

Helping people live longer, healthier, happier lives



Foundation



2021 Impact Report

The Bupa Foundation's purpose is to help people live longer, healthier, happier lives.

We run and help fund practical projects that have a positive impact on people's mental wellbeing. Many of us will struggle with our mental health at some point and we're committed to sharing our expertise, funds and resources to help support people.





Foundation

Message from the Bupa Foundation Chair

The Bupa Foundation's purpose is to help people live longer, healthier, happier lives. With the pandemic continuing throughout 2021, our work focused on practical projects that improve people's mental wellbeing.

With schools and teachers seeing ongoing disruption and challenges due to Covid, we had huge demand for our Wellbeing for Educators programme. These free sessions give people practical ways to take care of their physical and mental wellbeing so they can be at their best for themselves and others. Since launching Wellbeing for Educators in 2020, we've helped more than 3,500 teachers, plus 1,150 people working for the charities we support. To further support the wellbeing of people who work in schools, during 2021 we were delighted to continue working with Youth Sport Trust on their 'Well Schools' movement, as well as set up a new partnership with Teach First.

Supporting young people's mental wellbeing in positive and practical ways is a crucial part of our work. We're proud to partner with some fantastic charities to do this. In 2021, our work with Mind reached over half a million young people, empowering them to care for their mental health through the online resources that Mind provides. We strengthened our partnership with social mobility charity, Career Ready, so that young people in 'opportunity cold spots' can benefit from mentoring and internships. We were also thrilled to continue our support for National Literacy Trust so that children across the UK could improve their mental wellbeing through the power of reading and writing.

The work of the Bupa Foundation Community Committees goes from strength to strength with the support of passionate Bupa employees. In 2021 we worked with 71 local charities - donating more than £250,000 - to help some of the most vulnerable people in society.

The Bupa Foundation is hugely grateful to all its supporters who help make a positive difference - our funder, Bupa, our amazing charity partners, and all the Bupa employees who so generously volunteer their time, skills and energy. Thank you.

Alex Cole

Chair, Bupa Foundation

Supporting teachers and schools

Wellbeing for Educators

Free wellbeing workshops for people who work in schools

2021 was a challenging year for people working in schools, as they continued to deal with the impact of Covid restrictions. Our wellbeing workshops help people to identify how they can keep themselves physically and mentally in a good place to cope with what life throws at them. Delivered by our network of Bupa volunteer coaches, we were able to offer these sessions to schools for free.



In 2021, we helped over 2,209 educators in 80 schools.

“

“I can see how this will help our staff reflect and make changes to help them improve their wellbeing, but also how we can help one another as a team. I cannot remember the last time I enjoyed after school training this much.”
- Senior School Leader

“I am going to take a lot away from this session and it has 100% boosted my confidence and mental health”
- Teacher

“The workshop has really helped me focus on myself and made me realise that I don't often do this as I'm too occupied worrying about my family at home and my class at school. I'll be sharing my notes with my husband tonight as I know he'll benefit too.”
- Teacher

A free educators' Wellbeing Toolkit with quick reads, podcasts and links to trusted resources is available.



Find out more

www.bupafoundation.org/wellbeing-toolkit

Re-imagining the Diary: helping teacher wellbeing



We supported academics at the University of Bristol to trial a new and innovative approach to reflective diary-keeping to help teacher wellbeing. The idea is to use reflective practice as a positive tool for teacher wellbeing, helping increase their resilience and improve retention in the profession.

Phase 3 'Reimagining the Diary': taking stock and looking ahead

Dr Lucy Kelly

Youth Sport Trust: Well Schools



We continued our partnership with Youth Sport Trust to support their 'Well Schools' movement. In 2021 they recruited **over 1,100 schools** to join their growing community - which is made up of like-minded professionals and stakeholders who believe that wellbeing should be at the heart of education. www.well-schools.org

recruited over
1,100
schools



Find out more

Our work with Mind

We work together to empower better mental wellbeing for young people through free online resources.



Foundation



Free resources for young people.



In 2021 Mind launched new resources to support young people using Bupa Foundation funding. These include:

- > Dealing with anger
- > Supporting a friend with anger
- > Understanding confidentiality
- > Coping with self-harm
- > Supporting a friend or partner who self-harms

The feedback we've received.



"I've learnt how to help someone who is going through a tough time"

"So informative, may have saved a life."

"I needed a list of support centres for myself and a young person I am worried about and this page has reassured me that there are places I can turn to for support. I'm going to ring one now."

"Excellent resource that we are using with young people in our care home. Thank You!"

Over 1 million views of the resources for young people.

At the end of 2021, page views, print orders and social engagement totalled 1,078,887.

www.mind.org.uk/youngpeople



Volunteering

Bupa volunteers and their children took part in photoshoots for Mind's website.

"It was a wonderful, friendly and exciting day for everyone. The shoot was helping to promote services for children and young people's mental health - so it was great to explain to my daughter why this was so important. It was such a privilege to be involved."

- Naomi Carnes

(Pictured right, Naomi Carnes, Mental Wellbeing Practitioner for Bupa UK Insurance, and her daughter.)



Managed programmes

We run and help fund managed programmes across the UK.

Our work with Career Ready

Skills & Wellbeing for young people

Career Ready is a national charity working with educators and employers to give young people the opportunity to kickstart a rewarding future. Access to mentoring, internships and early career support are critical to young people's mental wellbeing, self-esteem and confidence.

In 2021 we agreed funding for a Career Ready Skills & Wellbeing project for young people who live in opportunity cold spots and where the odds are stacked against them. This project will help overcome barriers to further education and employment, creating a positive impact on their life chances and wellbeing.

Our impact in 2021:

- > The Bupa Foundation funded 17 internships, supporting local businesses and charities that would not usually be able to afford an intern
- > 39 Bupa employees are Career Ready mentors - volunteering their time to give one-on-one support to students
- > 73 students came to a Bupa office for a workplace visit, where they learnt about career opportunities and engaged in activities to boost their confidence
- > 91 students joined career masterclasses hosted by Bupa volunteers
- > Bupa hosted 3 internships in 2021 and will host more than 40 in the summer of 2022



Find out more

THE HAPPY NEWS FOR SCHOOLS

In 2021 the Bupa Foundation funded over **56,200** free copies of the Happy Newspaper for schools in the UK.

When surveying the teachers involved...

- > 97% said the newspapers were beneficial for their students
- > 91% rated The Happy Newspaper as 'excellent'
- > 70% recognised an improvement in the children's awareness of how reading and writing good news stories can support their mental wellbeing



Find out more



"The Happy News has been a ray of sunshine in our classrooms and staff room this year. Thank you for the energy, joy and positivity your work expresses and your dedication to sharing this with children and young people through this scheme."

- Teacher



"The newspaper opens up a discussion for families, and in class, and gives children the chance to find out about the world around them, in a safe way."

- Teacher



Well Ahead wellbeing Hub

Well Ahead

At the best of times, reading and writing are such powerful ways to help young people look after their mental wellbeing. During the pandemic, this became even more important.



Thanks to the support from the Bupa Foundation, the National Literacy Trust was able to create “Well Ahead”, a free online wellbeing hub. Well Ahead offers a range of activities to support the wellbeing of young people, including creative writing video workshops to express their own experiences, as well as podcast recommendations, curated book lists, and weekly mindfulness activities. The site also includes articles from Bupa’s staff volunteers with practical tips and mental wellbeing support.



Elephant Story Trail

In the summer of 2021 we were proud to partner with the National Literacy Trust in a unique elephant-themed story trail created by the Elephant Family. This included information on how nature can help our mental wellbeing.

On 22 June we supported a storytelling day for children in the London Royal Parks surrounded by Elephant Family sculptures, highlighting the importance of coexistence between the human world and nature.

The children who attended were from a London schools with lower-than-average literacy levels and above average use of free school meals. The event was hosted by the Bupa Foundation’s partner, The National Literacy Trust, and HRH The Duchess of Cornwall.

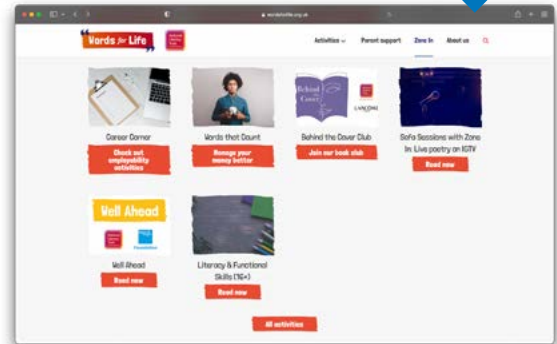
This work is part of the national literacy recovery strategy, inspiring children to engage with reading which has been disrupted by lockdowns. Research shows that children who are most engaged with literacy and spending time in nature have better mental wellbeing.

The Foundation also has supported the National Literacy Trust to create nature and literacy activities for families to enjoy, plus a story trail in London.

Find out more here:

wordsforlife.org.uk/elephantstorytrail

Free online wellbeing and literacy resources



“The Well Ahead online hub has been very well received and couldn’t have come at a more important time. Research by the National Literacy Trust showed that 41.3% of children said that writing during lockdown made them feel better, and 59.3% said that reading during lockdown made them feel better. Within the first month, Well Ahead had 768 new users and 188 people completed the ‘Understanding your state of mind’ fun quiz.”

- Fay Lant, Head of School Programmes, National Literacy Trust



Find out more

Supporting people's Mental Health

Single Homeless Project: Greenhouse Project



Single Homeless Project is active across all 31 London boroughs – supporting people in crisis, and helping them take steps towards independence and employment.

The Bupa Foundation funded their Greenhouse Project to help engage homeless and vulnerable people through social and therapeutic gardening and outdoor experiences.

- > Over 100 clients take part in weekly gardening sessions, across Lambeth, Lewisham, Wandsworth, Westminster, Camden, Islington, Waltham Forest and Redbridge
- > 60 clients enjoyed a day trip to Kew Gardens.
- > Many group visits have taken place to Epping Forest, Chelsea Physic Garden and several local urban farms.
- > Three groups went camping, with a total of 18 clients and 7 staff also benefitting.
- > Our grant also supported training for staff and clients.



“We have been able to facilitate clients taking a step into a career in gardening with at least three taking part in Bankside Open Spaces Trust training scheme; and one resident has also taken up a therapeutic gardening session at Sydenham gardens after a referral from her keyworker. Another client has completed their introductory NVQ at Organic Lea and taken up a placement with Putting Down Roots.”



“We have seen people making friends through group work, enjoying ‘hanging out’ outdoors and learning new skills.”

Agata Elliott,
Head of Fundraising, SHP



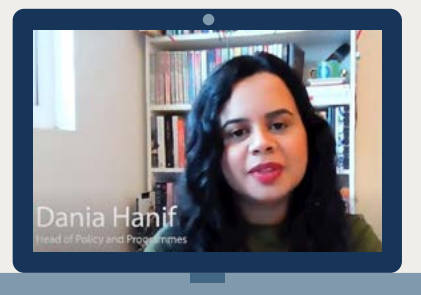
Find out more

Our work with the Association of Mental Health Providers

Mental Health Sustainability Programme

The pandemic which continued throughout 2021 has seen helplines receive an unprecedented rise in calls. This meant that many local organisations needed to increase resource and opening hours in order to help meet demand.

- > The Bupa Foundation provided a **£50,000 grant** to the Mental Health Sustainability Programme to support their Helplines Fund.
- > All the money went directly to **12 provider organisations** – so they could continue to serve their communities.
- > They used it to maintain and develop a wide variety of helpline-related services including: multi-lingual translation of websites, volunteer and staff training, costs towards anti-racism work and diverse recruitment practices, and greater investment in SEO/marketing/social media promotion.



Find out more

Supporting our local communities

Greater Manchester Community Committee



Foundation 92

We supported Foundation 92's Family Wellbeing Programme. A programme of weekly workshops provide **bespoke advice, guidance and support**

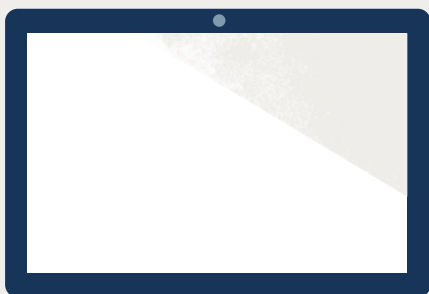
for families in Greater Manchester who've been identified as leading chaotic, unsustainable lifestyles.

They help these children and their families to partake in sport and activities to improve their physical and mental health.

Over the past 12 months, 54 families have completed the programme.

- > **52 families** reported 'a better understanding of what a healthy balanced diet contains', an 'increase in physical activity' as well as 'an improved sense of wellbeing'
- > **53 families** reported 'improved confidence and ability to effectively overcome challenges they face on a daily basis'
- > **80%** of families would recommend this support offer to their peers

Hear more about the programme and how the first family got on in this [short video](#).



Find out more

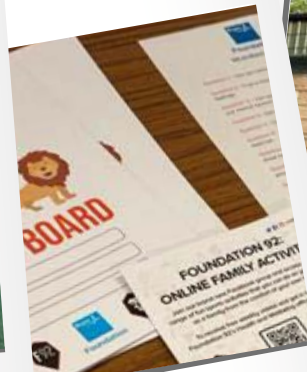
Case study: The 'T' Family

The T family started the Family programme on the 29 April 2021, including Dad, Son (Aged 10) and Daughter (Aged 8).

Due to their mother passing away suddenly, one of the biggest obstacles faced by the family was encouraging them to open up about emotions during the programme and getting them (specifically son) to channel any built up emotions in a positive way and not to use them negatively.

The programme supported each family member to have an outlet to talk about things and also improve their physical activity levels, as the son had gained substantial weight over the lockdown and wanted to get fitter again for when his football team started training. This was achieved and the son is continuing to lead a healthier lifestyle post engagement in this programme.

Dad keeps in regular contact with Foundation 92's Health team, where both children have since returned to take part in Foundation 92's free outreach offer each week.





THAMES VALLEY AIR AMBULANCE

“Thames Valley Air Ambulance is funded by the community we serve. Without the support of organisations like the Bupa Foundation, our service would cease to exist at a time when we see the demand increasing.

We recently passed a significant milestone of reaching **10,000 call outs** since we became an independent healthcare provider in October 2018. Sadly, behind each number is a real person going through perhaps the most traumatic event of their lives. While it may not be a milestone to celebrate, it's a number that demonstrates the importance of our service and the generosity of Bupa Foundation for making our life-saving work possible.”

- Samantha Collier, Corporate Partnerships Manager, Thames Valley Air Ambulance



It costs £3,900 to send our helicopter on a mission to save a life. Scott share's his story [here](#).



Eikon

We supported Eikon’s new LGBTQ+ Youth Club (iAmMe) which provides a safe and confidential place for young people (aged 11-18) to be themselves and have fun in a supportive environment. It offers personalised support from youth workers, peer support, information, guidance, signposting and parental support. The group also aims to raise awareness in the community and reduce prejudice and discrimination by empowering the young people to make positive changes in their school and community.

So far, 34 young people from across Surrey have attended the sessions and 10 are receiving one-to-one support.



“Intergenerational spaces are rare but really important for queer teens. Its really special that at iAmMe the leaders are actually queer themselves, it means they are positive role models for us.”
- young person.

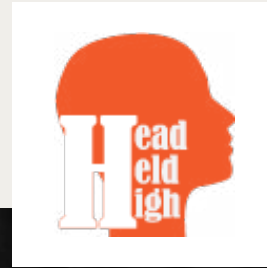


Kugan Kathirgamanthan,
Business Analyst and
Staines Community
Committee Member



“I feel proud and privileged to be part of the Staines Community Committee, which continues to support charities that make a positive difference in our local area. As a Committee, we focus on three areas: Vulnerable and diverse groups, Essential support, and Young people. It’s a great feeling to know we make a difference in the communities that we live and work in.”

Head Held High



We supported Head Held High's 'Stand Up for Yourself' initiative.

This provided a comedy course for ten young people in North London, many from socially deprived areas and minority ethnic backgrounds.

Referred by local health services, the course helped them overcome anxiety and increased low self-esteem through self-expression and creativity, as well as help to overcome isolation and loneliness through connecting with others and working as a team.

At the end of the course, each participant took themselves out of their comfort zone and performed a 5-minute stand-up comedy routine in front of a live audience.



Find out more



The Brandon Centre

We supported The Brandon Centre, which helps young people (under 25) living in Camden and Islington tackle personal challenges through free and confidential counselling and psychotherapy.

Our funding helped with local community engagement, development of their services through Young Ambassador volunteers, and the creation and design of case studies to help tell their story and support future fundraising.



Find out more



**Anna Sweet,
Sustainability
Coordinator and
London Community
Committee Member**



“I love that The Bupa Foundation supports smaller local charities with their projects. Seeing these charities use our funding to make a difference to their local community is just amazing”

Brighton Community Committee

Sussex Community Development Association (SCDA)

We helped to fund the lease of an electric van to support SCDA's community supermarkets.

SCDA's community supermarkets currently support **over 150 households** each week to access food on a pay-as-you-feel basis, with 92% of our members reporting that they would otherwise be unable to afford sufficient food for their family.



“

“It's wonderful. I'm finally eating healthily again. They are incredibly warm, welcoming and friendly and it's a really safe and welcoming environment. The selection of food is fantastic and being able to choose your own food, unlike a foodbank, is fantastic.”

- Community supermarket member.



supporting over
150
households
weekly

Leeds Community Committee

Louise Bladon,
Bupa Senior Project
Manager and
Leeds Community
Committee Member



Louise and some of her Leeds colleagues, volunteered at a local hospice clearing an overgrown part of the gardens.

“Being part of the Leeds community committee is so rewarding – from funding projects to getting our hands dirty and volunteering. The impact we can have when a passionate group of people comes together is amazing.”

Mind Leeds

Some of our local funding helped Leeds Mind run peer support groups allowing people from areas of deprivation in Leeds to access mental health support.

The groups, facilitated by staff and volunteers with lived experience, have provided safe and structured **support for 40 people**. Here's what a few of the attendees had to say about the sessions:

- > “Hearing people have gone through similar experiences has been grounding and comforting and restored my confidence”
- > “Feel it has been so helpful to my recovery to be able to talk openly about mental health in a safe environment.”
- > “I have learnt that I'm not alone”

Our funding also allowed the co-production of an LGBTQ+ mental health programme and the delivery of the first course.



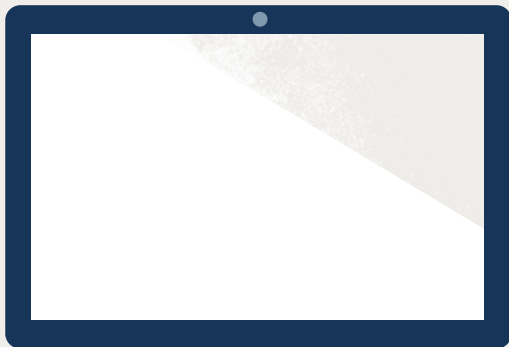
dentaid

Our partner, Dentaid, received a donation of £10k to support new clinics.

We supported Dentaid to set up two new sites in Westminster and Camden working with the Single Homeless Project and The Passage to provide dental care to marginalised communities including the homeless, migrants and the abused.



Hear more about the partnership from Dr Neil Sikka, Chief Dental Officer, Bupa UK Insurance, and Andy Evans, CEO of Dentaid in [this video](#).



Coverage received in The Dentist magazine for the new London clinics



Dentaid Mobile Unit

The Dentaid mobile unit has been well supported by Bupa Dental Care colleagues and clinicians volunteering throughout the year.



We are proud to have supported the following organisations in 2021

www.bupafoundation.org

Action for Carers

Age Action Ireland

Air Ambulance Northern Ireland

Ashford Youth and Community CIC

Association of Mental Health Providers

Bolton Toy Library

Brain Tumour Research

Brandon Centre

Brighton Table Tennis Club

Calm Connections

Career Ready

Carers' Trust

CATCH

Children's Adventure Farm Trust

Dentaid

Dom's Food Mission

Eikon

ELBA

Emmie's Kitchen

Epsom and Ewell Food Bank

Felix Project

For the Love of Food Salford

Foundation 92

Girls Out Loud Foundation

Glasgow City Mission

Head Held High

Home Start Spelthorne

Hope House Children's Hospice

Hope Pastures

Horsforth Shed

Kidscan

Leeds Beckett University

Leeds Homeless Street Angels

Leeds Hospitals Charity

Leeds Mind

Leeds North and West food bank

Leeds South and East food bank

Leeds WomensAid

Liberation Initiatives

Little Green Pig

Martin House

Martlets Hospice

National Literacy Trust

Newhaven GIG Rowing Club

Oasis Project

Once Upon a Smile

Pelican Parcels

PTSD Resolution

Reach Out 2 Kids

RodleyNature Reserve

Salford Foundation

Salford Survivor Project



Foundation



Shooting Star Children's Hospice
Simon on the Streets
Single Homeless Project
Spelthorne Mental Health Association
Spinal Injuries Association
St Gemma's Hospice
Staines Rotary Club
Sue Ryder Foundation
Surrey Wildlife Trust
Sussex Community Development Association
Teach First
Thames Valley Air Ambulance
The Childhood Trust
The Children's Society
The Daisy Network
The Happy Newspaper
The Market Place
The SunnywoodProject
The Sycamore Project
The Trussell Trust
Tough Enough to Care
Transform Housing and Support
University of Bristol
Variety The Children's Charity
Voices in Exile
Voluntary Support North Surrey

W.E.L. Safe CIC
Youth Sport Trust
The Trussell Trust
The Brandon Centre
Time to talk befriending
Together Co
Variety, Children's Charity
Wexford Women's Refuge
White Lodge Centre
Whoops-a-daisy
Wigan & Leigh Hospice
Your Sanctuary
Youth Sport Trust



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Bupa Foundation

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