

the lily J project

ANNUAL REPORT

2022

www.thelilyjoproject.com
admin@thelilyjoproject.com

A Letter From Us

Another year, another opportunity to reflect!

From navigating an unprecedented cost of living crisis to coping with uncertainties surrounding climate change, new AI technologies, and the war in Ukraine, we hope that we're not alone in saying that getting adjusted to post-pandemic life has been a challenge.

But as the world around us continues to change, our commitment to educating, equipping, and empowering people of all ages to take control of their mental health has remained the same.

This is evidenced in our work throughout 2022, where we onboarded 5 new workshop presenters, delivered our live mental health workshops to over 40 schools, and adapted our online resources to accommodate the needs of our community as they too adjust to our ever-changing world.

In this year's annual report, you can learn more about what we do, who we help, and what we've made possible in 2022.

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 - we'd love to hear from you!

Much love,



A handwritten signature in black ink that reads "Lily-Jo".

Lily-Jo

Founder, The Lily-Jo Project
www.thelilyjoproject.com

Our Mission

The Lily-Jo Project is a platform devoted to using the **power of music** to **educate, equip, and empower** people of all ages to take control of their mental health.

Music plays a critical role across our three focus areas:

🎵 Educate



Music helps our brain establish new memories, helping us learn and process information.*

🎵 Equip



Music can be used as a tool to boost our mood, connect with memories, and lower stress levels.**

🎵 Empower



Music helps us process complex emotions and enables us to cultivate our sense of identity.***

*Harvard Health, **AARP, ***Psychology Today

Our Vision

We want to see a future where **everyone** has the ability to:



Learn about the basic, clinical aspects of wellbeing, mental health and mental health hygiene.



Understand how to proactively self-care, how to spot common warning signs and symptoms of mental illness, and how to reach out for help.



Feel inspired and energised to live their life to the fullest.

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 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

Our Post-Pandemic World

Recent UK government reports^{*} indicate that children and young people's subjective wellbeing, happiness, and life satisfaction have recovered to pre-pandemic levels.

However,

- **Anxiousness and loneliness** among students have worsened.
- A quarter of secondary-age pupils reported being **worried about being able to afford technology for studying**.
- One in eight 11 to 16-year-olds and one in seven 17- to 24-year-olds reported that they have been **bullied online**.
- Data indicates that the **cost of living crisis, environmental/social issues, and negative experiences on social media** could be to blame for increased feelings of anxiety and loneliness.

^{*}State of the nation 2022: children and young people's wellbeing

Our Core Services

24/7 Online Self-Help Resource



Our free online self-help resource is designed to help individuals and families **overcome common mental health challenges** such as low mood, anxiety, stress, self-harm, eating disorders, and low self-esteem.

To account for a variety of learning styles, we utilise a range of mediums including music, videos, podcasts, and written text.

Live Workshops & Assembly Days



Our live workshops are available to primary and secondary schools across the UK. Each lesson incorporates music, dance, and activities to make learning about mental health fun and memorable. Currently, we offer 7 different age-appropriate lessons that cover a number of key topics such as **mental health hygiene, coping with change, overcoming anxiety and low mood, and living life with purpose.**

Online Mental Health Curriculum



Our free online curriculum has over a year's worth of content for classrooms worldwide. The aim is to empower teachers and wellbeing leads to address the very basics of mental health while also cultivating a classroom culture of positivity, kindness, and empathy. Available topics include **mental health hygiene, racism, self-esteem, bullying, resilience, self-expression, and more.**

How We Fit

Free Self-Help Info & Resources

Action for Happiness, Alzheimer's Society, Anna Freud Centre, Anxiety UK, Beat Eating Disorders, Best Beginnings, Bipolar UK, CALM, Childline, Education Support, Kooth, Marmalade Trust, Maternal Mental Health Alliance, Mental Health Foundation, Mental Health UK, Mind, Minds Ahead, No Panic, OCD UK, Our Time, Papyrus, Place2be, Relate, Samaritans, Sane, Shout, Stem4, **The Lily-Jo Project**, The Mix, UMHAN, Young Minds

Campaigning & Advocacy

Alzheimer's Society, Bipolar UK, Centre for Mental Health, Marmalade Trust, Maternal Mental Health Alliance, Mental Health Foundation, Mind, Papyrus, Place2be, Rethink Mental Illness, Samaritans, Sane, Stem4, **The Lily-Jo Project**, Young Minds, Best Beginnings

Research & Insights

Alzheimer's Society, Anna Freud Centre, Anxiety UK, Best Beginnings, Bipolar UK, Centre for Mental Health, Education Support, Maternal Mental Health Alliance, Mental Health Foundation, Mental Health UK, Mind, Minds Ahead, MQ Mental Health Research, Samaritans, Sane, Shout, Stem4, **The Lily-Jo Project**, The Mix, Young Minds

Training & Staff Development

Action for Happiness, Alzheimer's Society, Anna Freud Centre, Anxiety UK, Bipolar UK, Centre for Mental Health, Education Support, Marmalade Trust, Mental Health Foundation, Mental Health UK, Mind, Minds Ahead, OCD UK, Our Time, Papyrus, Place2be, Samaritans, Shout, Stem4, Young Minds

Live Assemblies & Workshops

Mental Health UK, Our Time, Stem4, **The Lily-Jo Project**

Curriculum & Lesson Plans

Action for Happiness, Marmalade Trust, Mental Health Foundation, Mental Health UK, Our Time, Stem4, **The Lily-Jo Project**

Text/Phone/IM Hotlines

Alzheimer's Society, Anxiety UK, Beat Eating Disorders, Best Beginnings, CALM, Education Support, Kooth, Mind, No Panic, OCD UK, Papyrus, Rethink Mental Illness, Samaritans, Sane, Shout, The Mix, Young Minds

Group Support & Counselling

Action for Happiness, Alzheimer's Society, Anxiety UK, Beat Eating Disorders, Bipolar UK, Childline, Mental Health UK, Mind, No Panic, OCD UK, Place2be, Relate, Rethink Mental Illness, The Mix

1-1 Support & Counselling

Alzheimer's Society, Anxiety UK, Beat Eating Disorders, Childline, Mind, No Panic, Place2be, Relate, Samaritans, The Mix

Our Team

The Lily-Jo Project was founded by pop singer, songwriter, and qualified counsellor, Lily-Jo.

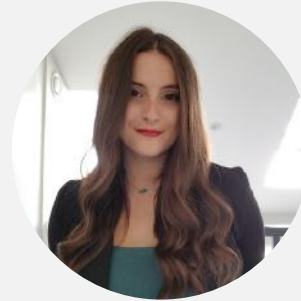
The supporting team is a mix of working professionals across the following industries: Mental Health, Counselling, Arts & Entertainment, Early Childhood Development, and Media/Communications.



Peter Bonnebaigt
Schools Coordinator



Lily-Jo
Founder



Shelby Hale
Head of Communications



Emma Browne
Clinical Consultant



Emma Hinds
Content Writer



Brandy Browne
Content Writer

Board of Directors

Rebecca Fidler - Estar Bennett - Adam Shardlow - Charles Morgan

Live Workshop Crew

This year, we received grant funding from the National Lottery's Social Enterprise Support Fund and UnLtd. Part of this funding was earmarked to help us grow our team of workshop presenters and sound engineers.



Social Enterprise
Support Fund



At the start of 2023, we are proud to have 5 presenters and 3 sound engineers fully trained and available to deliver our workshops in primary and secondary schools across the UK.



Faith Child
Presenter



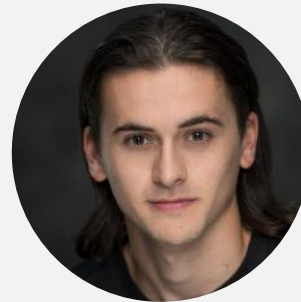
Nazerene Williams
Presenter



Erica Memphis
Presenter



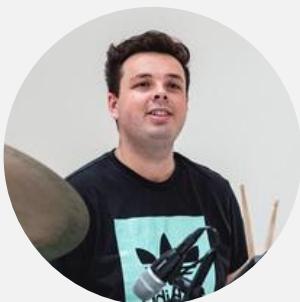
Mary Shanker
Presenter



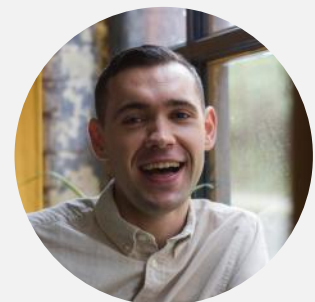
Oliver Kemplay
Presenter



Elliot Peek
Sound Engineer



Alex Iddin
Sound Engineer



Mike Power
Sound Engineer

What We've Made

Possible in 2022

February

April



Onboarded MOBO and multi-award winning rapper and presenter, Faith Child, as a live workshop presenter.

Launched our in-person and online 'Change for Good' workshop, aimed at supporting students with the transition from primary school to high school.



May

June



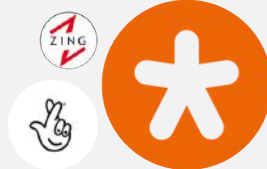
Founder Lily-Jo performed with Young Voices in a sold-out show at Manchester AO Arena.

Secured over £75K in grant funding from SESF, UnLtd, and Zing, with funds earmarked to support core operating costs, facilitator recruitment, and workshop development.



July

August



Launched the Peer Mentoring Programme in collaboration with Minds Ahead - accredited by the Royal Society for Public Health.

Launched The Lily-Jo Project's second annual self-care campaign, with contributions from 4 guest writers and 3 business sponsors.



October

December



Announcement of Lily-Jo's book 'Talking to Children About Mental Health' - which is based on interviews and research carried out by The Lily-Jo Project.

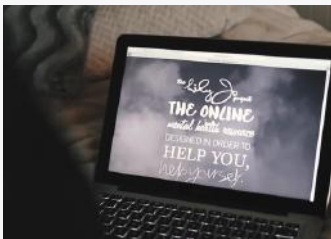


By the end of the year, we recruited and trained 5 workshop presenters and 3 sound engineers, enabling us to visit 41 schools across the UK in 2022.

Our Impact

Since starting The Lily-Jo Project, we have reached:

150K



Over 150,000 individuals across 200 countries through our online self-help resource.

285K



Over 285,000 kids and teens through our in-person assemblies and workshops.

100+



Over 100 primary and secondary school communities through our online curriculum.



"The Lily-Jo Project's lesson **really comforted me** because these issues are normal, and tips that can help are possible."

Anonymous

(High School Student)



"Get this into your school because your children will **absolutely love it** and benefit from it now and into their futures."

Janet

(Executive Head Teacher)

Testimonials

"What we can teach students 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)

"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)

"Students have been using a lot of the language from the resources in the playground when talking to friends, and have been a lot happier talking about the way they feel with each other."

Anonymous

(Primary School Teacher)

"Get this into your school because your children will absolutely love it and benefit from it now and into their futures."

Janet

(Executive Head Teacher)

"A lot of the parents have been using the online resources too and have found it helpful not only personally, but also when communicating with their children."

Anonymous

(Primary School Teacher)

"There are so many different lessons to choose from. Such powerful, yet simple explanations that kids can understand and relate to."

Anonymous

(High School Teacher)

"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)

"The project complements the resources we already use, but because it is so different from the set resources, it livens things up and seems to have more of an impact on the children."

Anonymous

(Primary School Teacher)

"A lot of teachers have been using it and find it helpful. It is fantastic and it is definitely have a positive impact on the school."

Anonymous

(Primary School Teacher)

Key Priorities for

2023 & 2024

At the start of 2022, we set out a 5-year goal to reach:

2M

At least 2 million individuals through our online self-help resource.

1M

At least 1 million kids and teens through our in-person assemblies, workshops, and gigs.

500

At least 500 school communities through our mental health curriculum.

So far, we estimate that we are approximately **30% of the way there**.

But we know there is more work to do. In order to stay on track, our key priorities for 2023 and 2024 will be:



Growing our team of workshop presenters to 10 and sound engineers to 7.

Throughout 2022, we refined our process for recruiting and training workshop presenters. Building on this, we are excited to continue to increase our capacity and reach more schools in 2023 and 2024.



Offering free online workshops to parents and teachers each term, presented by founder Lily-Jo.

There continues to be a demand for high-quality, free mental health resources for parents, teachers, and carers. We will continue to respond to this demand by offering free workshops over lunchtime.



Building a select team of clinical leads to guide on the latest research, trends, and best practices.

To ensure that our mental health advice continues to be relevant and in line with the latest clinical research, we plan to build a team of diverse clinical advisors who will support us with content creation.

Financials

THE LILY-JO PROJECT C.I.C.

PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED 30 SEPTEMBER 2022

	Year ended 30 Sept. 2022 £	Year ended 30 Sept. 2021 £	Period ended 30 Sept. 2020 £
Turnover	57,961	51,837	25,076
Cost of materials & consumables	(42,705)	(29,537)	(10,788)
Staff costs	(6,984)	(4,384)	(7,851)
Depreciation	-	-	-
Other charges	(7,169)	(2,870)	(4,492)
Tax	(45)	(2,681)	(370)
Profit	890	12,281	1,575

Join Us!

If you are inspired by what we do and would like to get involved, here are the best ways to join us.

Share

If you have a mental health story to tell - we'd love to hear from you! Give us a shout at admin@thelilyjoproject.com and let's find a way to collaborate on a blog, article, video, workshop, or podcast.

If your organisation is interested in sponsoring a campaign, collaborating on a project, or supporting our work for the long term, please reach out to us at admin@thelilyjoproject.com.

Partner

Donate

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 cheque, PayPal, or bank transfer.

We are actively recruiting workshop presenters, sound engineers, and junior social media/marketing assistants. Feel free to reach out if you or someone you know is interested in working with us!

Opportunities

