



HAPPIFUL HUB: STAFF SUBSCRIPTIONS

Putting in the work to support your employees' mental health

happiful

Certified
B
Corporation

Putting wellbeing on the corporate agenda

The people are the heart of any workplace – from innovating new ideas and projects, to creatively addressing problems, alongside inspiring and supporting colleagues to achieve their very best in any field.

But, to keep that heart beating, and driving your business towards success, taking care of your employees all-round health is of paramount importance – and that goes beyond fruit baskets in the kitchen, or a discount gym membership.

With burnout and sickness related to mental health costing an estimated £56 billion to UK businesses in 2020–2021, according to research by Deloitte, addressing and providing ongoing support to your employees' mental wellbeing isn't just the right thing to do morally, it's the right thing to do from a business perspective, too.

High staff turnover is undoubtedly expensive, and the same report from Deloitte found that 28% of UK employees either changed jobs in 2021, or planned to in 2022, with 61% of these people citing poor mental health as the cause.



Additionally, Mental Health First Aid England has revealed that three quarters of managers are worried about the impact the rising cost of living is having on their team's mental wellbeing. While the majority of managers recognise the importance of supporting mental health, one in three feel 'out of their depth' with knowing how. This rises to almost half of managers under the age of 25.

If you want your staff to care about your business, and be at their peak performance level for you, you have to show you care about *their* wellbeing, which shouldn't be a revolutionary idea – but, it sort of is...

One simple way to make a big difference – supporting both your managers and staff as they navigate this territory – is ongoing, relatable, compassionate support in the form of a monthly magazine, to normalise conversations around mental health, and provide expert insight, life-changing hacks, and a wealth of self-help guidance, alongside signposting professional routes of support.

It's one small step forward, that could put you leaps and bounds ahead in terms of prioritising staff wellbeing – and it can be delivered straight to their doors.



1 in 4

will experience a mental health problem of some kind each year in England



Meet Happiful...

Happiful launched in 2017, with a vision of connecting people with the help they need. Now, six years down the line, we couldn't be more proud to say our **award-winning monthly magazine devoted to mental wellbeing** has grown into a welcoming and inclusive community, on a mission to create a healthier, happier society, and smash stigma while we do it.

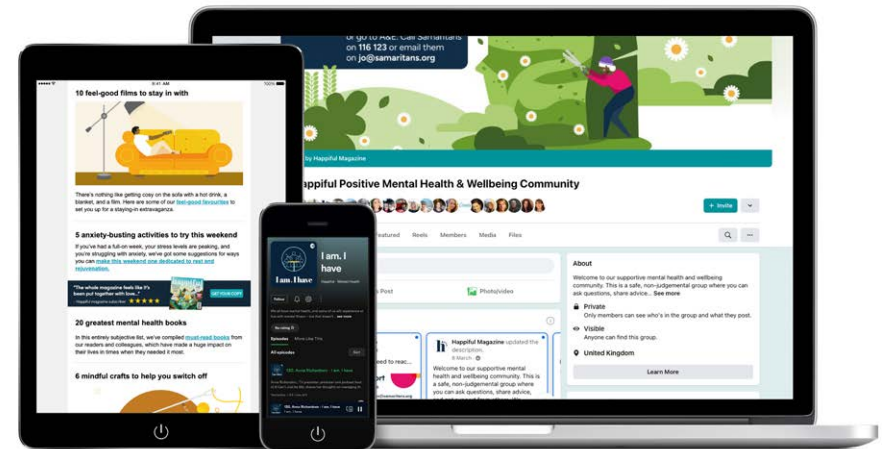
We cover a full spectrum of mental health and wellbeing topics, including depression, burnout, grief, OCD, bipolar disorder, ADHD, motivation, stress relief, nutrition, intrusive thoughts, relationships, confidence, and self-esteem, to name but a few. This allows readers to feel more informed about various conditions, but also empowered with ways to find support, and tips on how to manage for themselves.

Every print issue includes

- **Expert-led advice** on a vast array of mental health topics.
- Life-changing 'hacks' to **transform your approach to wellbeing**.
- **Inspiring and engaging personal stories** to show you're not alone.
- **Uplifting good news** highlighting it's not all doom and gloom.
- **Print-exclusive guided journaling pages** to support your self-exploration journey.
- **Postage & packaging included for all UK & NI addresses.**

Plus!

- We're **carbon neutral**.
- Both the **magazine and envelope are fully recyclable**.
- For every tree used to print our magazine we **plant two in its place**.



Alongside the monthly delivery of positivity straight to your door, the Happiful community extends to our award-winning weekly newsletter, more than 130 episodes of our 'I am. I have' podcast, our new 'Happiful: Finding What Works' podcast, plus our supportive Facebook groups to connect with other like-minded individuals, and share advice and thoughts.

Happiful is paving the way for putting your wellbeing first, and provides a wealth of tools to help you – and your employees – do just that.

A year of Happiful for your staff

For a meaningful gift that keeps on giving, take out staff subscriptions with Happiful and ensure your team gets a monthly delivery of wellbeing support.

SAVE 16%

5-24 subscriptions

£59.99/ per 12-month subscription

- ✓ 12 magazines
- ✓ Workplace wellbeing digital booklet
- ✓ Carbon neutral

SAVE 24%

25-74 subscriptions

£54/ per 12-month subscription

- ✓ 12 magazines
- ✓ Workplace wellbeing digital booklet
- ✓ Carbon neutral

SAVE 29%

75-149 subscriptions

£50.99/ per 12-month subscription

- ✓ 12 magazines
- ✓ Workplace wellbeing digital booklet
- ✓ Carbon neutral

SAVE 33%

150-249 subscriptions

£47.99/ per 12-month subscription

- ✓ 12 magazines
- ✓ Workplace wellbeing digital booklet
- ✓ Carbon neutral

SAVE 37%

Over 250 subscriptions

£44.99/ per 12-month subscription

- ✓ 12 magazines
- ✓ Workplace wellbeing digital booklet
- ✓ Carbon neutral

INCLUDES EXCLUSIVE WORKPLACE WELLBEING PDF



How it works



Select the number of subscriptions you require.



Within two days of purchase, you'll receive a voucher code for staff to use in our online store.



Redeeming this code will allow them to purchase an annual subscription for free.



Subscriptions will be delivered to straight to their door, with the workplace wellbeing booklet automatically downloadable at checkout.



We'll follow up with you prior to the subscriptions running out to hear your feedback, and find out if you'd like to renew and give your staff another year of Happiful.

Did you know?

Companies can offer benefits worth less than £50 per month per employee, tax-free! So our subscriptions, billed annually, make an even better addition to your benefits package.



Looking for even more?
If you'd like to discuss bespoke content support packages for your company, please get in touch at hello@happiful.com and we'll be happy to chat about your needs, and what more we could offer!

All things Happiful

At Happiful, we're working to help people find the help they need in tough times and beyond. It's something we've been doing since June 2005, when our founders, sisters Aimi and Emma, developed the Counselling Directory after experiencing their own mental health challenges. And now, 18 years later, Happiful remains committed to helping people connect with the community and professional support they need.

We have many different ways of doing this today, including through our five directories, Happiful magazine, our podcast, and our free app, alongside the *happiful.com* website, which combines all elements of our offerings together with information on local peer support groups, too.

Our mission

It's no secret that, here at Happiful, our mission is to create a healthier, happier and more sustainable society, and to challenge the stigma around mental health. And we're sticklers for practising what we publish.

Alongside staff being Mental Health First Aid trained, our carbon neutral company is committed to sustainability, for both the environment and mental health habits. From our tree pledge to regular volunteering days to give back to the community, we also ensure our advice isn't about quick-fixes and promising unrealistic overnight transformations. Our emphasis is on positive habits for long-term growth, finding what works for you, and taking things at your own pace – with Happiful helping you along the way.



Certified B Corporation

We believe a business' success is more than about just profits. It's about helping to create a society that enjoys shared and durable prosperity, and so we're delighted to say that, since 2019, Happiful has officially been a certified B Corporation. This means that we've joined a growing group of companies reinventing how business works, having met rigorous social and environmental standards that represent our commitment to making the world a better place.

It's the gold standard in social and environmental performance – and it's not easy to become a B Corp; there are currently only around 1,900 approved B Corps in the UK, and we are very proud to count ourselves among them.

Our pledges

Using our platform to ensure all voices and experiences are heard is of paramount importance to our team. We are committed to including an array of experts, freelancers, and case studies, so that Happiful is an inclusive and representative space, covering topics and perspectives from all communities, ethnicities, genders, sexualities, abilities, and ages. From the importance of queer spaces to breaking age stereotypes in the fitness industry, talking to kids about disability, and minority stress, but also ensuring that our content considers accessibility in any advice, we are working hard to make Happiful a place where everyone feels seen, understood, and is welcome.



Happiful has got me through very stressful times in my life, providing advice and support when I needed it and articles that I have shared with friends and family. It's made me more mindful everyday and I feel so much happier for it. Thank you so much for everything you do!

– Readers survey 2023

Reading happiful feels like I'm chatting to a friend. I'm quite an introvert and sometimes feel a burden if i offload but happiful just gets it... no judgement – Readers survey 2023

Happiful is a wonderfully inspiring and uplifting magazine, I only wish I had found it sooner. Beautifully designed, well written and informative articles encourage us to take some much needed time out of our busy lives for a little 'me time' and to prioritise our mental health and wellbeing.

– Readers survey 2023

Happiful is a breath of fresh air in the media today. Wholesome, uplifting content geared to support people, with loads of resources and activities to help along the way.

– Readers survey 2023

I love the ethos behind Happiful. The magazine is beautifully produced and packed full of advice and interesting articles. – Readers survey 2022

Sign-up today!

Join the wellbeing revolution and show you care by signing your employees up to a Happiful staff subscription via happiful.com/hub/staff-subscriptions

Or if you'd like to find out more about what's on offer, drop us a message at hello@happiful.com

And remember, our weekly newsletter packed with helpful articles is completely free to sign up to, so could be one to share on your next HR email update! Simply visit happiful.com/digital-subscription

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