

# CONNECTION WITH LOCAL CHARITY



## About the club:

- Barry Town United AFC
- Barry, South Wales.
- FAW Platinum Accredited Club
- 34 teams range from U7s through to senior women and men

## Why did the club to connect locally with a mental health charity?

The charity Mind in the Vale, was also looking to see how they could better tackle the stigma around men's mental health by launching a suicide prevention campaign, #ItTakesBallsToTalk, encouraging men to talk and ask for help.

The club embraced the approach and knew that they would be a perfect hub for the charity to undertake some important work with both their fans and players.

## Overview of activity/solution:

The club invited Mind in the Vale to attend a first team training session with the aim to discuss the services and support available whilst providing the players with a safe space to discuss their views on the stigma aligned to men and their mental health.

The players engaged in a variety of social media photos to help promote the campaign. This not only enabled both organisations to collectively push positive messages around mental health, it also positively highlighted the work the club does away from the pitch.

Due to the success of the first team session, the club extended the joint working and invited the Mind in Vale team to attend a first team game, knowing that their current fan base is typically males. The charity was able to have their own stall at one of the pre-season home games, where they could provide guidance and information to spectators throughout the game.

The dedicated fixture had great attendance. The clubs regular fan base bought into the concept and helped share the message via word of mouth. Post-game, positivity and awareness of Mind in the Vale continued to spread with interactions on the club's social media channels.

 mind in the Vale of Glamorgan

## What did the club achieve and how did they do it?

Due to the open-mindedness from the club, they now have a continued working relationship with the local charity.

Local residents have accessed guidance and support as part of the initiative.

Extensions to the current partnership which will explore how Mind in the Vale can provide information and guidance to the clubs younger players.

1. Have the right individuals together to discuss what both organisations do and can offer
2. Explore how future agreements could be made – are there others within your club who could benefit from what the other organisation can do
3. Event ideas decided and platform for event explored
4. Facility space secured, and content devised
- 5 Communication and logistics finalised for the event date and time

## TOP TIP

Try to be open minded when a new partnership approaches you - sometimes a partnership is more than an exchanging of monies. We knew our strengths - target males, guaranteed audience, space, location and this was exactly what Mind in the Vale were looking for. And for us, knowing that we could receive specialised support and guidance to help not only our players but our fans too was key.

For more info visit:

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