

**MORTAL
FOOLS**

MELVA

Sponsorship

Give the gift of mental health education through storytelling to primary school settings for an academic year.

"We believe that business can and should be a force for good; we know that all actions, big and small, can move the needle in a positive direction. That's why it's important for us to be able to support our local community by sponsoring resources like MELVA, that align with our values of supporting young people, overcoming disadvantage, and improving social mobility."

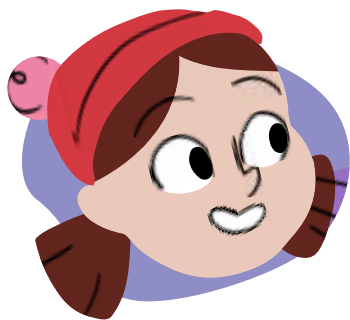
Hugh Welch
Senior Partner at Muckle LLP

Email
Rachel.Horton@mortalfools.org.uk
to discuss sponsorship opportunities

www.melva.org.uk



www.mortalfools.org.uk



Sponsor

MELVA

Opportunities
for Businesses
& Individuals

Businesses & individuals can sponsor MELVA & give the gift of mental health education through storytelling to primary school settings for academic year 24/25.

MELVA is an award-winning creative, web-based programme, created by creative learning charity Mortal Fools, designed to improve children and young people's knowledge and understanding of mental health and wellbeing.

It is delivered by teachers in primary school settings and with older young people in specialist provision.

Through creative storytelling, engaging characters, and practical activities, children learn alongside Melva about how to recognise, understand, talk about and manage their mental wellbeing and deal with their 'worrits'.

MELVA is available to purchase by individual schools for £750 – however, for many settings this is a financial barrier, due to very squeezed school budgets. By sponsoring MELVA, businesses remove the financial barrier and place effective mental health resources directly into the hands of the children who need it most.

For businesses passionate about ESG and evidencing corporate social responsibility, MELVA is a very tangible, measurable and high impact way, to demonstrate an investment in children and local communities.



Why Melva and why now?

As of November 2022, it is estimated that at least 1 in 6 children aged 7–16 are likely to have a diagnosable mental health condition... That's an average of 5 children per classroom.

It has never been more important for us to find new ways to talk to and teach children about mental wellbeing from an early age. The MELVA programme is doing just that and focuses on early intervention for children, using first aid strategies, communicated in a child friendly and accessible way.

With the ever-growing mental health crisis and with statutory services in such high demand, it is falling to schools to support children with their mental health, in place of trained mental health practitioners.

MELVA provides teachers with a ready to deliver, mental health education through storytelling intervention. MELVA is for all children, not just those who are struggling. It focuses on teaching children the basic skills and understanding they need to keep themselves well, whatever challenges they might face in the future; supporting them to develop resilience pathways and positive emotional responses and relationships.

Evaluation Framework & PERMA™ Framework

MELVA is underpinned by an evaluation framework that happens continuously when engaging with the programme. The framework we use is PERMA™.

The PERMA™ Framework is a model developed by Dr Martin Seligman and the studies in Positive Psychology to represent the presence of wellbeing. “Wellbeing” can be a nebulous concept, challenging to measure and quantify. It means different things to different people – there are many different routes to a flourishing life. However, the PERMA™ model provides a clear guide to help us create conditions in classrooms which the research indicates best supports flourishing.

PERMA™ is an acronym of five building blocks that enable flourishing: Positive Emotion, Engagement, Relationships, Meaning, and Achievement

By tracking specific indicators from start to end through MELVA engagement, we can also demonstrate that our activities increase the presence of each of the five PERMA™ building blocks. By collecting data to monitor the presence of each PERMA™ building block we can measure the type of contribution that participating in MELVA is making to children’s lives and use this data to tangibly demonstrate that your MELVA sponsorship actively contributes to nurturing young people and supporting their wellbeing.

“The content especially resonated with pupils who normally do not verbalise their needs.”

MELVA Sponsored School

The offer to sponsored MELVA settings:

- Access to MELVA online portal via individual school log in.
- All the different MELVA programmes – including a series of animations, a feature film in 5 episodes, a choose your own adventure game and new for 24/25 MELVA book; each with wrap around activities and lesson plans. Each programme element is designed to be delivered over 8 lessons and adapted for different age groups.
- A bank of extension activities and themed assemblies.
- The MELVA Teacher Area, housing all necessary resources, suggested delivery plan, evaluation documents and admin guides.
- A simple evaluation report at the end of the year produced by Mortal Fools (subject to proper and full completion and submission of evaluation requirements).
- Introductory sessions to support the implementation of MELVA in school.
- Digital Teacher CPD Sessions on Emotional Resilience and Managing Difficult Conversations.
- Bookable 1:1 surgery slots with the MELVA team across the year.
- Facilitated conversations with other schools using MELVA to discuss your experiences and common issues arising around mental health and wellbeing in schools.
- Access to support via Mortal Fools Team on email and phone to support effective delivery.
- Communication resources to enable teachers to introduce MELVA and the intervention to colleagues, parents/carers, governors and Local Authorities.

Key Features of MELVA as experienced by schools

"We feel like we know the 5 ways to wellbeing well now. We have had a lot of fun learning about them too!"

Pupils from a MELVA sponsored school

- **Child-friendly language** enables open conversations about worries and anxiety in a way that doesn't feel daunting or exposing and gives young people and adults a shared language.
- **Opportunity to play and get creative;** neuroscience is clear that learning happens more quickly and more effectively when we're having fun. MELVA is a lot of fun!
- **Engaging storytelling** supports young people to learn through fictional characters and apply this to their own life, helping them to self-reflect and develop empathy.
- **Practical activities** which focus on early intervention teach children effective self-management techniques to be able to manage their physical and emotional responses before they become a significant problem.
- **Repetition and reinforcement** of key learning through different stories and approaches consolidate learning whilst keeping children engaged.
- **Fun and silly characters** make learning fun, which not only supports wellbeing through providing positive social experiences, but also increases children's capacity for learning.
- **Learning opportunities for teachers,** ready-made resources, and chances to connect with other Melva schools help school staff feel supported through the process of tackling mental health topics in school.



Headline Stats & information

"Children engaged well and they really enjoyed MELVA; they opened up about their emotions too."

MELVA sponsor school

- MELVA was used in just over 75 settings across academic year 24/25 and benefitted over 5000 children.
- 800 children were able to access MELVA thanks to business sponsorship from the likes of Ryder Architecture and Muckle LLP.
- MELVA has won and been nominated for awards in the education and culture sectors.
- MELVA has featured in National publications such as The Guardian, Head Teacher Update, The Educator Magazine, Teach Primary and Teach Wire. And regional publications such as North East Times, Newcastle Law Magazine and Northern Insights Magazine.
- MELVA is recommended by regional Public Health teams, NHS Children and Young People's Mental Health Coalition, NHS England – North East and Yorkshire, Schools North East and National children's mental health charity Beyond.
- In MELVA each PERMA™ pillar is scored 1–5 and with MELVA schools we are seeing individuals increase wellbeing scores by between 0.5–1.7 per person (e.g. a young person scored 2 for positive emotion at beginning of programme and progressively scores higher as they progress towards the end of the programme).
- Sponsored settings are onboarded in the Autumn term, Spring term focuses on delivering the MELVA programme with young people and Summer term is all about embedding learning, evaluating impact and schools continuing usage and planning for the next year.
- Some settings use MELVA with smaller targeted intervention groups, some with whole classes and others are taking a whole school approach. The programme is flexible, and teachers are empowered to use it in a way that suits the needs of their young people.
- Representatives from MELVA schools have the opportunity to attend teacher CPD events and ongoing programme support from Mortal Fools. We have successfully built a community of MELVA educators and we are holding space to discuss young people's mental health and wellbeing.



Melva's Impact

Impact map for children

Long Term Outcomes

Reduced absences from school

Reduced referrals of children to statutory services e.g. CAMHS

Reduction in the number of permanent exclusions

Improved educational attainment



Activities

Feature Film

Storytelling Game

Learning about mental wellbeing, especially recognising anxiety

Practical Self-Management Strategies

Practical peer-support strategies

Second Level Outcomes

Improved feelings of safety, support and security in school

Reduced instances of challenging behaviour, including bullying

Improved quality of friendships and social skills

Improved emotional resilience and feelings of hope, capability and confidence

First Level Outcomes

Children more able to regulate their emotional state

Improved participation in group activities

Children more able to identify and understand big emotions

Children more able to express themselves and their needs

Children more engaged in learning



Activities

Training in resilience and mental wellbeing for self

Training to use Melva Programme and resources

Training in managing vulnerable & challenging behaviour and conversations

Learning how to use creative tools to support mental wellbeing

Impact map for teachers/practitioners

Initial Outcomes

Increased awareness and understanding of mental wellbeing needs of self

Increased awareness and understanding of mental wellbeing needs of children

Increased ability to respond to mental wellbeing needs

Common language to have structured and safe conversations about challenging topics

Long Term Outcomes

Reduced time spent dealing with challenging behaviour

Reduced stress of staff, sick leave and TA cover

Reduced referrals of children to statutory services e.g. CAMHS

Improved relationships and cohesion across school community



Sponsor MELVA

By the end of academic year 23/24 MELVA will have reached and supported 5,000 young people; nearly 800 of those were only able to access MELVA thanks to one of our business sponsors.

Schools access the MELVA programme through annual licences, which can be gifted by businesses and individuals as part of their ESG commitments. Sponsorship of the MELVA programme supports children at a developmentally critical age to teach effective wellbeing strategies and build emotional resilience.

Sponsorship from businesses will help us continue to grow MELVA, getting this high impact resource into the settings that need it most.

We believe businesses must go further and faster, to build a better world for the future workforce and to unlock crucial and urgent support for children and young people in our communities and networks. **For businesses, Melva is a very tangible, measurable and high impact way to make a difference.**

MELVA is an immediate investment into the development of foundational life skills, that can enable positive, fruitful lives of children and in the longer term, resilient teenagers and adults that can cope with the realities of the contemporary world.



Costs:

For settings, the cost of the programme can be prohibitive in the contemporary landscape of ever-changing school budgets, sector cuts alongside increasing children's needs and worsening mental health.

Cost per licence is **£750** per setting (each setting can use it with as many young people as they want to) and a licence length is one academic year. Schools can then renew after the first year for **£600** per setting.

Businesses tend to sponsor schools for a year, and then either the school picks up the renewal cost for future years or some businesses choose to sponsor again for a second year.

You can gift MELVA with settings in mind or team Mortal Fools can work with you to identify settings to gift to.

- 1 school - **£750**
- 5 schools - **£3563** (5% discount included)
- 10 schools - **£6750** (10% discount included)
- 15 schools - **£10125** (10% discount included)
- 20 schools - **£13500** (10% discount included)

Because settings are each using the MELVA programme differently in their settings, it is hard to predict reach. However, a good guide is for 5 schools sponsored, a business can expect it to benefit just over 400 children.

"Sponsorship from compassionate and civic-minded businesses enables us to remove significant barriers for schools to access MELVA, placing effective mental health resources directly into the hands of the children who need it most. The more businesses like this we work with, the more children we can reach. We would love more businesses to invest in Melva, so we can reach even more young people!"

Kiz Crosbie
Mortal Fools CEO & Artistic Director

The Sponsorship Offer

"We can do things that are brave. Being brave is something we can control. It doesn't just happen to us. Being brave is good for you. Afterwards you get a good feeling."

Pupils from a MELVA sponsored school



"Melva has never been more relevant, it tackles issues of anxiety, confidence and mental health in an imaginative and engaging way, and we were delighted to have been able to sponsor the programme."

Richard Wise
Partner from Ryder Architecture

MELVA sponsorship also secures a range of activity across the period of sponsorship:

- A mention in at least one press release across the period of sponsorship to highlight the Sponsor's support of the programme. If sponsorship is for multiple settings at scale, Mortal Fools will issue a press release focused on the individual sponsor.

Example of a MELVA sponsorship news feature.

- Thank you and logo inclusion in our annual Mortal Fools Impact Report – this asset is shared throughout Mortal Fools network, mailing lists and at events.
- Logo inclusion as a business supporter on MELVA website and Mortal Fools main website.
- Social media thank you for sponsorship across Mortal Fools channels.
- Championing support of the programme at relevant advocacy events.
- Invites to Mortal Fools events and training/webinars.
- Interim and end of sponsorship evaluation and impact reports. This will include one case study of a sponsored school, basic usage summary and evaluation data.
- A relationship manager who will check in once a quarter and look after you as an important member of our Mortal Fools community.
- Opportunities to speak at, contribute to and have brand activation at Mortal Fools events (if appropriate).

Next steps...

By sponsoring MELVA, you can play an active role in supporting children's wellbeing during the mental health crisis and get MELVA: Mental Health Education Through Storytelling into the hands of new settings who will benefit from the wonderful world of Melva Mapletree.

Our MELVA sponsorship relationship manager is Rachel Horton – feel free to get in touch via email to discuss sponsorship opportunities:

Rachel.Horton@mortalfools.org.uk



"I can now try new things (even if they seem scary or tricky)."

Pupils from a MELVA sponsored school

"We loved Feggis da best! We learned ways to calm ourselves. We are going to try more noticing strategies to help us be in the present."

Pupils from a MELVA sponsored school



About Mortal Fools

Mortal Fools are a theatre, drama and creative learning company supporting children and young people (7 years – 25 years) across high impact creative interventions, projects and regular youth theatre groups.

All work focuses on engaging, enabling and empowering young people, enhancing wellbeing and cultivating employability and emotional development.

Mortal Fools work with a wide variety of children and young people- many with intersectional needs and/or experiencing mental health challenges, in schools, youth settings and communities.

Bye for
now!



- We also deliver communications and leadership training via [our CONNECT training programme](#) to businesses, third sector organisations, teams, and individuals. All income goes back into our work with children and young people.
- You can get to know Mortal Fools work by downloading our Impact Report: [Impact Report 2022/23 is available to download now!](#)
- Sign up to Mortal Fools mailing list to find out about future events and creative happenings for young people via: mortalfools.org.uk/mailling-list



www.mortalfools.org.uk