own  
**‘Badge of Honour’**





## How to contact us



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