



*The MEND Programme is playing a crucial pioneering role in the fight against obesity – one of the greatest health threats currently facing the UK population and economy, and costing the nation an estimated £7.4 billion per annum.*

## How We Can Help You.....

Sponsoring the MEND Programme will give your company the chance to make a *real* difference to the lives, health and emotional well-being of obese and overweight children and their families. It will enhance your corporate reputation and brand image by virtue of being seen to make a meaningful contribution to an urgent social and health crisis facing the UK.

Given present trends, obesity will soon surpass smoking as the greatest cause of premature loss of life in the UK. This is because obesity is known to lead to a number of serious and harmful illnesses, including cancer, diabetes, hypertension and depression. In addition, obese children are much more likely to suffer from bullying and psychological problems, including binge eating, low self-esteem and low self-confidence, isolation and humiliation.

Everyone is talking about the incidence and effects of obesity on society, but few offer effective solutions. *MEND offers such a solution!* The Programme is not a quick-fix. Rather it builds the foundations for healthy living – for life. It is multi-disciplinary, incorporating nutritional and dietetic education, practical behavioural change techniques and fun exercise – all catalysed by the group learning format for both children and their parents. It takes place over 18 two-hour sessions – typically twice per week. It is credible, tested and supported by highly esteemed professional and medical bodies, including the Institute of Child Health and the Department of Health.

Louise Diss, Director of The Obesity Awareness & Solutions Trust has this to say about MEND: "The MEND Programme offers a holistic approach to the issues of overweight and obesity. It is about empowerment, putting the child at the centre of a range of ways of making life changes, in terms of physical activity, food and nutrition and personal development issues such as self-confidence and self-esteem. The family-based approach ensures that key messages are also taken back to the home. Most importantly it is a fun programme that promotes inclusion and self-determination, it is about long-term solutions."





### **Corporate Sponsorship Opportunities:**

- Sponsorship of one or more specific MEND Programmes that suit your company profile e.g. in specific areas, for particular sectors of the population, full or partial (such as catalysing local partnerships or leveraging funding in a local area)
- General philanthropic donations to further MEND's outreach efforts
- Furthering research into paediatric obesity, currently at the Institute of Child Health
- Sponsorship of MEND educational materials, venue hire or training sessions
- Publication of jointly authored reports
- Merchandising

### **Benefits to You as the Sponsor:**

- Enhance your brand image by making a meaningful contribution at a grass-roots community level to a pressing national problem
- Receive positive media coverage and valuable PR opportunities
- Foster direct and positive links with local communities in which you operate and improve your image as a “good neighbour”
- Use written reports specifically addressing your corporate circumstances produced by MEND to increase your stakeholders' knowledge of the obesity crisis and what you are doing about it – employees, management, shareholders and customers
- Demonstrate your company's commitment to delivering on its corporate social responsibility agenda in a way that also has significant potential commercial benefits
- Increase brand awareness in key target markets – MEND's target audience is children aged 7-12 and their parents
- Add value to marketing campaigns by providing the potential for increased sales and profits
- Enhance your understanding of how to position your products appropriately for greatest commercial and social impact
- Network with other companies focussed on the healthy eating and obesity agenda and gain a platform for linking with local authorities, government departments (particularly DoE, DoH, DCMS, ODPM) and other stakeholders
- Facilitate staff involvement in volunteering activities e.g. running MEND Programmes
- Improve your business environment by using the skills and knowledge gained through an association with MEND to promote healthy and productive lifestyles

If you would like to learn more about MEND and discuss specific ways that you can get involved in sponsoring us, please contact Ulla Stauch, MEND's Development Director.

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***We look forward to partnering with you on this important and worthy cause.  
On behalf of all the disadvantaged and obese children who will benefit so greatly  
from MEND, we thank you!***