

Growth Deck



**Ambition into Action: Grow Your Income
Maximise Your Impact**

Built by the Third Sector. Designed for today's funding challenges.
100% of profits reinvested in mental health support.

Who are we

MH360 is a not-for-profit that understands the pressures of the third sector.

With over **23 years** of combined frontline experience, we've seen first-hand the increasing strain on charities - **rising demand, limited capacity, and income that is harder to secure and sustain.**

As part of **our own sustainability journey**, we now deliver traded services that safeguard our mission and reduce reliance on uncertain funding.

Growth Deck is our response to this reality - helping charities **strengthen income, re-engage supporters, unlock new opportunities, and build long term diversification resilience.**

This isn't theory - it's grounded in real experience of what works, what doesn't, and what charities need to sustain and grow impact.

Every penny of profit is reinvested into mental health: Your ESG fulfilled whilst securing your future.

Our Mission:

To help charities maximise income, strengthen resilience, and expand their impact in an increasingly challenging funding environment.



Meet the MH360 family

A Smarter Way to Strengthen Your Charity

The support you need, delivered in a way that works — without the cost and complexity of building a full internal team.

The Challenge

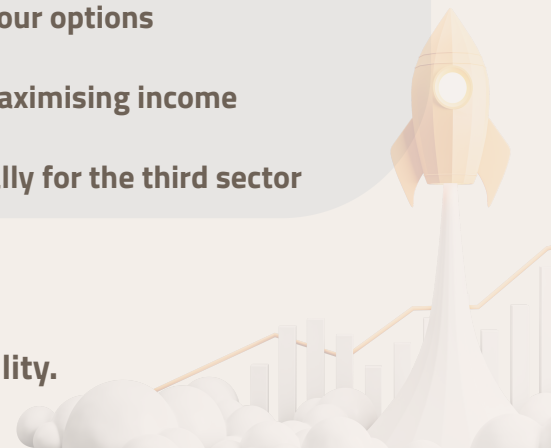
- **Limited internal capacity**
- **Increasing demand for services**
- **Stagnant or unpredictable income**
- **Reliance on uncertain funding**
- **Pressure to demonstrate impact**
- **Gaps in specialist expertise**

The Growth Deck Solution

- **Flexible support around your needs**
- **Expertise embedded into your organisation**
- **Scales as your priorities evolve**
- **Diversifying your options**
- **Focused on maximising income**
- **Built specifically for the third sector**

Supporting your team. Strengthening your income.

Building long-term sustainability.



Turning Strategy into Action



Growth Deck works alongside your organisation to turn priorities into meaningful, measurable outcomes

How We Work

- **Work alongside your team**
- **Support where capacity is limited**
- **Focus on priority areas**
- **Adapt to your organisation's needs**
- **Provide consistent expertise**
- **Review and refine activity**

What This Enables

- **Greater reach and visibility**
- **Stronger engagement with supporters**
- **More diverse, reliable income streams**
- **Reduced pressure on teams**
- **More consistent delivery**
- **Improved long-term sustainability**

Real Results

- **Social media following increased 110% in 30 days**
- **Corporate partnerships developed with engaged businesses**
- **Campaigns delivering measurable engagement and income**

Growth Deck at a glance — 12 Ways We Help Your Charity Grow

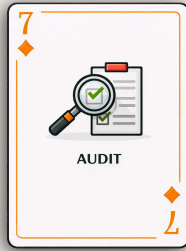


Flexible to your needs — whether supporting your team or providing full delivery.



FUND RAISING

Plan and run campaigns that really raise funds.



AUDIT

Review of current systems and strategies



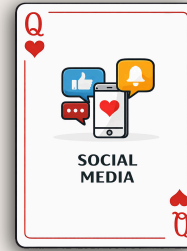
WEBSITE DESIGN

Keep your site fresh, enhanced or complete rebuild



COACHING & MENTORING

Support staff to grow skills and confidence.



SOCIAL MEDIA

Share your story or manage channels fully.



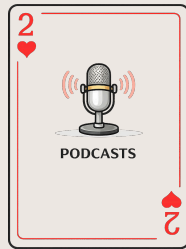
BIZ DEV

Build partnerships and find new opportunities.



BRANDING

Advice or a refresh to strengthen your identity.



PODCASTS

Help plan, produce, and promote episodes effectively.



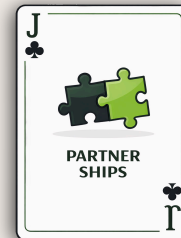
MARKETING

Run campaigns that reach and engage more people.



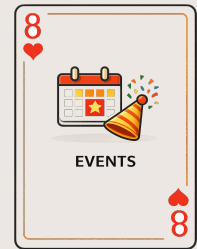
PR

Share your stories widely, with guidance or full support.



PARTNERSHIPS

Build and maintain partnerships that make impact.



EVENTS

Plan, manage and deliver events that connect and inspire.

Working alongside you to maximise income, strengthen engagement, and unlock new opportunities.

Flexible support, designed to meet you where you are - and take you where you want to be.

<i>Service</i>	<i>Launch</i>	<i>Growth Engine</i>	<i>Full Impact Partner</i>
<i>Why this matters</i>	<i>Regain clarity, unlock quick wins & take control of your income</i>	<i>Build stronger, more reliable income streams and capacity</i>	<i>Achieve long-term resilience, diversified income & reach</i>
<i>Level of support</i>	<i>Expert direction with practical implementation support</i>	<i>Hands-on delivery driving activity and results</i>	<i>Fully managed delivery = Full Comms, Marketing & BD Team</i>
<i>Fundraising Strategy</i>	✓ Clear plan & expert direction	✓ Active campaigns driving income	✓ End-to-end strategy & major donor focus
<i>Audit & Insights</i>	✓ Visibility on what's working (and not)	✓ Regular insight to improve performance	✓ Deep analysis, full reporting & optimisation
<i>Website</i>	✓ Audit, recommendations & Amendments	✓ Campaign-focused pages that convert	✓ Full rebuild, high-performing site
<i>Coaching & Mentoring</i>	✓ Regular expert guidance	✓ Ongoing support to build confidence and capability	✓ Dedicated growth partner by your side
<i>Social Media</i>	✓ Content creation & guidance	✓ Targeted campaigns that build reach	✓ Fully managed channels driving engagement
<i>Business Development</i>	✓ Clear direction & light outreach	✓ Active pipeline development	✓ Full partnership & income pipeline management
<i>Branding</i>	✓ Strong messaging & clarity	✓ Refreshed brand & updated assets	✓ Full brand transformation
<i>Marketing Campaigns</i>	✓ Simple campaigns to get you started	✓ Multi-channel campaigns that scale	✓ Fully managed, high-impact campaigns
<i>Podcasts</i>	–	✓ Planning & promotion	✓ Full production & distribution
<i>Events</i>	–	✓ Plan & guide impactful events	✓ End-to-end event management
<i>PR</i>	✓ Media guidance & positioning	✓ Active outreach & campaigns	✓ Strategic PR driving visibility & credibility
<i>Corporate Partnerships</i>	–	✓ Partnership strategy & approach	✓ Active partner development & management

How It Works

- **Monthly Planning** – Agree priorities: campaigns, fundraising, partnerships
- **Focused Delivery** – Work alongside your staff or deliver fully where no team exists
- **Ongoing Access** – Guidance, input, adjustments
- **Review & Optimise** – Track performance, refine activity, focus on measurable results

FAQs Answered

1. How does your support work in terms of hours?

Our subscription gives you ongoing access to our experts, not fixed hours. Support is tailored to your priorities, delivered where it matters most, so you always feel supported.

2. Do you get hands-on?

Absolutely. We can join your team at events, meetings, or outreach, helping with areas your staff may find challenging—like fundraising, partnerships, or supporter engagement.

3. How quickly can you deliver results?

Some benefits are immediate—expert advice, messaging, or outreach. Other impact, like campaigns, partnerships, or building internal skills, develops in stages for lasting change.

4. How cost-effective is your support?

Our subscription provides bespoke, expert-led support across multiple areas—without the cost of full-time staff. You gain strategic insight, skills, and high-impact delivery that grows with your charity.

Simple, Transparent Pricing

In a time of rising costs and uncertain funding, investing in the right support isn't a luxury - it's a necessity.

<i>Monthly fixed price, based on turnover</i>	<i>Launch -</i> <i>Get clarity & quick wins.</i>	<i>Growth Engine -</i> <i>Where income starts to grow</i>	<i>Full Impact Partner -</i> <i>Fully managed growth & delivery</i>
Up to £1MN	£695	£1,850	£3,950
£1MN - £3MN	£995	£2,250	£4,450
£3MN +	-	From £3,100	Bespoke Pricing

Founding Partner offer (Limited) - Growth Engine from £1,450 for first 6 months

Growth That Delivers Results

- Social media growth: +110% followers in 30 days
- Corporate partnerships: businesses embracing your brand
- Innovative new offerings designed and taken to market
- National contracts and partnerships: Sourced and Secured
- Reengaging lapsed donors for immediate reach

Flexible support, No Tie In.

- Full flexibility to scale up or down after month 3
- 30-day rolling contracts - giving you control, not commitment pressure
- All without the cost, risk, or delay of building a full in-house team

Not Ready for a Subscription?

Have an idea? We can help shape it into a standalone project or fixed-outcome campaign that makes a meaningful difference.



Navigating Today's Challenging Landscape

When doing nothing is not an option.

Get in touch:



hello@mentalhealth360.org.uk

www.mentalhealth360.org.uk

Helping You Bridge the Gap

Expert support. Flexible delivery. Real impact.