



The Mind Tree Café CIC

Not for profit.

**A Holistic Mental Health and Wellbeing Community
Project.**

Corporate Sponsorship Pack.

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Welcome & Introduction –

The Mind Tree Café is a vibrant community hub dedicated to enhancing wellbeing through a holistic approach. Located in an accessible and welcoming environment in rural Wiltshire, Rowde, we address issues of isolation while building community connections.

The Mind Tree Café is proudly registered as a Community Interest Company (CIC) not for profit — a legal structure in the UK created specifically for organisations that want to operate as a business while making a positive impact on society. Unlike a traditional private company, a CIC exists to benefit the community, not private shareholders. It is driven by purpose, not profit. This means any surplus income is reinvested directly into the organisation's mission — in our case, improving mental health, wellbeing, inclusion, and access to support for all members of the community. CICs are regulated by the Office of the Regulator of Community Interest Companies, ensuring accountability, transparency, and that all activities align with a clear community benefit statement.

At the heart of our project is our community cafe which serves as a vital hub for connection and support within the community. This café not only provides a welcoming atmosphere for social interaction but also creates opportunities for individuals returning to the workforce to gain valuable skills and experience.

We offer low-cost counselling, designed to benefit individuals who might not otherwise have access to these essential services due to financial and practical constraints. By providing affordable counselling, we aim to alleviate pressure on the NHS and other charities that are struggling to meet the growing demand for mental health support.

In addition to our counselling services, The Mind Tree team offers room rentals, hosts community events, and manages a tranquil orchard on site, which serves as a therapeutic space for individuals re-entering society. We are dedicated to supporting people from all walks of life — providing a warm, inclusive space where individuals can access holistic

mental health support, nourishing meals, meaningful connection, and a sense of belonging.

We proudly support the *Devizes Plastic Free Pledge*, have eliminated unnecessary single-use plastics, and run a complete composting process to minimise waste. Together, we can show that community wellbeing and environmental care go hand in hand.” We believe that mental health support should be accessible, compassionate, and community-driven. That’s why we’re inviting local businesses and organisations to become partners in our mission — to help us grow, reach more people, and build a more resilient, supported community.

This sponsorship pack outlines how your organisation can support The Mind Tree Café and the real impact your partnership can have. With your help, we can continue to provide vital services to those who need it most.

Why Mental Health & Wellbeing Matters

Mental health challenges are on the rise across the UK, with 1 in 4 people experiencing a mental health issue each year. In the aftermath of the COVID-19 pandemic, combined with ongoing social and economic pressures, communities are facing a growing mental health crisis — and access to timely, affordable support remains limited, especially for those on low incomes or in rural areas.

In Wiltshire, it is estimated that over 76,000 adults are currently living with a common mental health disorder. Local services are stretched, and waiting lists for NHS mental health support can be several months long. This often results in individuals being left without the help they need, increasing the risk of crisis, unemployment, homelessness, and deteriorating health.

The Mind Tree Café stands out by offering a unique combination of low-cost counselling services, creative workshops, and a welcoming community café. Our commitment to promoting mental health and

wellbeing, along with our focus on sustainability and community engagement, positions us as a vital resource for individuals seeking support and connection. By cultivating a nurturing environment and providing diverse services, we aim to empower our community and create lasting positive change.

Your sponsorship helps ensure that mental health support remains a community priority — and accessible to those who need it most.

Our Impact So Far

Since opening, The Mind Tree Café has made a meaningful difference in the lives of many people across the community. We have welcomed individuals of all ages, backgrounds, and experiences into our space — offering not only mental health support but also friendship, belonging, and hope.

In the past year alone, we have:

- Provided over 960 hours of low-cost and subsidised counselling to those in need.
- Hosted wellbeing groups, creative workshops, and supported other small local businesses such as therapists and local artists.
- Support and line managed a cohort of counselling students to achieve their placements hours for their counselling qualifications.
- Created a safe, inclusive space where people feel heard, supported, and empowered.
- Supported local residents with volunteer opportunities that have given them more confidence and a sense of purpose and belonging.

- Hosted community events such as our summer fete, Christmas fayre and the community apple harvest.
- Work in partnership with community payback, GP surgeries, Community independent living charity, and many more.

These achievements have only been possible thanks to the generosity of our community and local supporters. With your sponsorship, we can build on this foundation and expand our reach — helping more people live well, manage their mental health, and feel connected.

Sponsorship Opportunities

We invite organisations to join us in making a difference through tailored sponsorship packages. Each tier offers meaningful recognition and engagement:

Gold Sponsor – £3,500+

- Premium logo placement on our website, printed materials, and event banners.
- Dedicated sponsor feature on social media (4x posts per year)
- Concessions on counselling for staff and their families
- Featured profile in our quarterly community newsletter
- Certificate of recognition and community thank-you

Silver Sponsor – £2000+

- Logo on website, posters, flyers, and event banners
- Social media shout-outs (3 x per year)

- Concessions for a number of staff and their families
- Certificate of support for display

Bronze Sponsor – £750+

- Logo on select event flyers and website
- Social media thank-you post (2 x per year)
- Recognition in our community newsletter

Custom sponsorship opportunities also available – we’re happy to discuss how your business can be involved in a meaningful way.

How Sponsorship Helps

Your sponsorship directly supports our mission to provide inclusive, low-cost mental health and wellbeing support to all. With your help, we can:

- **Buy** supplies for the community café to be able to continue offering nutritional and affordable meals.
- **Offer** concessions to clients for counselling.
- **Train volunteers** with relevant qualifications to support their role.
- **Hire staff** to support volunteers with additional needs.
- **Run wellbeing workshops** on mindfulness, stress management, and holistic therapies etc.
- **Keep our safe space open and welcoming**, covering building costs, utilities, and essential supplies.

Your Benefits

Sponsoring The Mind Tree Café offers a unique opportunity for your organisation to demonstrate its commitment to social responsibility, community wellbeing, and mental health support. Here's how your business or organisation can benefit:

1. Corporate Social Responsibility (CSR)

- Align with a meaningful cause that promotes mental health, wellbeing, and community support.
- Fulfil CSR goals by contributing to a project that directly improves lives within the local community.
- Demonstrate ethical leadership and compassion, which resonates positively with customers, staff, and stakeholders.
- Aligns your organisation with sustainable, and eco-conscious practices and you'll be supporting a project that cares for both community wellbeing and the planet.

2. Positive Brand Exposure

- Recognition in all café marketing materials, including flyers, newsletters, website, and social media.
- Presence at events and workshops through banners, posters, and verbal acknowledgements.
- Association with a trusted, community-based initiative enhances your brand's public image.

3. Community Engagement & Networking

- Opportunities to collaborate on local events, workshops, and wellbeing programmes.
- Become a recognised supporter of community action.

4. Staff Morale and Volunteering Opportunities

- Staff can take part in volunteer days or community events, which can boost morale and engagement.
- Enhance employee wellbeing by connecting your team to a project that supports mental health for all.

5. Marketing Opportunities

- Feature your logo on café signage, event banners, and digital platforms.
- Joint PR opportunities and potential local media coverage of sponsorship activities.
- Demonstrate your organisation's values in action, which helps build customer loyalty and trust.

6. Tax Relief and Reporting Benefits

- Depending on your contribution, sponsorships may be eligible for tax deductions as part of charitable giving.
- Support measurable outcomes and impact reporting to use in your internal CSR reporting and marketing.

Testimonials

"My GP recommended Mind Tree services to me to help me deal with my stress and anxiety. The initial consultation over the phone was thorough, and I could already sense the kind of compassion, professionalism and patience the people working here have. I was soon matched with a counsellor, and my sessions started."

"The fact that the sessions were low-cost meant I was able to see a counsellor on a weekly basis which has aided my recovery dramatically; without this kind of financial support, I would not have been able to have accessed such services on a regular basis which would have hindered the speed and effectiveness of my recovery. I'm incredibly grateful for these services. Thank you to all at the Mind Tree."

"We are the Swindon and Wiltshire link worker team with Barnardo's working in partnership with CAMHS. Mind Tree Café is a lovely venue in a peaceful location that provides affordable therapeutic space which is great for our YP if needed, provides a nice outside space that we can use with our YP and have been given an area that we can develop. A nice place to network, with informative information & leaflets on things that are going on in the community. Both Lisa's are friendly and welcoming, nothing too much trouble and all volunteers in café are fantastic. We are looking forward to our relationship with 'Mindtree' and continuing to use facilities for our team meeting as well".

"Arranging assessment and therapy sessions with the Mind Tree Café has been a very positive experience. I was offered an initial consultation within just a few days, and this was undertaken sensitively and compassionately, with clear information provided about the service. I feel this service is excellent value for money and I highly recommended and a valuable service for our community"

By partnering with us, you're not just funding a project—you're planting seeds of hope, compassion, and positive change that will grow for years to come.

We would be honoured to welcome you as part of our journey and to celebrate the impact we can achieve together.

Let's create a healthier, happier community—one cup of coffee, one conversation, and one act of kindness at a time.

Thank you!

With gratitude,

Lisa Gurr and Lisa Newton
Co-Founders & Directors
The Mind Tree Café

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