



SOCIAL IMPACT REPORT 2019





1. MISSION

Fink exists to support good mental health and wellbeing.

Our mission is to tackle stigma, one bite at a time. We are raising awareness of mental health issues and using the majority of our profits to support community level mental health services. Since our inception in 2019, we have used engaging street food experiences to promote positive attitudes to mental health.

We are transforming their customer's spend into positive social change. Our commitment as a social enterprise is to use 50% of our profits to support our mental health mission. By breaking down stigma, signposting support and encouraging honest conversations about our own mental wellbeing, we can help shape a different trajectory for the mental health of our society.

Together, we can create a more supportive, accepting and caring world for everyone.

James Reid and Lewis Greenwood
Co-founders



2. THE NEED

- **1 in 4** adults will experience a mental health problem this year
- Suicide is the leading killer of men and women between the **ages of 15-35**
- Deliberate self harm amongst children has risen by **68%** over the **past 10 years**
- People with mental ill health experience **5 times** more A&E admissions than those with good mental health




**MISCONCEPTIONS ABOUT
WHAT IT MEANS TO HAVE
MENTAL HEALTH STILL
PERSIST**



**A LACK OF UNDERSTANDING CREATES
BARRIERS TO PEOPLE GETTING THE HELP
THEY NEED. IT'S NOT RIGHT THAT PEOPLE
FEEL ASHAMED ABOUT THEIR HEALTH**





ARE U
DOING
OK?

GORSE LANE BS8 T

Stigma Kills

Most people who experience mental health problems recover fully, or are able to live with and manage them, especially if they get help early on.

But even though so many people are affected, there is a strong social stigma attached to mental ill health, and people with mental health problems can experience discrimination in all aspects of their lives.

Many people's problems are made worse by the stigma and discrimination they experience – from society, but also from families, friends and employers. They can be excluded and isolated, fuelling a further decline in their wellbeing.

We must change attitudes to break this vicious cycle.



3.

FIVE STEPS TO MENTAL WELLBEING

Food is a powerful vehicle for social change that has the power to bring us together. Our strategy for achieving our mental health mission is based on the NHS's 5 Steps to Mental Wellbeing. Following these can help us feel more positive and get the most out of life.



1. CONNECT WITH OTHERS

Good relationships are important for your mental wellbeing.

Our food brings people together. It gives people the opportunity to relate, talk and share positive experiences.



2. BE MINDFUL OF THE PRESENT

Paying attention to the present moment and taking time to consider your thoughts, feeling and the world around you can reduce stress and anxiety.

Taking a break to enjoy some delicious food provides the time to unwind, reflect and enjoy the here and now.



3. GIVE TO OTHERS

Acts of giving and kindness can help improve your mental wellbeing by creating a sense of reward and purpose.

As we use 50% of our profits to support mental health support services, our customers will feel positive that their custom is benefiting someone in need.



4. LOOK AFTER YOUR PHYSICAL WELLBEING

Leading an active lifestyle and eating a balanced, healthy diet is linked directly to our mental wellbeing.

Our menus are rich in plant based goodness, vibrant and packed full of nutrients to support our customers overall wellbeing.



5. EXPERIENCE NEW THINGS & LEARN NEW SKILLS

This can boost your sense of worth and raise self-esteem. Our street food pop ups offer a taste of a new and exciting style of food experience.



4.

OUR MODEL

OUR REVENUE STREAMS



OUR SOCIAL PLEDGE

We use 50% of the profits generated from these events to support our mental health mission. This includes:

- Supporting mental health charities
- Implementing our mental health social media campaigns
- Funding mental health projects and initiatives

OUR IMPACT

- Reduced stigma
- Reduced mental health discrimination
- Positive attitudes
- Reduction of barriers to open conversations
- Signposting charities, support services and ways we can improve our mental wellbeing support services
- Increased funding for vital charities

5.

FOOD EXPERIENCES



6. MENTAL HEALTH SERVICES



In May 2019, Fink established a partnership with Woking Mind.

Woking Mind is an independent charity. They are here for anyone that needs help with their mental health. They provide advice, support and training to empower individuals and organisations to help promote and manage good mental health and wellbeing for all.

To date we have donated £2,000 to Woking Mind.



Your donations have been going towards scaling up our Community Wellbeing Service, which is our telephone mental health support service that is inundated with demand right now. We have been actively recruiting and training volunteers to help provide first line support for low level mental health concerns including befriending, wellbeing advice and simple signposting in conjunction with our trained mental health staff to help individuals with more complex or challenging needs. This has worked extremely well to be able to support significantly more people than we've ever been able to do!

Mandy Dhingra
Marketing and Fundraising Manager

7. CHARITY ENGAGEMENT

Learning new skills is one of the NHS's 5 Steps to Mental Wellbeing.

We have established a partnership with the charity Young People & Children First to deliver cooking skills classes to their young care leavers. This session helped the participants connect with one another and learn important life skills to develop their sense of achievement and self-worth.



Fink Street Food provided an excellent summer cooking class to all our young people in the garden of one of our Charity houses. All our young people have been in care or have been homeless and have complex needs. James and Lewis immediately put them at ease with their professional, yet warm approach. With support, all our young people got 'stuck in' and prepared and cooked alongside James and Lewis. This was such a fun, relaxed event with gorgeous food cooked and eaten together at the end. These sessions are so important to our young people as they navigate their way to independence.

Tracey Underwood
CEO Young People and Children First.

8.

BEATING THE STIGMA

Stigma and discrimination are a barrier to people in need getting the help they need. It can also worsen someone's mental health problems, and delay or impede their getting help and treatment, and their recovery.

Social isolation, poor housing, unemployment and poverty are all linked to mental ill health. So stigma and discrimination can trap people in a cycle of illness.

Our **Beat The Stigma** campaign has two key pillars:

CUSTOMER ENGAGEMENT – Our street food stall is decorated with informative signage and signposts to mental health information to help people improve their education on mental health issues. 5000 customers have experienced our mental health marketing and have been given our 5 Steps to Mental Wellbeing Guide.

Our mental health messaging encourages our customers to connect with their own feelings and consider the mental wellbeing of their friends and peers.

SOCIAL MEDIA – We use social media to share pro-mental health images, stories and messages to promote positive attitudes towards mental health.

3.7k followers

50,000 accounts reached with positive mental health posts

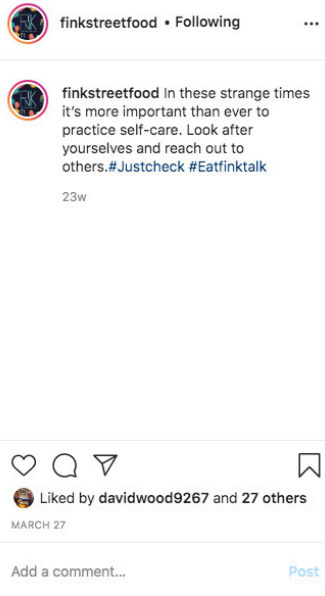
65,000 post impressions

SELF-CARE AT HOME

1. Stay active
2. Connect with friends through video
3. Learn new skills
4. Start a new project
5. Practice positivity

We are in this together.

#JUSTCHECK



OFTEN PEOPLE DON'T OPEN UP
AND SAY HOW THEY ARE **REALLY FEELING**.

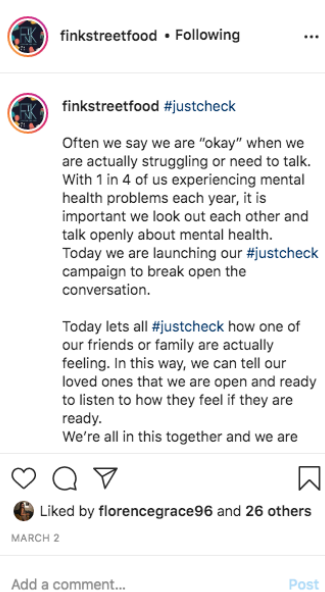
This means people **suffer in silence**.

How are **your mates** today?

#JUST CHECK.

It's good to talk

#BEATTHESTIGMA



5 STEPS TO MENTAL WELLBEING

1. **Connect** with other people
2. Be physically **active**
3. **Learn** new skills
4. Give to others
5. **Be mindful** of the present

Beat the stigma.

Fink. Social enterprise street food,
events and wedding catering.

FINK
CONSCIOUS STREET FOOD

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finkstreetfood@gmail.com



9. WELLBEING IN THE WORKPLACE



The government-commissioned “Thriving at Work” report uncovered a crisis in Britain’s workplace. People with mental health problems still feel stigmatised, and do not feel comfortable about discussing mental health issues with their employers and work peers. Many are suffering in silence.

Stress and burnout are huge problems in businesses and in 2017, poor employee mental health cost UK employers £42bn.


Burnout is characterized by emotional exhaustion, cynicism and ineffectiveness in the workplace, and by chronic negative responses to stressful workplace conditions.

Sadly, often people hide their problems at work and are discriminated against due to their illness.

We have delivered mental-health awareness themed corporate lunch events designed to promote 5 practical steps employees can take to reduce their risk of experiencing burnout.



LEARNING A BIT ABOUT MENTAL HEALTH MIGHT MAKE IT EASIER FOR YOU TO BE THERE FOR
SOMEONE WHO NEEDS YOUR HELP

Check out  **The Mental Health Charity**

WWW.MIND.ORG.UK



SCAN ME

WANT TO JOIN THE MENTAL HEALTH MOVEMENT?
GET INVOLVED AND SEE HOW YOU CAN HELP BEAT MENTAL HEALTH DISCRIMINATION AT TIME TO CHANGE

time to
change

WWW.TIMETOCHANGE.ORG



SCAN ME

10.

2020 MENTAL HEALTH TARGETS

- **200%** increase in profits donated to Woking Mind and other mental health charities
- Monthly cooking life skills classes delivered to boost self-esteem and improve their **overall mental wellbeing** of young care leavers
- Pro-mental health community events including **walks for wellbeing, seminars** and **talks**
- **Work experience** and **training opportunities**
- **300%** increase in social media reach and impressions to tackle societal stigma
- Fink **mental health coaches, ambassadors** and **mindfulness** sessions.





11.

NEXT STEPS FOR FINK

- Continue expansion into **street food markets** with multiple trading outlets
- Move production into dedicated central production to catalyse scaling of the business
- Widen food service provided to the **Globe Pub in Newbury**
- Focus on building partnerships with corporate clients who are signed up to the **Social Enterprise UK £1 Billion** spending pledge
- Expand **office delivery** and **corporate catering services**
- Expand into **music festival** and **outdoor event market**



Fink Street Food Limited

www.eatfinktalk.com



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