



## Been There is a start-up charity, in the form of an app, connecting adults with vetted and trained Mentors.

These Mentors help with any body image issues they may be experiencing, giving them the opportunity to speak to someone who has 'Been There' themselves.

The Mentors and Mentees communicate safely and discretely on our app via the chat function. Mentoring is a proven form of communication between two individuals that enhances the Mentee's self-worth and confidence, through listening, supporting, and empowering them.

### Why was it created?

Been There was created in response to the Founder's personal experience of living with an eating disorder. We realised a need for a different approach to support recovery and to enable sufferers to receive help and be part of a community. Been There targets a wealth of mental health issues that correlate to body image struggles, including eating disorders and anxiety. The concept and product are a simple and sustainable model for making a lasting difference to people's lives.

### Project aims:

- To protect and improve mental health relating to body image.
- To support young people suffering from poor mental health brought about by their perception of their bodies.
- To create a safe and secure platform to connect people struggling with body image with Mentors.
- To reduce isolation, stigma, and discrimination for anyone suffering.

### Why is Been There needed?

- Professional services turn away over 1500 patients a month. The NHS is unable to treat patients due to the lack of support and funding. Covid-19 has exacerbated the issue because people are more isolated, and unable to seek help easily.
- Delays in services costs £9.4 billion and people hospitalised due to eating disorders increased by over a third in the last two years.
- This service was devised based on personal experience and feedback. No other services rely on app-based communication focusing on people with body image issues.
- Our human-to-human app-based service enables Mentees to form relationships with the Mentors. Safety and security are paramount, and the app is live.
- The key part of Been There is relatability: experiencing something similar to someone else removes shame and loneliness.

### What is the funding needed for?

- To fund the vetting and training of new Mentors; course delivered by The Mentoring School.
- We have 10 Founding Mentors vetted and trained on the app.
- Training costs £500 per Mentor and is essential to our service as we need the highest quality individuals.
- We perform a DBS check for each Mentor (£12pp), and complete two reference checks.
- Each Mentor can mentor up to five Mentees on the app.

If we were awarded the £12,000 grant from SEIB, this would go towards:

- £6200: Training and vetting 12 Mentors who can provide almost 2500 hours of mentoring a year.
- £5800: Recruiting Mentors and driving awareness amongst Mentees through social media campaigns (£2500), and creation of branded events materials to enable us to have a greater impact at fairs, shows, campuses etc. (£3300).

Call 01708 850000

www.seib.co.uk   

South Essex House, North Road, South Ockendon Essex RM15 5BE. SEIB Insurance Brokers Ltd are authorised and regulated by the Financial Conduct Authority. (local call charges apply)

