

**MORTAL  
FOOLS**

# Support MELVA

Children's Wellbeing Education,  
through storytelling

An opportunity  
to create lasting  
social impact  
by investing  
in children's  
wellbeing.



Email [melva@mortalfools.org.uk](mailto:melva@mortalfools.org.uk) to  
discuss partnership opportunities

"It helped me to  
recognise my emotions  
and understand my feelings.  
I think all children should  
get the chance to do MELVA."

Year 6 Pupil

[www.melva.org.uk](http://www.melva.org.uk)

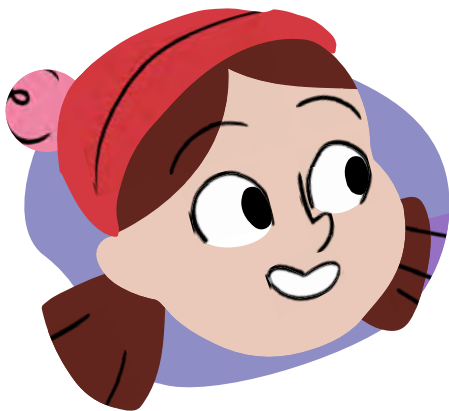


[www.mortalfools.org.uk](http://www.mortalfools.org.uk)



# Teaching children the MELVA motto...

→ **Brave** isn't how you feel,  
it's what you do



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"As a business, we're committed to helping young people to progress and thrive by supporting education initiatives in the communities in which we work. MELVA has never been more relevant. It tackles issues of anxiety, confidence and mental health in an imaginative and engaging way, and we are delighted to be supporting the programme for a second year."

Richard Wise  
Partner from Ryder Architecture



# Introduction to MELVA

**MELVA is an award-winning, creative, digital programme, using engaging storytelling, fun characters, and practical activities to improve children and young people's knowledge and understanding of mental health & wellbeing whilst teaching effective self-management techniques.**

MELVA provides a user-friendly, early intervention and prevention approach, designed to be used by schools with primary school aged children, and older students in specialist settings.

So far MELVA has helped thousands of children develop better emotional understanding, resilience, and the confidence to talk openly about their feelings.

"Support 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 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



You can help  
us reach even  
more children by  
supporting MELVA!

# Why Melva and why now?

**As of 2024, suicide is now the leading cause of death in children and young people and at least 1 in 5 children aged 7–16 have a diagnosable mental health condition... That's an average of 6 children per classroom.**

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.



"We are delighted to have been able to support Mortal Fools through its MELVA programme for a second year. The work they do in encouraging young people to increase their knowledge and understanding of mental health and connect with a language enabling them to talk about this openly is extremely important and is something we wholeheartedly support through our grant funding here at Muckle."

**Nicola Leyden**  
Director of HR at Muckle LLP

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

**By investing in MELVA, you are playing an important part in helping tackle the children and young people's mental health crisis and supporting the skills development of the future workforce.**

**Watch High Spen Primary School case study video**



This short video captures their experience using MELVA as a school only able to access the programme thanks to a business gifted licence.

# Support MELVA

**Businesses & individuals can give the gift of mental health education through storytelling to primary school settings for an academic year.**

By financially supporting MELVA, businesses are helping place effective mental health resources directly into the hands of the children who need it most amid the mental health crisis.

**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.**



"The children really look forward to the session each week. The children have developed their emotional resilience and now understand a range of strategies to help them to understand and manage their emotions."

Primary School  
Head Teacher

## Headline stats & information...

### As of August 2025:

- **150 unique settings** and over **11,000 children** have accessed and benefited from MELVA since its launch.
- **17 schools** and approx **1,750 children** have engaged with MELVA thanks to our business supporters.
- **Average +94% improvement** in children's understanding of mental health and wellbeing topics.\*
- **Average +99% improvement** in children's knowledge of practical tools and techniques to manage and maintain their mental health and wellbeing.\*
- MELVA has won and been nominated for awards including The North East Culture Awards 2022, The Northern Cultural Education Awards 2024, The National Children & Young People Awards 2025 & Children & Young People Now Awards 2025.
- 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, Bdaily and Northern Insights Magazine.
- MELVA has been profiled at regional and National conferences across various sectors – including education, wellbeing, creative health, youth and many more!

*\*Evaluation data provided by schools across academic year 2023–24*

# MELVA Overview

**Trusted by hundreds of schools and thousands of children across the UK...**

MELVA is a proven, fun and impactful way for teachers to work with whole classes, addressing wellbeing issues before children reach crisis point, reducing referrals to over-stretched statutory services.

MELVA is facilitated through creative and practical activities, with an emphasis on learning by doing and equips children with tools for life. The programme is for all children, not just those who are struggling, teaching children the basic skills and understanding they need to keep themselves well, whatever challenges they might face in the future, supporting the development of resilience pathways and positive emotional responses and relationships.

**The resources and evaluation tools are rooted in ratified and recognised well-being research, such as the PERMA framework and the NHS 5 steps to wellbeing.**



"The children are now more able to discuss their wellbeing. The class really benefited from taking part"

Primary School Teacher

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

Pupil

Neuroscience is clear that learning happens more quickly and more effectively when we're having fun.

**MELVA offers schools a comprehensive, high impact intervention that is:**

- Proven to work
- Ready-made
- Simple to use
- Aligns with the curriculum
- And, most importantly... is loads of fun!





# The MELVA Offer To Schools

**MELVA schools 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 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.



**A funded MELVA licence lasts for one academic year.**

"We are delighted to support Mortal Fools and their Melva programme. As parents ourselves, we recognise the importance of giving children the information they need to be able to manage and understand their emotions, and to be able to support a North East based charity doing this, is fantastic."

**Roya Talai**  
Owner at Sorella Sorella

## A MELVA licence gives access to:

- All MELVA programme areas and resources, housed in one easy to access online portal.
- Comprehensive Teacher CPD training, practice sharing opportunities and materials to support staff.
- Pupil and staff evaluations to evidence impact, including a summary report at the end of the academic year.
- Flexible, easy-to-use resources that align with RSE/PSHE curriculum objectives, and can complement wider wellbeing initiatives such as Thrive.
- Termly newsletters and opportunities to connect with other MELVA schools.
- Ongoing support from the MELVA team, including 1:1 surgery slots and a dedicated MELVA email.



"Best PSHE I've ever taught!"  
Primary School Teacher

# Overview of the MELVA programme areas:



## Introducing Melva

**Recommended for:**  
**Key Stage 1**

A collection of simple, standalone activities featuring characters, themes and settings from the MELVA world, suitable for Key Stage 1 and designed to help develop early stages of emotional literacy.

## Explore Scratchicle Town: Animation Series

**Recommended for:**  
**Year 3 +**

This programme is designed to give students a basic introduction to the 5 key steps for improving and supporting your mental wellbeing.

## Melva's Mountain Adventure: Digital Theatre Film

**Recommended for:**  
**Year 4 +**

This programme is designed to delve into more detail about mental health and wellbeing, specifically focusing on worries and anxiety, and self-management techniques.

## The Quest for Barnabas Boggle: Online Game

**Recommended for:**  
**Year 5 +**

This programme focuses on positive decision-making and encourages pupils to explore how their relationships with others can affect their mental wellbeing.

## The Melva Book: Illustrated Novel

**Recommended for:**  
**Year 6 +**

This programme combines RSE/PSHE with literacy, comprehension and oracy, as it is facilitated through an illustrated MELVA novel.

## Bonus Materials:

The online MELVA portal also contains a bank of additional resources which can be easily implemented to support a whole school approach to wellbeing, including:

- Mindfulness and self-regulating techniques
- Themed assemblies
- Classroom display resources
- Communications pack for staff and parents/carers.

"The children love Melva. The format is engaging, it's attractive, and it explores topics like anxiety in a relaxed and fun way!"

Deputy Headteacher



# Show Your Social Responsibility Through MELVA Investment

By the end of academic year 24/25 MELVA will have reached and supported 11,000 young people with 1750 of those only able to access MELVA thanks to business support from the likes of Muckle LLP, Ryder Architecture, Sorella Sorella, Square One Law and Womble Bond Dickinson.

**By supporting MELVA, you will help us continue to increase the number of schools using MELVA, getting this high impact resource into 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. MELVA is an immediate investment in 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.

MELVA is a very tangible, measurable and high impact way for businesses to make a difference in the lives of children at a developmentally critical age, teaching effective wellbeing strategies and building emotional resilience whilst demonstrating ESG commitments.



"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

# Gifting MELVA in action

**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.**

We are only able to offer MELVA as a free resource to schools thanks to the funding we secure as a children's charity and business support.

**Cost per licence is £1000 per setting** (each setting can use it with as many young people as they want to) for one academic year. After that year, businesses can choose to support for another year and if not, Mortal Fools or the school may be able to fundraise to cover the licence fee.

Businesses can gift MELVA with settings in mind or team Mortal Fools can work with you to identify settings/a locational area to gift to (e.g. We are currently looking for business supporters for the Tees Valley area).



"Now more than ever, supporting young people's mental health is absolutely crucial, and Mortal Fools is leading the way with their innovative Melva programme. We're happy to play a small part in helping to bring Melva to local schools - by using storytelling to teach practical wellbeing techniques, they make mental health accessible and engaging for children."

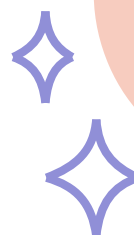
**Maria Brooks**  
Director of Operations at Square One Law



## Examples of business support we currently have in place:

- **Business #1:** Supports multiple settings across the North East and wider North that either has significance to their staff team or is in close proximity to their regional offices.
- **Business #2:** Supports a cluster of Stockton schools funding a hyperlocal pilot project.
- **Business #3:** Supports a Tees Valley school that is near their office.

# Championing & Celebrating Your MELVA Support



**In recognition of your MELVA support, your business will benefit from a suite of valuable opportunities, including:**

- A mention in at least one press release across the period of support to highlight programme investment. If sponsorship is for multiple settings at scale, Mortal Fools may issue a press release focused on the individual sponsor.
- 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 across Mortal Fools channels.
- Logo inclusion on materials at MELVA advocacy events.
- Invites to Mortal Fools events and training/webinars.
- Interim and annual impact reports; this will include 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.



"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



# Next steps...

By supporting 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.

If you'd like to connect with the MELVA team to chat about supporting the MELVA programme, email: [melva@mortalfools.org.uk](mailto:melva@mortalfools.org.uk)



# About Mortal Fools

**Mortal Fools is an award-winning creative learning charity based in Ashington, Northumberland supporting young people aged 5–25 to develop their mental health & wellbeing, life skills, employability and creativity. We work in community settings, schools, and youth settings.**

Our priority is supporting and including children, young people, and communities who are disempowered or facing barriers. Most of the young people we support are neurodivergent, have social, emotional & mental health challenges and are experiencing deprivation.

**Sign up to Mortal Fools mailing list to find out about future events and creative happenings for young people.**



**You can get to know Mortal Fools young people's work:**

**Download our Impact Report 2023/24**



We also deliver communication, presentation skills 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.**

**Download our CONNECT brochure to find out more...**



[www.mortalfools.org.uk](http://www.mortalfools.org.uk)