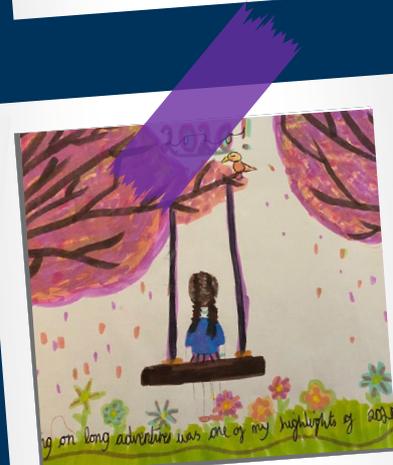




Foundation

Helping people live longer, healthier, happier lives



2020 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 health. Many of us will struggle with our mental health at some point and we're committed to sharing our expertise, resources and funds to support better mental wellbeing.





Foundation

Message from the Bupa Foundation Chair

2020 was a year of huge change and challenge for everyone, everywhere. The Covid-19 pandemic and other societal dynamics have brought our physical and mental health into sharp focus. More than half of adults and over two thirds of young people said that their mental health had got worse during the period of lockdown restrictions in the UK (Mind, 2020). At the same time, the impacts of the climate crisis and the need to promote inclusion and social mobility – including their impact on mental health – are factors which the Bupa Foundation is reflecting in our work.

Our focus is to run and help fund practical projects to support mental wellbeing. In this 2020 impact report we share how we've played our part in helping people through a tough year. We're proud to have helped over 1,000 teachers improve their resilience through our new Wellbeing for Educators programme (p4), and to have supported young people's mental wellbeing through our partnership with Mind, with online resources accessed over 270,000 times (p5). Another highlight is Beyond Words (p8), where over 3,000 teachers and young people accessed resources to use writing for better mental wellbeing. And our Bupa Foundation Community Committees (p6) responded to the pandemic by helping local communities. I'd like to thank more than 100 volunteers from Bupa who were involved in the Bupa Foundation's work in 2020 – the time, skills and energy they have brought to our initiatives and community partners has made an incredible difference.

Through all of the challenges there have been moments of hope and demonstrations of extraordinary community spirit. As Grace, one of the contributors to Beyond Words (p8) entrants put it 'The language of 2020 was kindness'. I couldn't agree more. We look forward to helping continue this in 2021 through the amazing work of all of the charities and programmes that the Bupa Foundation helps fund and runs.

Alex Cole

Chair, Bupa Foundation

Wellbeing for Educators

Free wellbeing workshops for people who work in schools



2020 was a challenging year for people working in schools as they faced the stresses and strains of working through a pandemic, delivering a mix of remote learning and face-to-face lessons and supporting local families and communities.

Our free wellbeing workshops are delivered by Bupa Coaches. Designed to help people to identify how they can keep themselves physically and mentally in a good place to cope with what life throws at them.

Case study: Head of department

Before the programme "It is very difficult to strike a work-life balance. It's all-encompassing. You start at 7:00 in the morning, or sometimes I get up at 5:00 in the morning and I'm on my laptop at home. Next, I get my daughter up for school, then I'm in school. You don't see the day go by. It goes really fast, and then you're often in school late..."

Personal action plan made during the programme:

- > Use 5-6am slot as 'me time' to do yoga rather than work
- > Put a timer on my phone to remind me to drink water and do a breathing exercise

Four months later

"I was able to stick to my plan. While the changes were small, they really helped me to manage my wellbeing during the really stressful Autumn term 2020."

Find out more and register interest in free wellbeing workshops for your school here

www.bupafoundation.org/educators



In 2020, we helped over 1,000 educators in 53 schools. The programme had an immediate and lasting impact on participants' overall wellbeing.

- > **91%** felt confident in applying the principles to their own life and work
- > **89%** identified steps on how they would manage their energy
- > One-four months after the workshops **70%** reported working on being more positive in their daily life as a way of actively managing their wellbeing

Well Schools



In 2020 we launched a new partnership with Youth Sport Trust to launch Well Schools. Well Schools is a community putting whole school wellbeing at the heart of education and improving outcomes by supporting school staff and students. In 2020, schools representing more than 23,200 children pioneered the movement to drive positive change. www.well-schools.org



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



www.bupafoundation.org/wellbeing-toolkit



Free mental health seminars and podcasts

We were proud to partner with the Carnegie Centre of Excellence for Mental Health in Schools to launch a seminar and podcast series to help school leaders and mental health and pastoral leads support both staff and pupils. Over 1,300 educators registered for the series.

<https://leedsbeckett.ac.uk/carnegiebupaseminars/>

'This was fantastic CPD for me and I found the wealth of knowledge really useful'

Bupa Foundation and Mind

We're working together to empower better mental wellbeing for young people through free online resources. In 2020 we launched our three year partnership.



Foundation



Free resources for young people.



In 2020 Mind launched 16 new resources for young people using Bupa Foundation funding. They cover everything from understanding feelings to building confidence and self-esteem. To help young people worried about the pandemic, a coronavirus hub for young people went live in March to share resources regarding managing feelings about changes to lockdown as well as advice for parents supporting teens.



'I'm so grateful you had sentence starters for opening up to people about what's been going on and how it's been making you feel. I didn't think I was able to put into words cos I'm not one for talking about my problems, but you've helped me so thank you'

Resource user

The resources have been viewed over **270,000** times and are available for free to anyone that needs them www.mind.org.uk/youngpeople

Our Frontline



Our Frontline is a partnership between Shout, Samaritans, Mind, Hospice UK and The Royal Foundation of the Duke and Duchess of Cambridge. It supports frontline health, care, emergency, education and keyworkers with round-the-clock one-to-one support by call or text from trained volunteers, plus resources, tips and ideas to look after mental health.

The Bupa Foundation provided free resources for the Our Frontline website which have been **viewed over 1,000 times**. These included a guide for taking care of yourself during challenging times and a guide for people managers on how to look after their teams at work.

www.mentalhealthatwork.org.uk/OurFrontline



MENTAL HEALTH AT WORK

Our Frontline.

Bupa employees supported Mind

Bupa employees across the country have been supporting Mind by sharing the resources for young people, attending webinars and raising over £16,500 for Mind in 2020.



The Talent Acquisition Team held a virtual stepathon to walk from Lands End to John O'Groats, raising **£2,000** which was match funded by Bupa.



Tony ran 10k every day in September and raised **£2,600** for Mind, plus match funding from Bupa.



over **£16,500** raised for Mind in 2020



Colleagues from across the company came together to raise **£250** plus match funding for Mind's 'Crafternoon', making 'happy jars' – a jar full of positive quotes, jokes and ideas to help shift your mood when having a low moment.

Bupa Foundation Community Committees

Our local Bupa Foundation Community Committees play a vital role in helping the Bupa Foundation to bring to life its purpose of helping people live longer, healthier, happier lives.

Bupa employees volunteer their time to run Community Committees in Brighton, Dublin, Greater Manchester, Leeds, London and Staines, and the Dental Community Committee is made up of volunteers from the UK Bupa Dental Care team. Each Committee supports charities that help people in their local communities through a mix of grants, volunteering and fundraising.

In 2020 our Community Committees focused on providing emergency support to help communities deal with the impact of the pandemic. From foodbanks to domestic abuse charities, to supporting homeless charities, Bupa Foundation Community Committees supported more than 75 organisations with funding, volunteer hours and fundraising in 2020.



Greater Manchester Community Committee

Sam Quincey, Care Support Adviser, Bupa UK Insurance, is a Community Committee member and has supported many homeless people whilst volunteering for Manchester-based charities Coffee4Craig and Barnabus.



“More than 20 years ago, myself and my family unfortunately were in a situation where we were homeless. We got a lot of support at the time from charities that are still about now. When my children were old enough, I decided I wanted to pay something back for the support that I had back then and it’s been really good to be able to do that and support homeless people and hopefully give them a helping hand.”

Sam Quincey



Bupa Foundation funding and support is helping the Foundation 92 Family Health Improvement Scheme. They support families in Salford by encouraging them to make healthier and more positive lifestyle changes.

Working with referrals from local partners, Foundation 92 have targeted families in deprived and disengaged areas to conduct weekly check-ups, ensuring the whole family unit can lead a positive and healthy lifestyle.

“Each family referred onto the programme has the opportunity to participate in a tailored development journey, empowering them to make informed decisions around their wellbeing. There are mentored family fitness classes to build confidence and ability to take part in physical activity independently within the community. As well as hands on meal planning and cooking sessions to develop their healthy eating skillset.”

Tom Hutton,
Head of Foundation 92

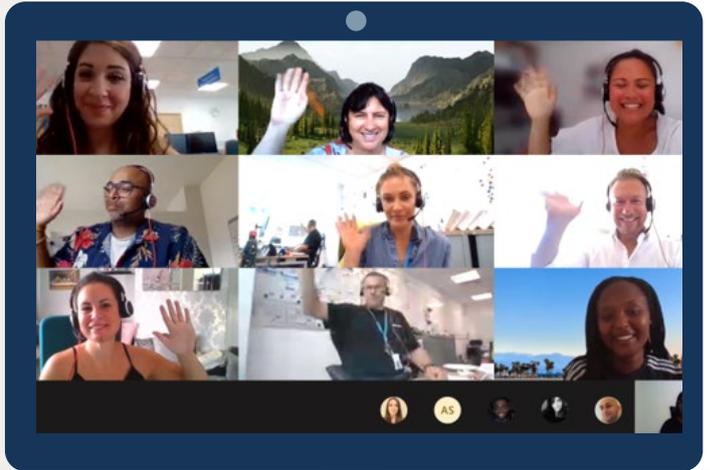
Staines Community Committee



**Lucy Delaney,
Bupa Foundation Manager**

“It’s been such a tough year for so many and I’m proud to be a part of a committee making a valuable difference to help people in our local

area. The feedback from charities has been incredible and we hope to deepen relationships further with our time and skills.”



Leeds Community Committee

**Abby Lamb, Supplier
Relationship Management
Team, Leeds Community
Committee member**



“I’m really proud we’ve been able to support a local charity called Simon on the Streets that are helping to tackle homelessness in the Huddersfield, Leeds and Bradford area. They’ve been impacted really, really hard by Covid and it’s seen a lot of their clientele witness the city centre streets go from bustling to a ghost town overnight and some had no idea why. Simon on the Streets have been working with the city councils to get these people temporary accommodation helping to minimise the spread of Covid. I’m really proud that we’re supporting their good work through the Bupa Foundation.”



London Community Committee

**Katie Panayi, Internal Communications
Manager, Bupa Group and London Community
Committee Member:**

“The reason I wanted to get involved with the London Community Committee is because I wanted to make a difference. Especially in London where I grew up myself.”

In partnership with charity ELBA (East London Business Alliance), Bupa employees via the London Community Committee, volunteered over 70 hours of time in 2020. They mentored charity and community organisation leaders, hosted writing skills workshops to help charities write strong grant applications, and supported young people hit by the effects of Covid on job prospects with CV writing workshops and career insight talks.

Katie Panayi volunteered at the ELBA toy appeal



Managed programmes

We run and help fund managed programmes across the UK. Here are some of our 2020 highlights.

Writing for wellbeing

Writing can have so many benefits for our wellbeing and mental health. To mark World Mental Health Day, we worked with Mind, the National Literacy Trust and Cheltenham Festivals to launch a national creative project. Beyond Words helped children and young people put their feelings into words as they lived through an extraordinary year of Covid-19, Black Lives Matter and climate change.

We worked with award-winning poets and authors to produce tutorials and resources to inspire young people. Many children and schools received book vouchers as an acknowledgement of their work, and the Bupa Foundation donated £75,000 across our partner charities to fund youth mental wellbeing programmes. It culminated in the publication of an e-anthology to celebrate the great work.



- > Over **370** young people shared their work.
- > **73%** of young people surveyed said it showed them how writing can help express their feelings and thoughts.
- > **3,000+** teachers and students accessed the online resources
- > Half said Beyond Words made them realise how writing can make them feel better.

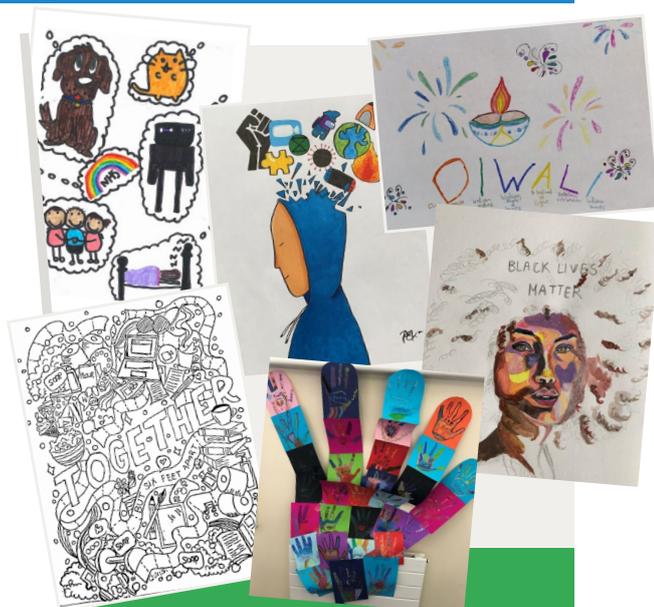


“It made me feel like I could make a difference to others that may have gone through the same thing as me.”

The language of 2020

The language of 2020 was kindness
It said “hello” in a wave from across the road
It said “I love you” in a bag of shopping left on a doorstep
It asked “how are you?” in a surprise call on someone’s birthday
It said “miss you” in a ball thrown over a fence
It said “see you soon” in a chalk note written on the pavement
The language of 2020 was love
It said “still here” in a box of flowers delivered from a friend
It said “stand together” in a crumpled BLM placard held by many hands
It said “don’t worry” in a pair of footprints two meters apart
It said “be strong” in a messy rainbow stuck in a window
And when it felt like the language of 2020 was hopelessness and loneliness
The people took over
And roared their love and kindness
Into one continuous noise
The language of 2020 was many different things
But the people were united
And they were the language of my 2020

By Grace, age 11-19



Read the Beyond Words e-anthology at www.bupafoundation.org/beyond-words-gallery



Book of Hopes

We provided a grant to the National Literacy Trust to gift 15,000 paperback copies of The Book of Hopes (Bloomsbury Publishing) to 5,000 primary schools across the country.

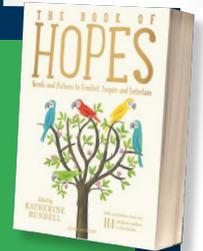
The Book of Hopes is Bloomsbury's collection of inspiring short stories, artwork and poems from more than 130 much-loved children's authors, illustrators and poets. It was launched and curated by author Katherine Rundell in response to the first national lockdown in April.

The National Literacy Trust research shows that reading for pleasure improves mental wellbeing, with more than half (59%) of children saying reading in lockdown this spring made them feel better and half (50%) saying it inspired them to dream about the future.

Accompanying the book is The Scrapbook of Hopes challenge for the schools who receive copies. It asks teachers and their pupils to share how they're spreading hope, optimism and a love of reading in their school and community, taking inspiration from the artwork and writing in The Book of Hopes.



15,000
paperback copies of
The Book of Hopes to
5,000 primary schools



Asthma UK and British Lung Foundation Post-Covid WhatsApp Service



"This is very helpful. This is without a doubt one of the most difficult health journeys that I have faced and knowing that I can access instant expert advice is so amazing. Thank you"

WhatsApp Service user

We provided a grant to Asthma UK in 2020 to help with the creation of a dedicated post-Covid WhatsApp service. The service helped people struggling with breathing after having the virus with trusted health advice, constantly updated in line with government guidance. The service was in addition to the existing Asthma UK WhatsApp helpline (previously funded by the Bupa Foundation), which saw an increase from 20 conversations per day to 350 per day in the early weeks of the pandemic.



The Children's Society provided emergency care packages and soothe boxes to help young people struggling with their wellbeing. The shoe boxes contained self-care essentials like bath products and handwritten messages of hope to help the young person find a moment of calm and positivity in the uncertainty. In addition to funding, the Bupa Foundation provided free wellbeing workshops to 46 The Children's Society employees to help with their own wellbeing while delivering such important work.

The Children's Society

The Children's Society supports the hope and happiness of z 20 March and 30 September 2020 they provided direct support to over 1,700 children and young people that were not in contact prior to Covid-19. A grant from the Bupa Foundation in 2020 helped The Children's Society to adapt their services during the pandemic, including continuing face-to-face support for those children most at risk, providing soothe boxes and adapting to digital support to help young people like Matthew, aged 14:

Matthew really struggled with his mental health and accessed CAMHS (Child and Adolescent Mental Health Services). He was then referred to The Children's Society in Manchester after reaching crisis point. Matthew and his practitioner have been connecting over the phone and digital services due to Covid-19. They have explored family relationships, how to manage conflict and anxiety and coping techniques. Matthew found previous support very formal and felt pressured to open up. He felt he could be more open with his practitioner from The Children's Society. This support has improved Matthew's mental health and wellbeing, which has had a positive impact on relationships in his life, both with family and friends.



"It's like a transformation. Before The Children's Society I was stressed and anxious, and I'm perfectly fine now. I can see a transformation in myself" - **Matthew**

We are proud to have supported the following organisations in 2020

Action for Carers Surrey

Age Action

Aireborough Rotary (for hidden homeless)

ALONE

Asthma UK

Barnabus

Body and Soul

Brighton, Hove and West Sussex Deaf Children's Society

Burnley FC in the community

Career Ready

Carers UK

Cartwheel Arts

Cash for Kids Salford

CATCH

Cheltenham Festivals

CHESS

Children's Adventure Farm Trust

Coffee4Craig

Cruse Bereavement

Dentaid

Eikon

East London Business Alliance

FareShare

FareShare Greater Manchester

Foundation 92

Friends of the Regional Hospital at Tullamore

Galway Hospice

Get Out More CIC

Gloucester Foodbank

Groundswell

Home Start Spelthorne

Homeless Street Angels

Hope Pastures

Horsforth Shed

Inspire EBP

Key Changes

Kirkstall Valley Development Trust

Lancashire Mind

Leeds Beckett University, Carnegie Centre of Excellence for Mental Health in Schools

Leeds Mind

Leeds North & West Foodbank

Leeds South & East Foodbank

Leeds Women's Aid

LGBT Switchboard

Life Cycle UK

Living Well Bromley

Loaves and Fishes

Manchester Metropolitan University (MMU)

Martin House

Maya Centre

Midas Plus

Mind



Foundation

www.bupafoundation.org

Mind in Salford

Mind in the City, Hackney and Waltham Forest

Mustard Tree

National Literacy Trust

North Devon Against Domestic Abuse

North Surrey Domestic Abuse Service

Pieta House

Reach Out

Reach Out 2 Kids

Rodley Nature Reserve

Salford Foundation

Salford Women's Aid

Shooting Star Children's Hospice

Simon on the Streets

Single Homeless Project

St Gemma's Hospice

Staines Rotary club

Stanwell Food Bank

Sue Ryder Foundation, Wheatfields Hospice

Surrey Minority Ethnic Forum

Survivors Network

The Change Project

The Childhood Trust

The Children's Society

The Clocktower Sanctuary

The Felix Project

The Market Place

The Mouth Cancer Foundation

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



Podcast: search 'Resilience Brilliance'



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