

Become a
changemaker

with **mind**
West Kent

Mental health is everyone's business!

The reality for businesses in the
West Kent region:

74%

are not confident their
current support meets
employee needs

65%

feel they could do more
for staff wellbeing

56%

say burnout/stress
is a major issue

**“Poor mental
health costs UK
employers £51bn
every year.”**

Deloitte, Mental health and employers: the
case for investment

The Changemaker Programme is for forward-thinking employers who want:

- Strategic, lasting change, not just tick-box wellbeing
- Continuous, measurable improvement in employee engagement and wellbeing
- Reduced absenteeism, presenteeism, and staff turnover
- Enhanced brand reputation, ESG performance, and team cohesion

From **“we could do more”** to **“we’re leading the way”**

What is a changemaker?

The Changemaker Programme is a flexible wellbeing solution based on Mind's Mental Health at Work Commitment.

It supports organisations at any stage of their journey, helping them shift from reactive to proactive mental health support. Set the standard for workplace mental health with support from a trusted mental health charity, part of the national Mind federation.

Our support options

Choose the level of support that's right for your business, or follow our recommendation based on your business size.	Supporter 1-5 employees £600	Partner 5-15 employees £1,250	Champion 15-100 employees £2,500
Exclusive Changemaker Hub	✓	✓	✓
Quarterly webinar (on demand)	✓	✓	✓
Annual Strategy Session	✓	✓	✓
Changemaker Awards	✓	✓	✓
PR package	Logo only	✓	✓
Mental Health Awareness Session	✗	1 session	1 session
MHFAider Qualification	✗	1 place	2 places
MHFAider Masterminds (quarterly)	✗	1 place	2 places
Mental Health for Managers (2 hours)	✗	✗	1 session
Bespoke Webinar	✗	✗	1 session

Flexible additions

- Discounts on additional places and sessions on all workshops and courses
- Consultancy and mentoring
- Early access event tickets
- CSR opportunities
- Event sponsorship opportunities
- Counselling pathway