

People In Mind Community Wellbeing Fund

Impact report: February 2025

The People in Mind Community Wellbeing Fund forms part of the broader People in Mind programme co-ordinated & managed by Cornwall Voluntary Sector Forum (VSF) and funded jointly by Cornwall & Isles of Scilly Integrated Care Board (ICB) and Public Health. The 5 year programme is aimed at supporting innovation and collaboration within the voluntary, community & social enterprise (VCSE) sector to deliver a trauma-informed and whole-family approach to improve the wellbeing of communities in Cornwall and the Isles of Scilly. The Community Wellbeing Fund is delivered by Cornwall Community Foundation, providing grants to frontline voluntary organisations and community groups working with people that are most at risk of poor mental health, self-harm, or suicide.

This report details the impact from the Community Wellbeing Fund's first year of awards which started in 2023. 17 grants were awarded, worth £185,455. This constituted £140,000 from ICB and Public Health, and £45,455 from the Sedel-Collings Foundation. This is an extremely cost effective initiative, with an average cost per head of £83. This demonstrates the excellent value of the VCSE sector to provide low cost interventions with high impact in supporting mental health outcomes, reducing the strain on public health services.



2,227

people supported



17

projects supported



£10,909

average grant size



49%

projects supported
people county-wide



210

volunteers
supporting



£83

cost per head



Cornwall Community Foundation

www.cornwallcommunityfoundation.com

Registered Charity: 1099977

Outcome indicators

The fund focuses on organisations working with individuals most at risk of poor mental health or suicide, supporting community-led solutions to reduce suicide rates. Funded projects evidenced improved mental and emotional wellbeing; increased social connections and enhanced financial security, as demonstrated by the following outcome indicators.



1,565

reported improved mental health or wellbeing



858

reported a reduction in stress, anxiety and/or symptoms of depression



742

reported increased resilience and/or self-care



1,640

reported increased self-esteem and confidence



1,086

reported they feel less lonely



1,663

benefitted from improved social networks



278

people had increased financial security



555

were referred to and accessing other advice/support services

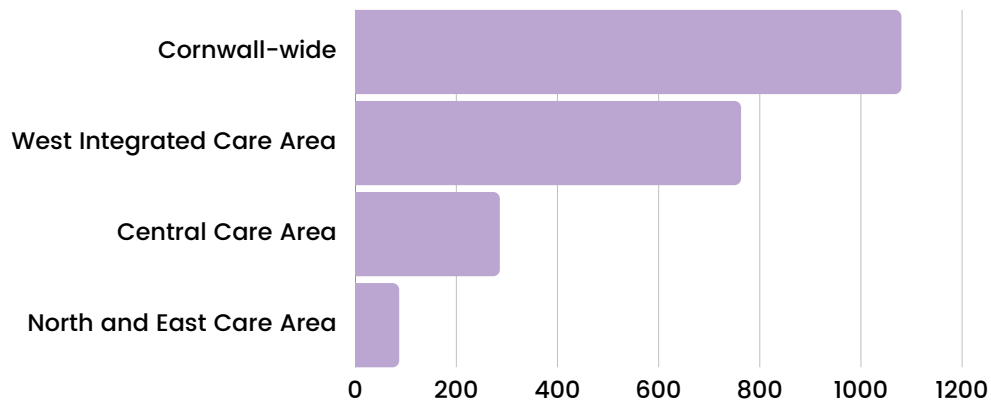


335

were undertaking treatment/therapy to meet their needs

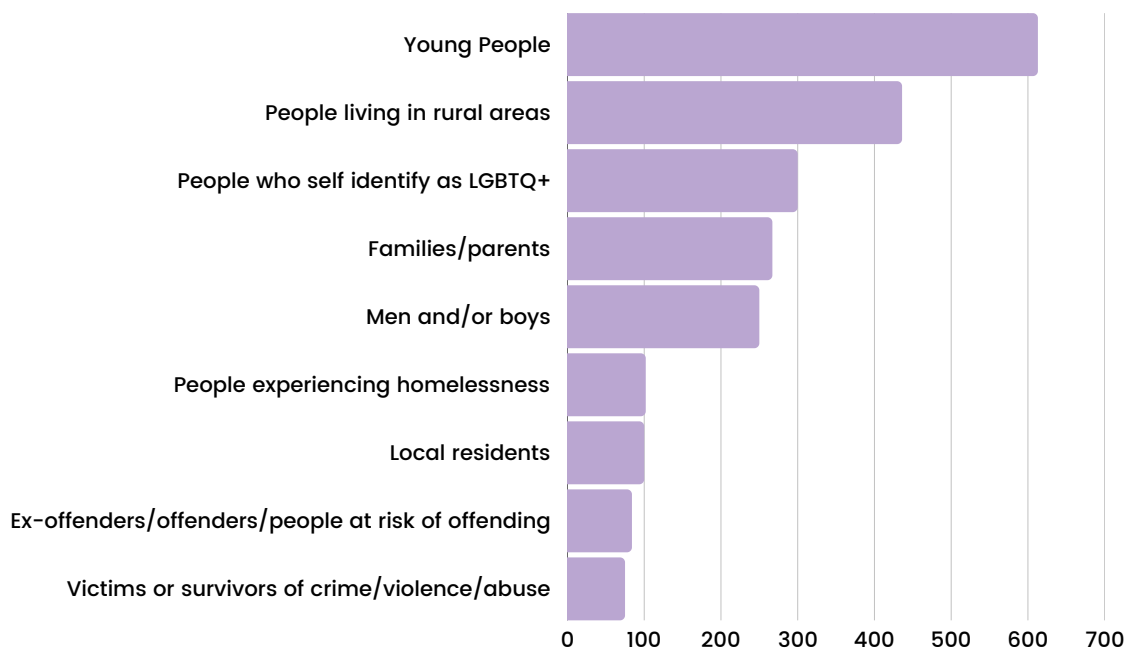
Geographic spread

People were supported right across Cornwall, with largest proportion (49%) of projects supporting people county-wide. We received fewer applications from North and East Care Area. To address this, we have prioritised the most recent People In Mind grant rounds to groups based in this area and now provide targeted community outreach support to increase the quality of applications from the region.



Beneficiaries

Projects supported a wide range of people from different community groups. Young people were the largest proportion of people supported (28%). The second largest beneficiary group were people living in rural areas (20%).



Pegasus Men's Wellbeing Centre

The People In Mind grant enabled the Zero Suicide Warriors project to transform lives, supporting 250 men through counselling and group therapy. Beneficiaries reported improved mental health, stronger communication within intimate relationships, and greater workplace productivity. Those not in employment gained confidence and connection by joining peer support groups. The project's impact extended to the wider community, fostering a more inclusive and understanding environment. Improved well-being among participants strengthened family dynamics and community ties, demonstrating the ripple effect of targeted mental health initiatives. This grant has significantly contributed to building resilience, hope, and a sense of belonging among individuals and their communities.

The funding for the Zero Suicide Warriors project led to several positive unintended outcomes. Participants reported not only improved mental health but also enhanced confidence in seeking support for other areas of their lives, such as financial advice and physical health care. Unexpectedly, some beneficiaries became peer mentors, offering guidance and inspiration to others, thus expanding the project's reach. Additionally, family members of participants expressed gratitude for the improvements in household dynamics and relationships. On the community level, the initiative sparked conversations around mental health, reducing stigma and encouraging others to seek help.

Case Study

James, a 42-year-old father, joined the project after years of battling suicidal thoughts and ideations, which strained his relationships and work life. Through 1-2-1 counselling, he learned to manage his emotions and address underlying issues. Group therapy provided a safe space to share and connect with others facing similar struggles. With improved mental health, James rebuilt his relationship with his partner and became more present for his children. Encouraged by his progress, he re-engaged at work, earning recognition for his productivity. Today, James also supports others by participating in peer groups, becoming a beacon of hope in his community.



182

people reported improved mental health or wellbeing



200

people reported a reduction of stress, anxiety or symptoms of depression



200

people reported improved social networks



25

people with increased financial security

St Petros

People In Mind funded St Petros's "Freshfield" project, providing crucial counselling and telephone support for 90 people who are or have been homeless and may be experiencing suicidal thoughts. The initiative aims to prevent suicide and self-harm through professional counselling, guidance, and emotional support, delivered by trained staff. Beyond immediate crisis intervention, the programme offers deeper support to help clients access training, volunteering, and employment opportunities, fostering long-term resilience and self-sufficiency. Many of the individuals supported face severe social deprivation and mental health challenges, significantly increasing their risk of suicidal thoughts or actions. The project's holistic approach ensures sustained impact by encouraging community engagement and personal development.

The service has been life-changing for many, with 50% of clients reporting suicidal thoughts—more than double the general population rate—and 18% having attempted suicide. By strengthening emotional resilience, Freshfield has provided vital support for those struggling with addiction, as well as their loved ones, who often feel isolated. The funding has enabled St Petros's to extend its reach, addressing both immediate and underlying issues linked to homelessness and substance dependency. The introduction of the Personal Wellbeing Budget has further enhanced the support available, allowing clients to make meaningful changes in their lives, such as purchasing essential items to boost confidence and well-being.

Case Study

"Without you, I would not be alive today. You gave me the knowledge, willpower, tools and confidence to become the proud person I am today" service user.



86

people reported improved mental health or wellbeing



86

people reported a reduction of stress, anxiety or symptoms of depression



86

people reported increased resilience and/or self care



86

people reported they feel less lonely

Safe Haven

Safe Haven facilitate community events for transgender, non-binary people and their partners and families, helping people to socialise and be themselves in a supportive environment. Funding from People In Mind supported 300 people to engage with family inclusive activities and support groups, including swimming, sewing, dance and life skills workshops. This also includes "TransFest" which is a week long programme of activities, performances, workshops, excursions and events in June 2024.

Participants reported reduction in stress, anxiety and depression, increased resilience and confidence. They are no longer fearful of going to public places like swimming pools, and have become far more sociable and active within their own communities.

Case Study

"This grant has changed lives. One of our newer members attended TransFest, and spent the entire week being themselves. They did all the trips and activities, and daily their confidence grew. They went swimming for the first time in 34 years, wearing a female swimsuit. At the end of the week, they booked in for all the following events, and have made friends they can socialise with away from here. She is 67 years old, and she told me her life has just started, thanks to us."



200

people reported a reduction of stress, anxiety or symptoms of depression



120

people reported increased self-esteem and confidence



80

people reported increased resilience and/or self care



150

people reported feeling less lonely

Grants awarded

Account Name	Award	Beneficiaries	Primary beneficiary	Funded activities
A Band of Brothers Cornwall	£10,113	14	Ex-offenders / offenders / people at risk of offending	The mentoring programme supported 14 young men, a transformational Rights of Passage weekend, followed by eight weeks of deeper mentoring.
Action for Children	£9,803	78	Young people	The project boosted young farmers' confidence, provided new experiences, encouraged wellbeing discussions, and connected families with support, offering a valuable summer despite farming demands.
Carefree Fostering Independence Cornwall	£25,000	249	Young people	Supported care-experienced young people over 17, providing relational activities, social education, and support towards education, employment, and training.
Creative Kernow	£10,000	242	Young people	Participants engaged in creative workshops, including dance, theatre, filmmaking, music, and visual arts, fostering self-expression, collaboration, and community engagement.
Glen Carne Housing and Support	£10,000	12	People experiencing homelessness	Anchor Point pilot project improved mental and emotional health, and provide life and employability skills for residents at Glen Carne.
IMAGINE IF PARTNERSHIP LTD	£3,000	436	People living in rural areas	Funding requested to run the Farming Health Hub in the evenings in rural communities in Cornwall.
intoBodmin CIC	£9,510	55	Local residents	The Bodmin Wellness Hub offers weekly talks, skill-building, trips, wellbeing tasters, and free meals, fostering community, reducing isolation, and enhancing wellbeing.
Konnect Communities CIC	£24,455	70	Ex-offenders / offenders / people at risk of offending	Level 2 Mentoring Training and a Volunteer Course, enabling volunteers to share experiences, shape support, and assist clients individually or in groups.



Grants awarded

Account Name	Award	Beneficiaries	Primary beneficiary	Funded activities
Pegasus - Men's Wellbeing Centre	£10,000	250	Men and/or boys	The Zero Suicide Warriors project provided 1-2-1 counselling, group therapy, peer support groups, and community engagement initiatives to enhance mental well-being.
ReachOut Creative Futures	£5,030	44	Young people	Young people developed confidence, mental health, resilience, social skills through digital film, art, music, cooking activities, enabling further education progression.
Safe Haven - Cornwall	£9,520	300	People who self identify as LGBTQ+	The project has enhanced mental wellbeing, social connections, and skills, with participants overcoming fears, learning to swim, attending events, and gaining sewing abilities to support others.
St Petrocs	£10,000	90	People experiencing homelessness	Counselling service for people who were dealing with issues of addiction.
The Women's Centre Cornwall	£10,000	32	Victims or survivors of crime/violence/abuse	75 wellbeing workshops for young women affected by sexual abuse, co-facilitated by young volunteers.
West Cornwall Women's Aid	£9,022	43	Victims or survivors of crime/violence/abuse	The funded counselling service addressed addiction and mental health by providing therapeutic support and a helpline.
Whole Again Communities CIC	£10,000	45	Local residents	Mental Health First Aiders and ASIST facilitators now provide organic, 1:1 support to individuals at risk of suicide, offering more targeted intervention.
WILD CIO	£10,000	180	Families/parents	WILD suicide prevention project worked with young parents to identify and address risk of suicide and self harm.
YZUP / We Are With You	£10,000	87	Families/parents	The Mind and Body Programme delivered workshops to parents on brain development, coping strategies, conflict resolution.

