

Case Study - Orange Genie Group

In September 2018, Orange Genie Group chose Buckinghamshire Mind as their Charity Partner for 2018/19, with staff committing to raising a minimum of £10,000. The entire workforce threw themselves in to the challenge with huge positivity and enthusiasm, scaling mountains, running miles, baking cakes and even painting fingernails in aid of Buckinghamshire Mind. The results were very impressive, in just the first three months they raised over £3,700.

Orange Genie Group's Chief Executive Officer, Graham Fisher, explains why it is important to the organisation to partner with a local charity:

"Orange Genie Group recognise that our approach to Corporate Social Responsibility (CSR) is vitally important to who we are as a company. Our policies ensure we rigorously adhere to the highest standards in four key areas of corporate social responsibility: the environment; health and safety; human rights, employment and ethics; and the communities in which we operate. It is important to us that we live our values and contribute by being a good and trusted neighbour.

Orange Genie chose to partner with Buckinghamshire Mind because of the company's commitment to improve staff and stakeholder wellbeing, which has a particular focus on mental health. Three Orange Genie Directors and its New Business Manager have completed Mental Health First Aid training so far and there is a plan to roll out MHFA training to additional staff over the next 6 months. The training provides them with the skills and confidence to spot the signs of mental health issues and guide staff towards the support they need.

This mental health support has been extended to Orange Genie Group's 7000 freelancers and contractors through a revolutionary employee benefits package, Orange Genie Edge. Through Edge, each employee, contractor and freelancer and their family are provided with access to confidential counselling support and guidance.

"Following the launch of Orange Genie Edge, it was logical for us to recognise the pressures on mental health in the wider community and it is for this reason Orange Genie chose Buckinghamshire Mind as the Group's Charity Partner for 2018/19," explains Graham.

To achieve their fundraising target of £10,000, Orange Genie employees have completed a wide range of challenges and activity, including:

Adam's Burn Series – Staff member Adam completed the Burn Series on 13 October 2018, which involved a 10k run, 1km kayak and 40km bike ride. Adam is still collecting sponsorship funds for this amazing achievement.

Scafell Climb – A team of staff climbed England's highest mountain, Scafell Pike, and raised significant sponsorship funds for Buckinghamshire Mind.

Miles over Mind – Orange Genie's Accountancy Department completed a virtual sponsored walk from Land's End to John O'Groats.

50/50 Draw - Tickets were sold for £2 each for a Grand Draw, where the winner would receive £100 and £100 would be donated to Buckinghamshire Mind.

Lauren's Lashes – Staff member Lauren provided expert eyelash and nail beauty treatments in return for a donation to Buckinghamshire Mind.

Secret Santa – Orange Genie's Sales department decided that, in addition to their regular Secret Santa, for Christmas 2018 they would also donate £5 each towards Buckinghamshire Mind, while the Accountancy department voted to forego Secret Santa completely and donate £10 each to Buckinghamshire Mind.

Santa's Fun Bus – All those staff who travelled to the company's Christmas party on the transport provided by Orange Genie pledged £5 to Buckinghamshire Mind.

Helen Bakes – Staff member Helen spent her Sundays throughout December 2018 baking goodies for her colleagues, who could choose what she baked in return for a £5 donation to Buckinghamshire Mind.

Future challenges include a sponsored climb of Snowden, a 5k sponsored run and an epic cycling challenge that will include five different events and hundreds of kilometres.

To encourage staff fundraising, Orange Genie match funds the first £50 of any fundraising challenges that are undertaken. In addition, Orange Genie offers each staff member a paid CSR Day that can be taken to raise money for Buckinghamshire Mind. As well as raising much needed funds for Buckinghamshire Mind, the partnership aims to promote awareness of the importance of considering mental health in the workplace. As part of this aim, Orange Genie's Head of Technology, who is a former member of the RAF, gave a talk to colleagues about his personal experiences.

Andrea McCubbin, Chief Executive, Buckinghamshire Mind said "Buckinghamshire Mind is delighted to be working with Orange Genie Group as their Charity Partner. It is fantastic

to see the strong focus that Orange Genie has on mental health wellbeing for its employees and the wider community in which it works. We are all hugely impressed with the commitment that Orange Genie employees have shown towards achieving the fundraising target and the wonderful energy, enthusiasm and creativity they give to their wide variety of fundraising activities.”

Orange Genie Group is a contractor management company that supports contractors, freelancers and temporary workers and provides a range of best value, compliant solutions tailored to their needs.

To discuss the benefits of choosing Buckinghamshire Mind as your organisation’s Charity Partner, please contact fundraising@bucksmind.org.uk