

INVEST IN MORTAL FOOLS

OPPORTUNITIES FOR ORGANISATIONS & INDIVIDUALS

We are Mortal Fools; a theatre, drama and creative learning company and charity specialising in co-creating compelling, dynamic, socially relevant and high-quality performance-based work with children, young people and communities. Our work engages, enables and empowers folks through our creative projects, to grow and evolve whilst existing as an early intervention providing safe spaces to scaffold towards good mental health and a positive future.

We work with 1,000s of children and young people every year, mostly in the North East, developing our skills, knowledge and approach through dynamic multi-sector partnerships (Youth, Community, Health and Arts and Culture), jointly co-constructing highly impactful and transformation work to meet the contemporary needs of children and young people.

We have grown a reputation as a regional leader in co-creation practice with children and young people (CYP), supporting their engagement in cultural activity in deep, meaningful, and impactful ways, in accessible, place-based settings. Our programmes are co-designed with CYP, artists, partners, and wider audiences, in response to their needs and interests.

Throughout our programmes, CYP work as artists in their own right alongside professional creatives via equitable relationships to co-create original performance-based art using themes and ideas which are relevant to their lives, amplifying their voices and experiences, whilst increasing their autonomy as cultural consumers.

Mortal Fools have allowed Max to be himself; they have a real gift for understanding children very quickly and making them feel good about themselves. They are very inclusive, and I can't thank them enough for the way in which they have made Max feel. It is very difficult to find groups that make a child who thinks they are different feel like everyone else. Mortal Fools is unique and brings a great deal of hope to my family for sure and the area. We really appreciate Mortal Fools and their wonderful team.

Mortal Fools Youth Theatre Parent



OUR WHY

As a charity and a cultural organisation, we want our work to be relevant, to matter in society and for it to make a demonstrable positive difference to all the people who are involved with our organisation. We define our core organisational purpose as supporting people to have better quality inter-personal relationships because positive relationships are an essential component of personal wellbeing and life fulfilment.

As a theatre company, we mostly use drama and theatre-based approaches – inter-personal by nature – to support people to build the skills and knowledge to form and maintain better relationships. We support our beneficiaries to learn about themselves and then to use that knowledge to collaborate better with others, to share their stories more articulately and confidently, to problem-solve with others and to lead or teach more effectively.

Our approach brings about changes in behaviour and outlook, increases feelings of confidence and personal accomplishment, develops leadership, employability and personal resilience, shapes positive self-image and builds towards a positive future.

Our work has proven short term and long-term impact and to put it boldly, can be transformational.

Mortal Fools welcomed my child with open arms, since the very first session they always come home brimming with enthusiasm. In the past they were nervous of new situations and unfamiliar groups but since attending, their confidence has grown immeasurably. They are always particularly complimentary about how they are treated by the staff and how they treat all the young people who attend much more like grown-ups than teachers, leaders and parents often do. A group attended on an off-chance one dark night really has turned out to be an elixir of confidence and enjoyment.

Mortal Fools Youth Theatre Parent



PEOPLE OVER PROFIT

Faced with the urgent and interconnected challenges facing society, it's never been more important for businesses to understand their role, impact and influence in the realm of corporate social responsibility.

We believe organisations and leaders must go further and faster, to build a better world for the future workforce and to unlock crucial and urgent support for children and young people in our communities and networks.

With Public Health England estimating 1 in 4 children having a diagnosable mental health condition, it has never been more important to find new ways to support young people and their wellbeing as an investment in their future success, employability and life fulfilment.

We believe cultivating better workplace cultures that prioritise wellbeing & empower workers hold the key to recovery from worker burn-out due to the constant change, pressure and pivoting, alongside holding the key to future business success.

Recent research has found that the normalisation of unrealistic workloads, lack of meaningful wellbeing support, expectation of high performance on skeleton resources, lack of career progression, inflexible work policies, job dissatisfaction, wage stagnation and the rising cost of living, have led to chronic, unmanaged and unsupported stress, impacting wellbeing, lowering levels of resilience, loyalty and motivation.

It is time to build better people centric businesses that value and look after people, before profit.

We believe it is the responsibility of businesses to support communities through trailblazing change making – to lead the way, designing better businesses, improving practices and cultivating organisational cultures of transparency, fairness, openness and thoughtfulness. All of this should be underpinned by strong values, an investment in local people and valuing o the potential of flourishing community around them, one that can (with support) be resilient when faced with an ever changing contemporary landscape.

The world is an increasingly scary place and our communities and workforce need us – we believe that collective action and investing in people is the light in this societal darkness. We want to connect and collaborate with like-minded folks, leaders, and organisations to work together with courage and care, to increase the social value of our work together.

We believe that together as organisations and leaders by investing in Mortal Fools and our work, that we can achieve far more, than any of us could do alone.

INVEST IN MORTAL FOOLS

Your investment in Mortal Fools helps us reach more children and young people in a world where the demand for our work is ever increasing. We support and work with children and young people, keen to make sense of the world around them, their identity, develop new skills and to have collective creative experiences in a safe space and peer group.

Some of those young people have intersectional needs, mental health difficulties, are vulnerable and have complicated lives. Within our projects and groups, they find a “home” in which to develop, grow and make sense of the contemporary world around them.

Our work meets needs that aren't being met elsewhere and for many, it is life changing and scaffolds towards a positive future in which they can flourish, as themselves.

Invest in us and together, we can achieve more.

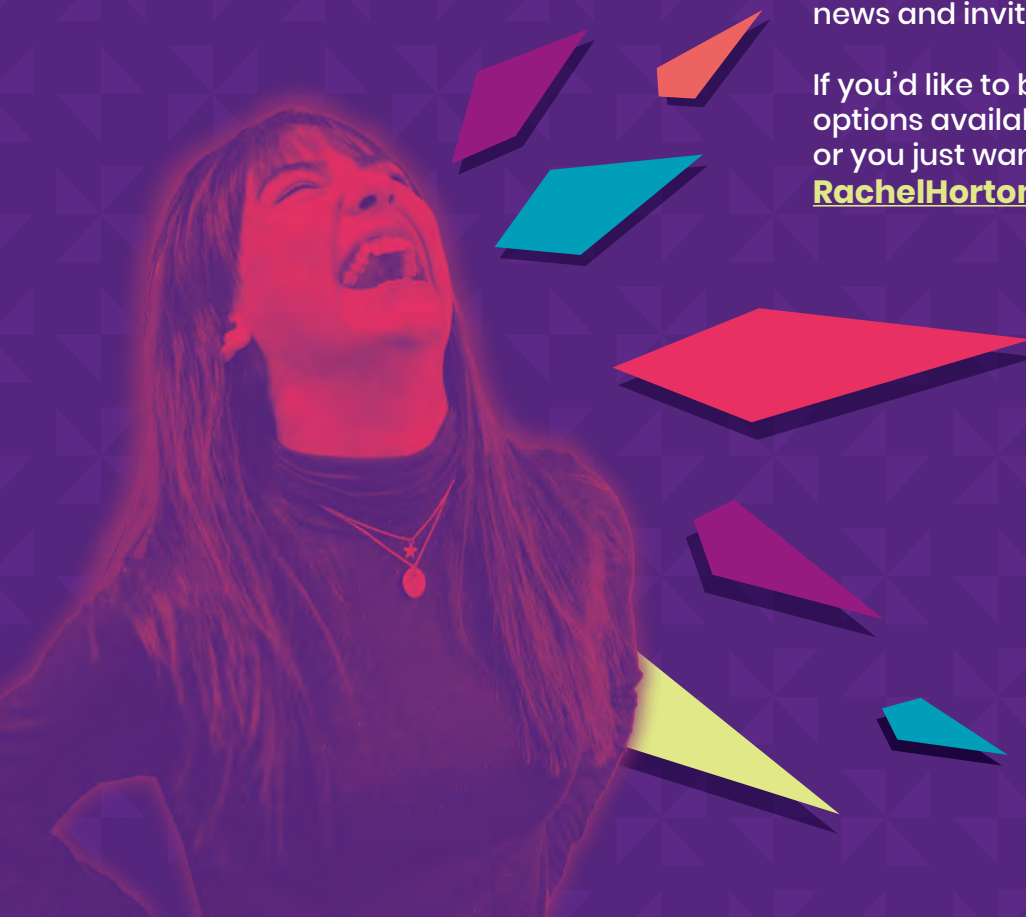
Investing In Mortal Fools may look like:

- Financial investment (donations/gifts/regular giving).
- Sponsorship of programmes of work, events or Mortal Fools Youth Theatre.
- Booking CONNECT training and/or consultancy for your organisation, project, team or professional development.
- Gifting a Melva package to a primary school or booking a screening for your organisation.

Whatever option you may be interested in and at whatever scale, you can be sure of a warm welcome to our Mortal Fools community as a treasured and valued supporter of our work. Team Mortal Fools will be in contact across the year, sharing the impact of your investment, news and invitations to Mortal Fools events.

If you'd like to book an exploratory chat about options available and your needs/interests or you just want to connect, you can email:

RachelHorton@mortalfools.org.uk



FINANCIAL INVESTMENT

As a registered charity, we rely on and welcome donations and financial contributions from individuals and organisations, to support our continued work. However, we don't view donations, as just donations – we consider them as investment in our continued growth and evolution as an organisation and investment in the quality of our work and belief in the impact on children and young people of our provision.

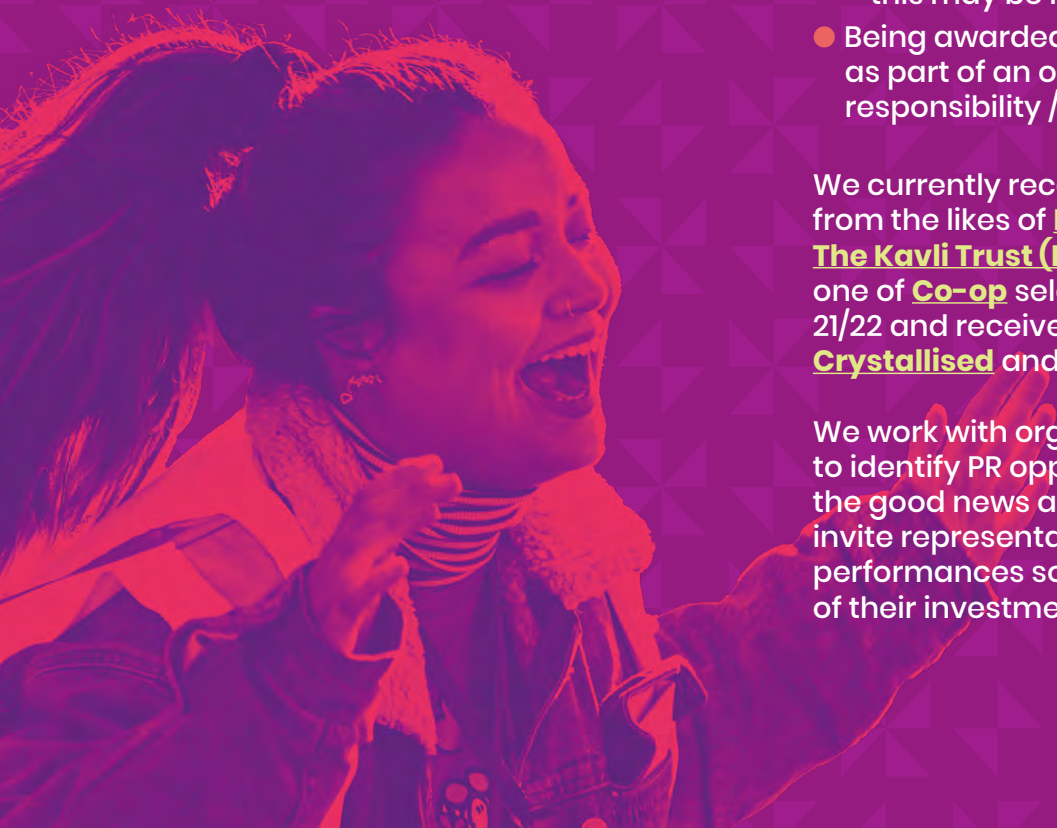
Supporting Mortal Fools in this way, is a legitimate demonstratable way of investing into children and young people's wellbeing, local communities, the employability of the future workforce and is a tangible means of evidencing corporate social responsibility. All our work is underpinned by rigorous and meaningful evaluation frameworks, so we can show you exactly what the return on your investment is.

Financial Investment in Mortal Fools may look like:

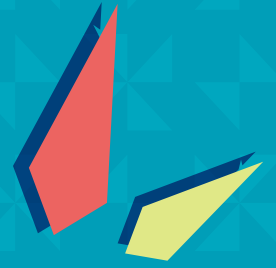
- A one-off financial contribution of any size.
- Regular financial contribution – this may be monthly, or annually
- Being awarded "Charity of the Year" status as part of an organisation's corporate social responsibility / charitable work.

We currently receive regular investment from the likes of **Ryder Architecture** and **The Kavli Trust (Primula Cheese)**. We were one of **Co-op** selected "Good Causes" across 21/22 and receive regular contributions from **Crystallised** and **CyberNorth**.

We work with organisations and individuals to identify PR opportunities to share the good news about their support and invite representatives to our events and performances so they can see the impact of their investment in action.



SPONSOR MORTAL



FOOLS' WORK

Our sponsorship relationships are a little different; sponsorship at Mortal Fools means financially contributing to a specific Mortal Fools programme of work, a project or an event and collaborating to enable something special to happen contributing to the shared values and strategic outputs of both organisations.

Sponsorship at Mortal Fools starts with a meaningful connection and coming together; we want to understand why you're interested in sponsoring an element of Mortal Fools' programme and the return you'd like to see. Consequently, Mortal Fools sponsorship is entirely bespoke, based on your needs and aspirations, alongside the size of financial contribution.

SPONSOR MORTAL FOOLS YOUTH THEATRE

Sponsoring a Mortal Fools Youth Theatre space costs **£500** per year and organisations can sponsor multiple places. Whilst participating in our Youth Theatre is free for participants, as an organisation, we rely on fundraising and grants to fund our staff, pay for venue hire, to commission guest artists to work with us, to support children and young people's access costs and to develop and provide high quality safe spaces full of enriching, needs based creative opportunities .

I would go as far to say my experience across Mortal Fools was my coming of age. The opportunities, independence and trust I was given has utterly increased the awareness I have of myself and the world around me. When I think of Mortal Fools' Youth Theatre, I think of the buzzy rehearsal rooms, the connections, and friendships I made, and the passion I discovered for writing. Mortal Fools helped me feel meaningfully connected to others and take up space in my own life.

Mortal Fools' Youth Theatre Alumni Eliza



SPONSOR MORTAL FOOLS EVENT / PERFORMANCE / SCREENING

Our events bring folks together who are passionate about children and young people (their wellbeing, their future, their skills development and access to high quality creative provision in safe spaces) and who are socially engaged, change makers and **share our values.**

Sponsoring Mortal Fools activity not only enables something of mutual benefit to happen that is brilliant and meaningful, it also means through brand activation that your support is visible to our young people, audiences, attendees, project partners, schools, digital community and wider Mortal Fools network. By working together, we can ensure you get the return you want within a collaborative, strategic, proportionate partnership relationship and connect with the right folks in our network.

I have been lucky enough to experience a couple of productions by Mortal Fools over the years and I always leave feeling inspired, thoughtful and incredibly proud of the talent in our region.

What really stands out is that the voices of local young people, and the issues they face/would like to share, are at the very heart of every production and project.

North East Family Fun



We can work up a bespoke sponsorship pack that may include some of the following:

- Logo and thank you within our Impact Report shared with 1000s of people in our network annually.
- Logo and thank you on our website.
- Logo on relevant print, digital assets & adverts distributed across our network.
- Logo and thank you within a performance/ tour print and digital programme connecting with 100s of people across the North East and sometimes North West.
- Logo and thank you within a print or digital resource pack connected to a particular project shared and seen by 1000s of young people, teachers, parents, youth workers and our Mortal Fools network.
- Thank you graphics for a social media campaign across our engaged social media platforms.
- Brand activation on site at an event or performance.
- Opportunity to write a guest blog / e-shot feature.
- Joint press release issued.
- Representatives invited to event or performance.
- Speaker slot at an advocacy event (if appropriate).
- Opportunities to connect with our young people, practitioners, partners, schools, businesses and members of Mortal Fools community.
- Hosted screening of Mortal Fools work / activity for your staff or network.



INVEST IN YOUR PEOPLE

CONNECT is our training and professional development programme for organisations, teams, and individuals.

It is an impactful, meaningful, transformational investment into your people – their wellbeing, skill set, confidence, professional resilience and performance, an investment into team dynamics and developing healthy productive relationships, an investment into enhancing your organisational culture and future proofing your organisation with authentic people power.

By buying in CONNECT training for your organisation, not only will you be receiving high-quality, specialised training from an experienced and knowledgeable team; you will also be supporting Mortal Fools' work with children and young people. Our CONNECT training programme income is used to subsidise our work enabling us to engage and support some highly vulnerable and isolated young people.

It was a really lovely experience.

I definitely feel better equipped for the future. Really appreciated your support and encouragement too.

CONNECT Participant 2021

THE CONNECT TRAINING PROGRAMME

CONNECT uses a unique combination of techniques from actor training, theatre practice, business development theory and the social sciences to lead participants through a practical training process of identifying personal strengths, increasing knowledge, and developing new skills.

CONNECT training is delivered by experienced facilitators, directors and creative practitioners in environments which are genuinely supportive and accessible. Our skills workshops provide opportunities for groups and individuals; our participants range from large corporate companies and public bodies to SMEs and sole traders. Current clients include Newcastle University, National Trust, Muckle LLP, Ryder Architecture, INTO Global, and many others.

The CONNECT programme offers dynamic, high impact and effective approaches to developing leadership practice, engaging communication, managing difficult conversations, understanding growth mindset and fear, enhancing presentation skills, team dynamics, digital pitching and emotional resilience & well-being. All skills that are the foundation of high performance, developing positive interpersonal relationships and an investment in a healthy, happy workforce and an authentically enabling and empowering culture.

Organisations can buy in CONNECT training as a connected series, as ad hoc sessions, as part of and to complement a wider training programme and we deliver online and in person. We can be commissioned to develop new sessions

With our clients, we often build up a longer-term relationship delivering training in a variety of formats and contexts over several years. We work with our clients to develop a training offer in response to needs and objectives, ensuring the best return on investment.

In addition to training delivery...

- We run fun and impactful organisational away days for organisations and teams.
- We can facilitate productive group conversations, project development meetings and idea generation sessions for project teams, leadership or collectives of professional folks united with a common goal.
- We offer professional development consultancy to leaders in organisations who are keen to do more.
- We offer 1-2-1 coaching for professionals at any career level.

Our experience with Mortal Fools has been amazing! They definitely deliver leadership training with a difference; it's fun, impactful and delivers meaningful learning experiences in a very memorable way. We've never laughed and learnt so much at the same time.

Nicola Leyden
Director of HR – Muckle LLP



MELVA & BUSINESSES

With the urgent and interconnected challenges facing society, we believe businesses must go further and faster, to build a better world for the future workforce and to unlock crucial and urgent support for children and young people in our communities and networks.

For businesses, **MELVA** is a tangible, high impact way to demonstrate an investment in children and to evidence corporate social responsibility in local communities.

MELVA is a fun and accessible creative intervention, supporting children (aged 7–11) and the adults in their lives to talk openly about – and better understand – their mental health, emotions and wellbeing.

By gifting a Melva package to a school, you are investing in a high impact, creative mental health intervention, that supports children increase resilience, emotional intelligence and wellbeing at a developmentally critical age, so they can thrive as healthy, happier teens and adults.

For more information about Melva about gifting a package and other Melva opportunities download our **Melva Opportunities for Businesses and Professionals Information Pack**.



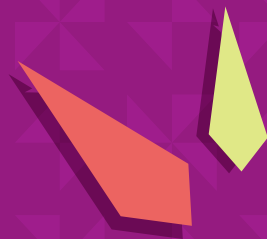
LET'S CONNECT

& CHAT!

An investment in Mortal Fools is:

- An investment in THOUSANDS of children and young people.
- An investment in mental health and wellbeing.
- An investment in meaningful, high quality impactful work underpinned by courage and care in communities.
- An investment in corporate social responsibility and demonstrable social value adding.
- An investment in the future workforce.
- An investment in your organisation and your people - nurture, galvanise and empower your greatest asset through our **CONNECT training** and strengthen and evolve your organisation and its culture.
- An investment in an award-winning growing, ambitious, values-based organisation.

We want to connect with organisations and individuals that are open to investing in Mortal Fools work and children, young people and communities as a means of demonstrable social action, change making and corporate social responsibility.



INVEST IN US & TOGETHER, WE CAN ACHIEVE MORE.

If you have any questions, would like to connect and/or to chat about working together and investing in Mortal Fools you can email: RachelHorton@mortalfools.org.uk

You can also go ahead and **donate to Mortal Fools as a one off gift or become a regular donor via our 'Support Us' page on our website.**

Follow us on:



@mortalfoolsUK

www.mortalfools.org.uk