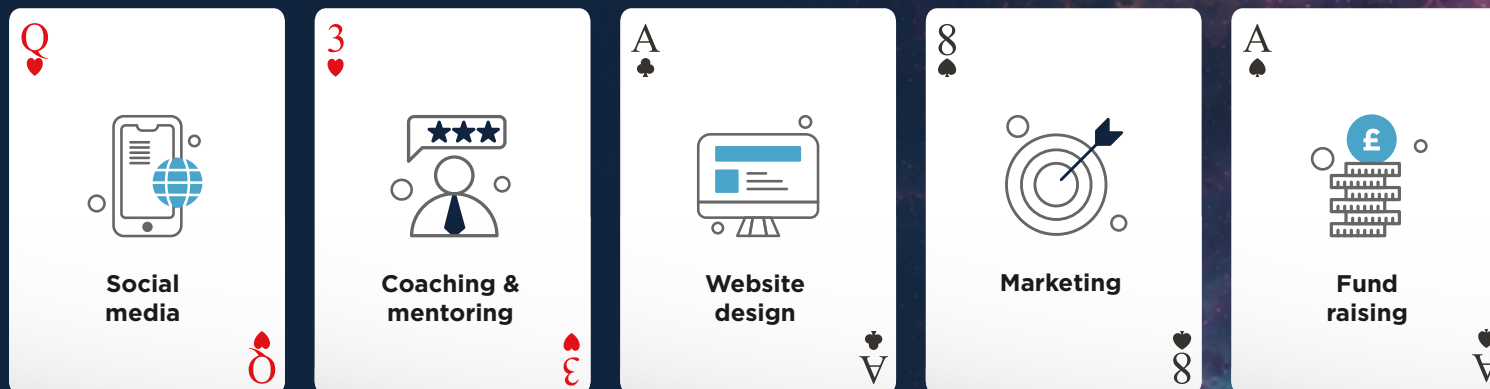




Sustain Deck



**Ambition into action: grow your income
maximise your impact**

Built by the Third Sector. Designed for today's funding challenges.
100% of profits reinvested in mental health support.

Who are we?

MH360 is a charity that understands the pressures of the third sector.

Providing mental health support since 2003, we've seen first-hand the increasing strain on charities - **rising demand, limited capacity, and income that is harder to secure and sustain.**

As part of **our own sustainability journey**, we now deliver traded services that safeguard our mission and reduce reliance on uncertain funding.

Sustain Deck is our response to this reality - helping charities **strengthen income, re-engage supporters, unlock new opportunities, and build long term diversification resilience.**

This isn't theory - it's grounded in real experience of what works, what doesn't, and what charities need to sustain and grow impact.

Every penny of profit is reinvested into mental health: Your ESG fulfilled whilst securing your future.

Our Mission:

To help charities maximise income, strengthen resilience, and expand their impact in an increasingly challenging funding environment.

A smarter way to strengthen your charity

The support you need, delivered in a way that works - without the cost and complexity of building a full internal team.



The challenge

- Limited internal capacity
- Increasing demand for services
- Stagnant or unpredictable income
- Reliance on uncertain funding
- Pressure to demonstrate impact
- Gaps in specialist expertise



The Sustain Deck solution

- Flexible support around your needs
- Expertise embedded into your organisation
- Scales as your priorities evolve
- Diversifying your options
- Focused on maximising income
- Built specifically for the third sector



**Supporting your team.
Strengthening your income.**



**Building long-term
sustainability.**

Turning strategy into action

Sustain Deck works alongside your organisation to turn priorities into meaningful, measurable outcomes.



How we work

- Work alongside your team
- Support where capacity is limited
- Focus on priority areas
- Adapt to your organisation's needs
- Provide consistent expertise
- Review and refine activity



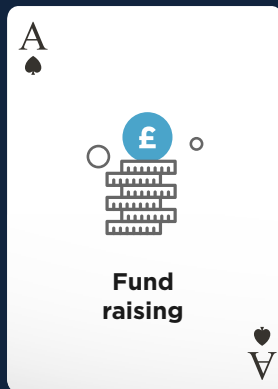
What this enables

- Greater reach and visibility
- Stronger engagement with supporters
- More diverse, reliable income streams
- Reduced pressure on teams
- More consistent delivery
- Improved long-term sustainability

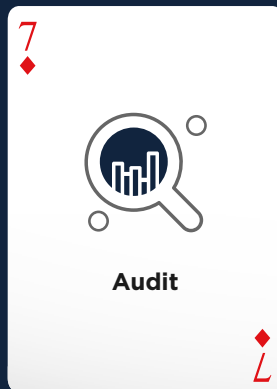
Helping you bridge the gap
Expert support. **Flexible**
delivery. Real impact.

Sustain Deck at a glance - 9 ways we help you achieve sustainability

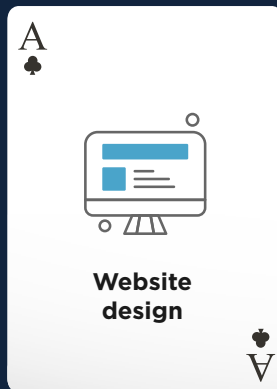
Flexible to your needs - whether supporting your team or providing full delivery.



Plan and run campaigns that really raise funds.



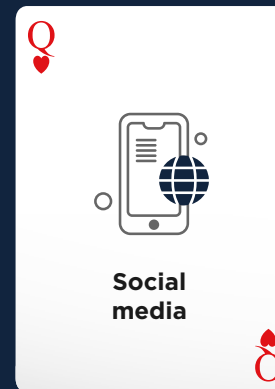
Review of current systems and strategies.



Keep your site fresh, enhanced or complete rebuild.



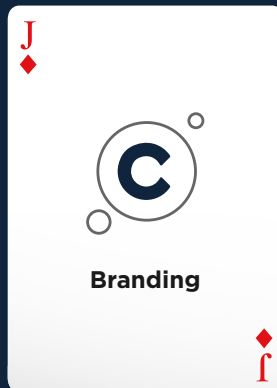
Support staff to grow skills and confidence.



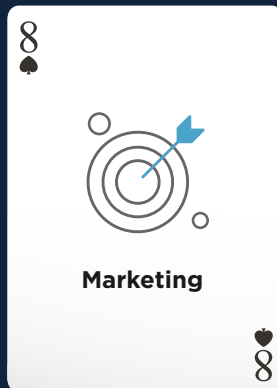
Share your story or manage channels fully.



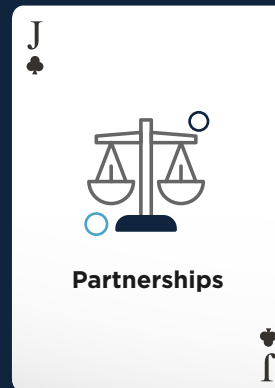
Build partnerships and find new opportunities.



Advice or a refresh to strengthen your identity.



Run campaigns that reach and engage more people.



Build and maintain partnerships that make impact.

Working alongside you to maximise income, strengthen engagement, and unlock new opportunities.

Flexible support, designed to meet you where you are - and take you where you want to be

Service	Launch	Growth engine
Why this matters	Regain clarity, unlock quick wins & take control of your income	Build stronger, more reliable income streams and capacity
Level of support	Expert direction with practical implementation support	Hands-on delivery driving activity and results
Fundraising strategy	✓ Clear plan & expert direction	✓ Active campaigns driving income
Audit & insights	✓ Visibility on what's working (and not)	✓ Regular insight to improve performance
Website	✓ Audit, recommendations & Amendments	✓ Campaign-focused pages that convert
Coaching & mentoring	✓ Regular expert guidance	✓ Ongoing support to build confidence and capability
Social media	✓ Content creation & guidance	✓ Targeted campaigns that build reach
Business development	✓ Clear direction & light outreach	✓ Active pipeline development
Branding	✓ Strong messaging & clarity	✓ Refreshed brand & updated assets
Marketing campaigns	✓ Simple campaigns to get you started	✓ Multi-channel campaigns that scale
Corporate partnerships	-	✓ Partnership strategy & approach

How it works

- **Monthly planning** - Agree priorities: campaigns, fundraising, partnerships
- **Focused delivery** - Work alongside your staff or deliver fully where no team exists
- **Ongoing access** - Guidance, input, adjustments
- **Review & optimise** - Track performance, refine activity, focus on measurable results

FAQs Answered

1

How does your support work in terms of hours?

Our subscription gives you ongoing access to our experts, not fixed hours. Support is tailored to your priorities, delivered where it matters most, so you always feel supported.

2

Do you get hands-on?

Absolutely. We can join your team at events, meetings, or outreach, helping with areas your staff may find challenging - like fundraising, partnerships, or supporter engagement.

3

How quickly can you deliver results?

Some benefits are immediate - expert advice, messaging, or outreach. Other impact, like campaigns, partnerships, or building internal skills, develops in stages for lasting change.

4

How cost-effective is your support?

Our subscription provides bespoke, expert-led support across multiple areas - without the cost of full-time staff. You gain strategic insight, skills, and high-impact delivery that grows with your charity.

Simple, transparent pricing

In a time of rising costs and uncertain funding, investing in the right support isn't a luxury – it's a necessity.

Monthly fixed price, based on turnover	Launch - Get clarity & quick wins	Growth engine - Where income starts to grow
Up to £1MN	£395	£1,200
£1MN - £3MN	£875	£2,250
£3MN +		From £3,100

Growth that delivers results

- Corporate partnerships: businesses embracing your brand.
- Innovative new offerings designed and taken to market.
- National contracts and partnerships: sourced and secured.
- Reengaging lapsed donors for immediate reach.

Flexible support, no tie in.

- Full flexibility to scale up or down after month 3.
- 30-day rolling contracts – giving you control, not commitment pressure.
- All without the cost, risk, or delay of building a full in-house team.

Not ready for a subscription?

Have an idea? We can help shape it into a standalone project or fixed-outcome campaign that makes a meaningful difference.

Helping people
thrive, helping
charities grow

Navigating today's challenging landscape

When doing nothing is not an option.

Meet the MH360 family



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