



TRANSCENDING THE GAME: PROGRESS REPORT



INDUSTRY AWARDS



KEY CAMPAIGNS



Not Just Another Kit Launch
June 2022



World Mental Health Day
October 2022



Time to Talk
February 2023



Mental Health Awareness week
May 2023



#YouAreNotAlone.

World Mental Health Day October 2023

300M+

views via across club and
user-generated content

150

countries
reached

7,500

inbound social messages
to Samaritans attributed
to campaign video



INTERNAL STAFF INITIATIVES

Wellbeing room
introduced
with supporting
resources

Wellbeing
initiatives
introduced

Free yoga and
pilates
Free gym
Mindful Monday
walks

Staff workshops

Menopause
Building healthy
habits
Financial stress
Improving sleep



STAFF ACCREDITATION

Mental Health First Aid
Training

Menopause Champion
Course

Mental Health Aware
Course



RESOURCES

Resources hub built on canaries.co.uk, signposting supporters to useful resources that can help proactively support positive mental health, and where to go in times of urgent need