

# Mental Wealth

## Smart Investments in Mental Health



# About Us

## stem4 is the UK's leading digital mental health charity for children and young people

The charity was founded in 2011 by Consultant Clinical Psychologist [Dr Nihara Krause MBE](#) after a local teenager tragically lost her life to an eating disorder. Dr Krause was determined to ensure that no student, family, educator or school missed out on access to knowledge on early identification and effective treatment of mental health issues.

Realising she could only have a limited impact seeing 6 patients a day, Dr Krause translated her 30+ years of experience as a Clinical Psychologist to create 5 evidence-based apps which are free to use all across the UK. These apps, which have been downloaded over 4 million times to date, provide hard-to-access therapies to thousands of young people every single day.

Alongside our apps, stem4 promotes positive mental health in young people and those who support them through our innovative education programme, clinically-informed website and mental health conferences that contribute to helping young people and those around them to flourish.

We want to ensure that every young person in the UK, whatever their background or circumstances, has access to high quality, evidence-based mental health support.

# Our Impact

Over 4 million people have downloaded our apps to date

In 2023 alone, we placed a digital psychologist into the hands of over 500,000 young people

”

This is an amazing app, and honestly one of the most thoughtful things I've seen in a long time. It makes me so happy that there are people dedicating their time to building something FREE that will help so many people. A massive thank you to the app's creators, you're fighting the good fight, thank you so much.

Review of Calm Harm by an app user

stem4's apps have an 85-93% efficacy in symptom reduction at each use. In addition, one of the apps is awaiting publication in a prestigious international journal and another is being evaluated in an NHS approved study.

”

Just wanted to say this is great. I'm a GP and one of my patients told me about it yesterday. It was helping her resist the urge to harm. She hadn't done so since April despite strong urges and feeling fairly low. So I downloaded it to have a look through and it seems brilliant. Thank you very much for providing it. I will be showing to other patients I think it might help in the future.

Review of Calm Harm App by GP

## stem4's 5 award winning evidence-based mental health apps



Calm Harm helps users manage the urge to self-harm



Clear Fear helps reduce the symptoms of anxiety



Move Mood helps improve low mood and reduce the symptoms of depression



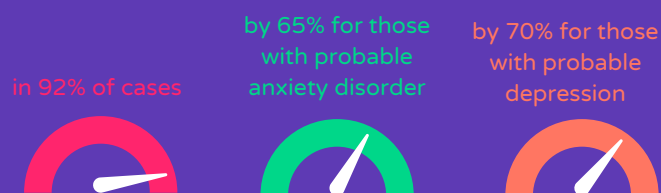
Combined Minds helps families and friends to improve young people's mental health



Worth Warrior helps people to overcome negative body image, low self-worth, and related early-stage eating difficulties or disorders



## Clear Fear reduces anxiety symptoms:



According to anonymised in-app data and a study carried out by stem4

In 2023, we prevented 107,100 instances of self harm



That's more than three young people in every school across the UK

# Corporate Support

We want to ensure that every young person, whatever their background or circumstances, has 24/7 access to high quality, evidence-based mental health support

By supporting stem4 you can make a profound and enduring difference to the lives of young people all across the UK, improving their mental health every single day.

We recognise the uniqueness of each company, including your goals and budgetary considerations. That's why we offer a variety of support options which we can tailor to your specific needs.

Our Corporate Support packages are designed not only to help young people's mental health but also to give you something back.

Whether it's showcasing your generosity to our extensive global audience or providing your staff with top-tier mental health guidance that improves their wellbeing and saves you money, we want to build a strong, long-lasting and mutually-beneficial partnership with you.

Donations and fundraising go directly to providing free-to-access mental health resources and our paid-for products cover our costs with an additional margin which is reinvested back into the charity.

## Summary of Opportunities

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# Become an Official Corporate Sponsor

[Find out more](#) >

Benefit from widened brand exposure whilst publicly demonstrating your commitment to supporting the mental health of children and young people across the UK every single day

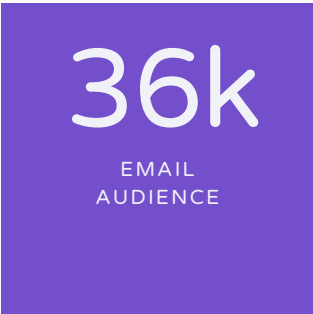
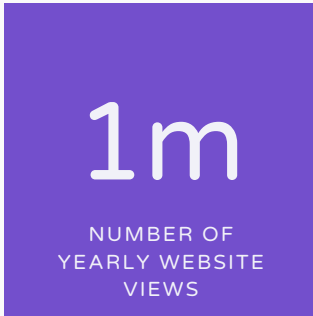
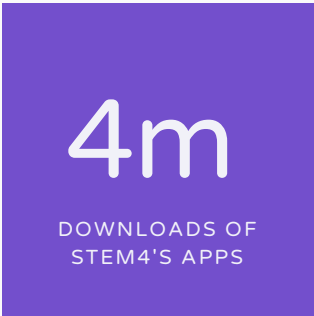
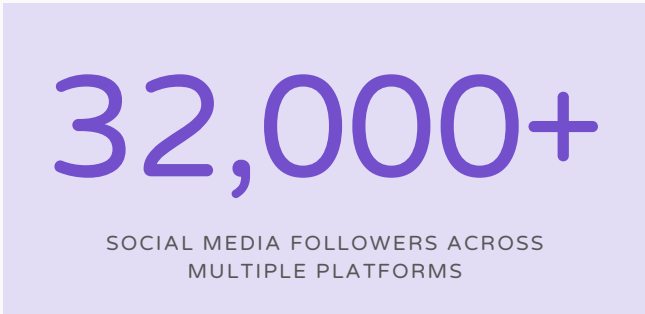


## As a sponsor, you will:

- Know that you are making a real, meaningful and lasting difference to thousands of young people every single day
- Have the opportunity to demonstrate your organisation's values of promoting positive mental health
- Be associated with the UK's leading digital mental health charity for children and young people
- Receive wide brand exposure to a new and expanding audience across the UK and internationally
- Build your reputation as a socially responsible company, fulfilling CSR and/or ESG objectives
- Generate positive PR opportunities for your organisation
- Know that 100% of your proceeds are spent on supporting young people's mental health

## Partnership opportunities:

- Feature your logo and company name on stem4's website, newsletter, social media posts
- Place your company name and logo with a direct link to your main site on our corporate supporters page
- Recognition in our printed mental health resources for young people



# Sponsor Our Awareness Campaigns

[Find out more](#) >

Support stem4's prominent awareness campaigns, which have a wide national reach and are rapidly gaining international momentum

An excellent way to contribute to our cause while simultaneously enhancing your brand's visibility

Youth Mental Health Day (YMHD) - 19 Sept  
Parent Mental Health Day (PMHD) - 30 Jan



stem4 is the proud founder of both Youth Mental Health Day and Parent Mental Health Day.



You can fund and expand these campaigns by sponsoring YMHD 2024 and PMHD 2025, promoting positive mental health in young people and those who support them.

## Additional Campaigns

In addition to YMHD and PMHD, we participate in other mental health awareness day initiatives, offering a chance for collaboration on a joint social media campaign.



Our collaboration with influencers to broaden our social media presence has had a significantly positive effect, as seen in our November 2023 campaign.



## YOUTH MENTAL HEALTH DAY 2023 REACH:

# 100,000+

PEOPLE REACHED THROUGH OUR YMHD ACTIVITIES

## 30k

NUMBER OF WEBSITE VIEWS IN SEP 2023

## 100s

NUMBER OF WEBINAR ATTENDEES

## 24k

VIEWS OF CAMPAIGN VIDEO

## 1.6k

NUMBER REACHED ON INSTAGRAM

NUMBER OF ORGANIC X POSTS

# 31K

TRENDING # IN THE UK

## 20K

STEM4 COMBINED SOCIAL MEDIA FOLLOWING

@stem4org

# Sponsor Our Products

[Find out more](#) >



## Apps

Our award-winning apps require constant clinical and technical maintenance to ensure they remain effective and safe to use.

Viewed by 300,000+ people each year, expose your brand to children and young people, educators and clinicians all across the UK and beyond.

“ You are doing fantastic work. This app saves lives. Thank you so much.

Anonymous Calm Harm user



## Online Safety First Aid Training™



stem4, supported by Ofcom, is delivering the first Online Safety First Aid Training Course to health professionals, parents and teachers so that they can better understand and support young people in getting the most from the online world, and protect against harms.

“ Thought-provoking and important given the significance of social media in the lives of young people.

“ The webinars were very informative and well-paced.

The speakers were both excellent and extremely knowledgeable.

Health professionals who have attended our Online Safety First Aid Training

Extend your brand's reach amongst parents, educators and clinicians whilst supporting this vital education programme that is only going to grow in importance.

# Create Customised Apps

[Find out more](#) >

Place evidence-based psychologist support into your colleagues' hands 24/7

All 5 of our award-winning apps can be customised and licensed to provide more targeted, immediate mental health support to your people.

Based on evidence-based psychological principles, our apps reduce anxiety, self-harm and low mood symptoms in 85-95% of instances, improving your employees' wellbeing and saving you money.

Your apps benefit from all our ongoing maintenance and clinical safety updates, plus customisations which include:

- Personalised branding of the app to your business, ensuring trust and increased uptake
- Signpost colleagues to the resources or contact details you want them to see when experiencing anxiety, low mood or self-harm urges
- Receive anonymised data on your employees' wellbeing, enabling you to gain invaluable insights into their mental health and allowing you to plan and respond accordingly



Mental Health Foundation

'Poor mental health costs employers £1,652 per employee per year'

52	£1,652	£1,652	£1,652	£1,652	£1,6
52	£1,652	£1,652	£1,652	£1,652	£1,6
52	£1,652	£1,652	£1,652	£1,652	£1,6

**Deloitte.**

'Employers see a return of £5.30 on average for every £1 invested in staff wellbeing due to staff being happier, more productive and less likely to leave'

£1 = £5.30

# Purchase Expert Mental Health Training

[Find out more](#) >

Provide your employees with expert mental health training from stem4's CEO and Founder and award-winning Consultant Clinical Psychologist, Dr Nihara Krause MBE

Dr Krause speaks at conferences, both nationally and internationally, in various settings and on a variety of topics.

She is a seasoned public speaker, frequently interviewed on TV and radio, and is able to share her 30+ years of clinical expertise and psychological understanding to improve the wellbeing of your employees and influence the culture of your organisation.



We have delivered talks to:

amazon

Morgan Stanley



BARCLAYS

EY



Foreign,  
Commonwealth  
& Development Office

Example topics include:

- Managing Stress
- Resilience
- Motivation
- Perfectionism
- Anxiety
- Depression
- Supporting a Colleague's Mental Health
- Building a Healthy Workplace Culture
- Supporting Children's Mental Health



# Donate and Fundraise

[Find out more](#) >

We're not afraid to ask for help

Our work would not be possible without the financial support of organisations like yours, however big or small

You can help us support the mental health of thousands of young people each and every day by:

- Selecting stem4 as your Charity of the Year
- Making a one-off or regular donation
- Organising or participating in a fundraising event



Examples of recent corporate support

## Where does your money go?

£100

Places one of our apps in the hands of 100 young people

£300

Prevents 100 instances of self-harm

£500

Manages an incident of anxiety for 300 young people

£1,000

Hosts all 5 of our apps for a 10 weeks, supporting 100,000 young people

Donate and Fundraise



*Diespeker & Co*

· QUALITY STONE SPECIALISTS SINCE 1881 ·

It's been amazing following the growth of stem4 over the last few years

Having been able to support a small part of that through our donations and fundraising efforts has been immensely rewarding






# Thank you!

You are about to do something potentially life-changing for thousands of young people

Thank you to just some of those who have supported us so far



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