

## TAMHI

TAMHI (Tackling Awareness of Mental Health Issues) is a small community based organisation that aims to increase awareness about the importance of mental health, especially in young people. Using its innovative 'Mental wealth games' concept TAMHI adopts a practical approach through sport to encourage young people to consider the benefits of not only a healthy body but also a healthy mind. To date TAMHI has delivered a significant number of sessions in schools and sports clubs across North Belfast. To support with delivery and improve outreach, TAMHI regularly recruit young volunteers from North Belfast who had previously participated in the programme in the past



## What support has NBEI provided?

As a small community organisation TAMHI are heavily reliant on grant funding. However with an increased demand for its services, the organisation outlined a need to develop its 'Mental Wealth Games' concept into an accredited toolkit which could be sold in the long term as a licensed training product

NBEI has provided TAMHI with **£5,000** of investment to help develop this training product and secure ILM accredited status. Part of the NBEI support was used **to fund the accreditation** itself whilst the rest covered 10 days working one on one with a specialist business mentor with experience in the training sector

Working with this business mentor TAMHI was able to develop the 'Mental Wealth Games toolkit' so that it complied with the broader ILM framework. The mentor has also helped TAMHI to improve the **marketing the organisation, develop tender writing skills and help source new users** across NI

## How has NBEI support helped and who has benefited so far?

- Through NBEI assistance TAMHI secured its status as an ILM accredited training provider in December 2018. Since then it has since made sales of £19,200 and has delivered its Mental Wealth Toolkit to schools, clubs and youth organisations across the North Belfast area and beyond
- Various representatives from TAMHI also participated in NBEI's Digital Sales and Marketing programme. This has increased the capacity of the organisation to promote itself and advertise its services across online social media platforms such as Twitter, Facebook and Instagram. It has also provided TAMHI with a new website which has not only resulted in a significant saving but it has also up skilled the organisation so it can manage the content of the site in the future
- Working closely with the mentor has increased the capacity of TAMHI across a number of other different areas including Tender writing. Moving forward TAMHI is looking to partner with other Mental Health organisations such as Inspire in a bid to win tenders and deliver public service contracts. The organisation is also working closely with the IFA with the potential to roll out its toolkit in sports clubs and schools across Northern Ireland