

# IMPACT REPORT

Futureheads





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# THANK YOU!

July 2022 - October 2022



From staff fundraising and company donations:

- £130 for the work nation survey responses
- Donations £2360



Purchasing tickets for events:

- £100 Marathon entries
- £150 Golf day

**That is a total of £2740!**





# Content Capture - breakdown

- Beder Content Shoot - £1700 of Futureheads donations allowed us to cover the whole shoot
- Futureheads supported Beder by paying for the entire WorryWellbeing content





## WHAT WAS IT?

A content capture day with Beder ambassadors to create content for social media & our partners that softly raises awareness around mental health and suicide prevention.

## WHY DO IT?

With 4.62 billion users on social media & a lot of content that can be damaging we want to raise awareness & help others through inspiring content and ideas

# LOCATION

**Too Young Too Simple Studios:  
Unit 13, 80a, Ashfeild Street, London, E1 2BJ**





# WHO ATTENDED?



**TOM CENCI**  
27.8K FOLLOWERS



**ALEX CROCKFORD**  
44IK FOLLOWERS



**LAWRENCE PRICE**  
43.5K FOLLOWERS



**JAY MORTON**  
246K FOLLOWERS



**MARVIN SORDELL**  
6K FOLLOWERS



**CHARLIE KING**  
91.3K FOLLOWERS



**PRIYA GOPALDAS**  
10IK FOLLOWERS



**DAN CADAN**  
FILM/TV WRITER



**JAMES GILLESPIE**  
20.1K FOLLOWERS



# WHAT DID WE CAPTURE?



Suicide Prevention  
Content around  
what to say to  
people who are  
struggling



Content around ways  
to support mental  
health



The Beder Challenge  
content to raise  
awareness around the  
challenge



Content around  
releasing the New  
Year pressure and  
being kinder to  
ourselves



Content around doing  
the little things for  
people to share some  
kindness & love for  
Valentines Day





# IMPACT



Over **1 million** combined  
potential reach across  
social media



Raise money through Beder  
initiatives as the content  
reaches wider audiences



Start new mental health  
conversations to inspire others to  
talk openly about mental health



Share content of influential  
people so communities can feel  
supported & inspired to open up



Reach new communities &  
people who need support  
with mental health



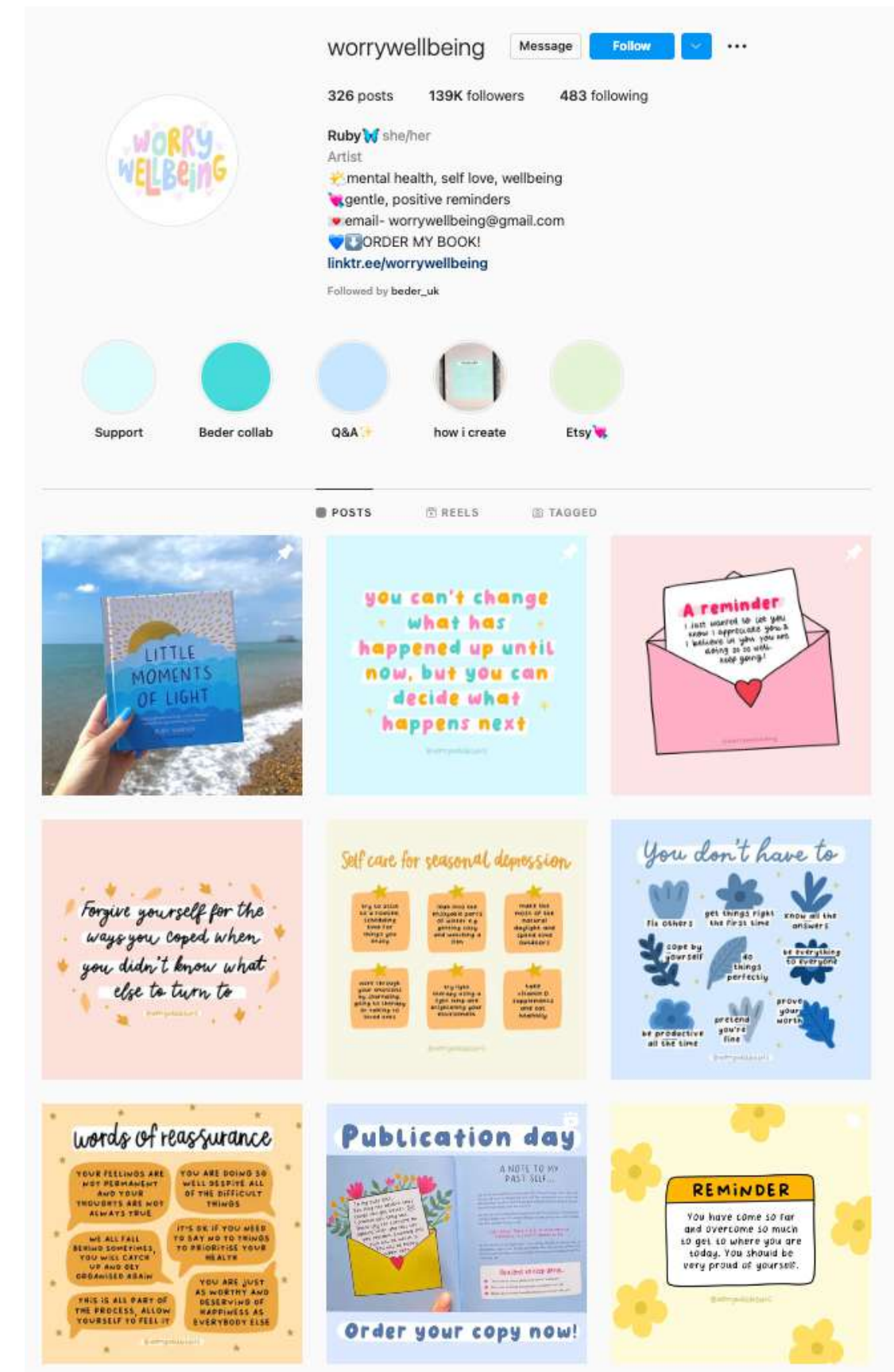




# WORRY WELLBEING

140k followers

Beder partners with Worry Wellbeing to create bespoke, popular and shareable content around mental health and suicide prevention for social media and Beder partners to share.





# WORRY WELLBEING

Thanks to your donation we have been able to reach thousands of people through these creative posts from Worry Wellbeing alone that offer tips and support around mental health & suicide prevention on social media.

Worry Wellbeing x Beder is some of our best performing content.

From August - September 10 organic posts reaching over 11,615







**Thank you for your generous and continued support.**

**Your donations allow us to continue to take steps to overcome the fear and stigma surrounding mental health and suicide prevention whilst doing good in Beder's name.**





If you haven't already, please follow us on @beder\_uk and visit  
[www.beder.org.uk](http://www.beder.org.uk) for more information



Beder is a registered charity in England and Wales (No. 1187475)