



The Resilience Fund

**A bold national initiative to
reverse the decline in child
mental health**



Thank you for taking the time to read this proposal.



Addressing the Child Mental Health Crisis

The global pandemic severely impacted already failing child mental health levels. The truth is we have a child mental health crisis spiraling downward, evident in daily news. It threatens to leave a generation unable to cope with life's pressures, burdening our overstretched health services and hindering their contribution to society.

Reversing this crisis requires a robust, coordinated approach to end child suffering. Quite simply, there is insufficient mental health support available nationally. Chronic underfunding leaves schools and communities unable to provide vital support.

Children who self-harm, have eating disorders, suicidal thoughts, and other conditions often wait over a year, sometimes two, to even get seen. Many children struggle with anxiety, depression, and the challenges of growing up without the necessary support.

You likely know a child who suffers without adequate mental health support.

Reversing this national cycle of child mental health decline is the mission of the Resilience Fund—a bold but achievable task. It requires a coordinated business and community-led approach. If everyone supports this proposal, even in small ways, we can measurably improve the wellbeing of all children in this country.

That impact would make national headlines and offer hope to a nation in need.

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Proposal: The Resilience Fund Initiative



The Resilience Fund unites the community, individuals, parents, and businesses to improve the mental wellbeing of all children. We ensure that schools applying for funding receive support for Zumos.



Zumos aims to disrupt the current crisis-response model by providing tools and support to young people early, building resilience, self-confidence, self-motivation, and wellbeing to prevent crises. These resilience-building tools are delivered daily in class, ensuring all students work on their wellbeing every day.

Focusing on schools and the young is crucial, as the pandemic has heightened the need for addressing the health and wellbeing of the younger population.

Uniquely, as well as individuals, parents and businesses, we are asking the £15.4 billion per annum, gambling community to contribute to the Resilience Fund, to give back to the community, enabling us to deliver Zumos to every school that applies.

The list of schools seeking support is growing every day.

Support the Resilience Fund and Make a National Impact



If everyone reading about this initiative chooses to support it, **“The Resilience Fund”** will generate positive national headlines and prompt immediate uptake from thousands of schools. The impact of this collective support would be enormous.

Every supporter will:

- Be listed on the funding and Zumos supporters pages.
- Have their approved business logos featured prominently on every page accessed daily by teachers, senior leaders, community members, government, and businesses, highlighting their contribution.
- Benefit from The Resilience Fund’s national PR efforts, ensuring widespread recognition.

Accountability and Progress Reporting:

Zumos provides extensive, unique backend data, empowering schools, trusts, workplaces, and local and national governments to make evidence-based decisions for commissioning and pastoral care.

Supporters will receive monthly progress reports detailing:

- The schools that have been helped.
- The progress of the campaigns.
- The number of children accessing and using the support.

We invite you to be part of this incredible project, to stay informed, and to see firsthand the measurable impact your support has on national child mental health.

WHAT IS ZUMOS?



Zumos is a social enterprise providing a unique CAMHS Kitemarked, mental wellbeing portal to over 350 primary and secondary schools in the UK. Zumos offers students anonymous access to motivational vocal recordings on many relevant subjects and links users to all the relevant free support that is available locally and nationally. Importantly it delivers daily positive-thinking and resilience building messages delivered out loud across the school by teachers. Other features include CBM Games and the ability to reach out to their school's support network via a private messaging system.

Using this combination of elements, Zumos continues to measurably improve the mental wellbeing, build resilience and enhance the self-confidence of young people. Zumos has been developed in collaboration with CAMHS (NHS's Child and Adolescent Mental Health Services) and endorsed for Good Practice for Schools by HeadStart Project 2019. Zumos takes great care with the development of the platform and works closely with steering groups made of industry professionals and SMEs.

Zumos is recognised as a disruptive and focussed broad spectrum approach to break the negative cycle of decline in the child mental health crisis we are facing in the UK. Young people are our next generation and are the most vulnerable of all – Zumos was designed to help.

ZUMOS FEATURES



Here are just 4 of the most popular features of Zumos. Each demonstrates how Zumos measurably improves mental wellbeing.



How we view ourselves can be a big influence on how we perceive the world around us and how we view and interact with others. The “How To Be Happy” audio recordings are designed to positively influence internal dialogue and so help to build and maintain emotional resilience. There is a different recording every day. These recordings are played daily in either assembly or in tutor time. Each is around 2 minutes.



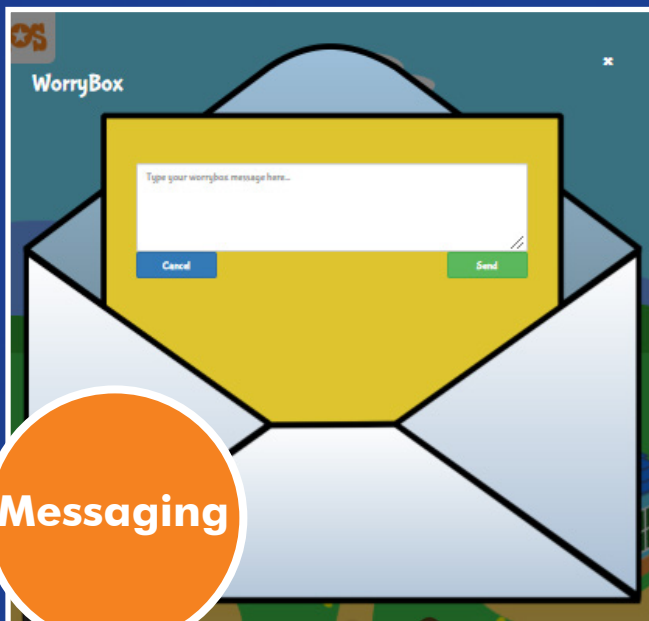
Mindfulness is recognised as a vital tool in developing our wellbeing. Here the pupil will find all the techniques they need to learn how to become mindful, how to breathe correctly, how to relax, focus, reduce anxiety and stress and how to find that part of them that is their rock; their stable foundation upon which to build the life they choose.



Pupils in schools may experience or witness episodes of bullying, abuse, hate crime and self-harm or they have health related concerns. All of these can lead to poor wellbeing, feelings of isolation and low performance. More often than not, pupils don't speak to a teacher or support staff member as they are too shy. SpeakOut is the way for pupils to tell their support network when these important things are affecting them or someone else.



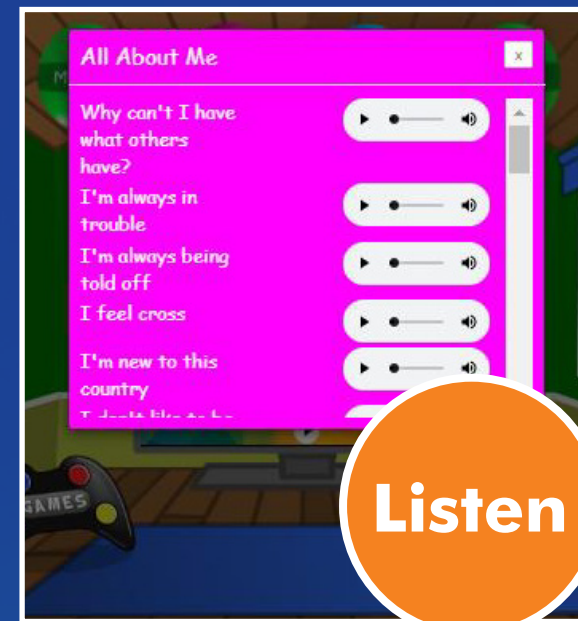
A whole library of expert written vocal recordings on how to deal with any issue a pupil might be facing in the categories of Feelings, Life, Relationships and Body along with all the further help they might need such as weblinks, helplines, reading material, books, video support, school support and online counselling.



Messaging



Your Room



Listen



Home Page



Chill Room

SECONDARY SCHOOLS FEATURES



100% ANONYMOUS

Feedback Home Logout

How to be happy!

"I SHUT my eyes in order TO see."

FLRB

TRIGGER WARNING: some site content could be a trigger.

Home Page

I Hate my Life

You may be hating your life right now because you don't have a feeling of contribution or significance, or because of rejection, personal loss, criticism, self-criticism or abuse. This message will look at each of these areas in turn to help you understand how to begin to love your life, and give you concrete activities to get started on.

FIRST LISTEN TO ONE OF THESE RECORDINGS

Preview: 0:00 / 0:26

Full: 0:00 / 8:41

THEN CHOOSE ANY FURTHER HELP IF NEEDED

FIND HELP
You can reach out to your designated school support officer for help if you want it.

VIDEO SUPPORT
Watch on YouTube

BOOKS
SELF

HELPLINES
Childline - 0800 1111
Papyrus HOPEline - 0800 068 4141
Samaritans - 116 123
SupportLine - 01708 765290

WEB LINKS
www.papyrus-uk.org
www.supportline.org.uk

READING
Building confidence
Calm: Anger
Family relationships

Further help

CHILL ROOM A VITAL PART OF YOUR DAILY WELLBEING REGIME

me time
To start feeling amazing: complete at least 20 minutes of mindfulness a day.

- 1 Minute
- 3 Minutes
- 5 Minutes
- 10 Minutes
- 15 Minutes
- 20 Minutes

Breathe in time with this image

Visualisations
Relax and escape to a world of mindfulness anytime.

- How to Breathe
- A Journey Within
- Antarctica
- Rivers
- Calm Mantra
- Crystal Cave
- Journey to your Heart
- Meadows
- Mountains
- Relax

Mindfulness chill room

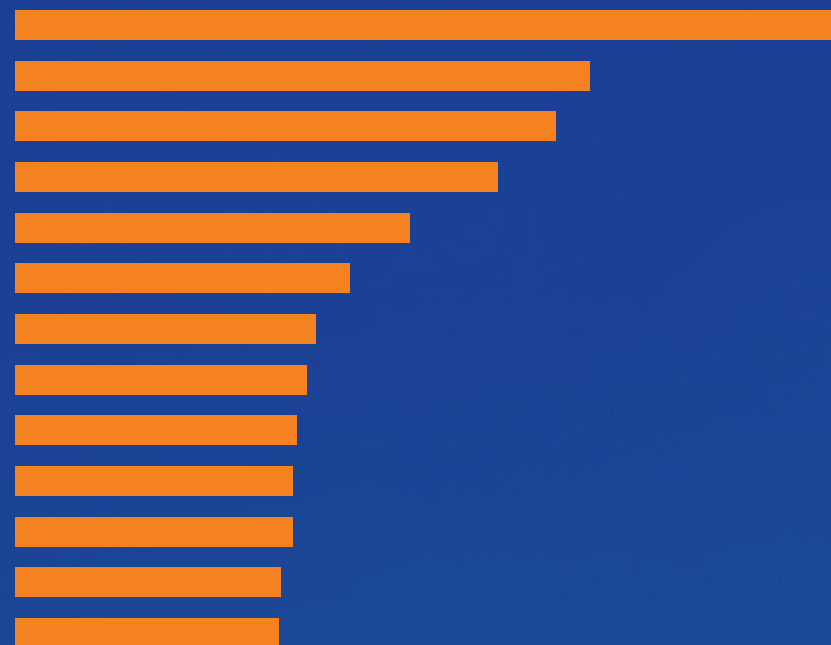
ZUMOS TRENDS

Most listened to titles
on Zumos



PRIMARY

Coping with grief
Someone I know has died
Why are people different?
You are great!
I don't like to be late
Do my words hurt?
My friends are changing
I'm always hungry
Who can I talk to about sex?
People aren't nice to me
I'm always in trouble
Someone I love is very ill
I have no friends



SECONDARY

I have no friends
Do I have OCD?
I want a relationship
Depression
I get so angry
I feel suicidal
I hate the way I look
How do I know if I am gay?
I can't sleep
I can't wake up
Why do I hurt myself?
Why don't I have any real friends?



National Engagement and Support: We will promptly engage any school requesting support and actively reach out to all 1,200 school trusts and local authorities to ensure widespread awareness and participation.

Established Infrastructure: Our capability, structure, and training for delivery are fully developed and operational, ensuring a seamless rollout.

Regional Campaigns: We will launch regional “How to be Happy” campaigns to address the urgent and dangerous mental health crisis. These campaigns will unite communities, support services, local government, businesses, and schools with the primary goal of measurably improving mental wellbeing, particularly focusing on children.

Preventative Approach: Zumos is designed to disrupt the reactive crisis model by providing early-stage tools and support to young people, fostering resilience, self-confidence, self-motivation, and overall wellbeing. This proactive approach helps prevent crises before they occur.

Daily Implementation: Robust resilience-building tools are delivered daily in classrooms, ensuring consistent and comprehensive wellbeing efforts for all students.

Focus on Youth: Given the significant disruptions caused by the global pandemic, there is an urgent need to address the health and wellbeing of the younger population.

Unique and Proven System: Zumos is a world-first system, developed over fifteen years with a comprehensive approach to enhancing mental wellbeing across entire populations. Utilizing online technology, it can rapidly reach vast numbers of people, 24/7. Our robust engagement processes ensure active participation through schools, making it an interactive system with guaranteed usage.

Support the Resilience Fund and help us deliver this groundbreaking solution to every school in need, creating a lasting positive impact on child mental health.

What leaders say:



OFSTED - "Zumos offers IAG (information advice and guidance) from an holistic perspective much more detailed and far more advanced than normal IAG services".

Linda Edward - Senior Public Health Commissioner - Children & Young People - "I was really impressed with Zumos and its approach to children and young people's emotional health and wellbeing. It is a pragmatic way to enable individual young people to empower and educate themselves at the same time which can actually prevent minor issues escalating, in my view as an RN and HV this is a 21st century tool which C&YP would understand and really utilise".

Amanda Baugh - Behaviour and Inclusion Manager - Northern House PRU - "Zumos has been such an invaluable resource for us in supporting our pupils social and emotional progress. All the pupils love it and engage daily as well at home. We have had great feedback not only from the pupils themselves and staff using it, but from parents, visitors and governors. We are able to hand pick resources to support each pupil's individual needs as well as focusing on whole school issues. I was concerned how Zumos would work with us being a short stay school but it has supported our whole school ethos and embedded quickly, especially with all the support and guidance we have received from the ZUMOS team".

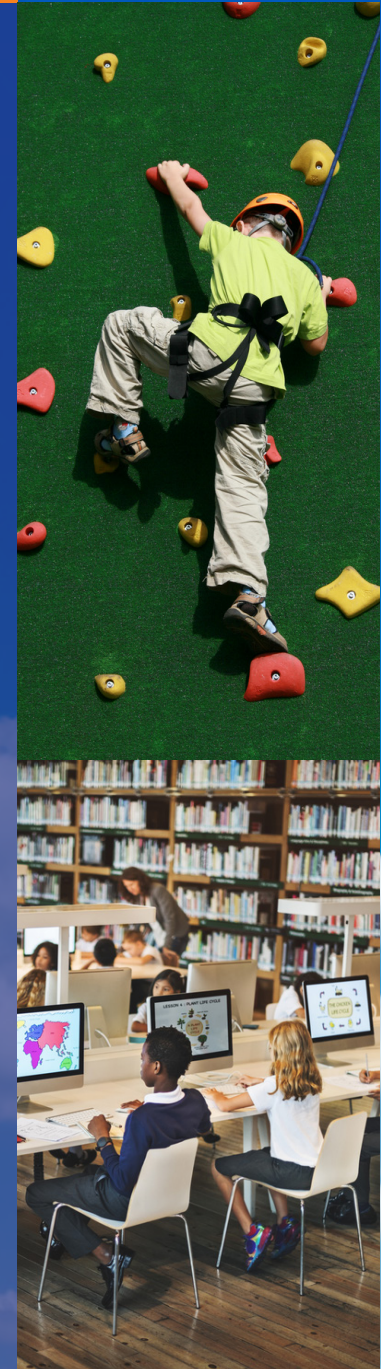
Jo Mersey - Assistant Headteacher - Milton Cross Academy "I do now have a student that has told me that they used it when they were feeling very, very low and that it stopped them attempting suicide. I don't really think it needs a bigger endorsement than that."

S.Nasa Head teacher Graiseley Primary School - I definitely think that Zumos has a positive effect on child wellbeing and resilience. We use it across the school and every day the staff use the How to be happy recordings before the children settle into their routines.

Debbie Ling – Learning Support Manager – Abbeyfield School "We have been using Zumos over the last year and I can honestly say that I have seen a change in the students that use it regularly. As a school, we now know exactly what our students are thinking and worrying about, we do not have to guess or assume. This means support is accurately targeted."

Sasha Furze Head Teacher Runwell Community Primary School - Absolutely, the tools are great to help children independently self-regulate, and also been a really useful tool for teachers to use for guided mindfulness practice and also give advice and guidance to children who are struggling with a range of emotions.

T Skarratts-Jackson Deputy Headteacher St George's Primary School Yes - the information available to the children gives them an opportunity to find out about things that are worrying them. Children are using the Worry Box more than the physical box as they are living in a digital age. This information is giving staff an insight in the daily lived experiences of their class. During our recent 360 reviews children have made very positive comments on how Zumos is supporting them.



Costs:

By scaling our support nationwide, we can significantly reduce the per-school cost from £3,500 for primary schools and £8,300 for secondary schools. We are raising £15.4 million to fund over 24,000 schools for one year. (After this initial year, we expect ongoing funding from trusts, lottery grants, businesses, donations, sponsorships, and advertising.)

Reduced Costs Per School:

- Primary School: £495 per year
- Secondary School: £995 per year

On average, this equates to less than £1 per child per year for daily mental health support!

Support Levels:

There is no minimum support level, and any contribution is gratefully accepted. However, we are asking if you would consider funding at least one primary school for £495, allowing their support to start immediately.

Flexible Funding Options:

We recognize that contributions vary, and every bit helps. The important thing is that everyone participates.

How We Allocate Funds:

We fund schools in the order they apply. You can view the list of schools awaiting funding [here](#).

Personalized Funding:

If you prefer to fund a specific school—perhaps one your child or a family member attends, or one local to your business—we can approach them on your behalf to offer support.

By funding a school, you directly contribute to improving the mental wellbeing of children, ensuring they receive the daily support they need. Your support makes a tangible difference.

Call to Action: Take the Next Steps with Us



Step 1: Kickstart the Change Today

Make a donation to show your support and help us build momentum. Your contribution goes directly into The Resilience Fund, and we have an active list of schools urgently requesting funding. Donate today, and schools will receive support tomorrow.

Click here to support [The Resilience Fund](#)

Step 2: Stay Connected and Recognized

By donating, you'll be added to our newsletter list to stay updated on our progress. If you represent a business, we'll proudly display your business name and logo on our supporters' page.

Contact Us

For direct inquiries, reach out to our Chief Executive, Gary Siva:

- Email: gary.siva@zumos.co.uk
- Phone: **07778 655443**

For general inquiries:

- Email: howtobehappy@zumos.co.uk
- Phone: **0333 050 0102**

Join us in making a measurable impact on child mental health. Your support can change lives.



thank you

