



Lincolnshire Rural Support Network

*Making a real difference*

# CORPORATE PARTNERSHIPS



Discover

# WHO WE ARE AND WHAT WE DO

Lincolnshire Rural Support Network is a trusted resource deeply rooted in the agricultural and horticultural community it serves. We have worked collaboratively to provide support for specific challenges faced by farmers and growers across Lincolnshire since 1999.



**lrsn**

*Making a real difference*



L I N C O L N S H I R E

We operate over  
**30,888**  
square miles

**Our mission is to provide a lifeline to members of the agricultural and horticultural communities and allied industries across Lincolnshire.**

By providing personalised and accessible services, LRSN aims to improve these important communities and their ability to live well in the present and thrive and flourish in the future.

Managed by an experienced Board of Trustees and Head of Charity, we have a skilled and dedicated team of caseworkers, nurses and volunteers who operate from the Humber to the Wash. We ensure that we provide robust support and actively engage with those who need our services, regardless of age or circumstance. We operate over 30,888 square miles.

LRSN provides a listening ear, and we understand the unique challenges that the agricultural and horticultural communities face during times

of crisis, stress and change. Considering the significant political, economic and social changes now impacting these industries, the need for the work of our charity has never been greater.

From trading issues, succession planning, financial problems, relationship breakdowns, bereavements and a growing sense of feeling overwhelmed, the challenges our industry faces have never been greater.

Calls to the LRSN helpline have increased this year by over 96%. Therefore, your support has never been more needed to help us make a real difference and to enable us to continue to provide our ever more vital services.

**“Calls to the LRSN helpline have increased this year by over 96%. Therefore, your support has never been more needed”**

**lrsn**

Lincolnshire Rural Support Network

# Discover THE CORE SERVICES OF LRSN

## Our Helpline — 0800 138 1710

This service, conducted by our dedicated and trained volunteers, operates from 8am to 8pm, 7 days a week, 365 days a year. Our helpline is entirely confidential and provides crucial support in times of need, as well as being the initial point of access for our one-to-one visits.

## Our One-to-One Support

This is a professional, trusted and personalised one-to-one support service for individuals and businesses facing hardships, who need help and guidance or perhaps just a listening ear. Utilising our extensive knowledge and skills, our team works to break down people's problems and create a helpful plan of action they can use for as long as needed. We are committed to walking alongside each person until they confidently feel their needs have been met.

Every £1  
donated to provide  
1:1 support generates  
**£5.04**  
IN SOCIAL  
VALUE

**“The unwavering support we offer to Lincolnshire’s agricultural and horticultural communities is a hallmark of LRSN’s unique service”**

Making a real difference



**lrsn**  
Health  
HUT



## Our Health Screening

Our wonderful community service is brought to you by a team of friendly and fully qualified registered nurses who provide free health screening checks. We're here to help with everything from blood pressure and blood sugar checks to cholesterol screenings and a friendly chat about your general wellbeing. You can find us at various locations throughout the county, either in our mobile Health Hut or at our permanent clinics in Louth and Melton Mowbray livestock markets, and Spalding auction, or our mobile north Lincolnshire clinic. We also offer private health screening for many of our agricultural partners. This can be arranged on-site for a designated day, with pricing available upon request.

Every £1 donated  
to support LRSN Health  
Screening, generates  
**£4.50**  
IN SOCIAL  
VALUE

*Witham Group were delighted with the Health Check service provided by LRSN recently. Nurse Rose was a tremendously professional and supportive person who gave our team confidence in their wellbeing and main pointers of their health awareness. The visit created not only some reassurance for some and helpful objectives for others, but a real talking point in the office and a useful discussion about blood pressure and cholesterol levels. We are certainly all more aware of our health status as a result.*

*The whole day was a great experience for us all and we would have no hesitation in recommending this service for any business and their team no matter how big or small.*

Nigel R Bottom  
Managing Director

## Our Talks, Visits and Training

We offer one-off talks and presentations to raise awareness about LRSN, sharing news about our projects and the support we provide while encouraging listeners to engage in fundraising activities.

Additionally, we can provide comprehensive in-house training on workplace or group wellbeing and strategies for identifying and addressing wellbeing. Gilly Steel, LRSN's Health and Wellbeing Lead, is a qualified mental health professional and an accredited Mental Health First Aid England trainer. We offer a range of training options, from a half-day session to more extensive one or two-day programmes. This presents an excellent opportunity to enhance your skills and knowledge in a nurturing environment. Allow us to assist in equipping you with the necessary tools for success.



**lrsn**

Lincolnshire Rural Support Network

# Discover WHO WE HELP

We help the whole agricultural and horticultural industry; farmers and growers, farm workers and their families, or those employed by agricultural businesses such as food processors, agronomists, blacksmiths, vets, landscapers, gamekeepers, forestry workers and people working in many other allied industries and their families. We also create opportunities to increase the resilience of young farming people.



Making a real difference



# Discover WHY WE NEED YOU

LRSN relies completely on income received from grant funding, NHS partnerships, individual giving, fundraising events, legacy gifts, corporate partnership donations and income from our healthcare services derived from businesses and other organisations that we go to help.

This income is not guaranteed and varies each year. This is why creating partnerships with local businesses and other donors is essential to ensure we can continue to provide all our invaluable services and expand our reach throughout the county to as many people as possible.

Recent demand for our services is increasing from teenagers to pensioners and business owners and people from all walks of farming life. We are now working hard to enhance our offering to more people in need than ever before, and the costs of providing such a crucial support network sadly continue to rise.



# Discover THE MANY WAYS YOUR ORGANISATION CAN HELP



Making a real difference

## CHOOSE LRSN AS YOUR CHARITY OF THE YEAR

A "Charity of the Year" partnership involves your company selecting LRSN as the specific charity to support throughout a designated period of time. Your company then actively engages in one or as many ways as you can to benefit us. We see the relationship as a partnership, not a one-way giving request. We will spend time with you, helping you along the way and exploring how you can also benefit from the partnership. Your brand's support for the charity in the county of Lincolnshire will be recognised and promoted, and there are many ways you can help support our charity, just whatever suits you.

## HELP WITH GIFTS, AUCTION PRIZES OR SERVICES

Much of our fundraising happens at events such as our reception and AGM, which has a large raffle and auction. If you cannot donate money, we are always grateful for experiences, gifts, weekend breaks, products, room hire, business tours, or donations of any other services you may have access to, which would greatly help us. GIFTS IN KIND help keep our costs down!

## HOLD A COMPANY CHARITY EVENT

Could your organisation host an event for us, for example a clay shoot, golf tournament, coffee morning, quiz event, or sporting challenge? Alternatively, perhaps members of your team would enjoy participating in an event or other challenge to raise funds. Each event is vital in raising awareness and supporting our mission, and they are usually great fun. Your business will benefit from increased name recognition through press and social media opportunities, all the while generating crucial funds that will make a significant difference, even from the smallest contribution.





## HELP SPONSOR EVENTS OR LRSN'S ACTIVITIES

You can support us by sponsoring the cost or partial cost of our specific services, operating costs or activities. Here are just a few ideas that we would love to see your name associated with:

- Sponsor one of our staff posts
- Lincolnshire Show event/refreshment sponsorship
- Volunteer and staff training
- Sponsorship for our successful Woman in Wellies Programme
- Sponsor our health screening supplies. The cost of one health check is £22.91.
- Sponsor mental health support. An hour with a dedicated LRSN counsellor costs £40.
- Sponsor one of our annual events. For example sponsor an annual breakfast clinic at one of our markets for £100.
- Sponsor a tee or green fees at our annual Golf Day
- Sponsorship of our AGM at the Lincolnshire Showground, the biggest event of the year for LRSN
- Sponsorship of our website hosting and IT support

These ideas and many more can be explained and discussed in more detail. The costs of these items start from just £100.



Making a real difference

## PAYROLL GIVING

Over 1 million people in the UK donate to charities through payroll giving, from small business employees to global organisations. There are no fees to the employer and it's easy for the employee. This can be arranged by rounding up a salary or choosing a specific amount, such as £10 or £20 per month.

## PERCENTAGE OF PRODUCT SALES

Your company could donate a percentage of each sale of an item over time to LRSN or ask customers to donate for a year by rounding up their payments to the nearest £1.00. Alternatively, a fixed amount could be donated to LRSN after a specific campaign.

## MATCH FUNDING

Match funding is when a company agrees to match a certain amount of money an employee donates or raises for a charity. This is also known as match-giving. Along with tax benefits, match funding is a great way to inspire your team to do more for your chosen charity partner. It shows more evidence of good social and corporate responsibility.

## VOLUNTEERING FOR US

We are unable to function effectively without the invaluable assistance and support of our dedicated volunteers. Corporate volunteering has been shown to enhance employee satisfaction and foster a greater sense of involvement among staff members. Talk to our team about opportunities for your employees to join LRSN for one off or regular volunteering. Our volunteer team will work alongside your employees to ensure that they are adequately prepared for the various volunteering opportunities that we will present.



Lincolnshire Rural Support Network

Discover

# HOW CORPORATE PARTNERS BENEFIT FROM SUPPORTING LRSN



Partnerships between our business friends and LRSN are a fundamental part of the fundraising that we rely on to sustain all our services. For many years, businesses have partnered with us for specific events, sponsored our services, or just helped raise awareness of our activities, which in turn helped others raise money or organise fundraising events. The benefits of working with us include:

## IMPROVE YOUR CSR

More and more businesses are taking their Corporate Social Responsibility (CSR) very seriously, and a partnership with LRSN ensures that a company's operations are positively supporting their workforce and local community.

## HELP A CHARITY CLOSE TO HOME

Supporting a charity within your own county is perhaps even more beneficial for you, because you can see first-hand the impact and contribution you, your team and your business make to your local communities.

## BOOST STAFF MORALE AND LOCAL AWARENESS

A recent Charities Aid Foundation survey asked people about their employers' attitudes towards supporting good causes and found that most respondents agreed that this drastically helps improve morale in the workplace. In addition, supporting a local cause will increase your brand awareness with customers and the community.



Making a real difference

Discover

# WHAT OTHERS SAY ABOUT SUPPORTING LRSN

## Peacock and Binnington



Peacock and Binnington are premier agricultural machinery dealers in Lincolnshire and Yorkshire with sales, garden machinery, service, and parts depots based at Brigg, Louth, Corringham, Halsham and Selby.

Peacock and Binnington have been proud supporters of LRSN for 15 years, over this time the work that the team at LRSN have done and continue to do has had such a huge impact on our local farming community.

The farming and associated trades relationship is not just one of custom it's one that goes hand in hand with great friendships. Our LRSN association has enabled us to support those friends in their time of need, our contribution to a local charity for local farmers has always been close to our heart.

Latterly we have also used their services providing health checks for the entire team at P&B. The health and mental wellbeing of our staff is close to the heart of our family business.

The on hand helpline, drop in clinics and Health Hut services LRSN provide are an important part of the farming community. The work they do is invaluable to Lincolnshire's agricultural network as we know it today and our commitment remains to support them into the future.

## Cope



Cope is a leading organic seeds UK agricultural specialist, connecting world-renowned plant breeders to farmers and end-markets

Farmers are at the core of what we do here at Cope and we can see how recent government changes, geopolitics and climate change over the years have impacted farmers and their livelihoods and this is why we know the work that LRSN do is such an invaluable tool to farmers.

One step we have taken to ensure farmers know that support is there is incorporating LRSN's logo and helpline number onto our seed bags. It is our hope that farmers, by seeing the bags and therefore the helpline number regularly, will know who to call in their time of need. This is just one step Cope has taken to ensure farmers know who to call when they need the support.

LRSN have helped so many already and we are grateful for the opportunity to work alongside them and support their work. It's vital to know that resources are there, that you aren't alone and that it really is okay to need help sometimes.

## British Garden Centres



British Garden Centres proudly stands as the largest family-owned garden centre group in the UK. Our journey began in Lincolnshire, deeply rooted in agriculture, with the business evolving as a diversification from the family farm.

We take immense pride in our community involvement, exemplified by our support for Lincolnshire Rural Support Network (LRSN). Recently, we hosted a charity shopping evening, successfully raising funds for valuable initiatives that make a significant difference.

The dedication and hard work that LRSN invests in assisting the agricultural and horticultural industries are truly commendable. Their unwavering support helps sustain and nurture these vital sectors, and we are honoured to contribute to their efforts.



## Brown&Co JHWalter

Brown&CoJHWalter are quality assured residential, commercial and rural property agents, auctioneers and agricultural business consultants advising farmers and landowners in Lincolnshire and the surrounding counties.

"One can only marvel at the success that LRSN has managed to achieve since its inception," said Partner, Charlie Bryant.

At Brown&CoJHWalter, we consider it is a real privilege that the charity has allowed us to be associated with it on occasion by jointly hosting events and fundraising activities. The LRSN breakfast held on the second day of the Lincolnshire Show is always a warm occasion and hopefully something we can maintain in forthcoming years. We have been honoured that the LRSN team have accepted our invitation to use our Lincoln office facilities to enable them to carry out their business. We feel a real closeness to the organisation as a whole. We would like to extend our thanks for all the important work they do for all those within our rural community and confirm our wholehearted commitment to LRSN for the future.



Lincolnshire Rural Support Network

Make a real difference

# WE'D LOVE TO HAVE YOU ON BOARD!

LRSN believes in the power and potential for innovation through collaboration, and we know that by working together we will achieve more. Our partnerships extend across diverse sectors, creating a network that enhances awareness and support for our lifesaving initiatives. Each partner brings unique strengths and resources, allowing us to craft tailored solutions that fulfil business objectives and align with our mission. As a charity, we're committed to being truly responsive and adaptable to the needs of our community!

Our dedicated Partnership Coordinator is on hand throughout the partnership and will help you with fundraising events, press coverage, and whatever you need to make your charitable support as simple as possible. We'll supply you with logos and fundraising materials and can help advertise your events. We will update you on your progress and share your successes across social media platforms, giving your company a real boost. We have over 5200 followers across all our social media platforms, who will see your brand working hand in hand with LRSN.

## OUR FUNDRAISING PROMISE

**We are committed to high standards. We follow the Institute of Fundraising's Codes of Practice and comply with their key principles and our Fundraising Promise.**

**We do all we can to ensure that fundraisers, volunteers, and fundraising contractors working with us to raise funds comply with the codes and this promise.**

TOTAL SOCIAL VALUE  
**£1,326,438**  
IN 2024

making a real difference

# WE NEED YOUR HELP MORE THAN EVER



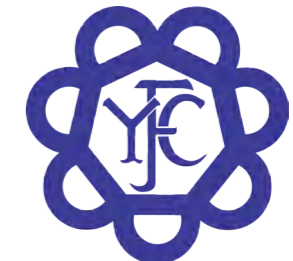
In March 2024, the heartbreaking loss of a member of the Young Farmers' Club deeply impacted around 600 young people in our region who reached out for support. This tragedy highlighted the urgent need for compassion and assistance, and thanks to your generous donations, we, as a charity, were able to respond swiftly and adapt to the community's needs during this difficult time. Your support can make a truly significant difference.

Every week, more than three farmers lose their lives to suicide. This heartbreaking statistic highlights our community's pressing need for compassion and support as we work together to bring this number down and offer hope to those in distress.

Our nurses have delivered more health screening checks than ever, having exceeded last year's record number of checks by a further 1375, this includes a 30% increase in health screening checks at our market-based clinics.

In Lincolnshire, LRSN has observed a significant increase in the demand for mental health and stress-related support services, which has risen by 241% over the past six years.

We look forward to hearing from you



*"On the 18 March our lives changed forever when our youngest colleague took his own life in one of our fields. This was a case very close to home for many of us, the response from LRSN was immediate. Support to our bereaved team was instant, with Lea and Gilly being on site in less than 24 hours to support us all."*

**Ian Watson**

*"Life is like a game of snakes and ladders and I came to a period in my life where there were a lot of snakes and not many ladders to climb but by talking to Alison she put the ladders back in for me. So I've managed to scramble back up on to a level, and I should say instead of being zero I'm about a six or seven on the ladder, so that's good!"*

**Richard Kew**

**"LRSN are living breathing heroes. Our members feel safe knowing LRSN are there"**

**YFC Member**





Making a real difference



Lincolnshire Rural Support Network

**Lincolnshire Rural Support Network**  
**c/o Lincolnshire Agricultural Society**  
**Lincolnshire Showground**  
**Grange-de-Lings**  
**Lincoln LN2 2NA**

Call our helpline: **0800 138 1710**

Email: **helpline@lrsn.co.uk**

Visit our website: **www.lrsn.co.uk**

Head of Charity: **Amy Thomas**


Telephone: **07725 203560**


Email: **amy.thomas@lrsn.co.uk**


Partnership Coordinator: **Emma Billings**

Telephone: **07823 859979**

Email: **emma.billings@lrsn.co.uk**

 [lincsruralsupportnetwork](https://www.facebook.com/lincsruralsupportnetwork)

 [@lincsruralsupport](https://www.instagram.com/lincsruralsupport)

 [@Lincsruralhelp](https://twitter.com/Lincsruralhelp)

Company Registration No. 07182183

Registered Charity No. 1137678

Registered Office: Lincolnshire Showground,  
Grange-de-Lings, Lincoln LN2 2NA