



ANNUAL REPORT 2021

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ANNUAL REPORT COPYWRITING + DESIGN

An annual report showcasing
The Lily-Jo Project's accomplishments
in 2021. Intended to inform, raise
awareness, and help strengthen
relationships with stakeholders.

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Audience / The Lily-Jo Project's donors,
partners, and potential partners.

Voice / U.K. English

the lily Jo 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 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.



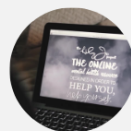
July 2021

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



August 2021

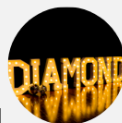
Established "The International Weekend of Self-Care" campaign to educate the public about self-care and raise awareness of The Lily-Jo Project.



September 2021

Thanks to funding from Zing, we now have 86 schools enrolled in our online learning platform for the 2021/2022 academic year.

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.

4

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.

5

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.

6

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.

Financials

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 £
Turnover	25,076	15,983
Cost of materials and consumables	(10,788)	(9,389)
Staff costs	(7,851)	(1,165)
Other charges	(4,492)	(4,542)
Tax	(370)	(169)
Profit	1,575	718

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 / November

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 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

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 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.

