




Partnership Pack

# What is bipolar?

Bipolar is a severe, lifelong mental health condition characterised by highs and lows. At their most extreme, the highs can lead to delusional thinking and psychosis, and the lows to suicidal thoughts. Tragically, someone living with bipolar is **20 times more likely to take their own life** than someone without the condition, with at least **1/20** of all people who take their own life in the UK having a diagnosis of bipolar.



Someone with bipolar is **20x** more likely to take their own life

## What we do:

- Bipolar UK is the **only dedicated national charity** supporting those affected by bipolar
- We currently reach **389,000** people annually in the UK. We need to increase this to reach over **one million people** estimated to be living with bipolar – as well as many more affected through family and friends
- We offer **peer support to anyone affected by bipolar** through in-person and online group meetings, call-back and email support, and a moderated eCommunity
- **The Bipolar Commission** conducts research to improve healthcare and **reduce the risk of suicide** for those with bipolar. The first report shows a **shocking 9.5-year delay** in diagnosis
- Weekly newsletter – we keep **22,000 members** informed about the latest research, news and views in the bipolar world
- We educate through webinars and our **annual conference**
- A **free mood monitoring app**
- **Bipolar in the Workplace** – we provide employment advice and support



*"I owe my life to Bipolar UK and I know others feel the same."*

- Bipolar UK support group member

# Personal Stories – Bipolar UK Peer Support Groups



## Olly's Story

"They are like a life preserver. I've been coming to the support meetings for five years and they keep me afloat. The groups are so supportive because you are amongst people who live and breathe bipolar. They make me feel I'm not alone in living with this condition. When you are first diagnosed with bipolar, these support groups provide you with clarity and understanding about this illness, at a very scary time."

"They are like a life preserver...They make me feel I'm not alone"

## Emma's Story

"The group began to share one by one, and I started to realise that this may be the right place for me after all. I shared my experience of a time that I was feeling invincible and on top of the world. I felt a huge weight lift from me, along with a lifting of shame, embarrassment, and fear of being judged. I realised I didn't need to hold these thoughts and beliefs about myself. I wasn't alone!"



# Working with us

## THE IMPACT YOU CAN MAKE:

Our services are **free**. Every £1 we spend on Peer Support Groups saves health and social care services £6.70<sup>1</sup>

- £10 helps someone get peer support from our eCommunity
- £50 helps someone get peer support via call-back or email
- £500 helps 820 people find information via our website
- £1000 helps 13 people get peer support on Zoom
- £5000 helps 560 people use all our services for a month to keep well



## Benefits of partnering with us:

A visible CSR programme is increasingly important to boost high-quality recruitment:

- 64% of people won't take a job if a company doesn't have strong corporate social responsibility (CSR) values<sup>2</sup>
- 88% of people say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues<sup>2</sup>
- 89% of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not<sup>3</sup>

We work with organisations, large and small, to create a **unique partnership** that works as well for you as it does for us.

From Charity of the Year to long-term relationships, we can work with you to **fulfil your objectives**, whilst we **work together** to increase understanding of and raise funds for Bipolar UK's vital work.

## We can help you to:

- Support your community - more than a million people in the UK have bipolar and your commitment **will help them** and their loved ones
- Achieve your **social responsibility aims**
- **Significantly boost employee morale** through engaging fundraising and teamwork
- Understand bipolar and **support staff affected** by the condition, by providing education and resources
- **Gain benefits to your brand** through positive business image and reputation, by supporting mental health charities
- **Recruit employees**, enhance employee relations and **retain employees**



# Existing Partnership Stories

## The Access Group & Bipolar UK

As The Access Group's Charity of the Year, we work very closely to maximise opportunities for engagement – this ensures we're both getting as much out of the partnership as we possibly can.



### Fundraising & Partnership Activities:

We attended The Access Group's Recruitment Fair, helping them to showcase their culture of "giving back" to the best new talent – helping with their overall recruitment aims.

We have organised for The Access Group staff to take part in huge, bespoke challenge events – such as the London Nightrider cycling event and a Skydive for World Suicide Prevention Day – to engage employees and help them fundraise through doing something they love.

Tailored events give a great community feel for fundraising at the company, which in turn, increases morale and team building.

Together we are creating an e-learning course, "Understanding Bipolar", aimed at educating employees, to sit in The Access Group's Wellbeing suite, available to their employees and clients, as well as on our website.



# Existing Partnership Stories

Understanding that many people with bipolar **would benefit** from specialist debt advice, we have **partnered with PayPlan** so that they can access help quickly and easily through **dedicated referral services**.

Our teams worked together, **providing bespoke training** so that we could understand how PayPlan can help, and PayPlan staff can better **understand and support clients with bipolar**. Our joint effort brings **free support** to people with bipolar **when they need it most**.

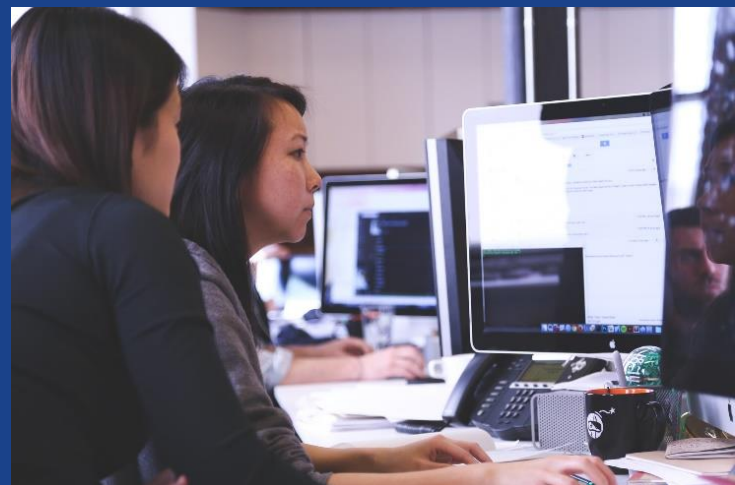


In a recent survey, **53% of people said they lost their job** or left their studies because of the 9.5-year delay in diagnosis, with **54% of people** saying that through impulsive spending, they **took on unwanted debts<sup>4</sup>**

## PayPlan & Bipolar UK

“We’re delighted to be working closely with Bipolar UK and proud to be able to support clients who have bipolar – and who are struggling with their finances – to get the support they need in a way and at a time that’s convenient to them.”

Rachel Duffey, PayPlan CEO



## Get in touch:

If you would like to find out more about Bipolar UK, or to discuss ways in which we can work together, please get in touch.

You can **reach out to us** by emailing:

Kayleigh – Senior Partnership Officer: [kramsay@bipolaruk.org](mailto:kramsay@bipolaruk.org)

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1. Evaluation of how much peer support saves public services per £1 spent (based on ratio calculation): <https://www.mind.org.uk/media-a/4823/side-by-side-final-economic-evaluation-lse.pdf>

2. Cone Communications Millennial Employee Engagement Study (2016)

3. Deloitte Volunteerism Survey (2017)

4. Bipolar Commission (2021)