

*the lily J project*

# ANNUAL REPORT

2021

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## A Letter From Us

Another year, another opportunity to reflect!

From coping with uncomfortable transitions to feeling uncertain, anxious, and even fearful about what the future holds - 2021 has been a challenge for many of us to say the least.

And as the world continues to forge a way forward after the pandemic, our team is committed to remaining flexible, resilient, and steadfast in our own mission of eliminating the stigma of mental health and inspiring mental freedom in individuals of all ages.

Throughout 2021, we have strengthened our resources, expanded our service offerings, and responded to the ever-changing mental health needs of the children, teens, adults, and school communities that we serve.

In this year's annual report, we'd love to share with you a bit more about our mission, services, impact, and what we've made possible in 2021.

If anything in this report resonates with you and you'd like to get in touch, please feel free to reach out to us at [admin@thelilyjoproject.com](mailto:admin@thelilyjoproject.com) and we'd love to hear from you!

Much love,



Lily-Jo  
**Founder, The Lily-Jo Project**



Pete, Shelby, Emma, Brandy & Alexis  
**The Lily-Jo Project Team**

## Our Mission

The Lily-Jo Project is devoted to eliminating the stigma surrounding mental health through music, digital resources, and community engagement.

We firmly believe that when exposed to the basic principles of mental health from an early age, kids are empowered to:

1. Be proactive about maintaining good mental health into adulthood and
2. Ultimately reach their full potential and achieve their dreams!



## Our Team

Our team is a culturally and ethnically diverse mix of working professionals across the following industries:

Mental Health  
Counselling  
Arts & Entertainment  
Early Childhood Development and  
Media/Communications



## The Problems

### We Face

1 in 5 people have suicidal thoughts, 1 in 14 people self-harm, and 1 in 15 people attempt suicide.\* We believe that this is far too many.

Here are a few key underlying problems:

**1**

75% with a mental health condition start developing it before 18.\*

**2**

Teachers and parents lack quality mental health resources.

**3**

Support services are overwhelmed, have long wait times, and require a referral.\*

**4**

Existing mental health curriculum does not resonate with kids and teens.

\*Mind, MFHA England, MQ: Transforming Mental Health

## Impact of Covid-19

Since March of 2020, mental health research organisation MQ surveyed a group of teens and found the following:

- 50% of those surveyed say they've been **unable to stop worrying**.
- 58% often feel as if they have had **no-one to talk to** during the pandemic.
- 69% have **felt alone** during the pandemic 'some of the time' or 'often'.
- 66% **worry** the pandemic will affect their mental and emotional wellbeing.

## Our Core Services

To address these problems, The Lily-Jo Project proudly offers the following mix of free and paid services.

### SELF-HELP RESOURCE

Our free online self-help resource is available 24/7, and is designed to help people manage and overcome the most common mental health challenges such as:

Low mood  
Anxiety & Stress  
Self Harm  
Eating Disorders  
Low Self-Esteem  
Childhood Trauma & Grief

In addition to these core resource pages available for children and adults, we also publish the following on a regular basis:

Blog articles  
Podcasts  
Videos & Newsletters

### ONLINE LEARNING

Our online learning curriculum has over a year's worth of content for classrooms worldwide.

We empower teachers to:

Address the very basics of mental health and mental health hygiene.

Help students build positive mental health habits.

Cultivate a classroom culture of positivity, kindness, and empathy.

In addition to the very basics of mental health, our curriculum also covers the following topics:

Racism  
Self-Esteem  
Bullying  
Resilience & Self-Expression

### LIVE EVENTS

When possible, we also take our message out into the world by hosting:

Assemblies  
Workshops & Gigs

At each event, our goal is to have an honest conversation about mental health, making sure students understand:

How to look after their own mental health.

What to do and where to go if they are struggling.

To drive home the message, we utilise music, dance, and activities to make learning about mental health fun and memorable.

## Our Place in the

## Big Picture

We understand that it takes a network of organisations working together to eliminate the stigma of mental health, shape the culture of a generation, and provide the immediate support necessary for those struggling.

Here's an overview of some of the most prominent mental health organisations in the U.K., and how our work fits into the big picture.

### Govt. Campaigning & Advocacy

Mental Health Foundation, Mind, Place2be, Sane, Young Minds

### Research

Mental Health UK, Mental Health Foundation, Mind, Sane, **The Lily-Jo Project**, Young Minds

### Free Self-Help Resources

Kooth, Mental Health UK, Mental Health Foundation, Mind, Place2be, Sane, **The Lily-Jo Project**, Young Minds

### Training & Staff Development

Mental Health UK, Mental Health Foundation, Mind, Place2be, Samaritans, Young Minds

### Live Assemblies & Workshops

Mental Health UK, Mental Health Foundation, Samaritans, **The Lily-Jo Project**

### School Curriculum

Mental Health UK, Mental Health Foundation, **The Lily-Jo Project**

### Text/Phone/IM Hotlines

Kooth, Mind, Samaritans, Sane, Shout

### Group Counselling & Support

CAMHS, Mental Health UK, Mind, Place2Be, Samaritans

### 1-1 Counselling

CAMHS, Mind, Place2Be

## Meet the Team



**Peter Bonnebaigt**  
Operations Manager



**Lily-Jo**  
Founder & Executive  
Producer



**Shelby Hale**  
Content & Communications  
Manager



**Alexis Horne**  
Admin & Content  
Creation



**Emma Hinds**  
Writer & Special  
Projects



**Brandy Browne**  
Children & Parenting  
Writer

## Board of Directors

Our trustees help us plan, think strategically, and stay focused. With their generous support and guidance, we can make sure that The Lily-Jo Project makes the right decisions for the future.

**Rebecca Fidler – Estar Bennett – Adam Shardlow – Charles Morgan**

## What We've Made

## Possible in 2021



### January 2021

Forged a partnership with US-based children's writer, Brandy Browne, to produce content for our parenting resource. Our learning platform is also now active in 3 countries.



### February 2021

Celebrated our 5th birthday by launching a fundraising campaign, e-book, and a new line of merch.



### May 2021

Established partnership with Zing and received £25K in funding.



### July 2021

Wrote our 150th blog article, and forged a partnership with mental health advocate and influencer Mari Stracke.



### August 2021

Established "The International Weekend of Self-Care" campaign to educate the public about self-care and raise awareness of The Lily-Jo Project.



### September 2021

### September-December 2021

We resumed our in-person school assemblies, and visited 7 primary schools and 1 secondary school in the U.K. on our Diamond tour.



## Our Impact

Since 2016, we have had the privilege of reaching over 250,000 students, teachers, and individuals of all ages through our in-person events, website, learning platform, and social media channels.

"What we can teach them in 6 hours a day is nothing in comparison to them leaving school with self-awareness and ability to talk about their feelings and emotions"

**Mr. Beasley**  
(Primary School Teacher)

"Your contribution to the 5 – 11's and Youth and Young Adults work was great and highly valued. Our children and young people loved engaging with you and your team with the Be a Hero and Break Free series and we cannot thank you enough for joining Brad on the Instagram, a highlight of the weekend for sure."

**Isla**  
(Year 11, Newlands Girls Schools)

"We recently had a day where Lily-Jo came into my school and did workshops with each year group. I feel this was really good as too many young people struggle with different aspects of mental health and the workshops enabled us to take time to think about it and also talk about it in a positive instead of it being a subject everyone avoids."

**AJN**  
(Year 15, Oasis Academy Immingham)

"Yesterday's talk from Lily-Jo was very helpful. The breathing practice helped me a lot. I recommend that breathing practice to people who need it."

**Lauren Rossell**  
(Festival at Home, Cliff College)

"Great presentation that came across very well to us. The best PSHE we have had in a while. That was worth missing a lesson for. Very engaging. Clear. Easy to understand. Also quite FUN!"

**Sarah**  
(Year 11, Newlands Girls School)

"I've seen a lot of outside agencies coming in to do assemblies in my time, but that was the best I've seen in fifteen years."

**James Robinson**  
(Assistant Head, Ashcombe School, Dorking)

## Looking Ahead at the

### Next 12 Months

During 2022, we will focus on the following five key priorities:

1

#### **Maintain current schools signed up and using the platform**

We currently have 86 schools using our online learning platform and mental health curriculum. This platform was initially created throughout the Covid-19 pandemic, and it allowed schools to access mental health education and support when they needed it the most.

As a mental health partner to these 86 schools, we plan to continue to nurture these relationships by listening to feedback from teachers and making our content as accessible as possible. Teachers are already doing a remarkable job at navigating their students' wellbeing alongside their own, and we are here to make sure they have the resources and support necessary throughout that process.

2

#### **Grow the number of schools using the platform by 20%**

Over the next year, we aim to grow the number of schools using the platform by 20%. This would add an additional 20 primary and secondary schools to our existing 86 schools.

3

#### **Grow our digital presence including social media to provide a positive influence within the community**

We strive to promote positive mental health online through our mental health resource, which features top tips, information, blogs, podcasts, and more.

Our audience grows year on year as we consistently provide relevant information about mental health and wellbeing, and we aim to continue this trend over the next 12 months.



#### **Visit 20 schools offering in-person workshops in the UK**

This year, we are pushing to do 2 full school day visits per month. When we visit schools in person, we provide a motivational workshop within an assembly. This workshop is high-energy and the aim is to make sure each student understands:

- How to look after their own mental health.
- What to do and where to go if they are struggling.

To drive home the message, we utilise music, dance, and activities to make learning about mental health fun and memorable.



#### **Widen our relationship with other institutions and establishments that serve young people, e.g holiday clubs, sports academies, church groups, brownies, scouts, etc.**

Due to our online learning platform, we have the capacity to be in lots of places at the same time. Over the next twelve months, we will be establishing relationships with other organisations, offering our online learning platform as an additional way to support the people they work with.

Over the last 12 months, we have cultivated nice partnerships with Be Me Project, Girl Guides, and Primary Sports Coaching limited, and we hope to add more partners to the mix this year.



#### **Meet as a team at least once every 1-2 months**

Due to Covid restrictions, it has been difficult to meet and collaborate in person over the past 18 months. Going forward, we would like to meet together more regularly in person for activities like trainings, teambuilding sessions, meals, etc.

### THE LILY-JO PROJECT C.I.C.

#### PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2020

	Year ended 30 September 2020 £	Period ended 30 September 2019 £
<b>Turnover</b>	<b>25,076</b>	<b>15,983</b>
Cost of materials and consumables	(10,788)	(9,389)
Staff costs	(7,851)	(1,165)
Other charges	(4,492)	(4,542)
Tax	(370)	(169)
<b>Profit</b>	<b>1,575</b>	<b>718</b>

# 2022 Mental Health

## Awareness Dates

### February

3 / Time to Talk Day

7-13 / Children's  
Mental Health Week

17 / Random Acts of  
Kindness Day

28-6 (March) / Eating  
Disorders Awareness  
Week

### March

1 / Self Injury  
Awareness Day

3 / Uni Mental Health  
Day

14-20 / Brain  
Awareness Week

18 / World Sleep Day

20 / International Day  
of Happiness

### April

1-30 / Stress  
Awareness Month

### May

4 / World Maternal  
Mental Health Day

9-15 / Mental Health  
Awareness Week

### June

13-17 / Loneliness  
Awareness Week

21 / International Day  
of Yoga

### July

1-31 / Minority Mental  
Health Awareness  
Month (USA)

30 / International Day  
of Friendship

### August

20-21 / International  
Weekend of Self-Care

### September

10 / World Suicide  
Prevention Day

13 / Positive Thinking  
Day

### October

1-31 / Bullying  
Prevention Month  
(USA)

10 / World Mental  
Health Day

10-14 / OCD  
Awareness Week

10-14 / Work Life  
Week

### November

1-31 / Movember

7-11 / International  
Stress Awareness  
Week

13 / World Kindness  
Day

14-18 / Anti-Bullying  
Week (UK)

19 / International  
Survivors of Suicide  
Loss Awareness Day

### December

1-7 / Anger Awareness  
Week

## Join Us!

It takes a village of very brave, generous, and inspiring individuals to help us keep The Lily-Jo Project thriving. If you'd like to get involved with what we do, here's how.

### Share

If you'd like to share your mental health journey with us, we would love to hear from you! Give us a shout at [admin@thelilyjoproject.com](mailto:admin@thelilyjoproject.com) and we are happy to find a way to collaborate with you on a blog article, video, or podcast.

We love to partner with brands, community groups, and other nonprofits! If your organization is interested in sponsoring content, collaborating on a project, or supporting us in the long term, feel free to reach out!

### Partner

We graciously accept and appreciate donations of all sizes. If you love the work that we do and feel motivated to give, you can donate anytime [via PayPal here](#). If you're interested in donating on a regular basis, you can get in touch and we can help you set that up.

### Donate



the Lily Jo project