

# Farming Stars in Cars

**A Powerful Partnership Proposal:  
Red Umbrella x Carecoins**

Supporting Mental Health in Rural Communities

Driving Mental Health Support Where It's Needed Most

**Red  
Umbrella**  
The Mental Health Experts

**carecoins**



# Introducing Carecoins CIC

Carecoins CIC is a community interest company built on the Carecoins vision of creating lasting social impact. As a not-for-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.

# 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

# 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.**



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



# 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

Recognised by the Farmers nationally

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

Trackable, transferable, and purposeful



# How Carecoins Will Be Used

1.

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

Providing direct mental health resources

2.

Mental Health Training for farmers

Ensuring support continues beyond the  
campaign

3.

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

4.

Auction proceeds converted into  
Carecoins to support meaningful  
causes

# The Unique Opportunity

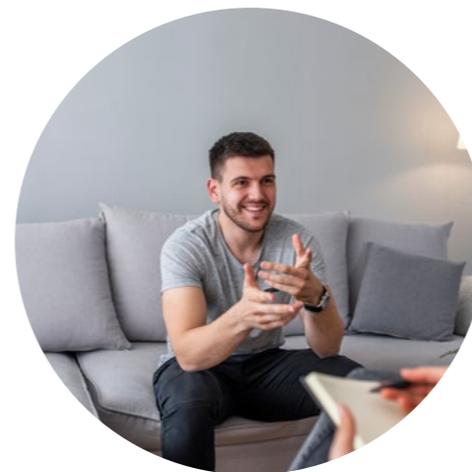
A mini-series spotlighting:



Real stories of UK farmers, families & laborers



Counsellor farm visits in action



Their resilience struggles & the power of therapy



Showcasing Jaguar Land Rover's Defender/Range Rover as a rural lifeline

# 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

Champion a real social cause



## Content Creation

Short films, reels, photography, farmer 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**  
The Mental Health Experts

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 have been up skilled in farming, and are very excited to continue this vital project.

# The Ask

We are seeking:

## 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.

# Let's drive this together.

# The Impact

Together we will work to:

 Prevent suicides in the farming community

 Provide free, barrier-free therapy to hundreds more

 Raise nationwide awareness

# Next Steps

Let's talk

We're ready to start filming immediately

Locations, therapists, and storytellers already lined up

Media campaign strategy in place

Just need the right partner to drive it forward



# Red Umbrella

The Mental Health Experts

## Get in Touch

[team@red-umbrella.co.uk](mailto:team@red-umbrella.co.uk)

0300 002 0061

Red Umbrella, 2 Tokenhouse Yard,  
Bridlesmith Gate, Nottingham, NG1 2HG

[red-umbrella.co.uk](http://red-umbrella.co.uk)  
[carecoins.co.uk](http://carecoins.co.uk)