



**Impact update**  
October – December  
2016

# Update from our CEO

Welcome to our final Impact Update of 2016. It was a momentous quarter for our organisation, with the launch of our new brand identity, website and our first ever national fundraising campaign - Hats on 4 Mental Health.

We launched our mental health and wellbeing campaign in October, which was very well supported by you, our industry. As you might know, one in three people will experience mental health problems at work, which means over 260,000 people in the automotive industry will face these challenges at some point in their lives. As a direct result of our campaign we saw a 50% increase in the number of people seeking our support with mental health issues. Your participation in the campaign raised over £11,000 which will be invested in our services to help people in our industry.

The Ben Ball took place in December and was attended by over 850 guests and raised a fantastic £204,000. At the event we announced 2017's Industry Leader Challenge. Jeremy Hicks, MD of Jaguar Land Rover UK, and a team of 12 intrepid swimmers will cross the English Channel to raise funds for Ben. This follows on from Marshall Motor Holdings CEO Daksh Gupta's skydive last year, which raised £151,000. We wish Jeremy and his team the best of luck with their training and would like to thank them wholeheartedly for their support.

Throughout the quarter we were extremely grateful for all the support we received from you, our automotive industry. Thank you to everyone who got involved, donated and raised awareness of our work. It's because of you that we can carry on providing vital support services to colleagues working in the automotive industry.



**Zara Ross**  
Chief Executive Officer

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# 83%

**Proportion of people seeking help who are of working age.**

# Reasons people contacted Ben for help...

665

Enquiries to the support team

Total health & wellbeing

52%  
Financial



20%  
Mental



18%  
Physical



10%  
Social



# Focus on mental health...



20%

Mental health enquiries

Percentage of mental health enquiries rose by

↑ 50%

This quarter we focused on promoting awareness about mental health and wellbeing. This means we helped people like Andrew...

## Andrew's story

**Andrew, an 18 year old apprentice mechanic, had a history of depression and anxiety and had lived alone in a supported hostel since leaving home at 16. He enjoyed work and felt settled in his role until he sustained a back injury which meant he was off work for three months.**

This time off work put Andrew's apprenticeship in jeopardy as it wasn't certain if he would be able to return to his role after the three month period. Andrew was already living on a low income which had further decreased due to him taking time off. He had accumulated rent and council



tax arrears which were causing him a lot of stress and he was concerned about his mental health challenges returning.

Ben was able to help him communicate with his landlord and they agreed that Andrew could pay off his rent arrears in smaller monthly payments. Ben also helped Andrew negotiate a similar agreement to pay off his council tax arrears. In addition, Ben encouraged Andrew to communicate with the college about his apprenticeship which made him aware of the options if he wasn't able to return to his current placement. The support Ben gave Andrew also enabled him to reach out to various local support groups so that he had a network to go to if he felt he needed more emotional support in the future.

Andrew began to feel less anxious and was no longer concerned about his mental health challenges returning.

# Engagement with the industry...



The Payroll Giving team:

**148**

Dealerships visited

**748**

Presentations delivered to employees

**2,761**

Industry people seen

**£26k**

New payroll pledges

Thank you to everyone who signed up.

## Ben's training team worked in partnership with TrustFord and:

Delivered Mental Health awareness training to over

**600 + 1,551**

Managers

Colleagues

**99%**

of attendees found the training useful

**65**

Sites visited in England, Northern Ireland and the Channel Islands



# Fundraising events...

## Hats on 4 Mental Health

10 November '16



**90**

Companies  
participated

**£11k**

Raised

**1 in 3**

Will experience mental  
health challenges at work

Thank you for helping us to raise funds and awareness.



# Coming soon...

At the Ben Ball 2016 we announced the new Industry Leader Challenge - Jeremy Hicks, MD of Jaguar Land Rover UK. Jeremy will be swimming the English Channel, along with 11 of his colleagues in a two team relay in August 2017. This will be directly supporting our physical health and wellbeing campaign.



**12**

**Swimmers**

**21**

**Miles**

**£160k**

**Fundraising target**

[www.justgiving.com/JLRchannelswim](http://www.justgiving.com/JLRchannelswim)



# Thank you.

**Enquiries 08081 311 333**  
**[www.ben.org.uk](http://www.ben.org.uk)**

 /BenSupport4Auto  
 @BenSupport4Auto

Ben - Motor and Allied Trades Benevolent Fund, Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). Registered with the Homes and Communities Agency (no. LH3766).

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**Support for life**