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Introduction

By telling your story *well*, you can have an even *greater impact*.

That is why we've created this pack. Here you'll find guidance on how you can talk about our partnership, how your fundraising will help Mental Health UK, and how to use our assets in your Growing for Gold promotion and storytelling.

These are guidelines for specific parts of your story that you may otherwise be unsure of, but the rest is up to you! We can't wait to hear about why you are passionate about fundraising for Mental Health UK, what you want to achieve through Growing for Gold, and what exciting things you are going to do to make those dreams happen.

When talking about... Skipton Building Society

Being a part of Skipton Building Society is all about people helping people. And last year, we donated over half a million pounds to local and national causes thanks to the support of our colleagues and customers. Together with your support and alongside our partnership with Mental Health UK, we'll be able to help more people with mental health problems to have a better life.

Tag us on social!

Facebook: @skiptonbs <https://www.facebook.com/skiptonbs>

Instagram: @skiptonbuildingsociety <https://www.instagram.com/skiptonbuildingsociety/>

Twitter: @skiptonbs <https://twitter.com/skiptonbs>

LinkedIn: Skipton Building Society <https://www.linkedin.com/company/skipton-building-society/mycompany/>

When talking about... Mental Health UK

In a sentence: Mental Health UK brings together the heritage and experience of four charities across the country who've been supporting people with their mental health for nearly 50 years, they provide support and services for the biggest societal challenges posing a threat to our mental health - and they won't stop until everyone has the tools they need to live their best possible life.

In under 100 words: Mental Health UK brings together the heritage and experience of four charities from across the country who've been supporting people with their mental health for nearly 50 years. Working UK-wide, they deliver both national and local services that enable and empower people to understand and manage their mental health in a person-centred and empathetic way. Mental Health UK won't stop until everyone has the tools they need to live their best possible life.

Tag us on social!

Facebook: www.facebook.com/mhealthuk/

Instagram: [@mhealthuk](https://www.instagram.com/mhealthuk)

Twitter: [@mentalhealthuk](https://twitter.com/mentalhealthuk)

LinkedIn: www.linkedin.com/company/mentalhealthuk

When talking about...

Our partnership

Skipton entered a three-year partnership with Mental Health UK in January 2020, and we're working together to raise awareness, learn more about mental health and look at how we can better support our colleagues, our customers and our communities.

As of March 2022 Skipton Building Society has raised over £430,000 for Mental Health UK.

Together, we're aiming to support people affected by mental health problems. Our aim is to give more people access to good places to discuss mental health, including places like Clic (www.clic-uk.org) a friendly online community of like-minded people where you can speak safely and openly about how you're feeling.

Through our charity partnerships, we're helping to create more good places and a better Society.

When talking about... Growing for Gold

Teams of Skipton colleagues will be drawing on their skills, creativity, innovation and entrepreneurship to fundraise as much as they can to support the brilliant work at Mental Health UK. After the six months, only one team will be chosen as the worthy winners!

When talking about... Your impact (1/2)

Short: Clic is a friendly online community of likeminded people where you can speak safely and openly about how you are feeling. Sharing your experiences may help to support other people too. Clic has a wealth of mental health resources, advice and information for you to use and share.

Long: Clic is a friendly online community of likeminded people where you can speak safely and openly about how you are feeling. Sharing your experiences may help to support other people too. Clic has a wealth of mental health resources, advice and information for you to use and share.

If you have or have had mental health problems, it can often be daunting to reach out in person to friends, family or even healthcare professionals. That's why Clic is so important. It provides a safe online environment where people can post anonymously about how their feeling and connect with others with shared experience.

Since launching, the site has helped thousands of people to feel less isolated and find the mental health information they need, but as we emerge from the pandemic we know there are thousands more who need help but don't know where to turn. Your support could help us reach more people across the UK, providing them with a safe space where they can connect with others around the clock.

When talking about... Your impact (2/2)

£5 could help keep Clic online, providing a safe online space for people to support each other with their mental health.

£10 could help Mental Health UK to moderate Clic, ensuring that people have a safe and welcoming space to talk about their mental health.

£30 could help Mental Health UK promote an online support group on Clic, connecting people who may be feeling isolated or experiencing a mental health crisis for the first time.

£750 could help Mental Health UK host a Clic live Q&A session so members can hear directly from our experts their advice on mental health, lifestyle, and wellbeing.

£1,000 could pay to host Clic online for 6 months, providing over 6,000 users with a safe space to talk about their mental health.

Link to Clic – www.clic-uk.org

Using our logos

You will have access to the Skipton Building Society and Mental Health UK joint logo, and the Growing for Gold logo to use for when you are talking about what you're doing, and when you're creating assets related to your fundraising e.g. social media, invitations, etc.

When using any of the logos provided to you, there are a few rules to follow:

1. Do not stretch or distort the logo
2. Do not use pixelated or low resolution versions of the logo (where possible use the .eps file version of logos)
3. Do not change the colour of the logo
4. Do not change the font
5. Do not use the logo in an illegible way
6. Do not change the proportions or layout.
7. Make sure there is spacing around the logo

General do's and don't

- Branch colleagues should use the [Branch Community Showcard Template](#) when promoting activity in branch – this should be signed off by Matthew Cox.
- If you're sharing pictures, you should only do this in compliance with the [Data Protection policy](#).
- It's important that you're representing yourself and the Society in the best possible way.
- No financial promotions. For further information on what this means, see the 'Financial Promotions on social media' section of this policy.
- Don't talk about company financial performance, business strategy or confidential projects.
- Don't give out personal information about customers or colleagues.
- Don't make any statements about the benefits of the Society's products and services and what the Society will/will not do for its customers.
- Please refer to the [Social Media Policy](#) where necessary.

Thank you!

If you have any questions about any of the content in this guide, or if you receive any media enquiries, please get in touch with us:

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