



**Press release
March 2023**

DUNELM RAISES OVER £1MILLION FOR MENTAL HEALTH CHARITIES

Dunelm, the UK's leading homewares retailer has raised over £1 million since July 2021 for mental health charities Mind, the Scottish Association for Mental Health (SAMH) and Inspire.

Dunelm is a national partner with Mind across England and Wales, SAMH in Scotland, and Inspire in Northern Ireland, meaning all the funds raised in Scotland will support mental health services in Scotland, with the same in Northern Ireland.

The two-year fundraising partnership aims to raise awareness and reduce the stigma often associated with mental health, by offering essential advice, support, and resources to help Dunelm's colleagues, customers and communities. Dunelm have raised the £1 million donation 4 months ahead of target and will be extending the partnerships with Mind, SAMH and Inspire until at least December 2023.

The biggest fundraising element is from Dunelm's Pausa Cafes, where 5p from every hot drink purchased by customers is donated, contributing nearly 20% of the total donation.

Dunelm's colleagues in their 178 stores across the UK have also been busy fundraising through activities like head shaves, sponsored walks and raffles, raising an impressive £277,000. Dunelm's Bridgend store raised the most money, contributing nearly £10,000 to the overall total.

Nick Wilkinson, Dunelm CEO says "We're incredibly proud to support mental health charities like Mind and the important work they do across the country. Reaching our donation target ahead of our expectations wouldn't have been possible without our colleagues' passion and determination and I can't thank them enough for their enthusiasm and hard work."

Charlotte Porter, Head of Corporate Partnerships at Mind, says: "We've been blown away by the support from Dunelm colleagues and customers since the partnership began.

"We continue to face challenging times, with many of us feeling the lasting impact from the pandemic, and the ongoing cost-of-living crisis. The support we've received through this partnership will help keep our services running, like Mind's Infoline, legal line and online peer support community Side by Side. It will also help us to keep campaigning on a range of issues that could affect anybody with a mental health problem.

"We want to say a huge thank you to everyone who has helped reach that £1million total. Together, you're helping us to be there for even more people who need us right now, and who will need us in the future."

Dunelm will continue to fundraise through a variety of activities, raising money to support projects like answering 100,000 calls to Mind's Infoline - vital for giving people clarity and comfort when they need it the most.

Ends

Notes to editors

For further information please contact Daniella.Finch@dunelm.com

About Dunelm – www.dunelm.com

Dunelm is the largest homewares retailer in the UK with over 178 stores nationwide and an online webstore at dunelm.com, offering customers a wide range of quality homeware items including bedding, sofas, curtains, cushions, kitchenware, dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire and now employs over 9000 colleagues nationwide.

Dunelm is proud to be supporting Mind, Inspire and SAMH as our national charity partners. Visit www.dunelm.com/charity for further information.

About Mind

Mind, the mental health charity, provide advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness and promote understanding. They won't give up until everyone experiencing a mental health problem gets both support and respect. mind.org.uk

Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday)

SAMH

SAMH is committed to supporting Scotland's mental health, especially during this difficult time. We're here for your mental health and wellbeing providing local mental health support and always accessible information. We listen to what matters in each local community, and campaign nationally for the changes that make the big and little differences in life. Now more than ever, we need to make change happen. We're standing up for Scotland's mental health.

Visit www.samh.org.uk or follow @SAMHTweets, SAMHmentalhealth on Facebook and samhscotland on Instagram for more information.

Inspire

Inspire delivers a full range of support and therapeutic services. Through our supported housing, community wellbeing support and addiction services, Inspire have supported over 5,200 people in communities across Ireland. Our Professional Services team provide all-island employee and student support to over 350 organisations, resulting in over 49,000 counselling sessions delivered.

Visit www.inspirewellbeing.org or follow @InspireWBGroup on Facebook and Twitter and @Inspire_Wellbeing on Instagram for more information.