

LONELINESS AWARENESS WEEK

BROUGHT
TO YOU BY



Partnership Pack



Welcome

The World Health Organisation (WHO) officially declared loneliness a world health concern in 2025. Research shows it is as bad for our health as smoking 15 cigarettes a day.

As well as impacting our physical health, loneliness is a recognised risk factor for depression, anxiety and emotional distress. The NHS estimates that severe loneliness costs the UK £9,900 per person per year. Lost productivity and poor health caused by loneliness are estimated to cost UK employers up to £2.5bn annually.

Our mission at Marmalade Trust is to build a society that recognises loneliness as a natural human emotion that we will all experience at some point in our lives, so we can reduce the stigma and give people the knowledge and tools they need to take action.

To achieve this we launched the global campaign Loneliness Awareness Week in 2017 – reaching millions across the world. Since then, we have worked with thousands of individuals, organisations and corporate partners to raise awareness and create positive changes at both a societal and political level.

In this partnership pack, you'll find details of how you can play a lead role in reducing loneliness and increasing connections in your communities.

However you choose to work with us, you'll help to leave a lasting legacy on individuals, organisations and society as a whole.

Why we want to partner with you

We partner with organisations that are either already committed to understanding loneliness or reducing stigma – or have the power to increase understanding and provide opportunities for meaningful connection. If this sounds like you, we would welcome your support.

Introducing Loneliness Awareness Week

Loneliness Awareness Week is a global campaign that increases conversation about loneliness and promotes connection activities.

Through Loneliness Awareness Week, we challenge the language, narrative and perception of loneliness to create a society where:

- Loneliness is accepted as a natural human experience
- Loneliness is better understood
- The stigma of loneliness is reduced
- Opportunities for meaningful social connections are promoted

To help campaign partners succeed we provide the campaign theme, resources, support with community-driven initiatives and promote connection activities on a worldwide Connections Map.

Each Loneliness Awareness Week focuses on a different aspect of loneliness, defined by feedback from stakeholders and inspired by the current state of loneliness across the world.

“Marmalade Trust has played a huge part in me feeling less lonely, and supporting someone to feel less lonely.”

Lauren Owen, Volunteer

The first 10 years of Loneliness Awareness Week:

2017 Meeting loneliness together	2018 Reducing stigma	2019 Key life indicators	2020 One less lonely voice	2021 We get lonely
2022 That lonely feeling	2023 Connection matters	2024 Random acts of connection	2025 Meeting loneliness together	2026 Giving loneliness a voice

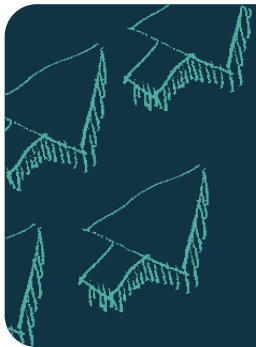
Making an impact

Loneliness Awareness Week is the world's leading loneliness campaign – bringing people together from businesses, community groups and the government to take action.

We've shaped public understanding of loneliness, shifting it from a personal problem to a political priority.

By increasing connection and conversation, and improving education and awareness, the campaign reduces the stigma surrounding loneliness and positively impacts people's physical and mental health.

Our impact in numbers:



Over **12,000** connection activities

1 billion social media impressions, clicks and connections

Global audience of **800 million**

"I found inspiration in Marmalade Trust. I feel I'm helping people as much as they're helping me."

Ian Cessford, Volunteer



Enabled a new conversation about loneliness **every 2 seconds**



86% of people felt more valued and connected because of Loneliness Awareness Week activities



Gained support from prominent public figures, including the **Royal Family** and **Dr Rosena Allin-Khan**



Inspired **hundreds** of positive press articles across the world

Benefits of partnership

Boost your business and brand

Work with us on the world's biggest loneliness campaign to enhance your visibility and reputation.

Recognition and support

Demonstrate that you understand loneliness and are committed to helping staff build connections.

CSR and ESG goals

Show your commitment to social, ethical and environmental goals by supporting a grassroots charity with global impact.

Community impact

Inspire millions of people, create meaningful connections and help strengthen communities.

Press exposure

Raise your profile through positive press coverage across the UK, Europe and beyond.

Global presence

Be part of a worldwide movement for change and make a meaningful impact both locally and globally.



How partnership supports CSR, ESG and social value goals

A partnership with Marmalade Trust enables you to demonstrate social impact and contribution against CSR and ESG – while making a real difference to people's lives.

Our work supports:

- **Social value and inclusion** – by reducing loneliness and increasing access to connection for people and communities most likely to feel excluded
- **Community investment** – through place-based activity, volunteering and local connection initiatives
- **Responsible business practice** – by addressing a recognised societal challenge with measurable impact

Loneliness Awareness Week offers partners a visible, values-led platform to demonstrate commitment to people and communities, while aligning activity to recognised social challenges and sustainability priorities.

We work with partners to ensure activity can be meaningfully reflected in ESG reporting, impact statements and stakeholder communications.



Partnership packages



Corporate

£20,000

Package overview

Large corporate partners can provide financial and reputational support to the campaign and our wider work to reduce loneliness. Financial investment from corporate partners enables Marmalade Trust to deliver Loneliness Awareness Week at scale, and develop resources that improve both mental and physical health directly within your communities.

These partners have 1:1 access to our senior team to create and deliver a long-term partnership plan with global impact. Here are just some of the benefits of a partnership – but every agreement at this level will be bespoke.

Benefits

- Prominent brand positioning and mentions across Loneliness Awareness Week resources and materials
- Global press and PR opportunities
- First in line for Loneliness Aware Quality Mark
- Staff fundraising support and volunteering opportunities
- Bespoke CPD accredited *Understanding Loneliness* training for staff



Changemakers

£10,000

Package overview

Changemakers are partners who can share the campaign with a large audience, and have the ability to create meaningful connections.

Changemakers benefit from unique partnership opportunities built around your organisation and could include:

Benefits

- Bespoke partnership plan based on individual needs
- Introductions to other relevant high profile partners where relevant
- Brand mentions across Loneliness Awareness Week content
- CPD accredited *Understanding Loneliness* training



Connectors

Package overview

Connectors are businesses, brands and community groups that want support to develop and deliver Loneliness Awareness Week activities that drive change.

Events and activities can be added to the [Connections Map](#) - an interactive map that shows what's happening for the campaign across the world. Add it by clicking 'Create Event'. Over 6,500 activities were added in 2025.

Benefits

- Promotion for your connection activities on Loneliness Awareness Week channels
- Support to turn your events into fundraising activities
- Resources to support with promoting your event and connecting people



Broadcasters

Package overview

Broadcasters help us to amplify the campaign messages and start conversations – maximising impact during Loneliness Awareness Week and beyond.

Benefits

- Bespoke ambassador partnerships
- Media and PR opportunities with stories and case studies showcasing tangible outcomes
- Content collaborations across all channels
- Support with key messages and templates for promoting the campaign



Interested in any of our packages? Book a meeting with our Partnerships Team

Book now

Case Study: Heineken

Promoting social connection in the Great British pub



Small moments, big impact

Small moments of connection can make a big difference – and there's no better place to get talking than the Great British pub. Since 2023, Heineken UK has partnered with Marmalade Trust, supporting Loneliness Awareness Week and creating connection opportunities across its 2,500 pubs.

Through its partnership with Marmalade Trust, Heineken has built social wellbeing into its *Brew a Better World* sustainability strategy. "The partnership with Marmalade Trust is driven by our desire to increase our environmental sustainability and social contribution, while encouraging responsible consumption," explains Emmaline Rogers, Head of Sustainability at Heineken UK.

Strategic partnership

Heineken's fundraising efforts, including a special-edition beer, have raised vital funds for Marmalade Trust. "The relationship goes beyond financial support," says Emmaline. "We're a strategic partner, supporting Marmalade Trust in its life-changing work. Our pubs are more than local businesses – they're community hubs where small moments of connection can make a big difference."

Looking ahead, Heineken and Marmalade Trust will continue to grow their partnership, proving that small acts like a chat, a smile or simply acknowledging loneliness, can truly bring people together.

"Our pubs are more than local businesses – they're community hubs where small moments of connection can make a big difference."



Emmaline Rogers,
Head of Sustainability
Heineken UK

The partnership journey

Partnerships power our work, helping more people to recognise and understand loneliness – and getting access to the support and resources they need. Together, we can raise awareness of loneliness, reduce stigma and create new connections.

Here's how the partnership journey works...



1: Connect

Every partnership is unique and is built around you, your organisation and your priorities. Our specialists will discuss your aims, objectives and options. We'll build the perfect partnership package together.



2: Plan

Once you've secured a partnership, we'll work together to plan everything. From the initial announcement right through to activities and activations, we'll provide a breakdown of everything we'll do together.



3: Launch

We will discuss and decide how to maximise your impact before, during and after the launch of the campaign, helping us to drive change and deliver long-term impact.



4: Celebrate

Every partner will receive a detailed analysis of what has been achieved. Corporate and Changemaker partners will also receive tailored impact data aligned to ESG, wellbeing and social value reporting, including reach, engagement and connection outcomes and individual stories of connection.

Talk to our Partnership Team

If you're interested in how a corporate partnership can benefit you and your business, contact us today.



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