

**CAMPAIGN
AGAINST
LIVING
MISERABLY**

MAJESTIC CHARITABLE FOUNDATION

Impact Report – Oct 2024

THANK YOU

For officially partnering with CALM since April 2024, and taking a stand against suicide.

Here's what we've been able to achieve so far together!



**OUR HELPLINE SERVICE IS LITERALLY LIFE-SAVING
AND IT'S CURRENTLY ANSWERING A CALL**

EVERY 59 SECONDS.



CALM

 **163,267**

Contacts answered by our helpline in 2023

This is broken down by 102,079 phone conversations, 39,364 Webchats, and 21,824 WhatsApp conversations.



I was using your chat service because I felt suicidal and now I'm feeling much better. I wanted to thank you and your team for saving my life. I hope I can one day help people like you do. I admire what you do. Keep up the good work."

CALM Helpline User

We helped thousands of people and talked through all sorts of things they're facing, but the **top user issues this year were:**

1. ANXIETY OR PANIC ATTACKS

2. LONELINESS & SELF ISOLATION

3. LIFE ISSUES

4. DEPRESSION

5. FAMILY ISSUES



Most read articles on our website:

- 1. Worried about someone**
- 2. Anxiety**
- 3. Suicidal thoughts**
- 4. Depression**
- 5. Support after suicide**

**THANKS TO MAJESTIC
CHARITABLE FOUNDATION
WE'VE BEEN ABLE TO
CONTINUE TO BE THERE FOR
THOSE WHO NEED US MOST.**

**SINCE OUR PARTNERSHIP BEGAN
IN APR 2024 YOU'VE DONATED...**

£5,000

That's enough to fund **409 potentially lifesaving calls** on our suicide prevention helpline.

CALM



BUT YOU'VE ALSO HELPED US WITH ...



MISSED BIRTHDAYS

In line with World Suicide Prevention Day 2024, CALM launched our latest ground-breaking campaign '[Missed Birthdays](#)', a striking campaign designed to highlight the alarming rising rate of suicide amongst young people, and, to get the nation talking about it.

The campaign involved an installation of 6,929 birthday balloons positioned in Westfield White City, each balloon tragically representing a young person we've lost over the last decade, and each balloon highlighting the age that the young person sadly did not make.



C.A.R.E. KIT

Alongside the campaign, we launched a [CALM C.A.R.E Kit](#), a lifeline designed to empower trusted adults with the tools, knowledge and confidence to support young people in their most vulnerable moments.

From introducing delicate topics like suicide to providing immediate crisis intervention, this kit equips users with practical, actionable guidance that can make a life-saving difference.





We launched on TikTok

In April, in order to place CALM in more people's lives, we launched on TikTok!

TikTok has over 23 million subscribers in the UK, with over 40% of these users between the ages of 18 and 24 (a key target demographic for CALM moving forward given the skyrocketing rate of suicide amongst young people).

Our key message on this platform will be to educate people on suicide and suicide prevention, as well as how they can support themselves and those around them.

WE LAUNCHED 'CALM CLUBS'

Our community groups that spread the word to unite against suicide and make sure no one struggles alone, is now up and running.

A place where teams can share encouragement, experiences, stories, laughs, failures, and successes!

And football continues to be the most popular passion from sign ups!

BECOME A CALM CLUB

Got a club, team, crew, squad, group, troupe or ensemble who get together regularly to do your thing?

Make it mean more. Add CALM.

MAKE THEM A CALM CLUB



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X

CHAMPION
HEALTH

In June, in partnership with Champion Health, CALM launched our own '**Mental Health Champion Course**', an online tool that gives an enhanced understanding of mental health and basic strategies on how best to support yourself, and the people in your life.

**YOUR IMPACT
HAS BEEN
MASSIVE**



**AND CHANGED
HUNDREDS OF LIVES**

**BUT WE STILL
NEED YOUR HELP**



"I still remember that night like it was yesterday. The day that I thought was going to be the end. When it seemed like there was no way forward. But things did change. CALM's helpline saved my life. They listened without judging me and helped me make a plan for the future."

Ash – Dad, CALM helpline user

So, what next? **Unfortunately, demand for our services continues to rise.** As the cost of living crisis continues to bite, the number of people at risk of suicide will likely increase. Our supporters are also feeling the pinch, with fundraising income dipping when it's needed the most.

This year more people than ever need our help. And that's why it's so vital to have the continued support of corporate partners like you.

'We are experiencing a huge demand for our services. Alarmingly, this trend shows no signs of slowing down. CALM wants to be there for everyone. But we can't do it alone. Further support from Majestic Charitable Foundation could be life-saving.'

Wendy Robinson, Head of Services at CALM

With more people than ever finding themselves in desperate situations, **your continued support of CALM has never been more crucial.**

As our partnership progresses, we look forward to publicly celebrating our shared achievements in a way to remember.

Thank you again for your amazing support. You have helped us show people who are struggling that life is always worth living and that CALM is there for them.

THANK

YOU