

Corporate Partnerships

Working together to make a difference

The Menopause Charity is dedicated to educating everybody so that perimenopause and menopause are understood. We want to ensure everyone has equal access to appropriate treatment and support so that no one suffers needlessly. To do this, we provide fact-based health information, education for every community and healthcare professionals and we listen to those experiencing and treating menopause symptoms.

We show how challenging menopause can be and the difference that evidence-based information and appropriate care and treatment can make, transforming something that can turn lives upside down into a positive and life-affirming experience for women and other individuals experiencing menopause, as well as those around them.

The Menopause Charity exists to help everyone understand the changes experienced during menopause so that no one suffers needlessly.

1 in 10 women will leave the workplace due to their menopause symptoms.

Together, we can ensure women and other individuals experiencing menopause can access excellent menopause care.

In the UK, around 13 million women are currently going through menopause.

Menopause can affect people's physical, emotional, and social well-being. It can cause challenging symptoms, and more than 1.5 million people are currently dealing with these symptoms.

Besides hot flushes and night sweats, 84% of women have trouble sleeping, and 69% feel anxious and depressed. These symptoms can last from 4 to 12 years if not managed.

One in 10 women has quit their jobs, and an estimated 14 million working days each year are lost due to menopause. Imagine how much that is costing your business.



Women over 50 are the fastest-growing section of the UK workforce. Often ambitious and highly experienced, their contributions to the workforce can be significant – leading to some naming this demographic as an 'entrepreneurial superpower'.

At the same time, the average age of menopause in the UK is 51. Nine out of 10 menopausal women say their symptoms impact their work – in particular, brain fog, tiredness and lack of energy, and loss of confidence, according to new research from The Fawcett Society. One in four say they don't feel supported by their manager, while a third hide symptoms at work, fearing for their jobs.

As menopause becomes more openly discussed, many companies recognise the need to take action within the workplace.

But have you considered how your company can help make a wider impact on society?

About us

Our Vision

A world where menopause is understood, and everyone has equal access to appropriate treatment and support so that no one suffers needlessly.

Our Mission

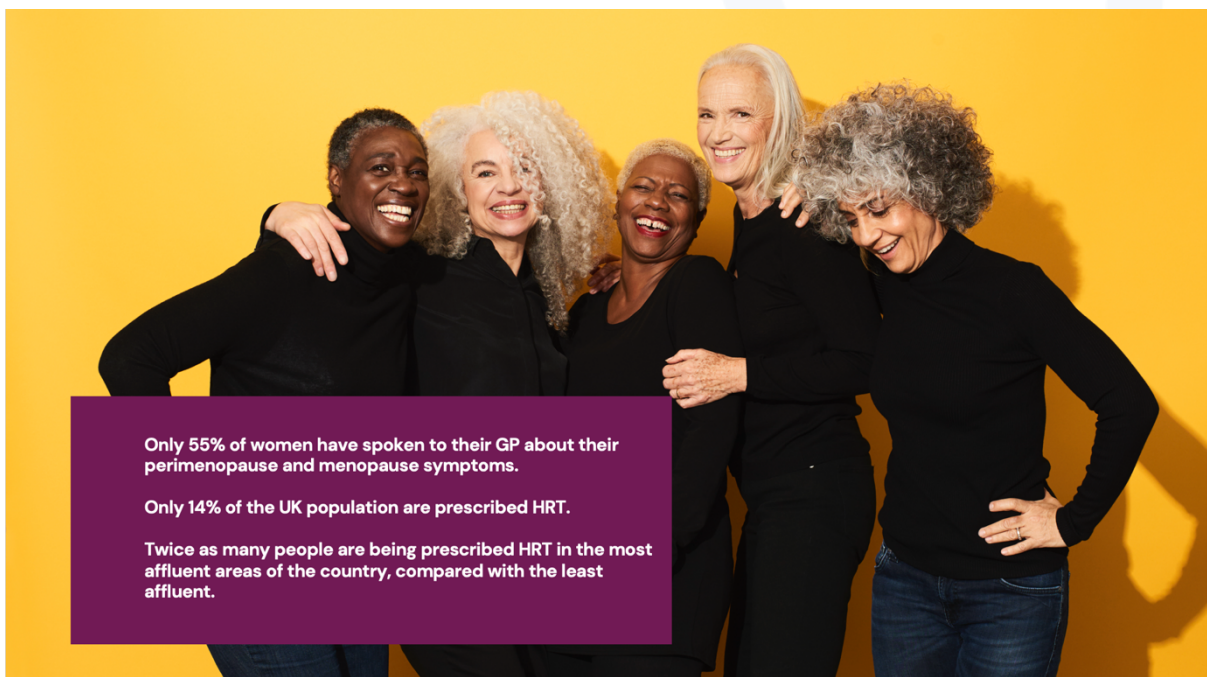
Our main aim is to educate everybody so that perimenopause and menopause are properly understood.

We want women and other individuals experiencing menopause to understand the changes that are happening to them and know what to do next.

We want to make sure that family, friends, co-workers, employers and healthcare professionals have the information and resources to provide appropriate support.

What does this look like?

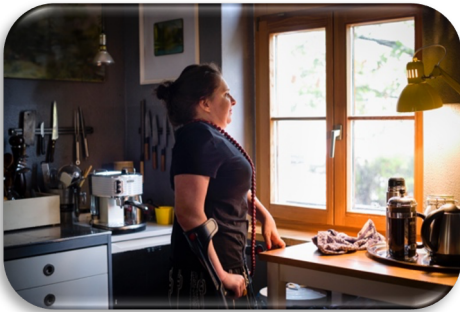
- Eliminate needless suffering by providing evidence-based information in a way that everyone understands.
- Everyone has equal access to appropriate treatment and support. So they have the tools they need to manage the mental and physical changes of perimenopause and menopause.
- Replace existing stigma and social taboo with the view that menopause is part of our health journey. And, handled well, it can be the beginning of a positive new chapter in our lives.



Only 9% of women surveyed felt they had information on menopause



Severe symptoms are worse for working-class women



Women from ethnic minorities face barriers to help



Disabled women are affected more by menopause symptoms.



Menopause is usually earlier for women with a learning disability



45% BAME women reported it took longer for diagnosis compared to 30% white women



Only 14% of the UK population are prescribed HRT



Women living in deprived areas in England less likely to receive HRT

Our Strategic Objectives for 2023–2025

The current menopause landscape informs our strategic plan and outlines the objectives that direct our activities to drive the change we want to make over the coming three years.

1. Evidence-based information for everyone

Amongst the noise and commercialisation of our health, people know they can rely on The Menopause Charity for evidence-based information.

2. Education for every community

The Menopause Charity will adapt its educational support to the nuances of different communities' needs while reaching out to children, partners, healthcare workers, key workers, colleagues, and employers.

3. Listen to those experiencing and treating menopausal symptoms

Listen to women to understand their needs so that we can deliver the information and support that best suits them. Engagement with healthcare professionals and other key workers is crucial. Supporting them to care for women and other individuals with their menopause transition.

4. Become the trusted charity on perimenopause and menopause

The Menopause Charity will invest in our staff, grow the organisation, and inspire continued and wider support.

We've decided on these points as our primary focus because of our most immediate concerns.

- Education is the change that is needed. Only 9% of women surveyed in 2022 felt they had information on menopause and considered menopause to be one of the top health conditions causing them the highest concern. A fifth of young British women don't know how menopause might affect their bodies. 78% of GPs expressed a need to improve training, with only 61% feeling comfortable managing menopausal women and offering management options.
- People have realised that there's profit in the menopause market. As perimenopause and menopause become increasingly commercialised terms, more misinformation is unavoidable. We are determined to ensure everyone can access accurate, evidence-based information about their transition. And that everyone knows they can trust whatever information they find from The Menopause Charity – wherever they find it.

- As an organisation, we're very aware that whilst more people are talking about menopause, appropriate support and access to treatment can still be challenging for so many. We're prioritising how best to ensure true equality of access through our community outreach programmes and consultations with healthcare professionals and employers. From these conversations, we'll plan how to make our information more inclusive for each community.
- Women and other individuals experiencing menopause haven't all had a positive experience with healthcare professionals. There have been some awful stories that have damaged trust. We're not denying or ignoring this fact. But we are saying that the solutions to good perimenopause and menopause healthcare involve everyone.

Healthcare professionals must feel skilled in the area and have the best resources to provide excellent menopause care. And women need to make an appointment to see their GP. Only 14% of the UK population are prescribed HRT. Twice as many people are being prescribed HRT in the most affluent areas of the country compared with the least wealthy. We're working on the principle that we can improve this situation for everyone if we work together. That's why we're listening to them, too.

How do we achieve this?

Inform	Educate	Listen
<ul style="list-style-type: none"> • The charity has been awarded the PIF Tick. PIF TICK is the UK-wide quality mark for health information. • Over 550k active web users access our online information each year. • National awareness campaigns. 	<ul style="list-style-type: none"> • We collaborate with other trusted organisations including MacMillan, Dementia UK and NICE, to ensure menopause information is accurate. • Over 24,000 symptom trackers distributed at events in 2023. 	<ul style="list-style-type: none"> • MenoPulse is the charity patient and public insight user group. This diverse community informs and shares insight to guide our work. • We engage healthcare professionals and ask them what help they, and their patients need most.

Together, we can make a difference

Corporate collaborations can potentially increase employee engagement, boost your company's image and, more importantly, raise crucial funds.

Corporate citizenship, also known as Corporate social responsibility (CSR) or Environmental, Social and Governance (ESG), is how organisations can contribute to a better society; demonstrating ethical activity, encompassing equality, promoting good health and well-being, and sustainability. This ensures your company makes a positive mark on the world and can boost employee engagement and morale. In return, it increases productivity and profits, builds brand reputation, and ensures customer retention.

Yet, together, a partnership with The Menopause Charity can demonstrate your organisation's commitment to tackling the social stigma and taboo of menopause. It can kickstart or contribute towards your efforts to create a supportive culture where everyone feels comfortable talking about menopause.

Workplace-driven charity initiatives build positive, inclusive cultures – everyone integrating for a good cause. A partnership with The Menopause Charity can generate value and impact within your business and have a broader societal impact. Together, we can normalise the menopause conversation for all.



How you can help

Whether it is a one-off donation, sponsoring a project, encouraging employee support or offering your skills, your organisation can ensure everyone can access trusted information, adequate treatment and support.

79% of employees feel a stronger sense of loyalty to their employer at companies with cause related marketing programmes.

Strategic Partnership

Collaborating with The Menopause Charity can help us achieve a particular goal through a longer-term commitment. Not only does this provide sustainable funding for The Menopause Charity so that more people can access support, but it also brings more tangible benefits to your organisation.

Donations

Whether it is a one-off donation or sponsoring a core project, all gifts to the charity help us inform, educate and listen so that perimenopause and menopause are properly understood.

Payroll Giving

Employees can make a regular, tax-free donation through their salary and make a lasting impact. If you don't already have a payroll giving scheme, speak to us for more information on how to easily offer this to your colleagues.

Employee fundraising

Engaging your employees in supporting our cause is great for team building, strengthening internal and external relationships and boosting morale. There are many fun and motivating activities for your employees to enjoy whilst normalising the menopause conversation in your workplace.

Matched Funding

Matching funds for your colleague's fundraising efforts is a great way to increase employee engagement and demonstrate your commitment and support for their endeavours.

Pro bono support and volunteering

Skills-based volunteering can be hugely rewarding for your colleagues whilst directly supporting our work. As a small organisation with limited resources, part of your commitment to support The Menopause Charity could deliver significant value with pro-bono activity or volunteering in areas critical to our work.

Introductions

Share your activity with your networks, increasing awareness, education and the potential for wider collaboration and support for our work.

Our commitment to you

We believe that a corporate partnership should be mutually beneficial.

Choose or nominate The Menopause Charity as your Charity of the Year, and our small team will work with you to design a partnership that has a lasting impact and inspires your colleagues and networks.

We can work collaboratively through a multi-year strategic partnership, exploring mutually beneficial opportunities to support women and other individuals experiencing menopause. In return:

- Improved staff engagement and skills, enhancing teamwork, motivation and communication.
- Demonstrate your commitment to normalising the menopause conversation.
- Raise your CSR or ESG profile.
- Provide a 'Menopause in the workplace' awareness webinar.
- Explore opportunities to support a defined project, sharing skills
- Positive publicity and brand alignment, sharing our partner logo to promote our partnership.*

Our approach to partnerships

At The Menopause Charity, we're delighted when organisations want to support our work.

As always, our [mission](#) and [values](#) come first. We aim for partnerships that will help us achieve our mission, but they must fit with our values and not compromise these in any way.

Raising awareness

We prioritise collaborations that increase understanding of perimenopause and menopause and help us reach more people with trusted information and support.

Fundraising

We're incredibly grateful when organisations want to raise money for us. We support them wherever we can. However, there are situations when we wouldn't accept donations. For example, if we believe:

- The individual or organisation holds views, or is involved in activities, that are incompatible with our values as a charity.

- The donation may be an attempted scam, a way to launder money or evade tax, or is in any other way illegal.
- There may be private benefit linked to the donation, such as an obligation to purchase goods or services from a specified company.
- Conditions attached to the donation are
 - so inflexible that they undermine our independence
 - so onerous they compromise how effective we can be
 - restrict who may benefit so much that they undermine our public benefit obligation.
- The cost of accepting the donation would exceed its value.

Please note, we can't accept donations or incentives from pharmaceutical companies.

We're signed up to the Fundraising Regulator's [Code of Fundraising Practice](#). We expect any organisation fundraising for us to follow this guidance.

Products and services

As a charity, we have to be particularly cautious when it comes to partnering with organisations offering menopause products or services. We don't work with any organisation that could compromise our charity's independent status or conflict with our aims and values.

When we partner with an organisation, it doesn't mean we endorse their product or service.

Commercial partnerships

We don't usually enter into commercial partnership agreements where donations are generated from people buying a company's products or services.

On the rare occasions when we align The Menopause Charity with a commercial brand and allow our logo to be used on a product – usually for education and awareness raising purposes – conditions will apply. These include:

- Our charity and the organisation will sign a formal agreement.
- Usually, a partner will pay a fee for using our charity logo.

We won't enter into commercial partnerships with any organisation that claims their products or services can help with menopause symptoms without this being discussed and approved by The Menopause Charity trustees.

When deciding if a commercial partnership is appropriate, the charity's senior team and trustees make sure:

- We've carried out due diligence and reviewed the organisation's financial situation and ethical stance.
- We're all clear on how the arrangement meets The Menopause Charity's mission and values
- There's a legal agreement in place where the company commits to a minimum donation
- We've agreed how we will monitor and evaluate the partnership.

We always report commercial partnership agreements in our [annual accounts](#).

Please note, we can't partner with start-up organisations or pharmaceutical companies.

Get in touch

Working with The Menopause Charity can be a powerful way to ensure your employees feel more confident talking about menopause, as well as understanding how to access available support. If you would like to find out more about how you can support The Menopause Charity, get in touch for an informal chat.

fundraising@themenopausecharity.org

The Menopause Charity exists to end needless suffering. But we can't do it without you. If you have found our information helpful, please consider making a donation so we can further our work. To donate visit
www.themenopausecharity.org/donate



For more evidence-based information visit
The Menopause Charity knowledge hub

www.themenopausecharity.org/menopause

The Menopause Charity is a charity registered in England and Wales (charity registration number – 1191332).

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