
BRANDING

Strategy Guide



CAPITAL



OUR PURPOSE, VISION, MISSION

• PURPOSE

- To influence, design and improve mental health services.
- To erase the stigma that people face and empower people through co-production.
- To bring lived experience to life.
- To provide safe spaces through peer support.

• VISION

- To ensure commissioners make real-life experiences key in decision-making.
- To diversify and expand where we work and who we work with.
- To continue being the voice of lived experience and do what others won't.

• MISSION

- To ensure lived experience co-production influences services.
- To deliver excellent peer led services.

CAPITAL acronym - Clients And Professionals In Training And Learning



OUR VALUES

• CONNECTIONS

- We connect individuals, groups, and services.
- We champion lived experience in everything we do.
- We bring people together to facilitate change.

• EQUALITY

- We believe everyone has a voice.
- We treat everyone individually and don't discriminate.
- We advocate for others and encourage self-advocacy.
- We stand together to fight stigma in society.

• AUTHENTICITY

- We value kindness, care and inclusivity.
- We create welcoming and fun spaces so people can support each other.
- We celebrate lived experience.



OUR TARGET AUDIENCE

- **PEOPLE WITH LIVED EXPERIENCE**

- Adults who have mental health challenges in England and Wales.

- **PARTNERS**

- Working with others in a co-operative relationship.
- This will include NHS, corporate companies, foundations, charities, county councils and local councils, universities and colleges.

- **FUNDERS**

- Donors/donations.
- Legacy Wills and other donors.
- Grant giving trusts, foundations and organisations.
- Other commissioners.



OUR QUALITIES

• LIVED EXPERIENCE

- We have served our communities since 1997 confronting issues and leading from the forefront.
- Everyone who provides help within our support network has experienced mental health challenges.
- We walk alongside people both in hospital wards and in the community to support and guide them.
- We are educational and constantly informing others.

• MEMBER-LED ORGANISATION

- We are a well respected, inclusive peer led organisation. We do everything collaboratively.
- We offer a free, no timeframe, no discharge membership, to anyone who is looking to get involved and join our local activities.
- Activities include peer led groups, training opportunities, community hubs, patient viewpoint meetings and other fun get togethers.

• WE PRESS FOR CHANGE

- As an independent voice, we fight to end stigma, raise awareness, and press to change local mental health services.
- We push for the appropriate help, which is true and authentic to each person.
- We know what works and we know what hurts.