



supporting teenage mental health

Registered Charity No. 1144506

[stem4.org.uk](http://stem4.org.uk)

# Real impact. Simple pricing. Shared value.

A clear partnership programme built for ambitious businesses.



The UK's leading digital mental health charity for children and young people



# 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 a mental health 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 5 million times to date, provide hard-to-access therapies to thousands of young people every single week.

The work is not done, though. Given that half of all mental health disorders are established by the age of 14 and three quarters by the age of 24\*, prevention and early intervention during childhood and adolescence are critical. And that's why we need your help.

Our mission is to ensure that every young person in the UK, whatever their background or circumstances, has access to high quality, evidence-based mental health support - before they desperately need it.

We'd love to count on your support.

\*Kessler RC, Berglund P, Demler O, Jin R, Merikangas KR, Walters EE. (2005). Lifetime Prevalence and Age-of-Onset Distributions of DSM-IV Disorders in the National Comorbidity Survey Replication. Archives of General Psychiatry, 62 (6) pp. 593-602. doi:10.1001/archpsyc.62.6.593.

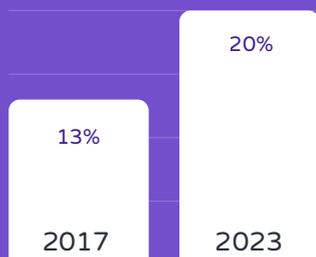
# Youth Mental Health Crisis

Children and young people's mental health is in crisis, and is getting worse each year

Rates of children and young people (CYP) in the UK with a probable mental health disorder have risen to 1 in 5, according to NHS England.\*



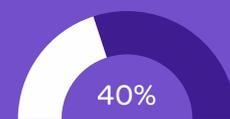
% CYP in the UK with a probable mental health disorder, per year:



Almost 1,000,000 children and young people had active referrals for Children and Young People's Mental Health Services in England in 2022-23.\*\*



of children referred to mental health services (270,300) were still waiting for support.\*\*



372,800 children had their referral closed before accessing support.\*\*

- 1 in 4 young adults now has a probable mental health disorder (NHS, 2025)
- Over 204,000 children were referred to NHS mental health services for anxiety in 2024, more than double the pre-pandemic figure (Children's Commissioner, 2024).
- 270,000+ children are on waiting lists, with support reserved for those in critical situations (Children's Commissioner, 2024).
- Research consistently shows that young people from lower socioeconomic backgrounds experience higher rates of mental health challenges compared to their more affluent peers (Local Government Association).
- 67% of young people want to manage their mental health without going to a GP, but over half don't know where to turn (Children's Commissioner, 2024).

There is a distinct lack of scalable, clinically-validated mental health support.

\*NHS England 2023, The Mental Health of Children and Young People in England 2023 report ([NHS England stats](#))

\*\* Children's Commissioner, Over a quarter of a million children still waiting for mental health support, Children's Commissioner warns, March 2024

# stem4's Impact

Over 5 million people have downloaded our apps to date

Every week, we help over 13,000 children and young people to access evidence-based support



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 average 90% efficacy in symptom reduction at each use according to embedded in-app analytics. Our impact is enhanced by qualitative reviews from children, young people and those who support them, as well as peer-reviewed clinically-validated studies.



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



## Impact In Detail



I am absolutely awestruck by this app. My anxiety and stress levels have dropped in just four days... It is empowering and genuinely useful



Anonymous Clear Fear User, 2025

### Efficacy



of activities result in reduced anxiety symptoms

### Resilience



of applicable Clear Fear users report that it reduces their need to seek help from a teacher, school counsellor or health professional

Statistics from embedded in-app analytics

## Anxiety Symptoms in % of children



Samele C, Urquía N, Edwards R, Donnell K, Krause N (2025) Evaluation of the Clear Fear Smartphone App for Young People Experiencing Anxiety: Uncontrolled Pre- and Post-Follow-Up Study, JMIR Form Res 2025;9:e55603, DOI: 10.2196/55603. Accessible at: <https://preprints.jmir.org/preprint/55603>



# 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, 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 any profit reinvested directly back into the charity.

## Summary of Opportunities

Partnership Tier	Recommended		
	Core Partner	Corporate Partner	Principal Partner
Annual Fee	£3,000	£5,000	£8,500
Key Benefits	Logo placement, partner badge, certificate, social and newsletter mentions	<ul style="list-style-type: none"> <li>Everything in Core, plus one staff seminar, partner spotlight, and priority social media support</li> </ul>	Everything in Corporate, plus an extra staff seminar, enhanced logo placement, and our Clear Fear for Schools programme implemented in a school of your choice

# Sponsor Clear Fear for Schools for a school of your choice

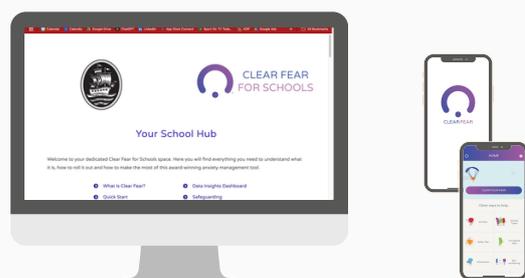
Included in our Principal Partner tier

Provide award-winning stress, anxiety and resilience support for every student at your local school

For less than £1 per student per year, you can bring our Clear Fear for Schools programme to your chosen secondary school.

A visible, tangible way to support your community and invest in your area, our programme teaches resilience and anxiety-management skills rooted in Cognitive Behavioural Therapy (CBT).

The programme includes psychoeducation modules, bespoke app access and a data insights dashboard for the school to track outcomes and spot mental health trends.



There is a massive need for schools to support students struggling with anxiety every day, but our teachers often struggle with time, resources, and even the expertise to provide the help every student needs.

Having a clinically validated resource like Clear Fear, which students can access instantly, will make a real difference. We're excited to start using it in our school to provide immediate, evidence-based support when it's needed most.



Amanda Collyer, Howard of Effingham School



I am absolutely awestruck by this app. My anxiety and stress levels have dropped in just four days... It is empowering and genuinely useful



Anonymous Clear Fear User, 2025

# Expert Mental Health Training

Included in our Corporate and Principal Partner tiers

Provide your colleagues 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 companies including:



➔ Commonly-requested 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

# Become an Official Corporate Sponsor

Included in our Core, Corporate and Principal Partner tiers

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:

- Receive wide brand exposure to a new and expanding audience across the UK and internationally
- Be associated with the UK's leading digital mental health charity for children and young people
- 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
- 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
- Certificate demonstrating your commitment to young people's mental health
- 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

32,000+

SOCIAL MEDIA FOLLOWERS  
ACROSS MULTIPLE PLATFORMS

5m

DOWNLOADS OF  
STEM4'S APPS

1m

NUMBER OF  
YEARLY WEBSITE  
VIEWS

1m

ESTIMATED NO.  
REACHED ON SOCIAL  
MEDIA FOR STEM4'S  
YOUTH MENTAL HEALTH  
DAY CAMPAIGN

36k

EMAIL  
AUDIENCE

# Donate and Fundraise

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



Select stem4 as your Charity of the Year



Make a one-off or regular donation



Organise a fundraising event

## What can you fund?

£500

Brings mental health support to 300 children and young people

£1,000

Helps prevent 160 incidents of self-harm via our Calm Harm app

£2,500

Hosts and maintains all 5 of our apps for an entire month, supporting over 21,000 children and young people

Donate and Fundraise



# 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



✉ [corporate@stem4.org.uk](mailto:corporate@stem4.org.uk)

🖱 <https://stem4.org.uk/>