



**Supporting
good causes
at no cost to
your business**

Farming stars in cars

**Supporting mental health in
rural communities: driving
mental health support where
it's needed most**

**A powerful partnership proposal:
Red Umbrella & Carecoins**



Introducing Carecoins CIC

Carecoins CIC is a community interest company built on the Carecoins vision of creating lasting social impact.

As a notfor-profit, our mission is to provide free, accessible support services to those who need them most, while ensuring our dedicated staff and qualified therapists are paid fairly for the vital work they do.

We believe in a true win-win-win approach - where the community receives support, professionals are valued, and our donors and sponsors gain unique opportunities to expand their reach, strengthen their PR, and even drive direct sales. Through meaningful partnerships and innovative ideas, we make sure every contribution counts and every action creates positive change.



carecoins
community

**Red
Umbrella**
The Mental Health Experts

What is farming stars in cars?

**Its all about the farmers, their families,
their communities in rural England,
the are THE STARS.**

Each episode features:

- Filmed interviews with farmers and their families, and other people in rural communities
- Real farmers & their struggles, real life interviews
- Therapy in action - therapists arriving in a Defender/Range Rover
- Stories of resilience, hope, and recovery
- The vehicle as an icon of support, strength, and connection
- A safe place to talk and spread the message to others.
- Cross over in the series with HR starts in cars

Content Distribution:

Streaming pitches + PR + social media + press coverage



The mission

Transforming Mental Health Support in the farming community

Over 700 farmers & family members supported to date

Counselling through qualified, BACP registered therapists

Unique Carecoins model

The Unique carecoins model allowed for free of charge BACP counselling including marriage counselling

Delivered in partnership with Red Umbrella

Red Umbrella provided training to the rural communities and agricultural suppliers



**More than
one UK farmer
per week dies
by suicide**

The crisis in farming

The farming industry is facing a mental health emergency:

- Isolated working conditions
- Financial pressures
- Generational stress
- Climate and policy changes
- Succession
- Relationship problems

There is an urgent need for accessible, rural-focused mental health support.

What are Carecoins?

At its core, Carecoins is about flexibility, choice and trust.

Each Carecoin is worth 30 minutes with a professional therapist, no AI bots, no waiting lists, no jargon. Just real help, when and how your people need it.

The “currency of care” used for wellbeing and mental health support

Used to access therapy, resilience coaching, crisis support, and more

Recognised by the CWC internally

Trackable, transferable, and purposeful



How carecoins will be used

At its core, Carecoins is about flexibility, choice and trust.

Each Carecoin is worth 30 minutes with a professional therapist, no AI bots, no waiting lists, no jargon. Just real help, when and how your people need it.

1 Support for pros, assistant pros/apprentices, friends and family

Providing direct mental health resources

2 Carecoins to fund services - specifically the first-of-its-kind 24/7 support line for all farmers

3 Mental health training for farmers

Ensuring support continues beyond the campaign

4 Auction proceeds converted into Carecoins to support meaningful causes



The unique opportunity

A mini-series spotlighting:



**Real stories of UK
farmers, families &
laborers**



**Counsellor farm
visits in action**



**Their resilience
struggles & the
power of therapy**

Not just a donation – a partnership

**We're not asking for charity.
We're offering a win-win-win
collaboration:**

Brand Visibility

Feature in each episode/segment

CSR Leadership

Not Just a Donation social cause

Content Creation

Short films, reels, photography, care stories

PR

Campaign outreach + media traction

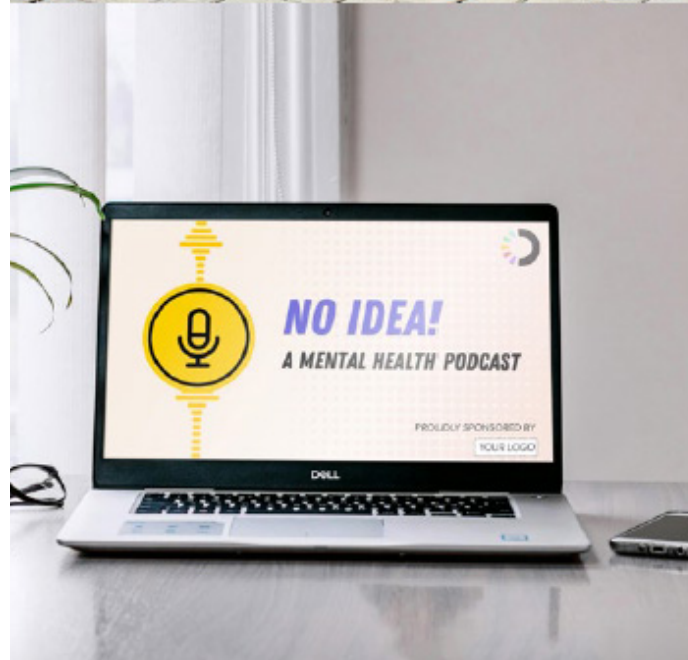


Brand visibility

Through our partnership, you will have the opportunity for brand placements across our platforms and have access to our vast network.

Opportunities could include but not limited to:

- Advertising space in our podcast
- Brand placement on campaign vehicles
- Spotlights in e-newsletters
- Collaborative social media posts
- Invitations to exclusive networking events



The project in action

How It Works:

- Therapist visits filmed arriving at farms in a Defender
- Intimate, human-led interviews with farmers in their vehicles
- Explore issues of suicide, stress, marriage strain, and hope
- Each episode ends with how therapy changed lives

Potential to pitch to streaming platforms / collaborate with Clarkson's Farm

Who's involved

**Red
Umbrella**

**Mental health
training experts
already trusted
by farmers**

carecoins

**Innovative token-
based counselling
access already
trusted by farmers
(over 700 to date)**

**Clarkson's
Farm & other
sponsors**

**Proposed
partnership to
reach wider
awareness and
access more
funding**

**Trained
therapists**

**Our team of BACP
therapists are
geographically
located all over GB
and are very excited
to continue this vital
project**

The ask

Let's
drive this
together

Vehicle to support filming logistics & travel

Donation to support us in starting the 24 hour rural and farming counselling service, the first fully subsidised 24 hour support line managed by BACP therapists for immediate access. At the end of the series potentially the vehicle could be auctioned and the cash amount converted to carecoins.

Co-branded marketing campaign

We would love the opportunity to talk about this, we are open to all ideas and ways to work together on this important project. We would like to hear what you could do to support this and really make a difference.

The impact

Together we will work to:

- Prevent suicides in the farming community
- Provide free, barrier-free therapy to hundreds more
- Raise nationwide awareness



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Red
Umbrella
The Mental Health Experts

Next steps

**Find the right partner
to drive it forward**



**Confirm locations,
therapists, and
storytellers**



**Put media campaign
strategy in place**



Start filming

**Let's
talk**

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