



## PRESS RELEASE

### **Scottish Friendly announces support for The Mental Health Foundation charity to give back this Christmas**

Scottish Friendly, Scotland's largest financial mutual, has announced that it is supporting The Mental Health Foundation as part of its 'Giving back this Christmas' charity initiative.

Throughout December, Scottish Friendly will donate £10 for every My ISA product it sells including Junior ISAs, to The Mental Health Foundation.

The business is aiming to raise much-needed funds for the mental health charity, which is registered in England, Scotland, Wales and Northern Ireland, as part of its Christmas campaign.

Since its launch in 1949, Mental Health Foundation has been finding and addressing the sources of mental health problems to help support local communities. The charity's five-year strategy, 'Making Prevention Happen,' focuses on boosting mental wellbeing and preventing mental health problems before they arise.

The charity is well known for hosting Mental Health Awareness Week, an annual event dedicated to raising awareness of mental wellbeing and inspiring action to promote the message of good mental health for all.

Scottish Friendly has a longstanding tradition of supporting numerous charity initiatives, including The Scottish Friendly Children's Book Tour, which it has been running for over 20 years.

**Lynn McClelland, Marketing Operations Manager at Scottish Friendly said:** "It has been a really challenging year for so many families with the outbreak of Covid-19, and the events that followed, putting a real strain on people's physical and mental health.

"It means a huge amount to us as a business to be able to support the UK's leading charity for mental health and all the fantastic work that they do.

"We know Christmas is one of the busiest periods of the year for the charity, so hopefully this donation will help support the Mental Health Foundation at an extremely important time.

"In these uncertain times, it is increasingly important that we come together and find ways to support organisations that continue to make a positive difference to people in the community."

**Fiona Halton, Head of Corporate Partnerships at The Mental Health Foundation said:** "We are delighted to be Scottish Friendly's selected charity for their 'Giving back this Christmas' campaign.

"We rely on donations and grant funding to deliver the important work that we do, so it is fantastic to receive Scottish Friendly's support this Christmas."

**-ENDS-**



Scottish Friendly is a leading UK mutual life and investments organisation. It provides investors and their families with a wide range of investment and protection solutions and provides life and investment products and services to other financial organisations.

Scottish Friendly has roots stretching back to 1862. Established as the City of Glasgow Friendly Society, its name changed in October 1992 when it took over Scottish Friendly Assurance.

In recent years Scottish Friendly has significantly restructured its business. The Group has flourished through a three-part growth strategy of organic growth, mergers and acquisitions, and business process outsourcing.

[www.scottishfriendly.co.uk](http://www.scottishfriendly.co.uk)

Scottish Friendly, Scottish Friendly House, 16 Blythswood Square, Glasgow, G2 4HJ

Scottish Friendly Assurance Society Limited. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

Scottish Friendly Asset Managers Limited. Authorised and regulated by the Financial Conduct Authority.