

**Every
life
matters**
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Corporate Fundraising

Ways to support us



Suicide is everyone's business

Suicide remains the biggest killer of men and women under 35 and thinking about suicide in response to challenging life circumstances is still prevalent in our society. Despite being such a significant cause of early death, stigma means we still struggle as a society to talk openly about suicide, and many of those living with thoughts of suicide still struggle to reach out for help when they need it most.

1 in 15 people will have thoughts of suicide in any given year.

1 in 4 people will have thoughts of suicide in their lifetime.



Cumbria has some of the highest suicide rates in England. Despite being preventable, there were 66 suicides registered in the county in 2024 – the equivalent of six full football teams. On average, someone in Cumbria takes their own life every five days. Each of these deaths is an individual tragedy, leaving a profound impact on families, friends, workplaces, and communities across the county.

Established in 2019 in response to the ongoing high levels of suicide in Cumbria, Every Life Matters aims to reduce our county's suicide rates through education, training, campaigning and starting conversations about suicide across our local communities. And we aim to ensure that individuals, families and communities bereaved and impacted by suicide get the services and support they need, when they need them.

Join us in this mission.

Every Life Matters

Since 2020 we have delivered over 25,000 suicide prevention training places in Cumbria, including our Suicide Safer Schools programme.

Find out more:



Make a difference

There are many ways your company can support us – from hosting a fundraising event or choosing us as your Charity of the Year, to making a one-off donation or sponsoring one of our vital projects and events. Every pound you give helps us save lives and support those affected by suicide in Cumbria.

Your donations fund

- Evidence-based **suicide prevention training** programmes, delivered at scale across Cumbria.
- Our **Suicide Safer Schools Programme**, creating whole school approach to suicide prevention.
- Distribution of exemplar **digital and physical suicide prevention resources**.
- **Campaigning across our communities** to encourage help seeking and shine a spotlight on the role we can all play in preventing suicide.
- **Connecting and collaborating** with people and organisations that want to make a difference, to get conversations about suicide started at a grassroots level.
- **Engagement with local leadership** and positively challenging public institutions to aim higher on suicide prevention.
- **Providing high-quality emotional and practical support** to individuals and families in the early stages of loss through suicide.
- **Connect suicide bereaved people** together through Peer Support Groups and Online Networks
- **Advising and supporting** communities, organisations and schools impacted by suicide



Where does your money go?

- £500** funds 100 self-harm safe kits for young people in schools
- £1000** pays for 5 families to receive suicide bereavement support
- £2000** funds suicide prevention training for all staff and 3 year groups of pupils at a local secondary school
- £15.000** pays for 1,000 Cumbrians to receive suicide prevention training

Corporate partnerships

Charity of the Year

Choosing us as your Charity of the Year offers a unique opportunity to show your company's commitment to making a huge impact locally. By partnering with us, you will help create suicide safer communities and reduce the stigma surrounding suicide.

Whether this is for one year or as part of a wider CSR strategy, we can support all fundraising events, but also offer a wide range of Suicide Prevention and Postvention and Mental Health in the Workplace training for your workforce in return.

We'll support you with:

- A dedicated fundraising manager
- Fundraising toolkits and event ideas
- Resources and assets
- In-house training



Support a specific event

Choose to fund a project that resonates with your organisation's values.

You can support events such as:

- Stride Against Suicide
- Annual Spring Suicide Prevention Conference
- Autumn Seminars

Fundraising with your team

Organising a charity fundraiser at your company is a fantastic way to bring employees together for a meaningful cause. By hosting events and organising challenges, you can create a sense of community and shared purpose among your team.

"With Cumbria having such a high level of suicide, it is very important that we help support the great work that this charity is doing through the power of our colleagues and customers."

Jonny Birdsall, Manager of Tesco Whitehaven

Corporate donations

None of our work would be possible without the generosity of sponsors. Donating on behalf of your organisation helps us in our mission to create a Suicide Safer Cumbria and to support those left behind.

Payroll giving

Payroll Giving is one of the simplest and most sustainable ways to support suicide prevention. Employees can donate directly from their salary before tax – making every gift go further.

Raise awareness

Not all support has to be financial. Help break the silence by making suicide prevention part of your workplace culture. You could:

- Host Suicide Awareness talks or lunch & learns.
- Share our campaign materials
- Observe World Suicide Prevention Day (10th September) together.

Contact us

Please get in touch for any ideas, support or advice you might need.

We are happy to help you from start to finish.

Please contact Jessica Montgomery at: Jessica.montgomery@every-life-matters.org.uk





Stride Against Suicide

This annual event is not just a run or walk; it is a powerful movement to raise awareness and funds to reduce suicides in Cumbria. By sponsoring this event, you make a significant impact on our community and help to save lives.

Find out more:



"The most thought provoking, space holding, informative and important day that will stay with me for a very long time!"

Suicide Prevention Conference

Last year, over 200 delegates came together for a full day of inspirational speakers and workshops—each aimed at giving participants practical skills, knowledge, and resources to help prevent suicide. By sponsoring, you can actively help to create a Suicide Safer Cumbria

Find out more:



Our training offer



More employers now understand the benefits of having explicit strategy underpinning suicide prevention and postvention (responding to an employee suicide) alongside their existing employee mental health and wellbeing strategy. We can advise your organisation, big or small, on practical steps to become suicide safer, using a range of toolkits, training programmes and readily available resources.

Our offer includes:

- Suicide Prevention Training
- Mental Health Training
- Responding to an employee suicide Training
- Developing inhouse suicide prevention campaign
- Review following an employee suicide
- Individual and group support after an Employee Suicide
- Developing a suicide prevention and employee suicide response strategy

Download our full Employer Programme:



We are a leading UK provider of Suicide Prevention Training across the public, private, education and third sectors. Our trainers excel at empowering people to gain the skills and knowledge to make a difference, to potentially save a life.

Contact our training team today at training@every-life-matters.org.uk

"The training really equipped me to feel more confident in my own ability to handle situations where I have to speak about someone's mental health or how they want to kill themselves. I couldn't have done this before the training but now I feel like I can easily handle these types of situations!"

Some organisations we have trained:





 www.every-life-matters.org.uk

 [everylifecumbria](https://www.instagram.com/everylifecumbria)

 [EveryLifeCumbria](https://www.facebook.com/EveryLifeCumbria)

Every life matters ...

Registered Charity No. 1180815