



First Steps ED

Supporting Every Step of Your Eating Disorder Journey

F I R S T S T E P S E D

CORPORATE PARTNERSHIP





Eating disorders don't discriminate. Affecting between 1.25 to 3.4 million people in the UK — including children as young as five — they are among the deadliest and most misunderstood mental health conditions.

At First Steps ED, we're working to change that.

Based in Derby, First Steps ED is a specialist eating disorder charity offering compassionate, non-judgmental support to individuals and families across the Midlands, the Home Counties, and beyond. We focus on early intervention to prevent long-term harm and offer hope where it's needed most.

In the past year, referrals to our services increased by 10%, with a 6% rise in male referrals, indicating that more people are seeking help. While eating disorders are often stereotyped as affecting young women, 25% of all people affected are male. These illnesses impact people of all ages, genders, and backgrounds.

By partnering with First Steps ED, your organisation can help raise awareness, challenge stigma, and provide life-changing support, empowering more people to take their first steps toward recovery.



HOW IT ALL BEGAN

First Steps ED was founded by Cathy Cleary MBE, who turned her own lived experience of an eating disorder into a powerful mission: to ensure no one feels alone in their recovery journey. What began at her kitchen table grew quickly into a vital local service.

The organisation quickly grew, securing its first major grant from BBC Children in Need in 2008, followed by funding from Volunteering England in 2009. This support enabled the expansion of First Steps ED's services. Over the years, Cathy and the team built strong partnerships with the NHS, developed accredited training for professionals, and earned national recognition, including the PQASSO Quality Mark, the Queen's Award for Voluntary Service, and the GSK IMPACT Award.



YOUR SUPPORT MAKES A

LIFE-CHANGING DIFFERENCE

£10



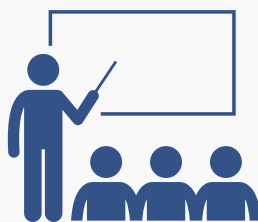
provides access to our Befriending Service



£45

covers the cost of a one-hour support session

£200



trains professionals to better recognise eating disorders

£100



supports our campaigning for better awareness

£10000



£450

funds a parent and carer workshop for ten families



enables us to provide our Body Image Workshops to five schools

Your hard work and dedication ensure we can continue to make an impact. Every pound you raise counts. Thank you for being a vital part of our mission and for making a real difference in the lives of many!



PARTNER WITH US

Together, we can help break down mental health stigma and create safer spaces for those struggling with their relationship with food, weight and body image. Supporting First Steps ED is a great way to engage your team and stakeholders with our work. Whether you've supported us before or you're still learning more about what we do, we'd love to have you on board.

FIVE FOR FIRST STEPS

CREATE LASTING CHANGE

We invite visionary businesses to be part of Five for First Steps ED - a powerful initiative where a small annual contribution fuels real, measurable impact in the lives of individuals and families affected by eating disorders.

WHAT WE'RE ASKING FROM YOU

£500 per year for 5 years. That's under £2 per business day to support long-term, life-changing work in mental health. Your commitment helps ensure early intervention and accessible support for those in need.

TIER ONE FIVE FOR FIRST STEPS	TIER TWO TEN FOR FIRST STEPS	TIER THREE TWENTY FOR FIRST STEPS
Website logo + link Social media shoutouts (2x/year) Supporter badge £500/YEAR FOR 5 YEARS	All Tier One benefits, plus: CPD-accredited training for your staff Quarterly social media spotlights Priority sponsorship A featured blog post or interview on your business £1000/YEAR FOR 5 YEARS	All Tier Two benefits, plus: Co-branded campaigns Logo on printed materials Guest talks, awareness training, fundraising support for your staff Recognition in our Annual Report and newsletters and much more... £2000/YEAR FOR 5 YEARS

REASONS TO CHOOSE US

By choosing us as your charity partner, we can offer a range of benefits to your business



POSITIVE LOCAL AND NATIONAL PR

We'll help get your brand noticed! Through our connections with local and national media, we'll share your stories and fundraising efforts. We'll also promote your involvement on our social media, website, and blog to give you even more visibility.



COMMITMENT TO AN IMPORTANT CAUSE

By partnering with us, you'll play an active role in supporting workplace mental health and show your commitment to your staff's wellbeing. Your involvement highlights your dedication to an important cause and strengthens your company's values.



ACCESS TO VOLUNTEER OPPORTUNITIES

Your team can get involved in a variety of ways, like supporting our befriending service, becoming a trainer, or hosting coffee mornings. There are plenty of opportunities for your staff to make a real difference in the community.



SUPPORT FROM OUR FUNDRAISING TEAM

Our fundraising team is here to help. Whether you're planning an event or starting a fundraising initiative, we'll provide the tools, advice, and support you need to make it a success. From planning and promotion to event-day help.



CPD-ACCREDITED TRAINING FOR STAFF

Your staff can access our CPD training, which includes short courses on eating disorders and disordered eating. These sessions will help your team understand these issues better and develop the skills to support those affected.



ACCESS TO VISITS, WORKSHOPS AND SPEAKERS

We can visit your workplace to run workshops on topics like workplace mental health, body image, and eating disorders. These sessions can help promote healthier relationships with food and body image while sharing more about the work we do.

FLEXIBILITY

We understand that every business is unique. That's why we also offer bespoke partnership packages, ideal for organisations looking to co-create impact that aligns closely with their brand values, CSR priorities, or local community focus. Let's build something meaningful together.

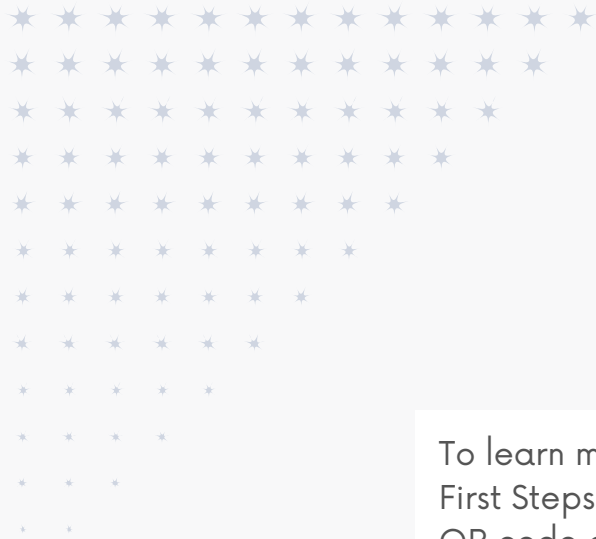
MEGAN'S STORY

"I can honestly say that I don't know where I would be today if First Steps hadn't been there. Their team didn't need me to tick any criteria to offer support, just knowing I needed it and asking for help was all I needed to do.



I started off having one-to-one sessions, talking about my difficulties with food and body image and went to the young persons support group. It was great to feel like I wasn't the only one who was struggling with this and have someone fully understand where I was coming from.

First Steps even helped me with an emergency referral to CAMHS-ED. Through the medical help from CAMHS and support from First Steps ED I was able to restore the weight I had lost, but recovery is not straight forward. It didn't happen overnight. It certainly wasn't easy. Recovery is very up and down and some days you will feel like waking up and slipping back to old habits, but fighting the urge is the only thing that will truly make you better.



To learn more or to become a
First Steps ED Partner, scan the
QR code or visit our website
www.firststepsed.co.uk



For me, having someone understand the way my brain was thinking made recovery so much easier. My parents went to the 'Skills for Carers' group at First Steps, for me this was the best thing in my recovery journey.

I felt less guilty for my anorexia as I knew that they had a better understanding of how to help me and had a group of people they could talk to who were all going through the same.

I don't know when I'll say that I'm fully recovered, but thanks to First Steps ED, I have the tools and understanding to fight back against the thoughts that I have when they arise. I still have my days when I struggle and feel like I don't deserve to eat and hate the way my body looks, but I now have enough respect for my body to make sure it has the right nutrients that it needs to function.

If I had to give any advice for someone who is at the beginning of their recovery journey it would be don't be afraid to speak out and say you need help, don't accept no as an answer and focus on your own journey. Every recovery journey is different, just because your journey may be different to someone else it doesn't make you any less deserving of help."

- Megan, First Steps ED Service User



CONTACT US

Contact us today about making First Steps ED your charity partner of the year, and together we can promote early intervention, prevention and supportive spaces for young people and their mental health. Our dedicated fundraising team are waiting to hear from you and help get you started!

FIRST STEPS ED

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