

Partnership Pack



What is bipolar?

Bipolar is a severe mental illness characterised by significant and sometimes extreme changes in mood and energy.

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.

What we do

Bipolar UK is the only dedicated national charity supporting people affected by bipolar. We offer:

- Information and resources through our website, reaching 300,000 people a year. Our ambition is to reach all of the one million people estimated to be living with bipolar, as well as their family and friends
- Peer support to anyone affected by bipolar through in-person and online Peer Support Groups, a Peer Support Line via call-back and email and a moderated eCommunity
- The Bipolar Commission which conducts research with the aim of improving healthcare and reducing the risk of suicide for people with bipolar. Their first report highlights an average 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
- Online education through webinars, our social media platforms and with our annual conference
- A free Mood Tracker app
- Bipolar in the Workplace training, employment advice and support
- An eLearning course – a-30-minute, interactive 'Understanding Bipolar Course' for anyone who wants to learn more about the condition



When I was having one of my low days, I spoke to someone on the Bipolar UK support line. That conversation really picked me up.

Luyando

“

I've been coming to the support group 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're first diagnosed with bipolar, these support groups give you clarity and understanding about this illness, at a very scary time.

Oily

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The group began to share one by one, and I started to realise this may be the right place for me after all. I shared my experience of a time 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!

Emma

Every £1 we spend on peer support groups saves health and social care services **£6.70¹**

Working with us

Our services are free

£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) values²
- 88% of people say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues²
- 89% of employees believe that companies who sponsor volunteer activities offer a better overall working environment than those who do not³

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 bipolar 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
- Boost employee morale through fundraising activities and teamwork
- Help your team feel good about making a tangible difference for a great cause
- Understand bipolar and support staff affected by the condition
- Enhance your brand and reputation by showing that you support better understanding of mental health
- Recruit and retain staff through improved employee care and relations

Partnership stories

The Access Group & Bipolar UK

As The Access Group's Charity of the Year, we worked closely to maximise opportunities for engagement.

This ensured we were both getting the best out of the partnership.



Fundraising & Partnership Activities

Tailored events give a great community feel for fundraising at the company, increasing morale and team building.

Together we created an eLearning course, 'Understanding Bipolar', which will be a lasting resource for the Access Group and Bipolar UK.

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

We organised bespoke challenge events – such as the London Nightrider cycling event and a Skydive for World Suicide Prevention Day – for The Access Group staff to engage employees in fundraising by doing something they love.



Partnership stories

PayPlan & Bipolar UK

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

PayPlan helped us understand how their free debt advice service works and our team then organised bespoke training so that PayPlan staff can better understand and support their clients with bipolar. Our joint effort brings free support to people with bipolar when they need it most.



In a recent survey⁴:

53%

of people said they had lost their job or left their studies because of the delay in bipolar diagnosis

54%

of people with bipolar said they had taken on unwanted debts through impulsive spending

“

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.

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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)