



ACTION AWARENESS EAST MIDLANDS
FOR ALL OF YOUR TRAINING NEEDS & ASSISTANCE

A black and white photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned diagonally across the frame, with the left hand reaching from the top left and the right hand reaching from the bottom right. The background is a light, neutral color.

Action Awareness East Midlands

Message from the Founder and Director

Hello, and welcome to Action Awareness East Midlands. My name is Wayne Jones, and I am the founder and director of this charity.

I established Action Awareness East Midlands in 2020 following my personal experiences with bullying and the heartbreaking loss of two friends to suicide. I believe that if they felt they had someone, or an organization to turn to, they might still be with us today. That belief drives our mission to combat bullying and prevent suicide. We are also dedicated to providing education and support to those who need it most.

Since we started, our charity has grown stronger, and we are always incredibly grateful for your donations, time, and support—without which, we wouldn't be here today.

If you need any advice or information, please do not hesitate to reach out.

Warm regards,

A handwritten signature in black ink that reads "Wayne". The script is fluid and cursive, with the 'W' and 'Y' being particularly prominent.

Wayne Jones, Director

Our Mission Statement

“To prevent and reduce bullying through evidence-based education, advocacy, and support for communities.”

Action Awareness is a national charity, and we want to positively change the lives of individuals by providing specialist support and guidance. To encourage people to come forward and get the relevant help they need.

Action Awareness provides confidential support and advice to those who experience bullying and suicidal thoughts regardless of their race, religion, gender, sexual orientation as the charity aims to work with people across the spectrum.

Advocating for Compassion, Understanding, and Support

Action Awareness is a non-profit organisation. Our main goal is to prevent suicide from happening to anyone by encouraging people to open their minds to differing viewpoints and ways of life.

Our way of accomplishing this is two-fold:

- **By providing education in appreciating our unique differences as a way to prevent bullying**

Action Awareness focuses on promoting understanding and respect for people's differences, such as cultural, personal, or social traits by educating individuals, especially young people, about the value of diversity.

- **Having resources available to the victims so they have a place to turn for support.**

We provide resources for individuals who are struggling with the emotional and mental effects of bullying or suicidal thoughts.

Our Values

As a responsible charity focused on supporting our community, we hold ourselves to the highest of standards both in our vision and ethics of practice. As such we have developed a set of values that we aspire to meet at all times.

Diversity: The charity will always promote equality and fair treatment for all, treating people with dignity, decency, and respect at all times.

Awareness: The charity will always raise awareness of gender inequality, acknowledging that this is a major factor of violence in both men and women.

Openness: We will always be open and transparent about our charity and the information supplied and given.

Accountability: As a charity we will be accountable to any other charities, individuals, and communities we work with and within. We do this to make sure that everyone feels safe and secure.

Clarity: We will also be clear on the advice and services that we offer and provide the right support as and when required.

Excellence: The charity always aims to give the best service to individuals, organisations, businesses, and officials we can, particularly when delivering our courses and projects.

Ethical: A not-for-profit charity working to the highest principles at all times

Our Projects

Suicide Prevention

Here at Action Awareness, we are firmly dedicated to the prevention of suicide and bullying through targeted education and awareness. We believe a key way to build resilience is by providing compassionate support and development for individuals who have suffered from, or may be vulnerable to, the impact of these issues. Our core mission is to empower people with the strength and understanding they need to navigate difficult times. To facilitate this, we offer a range of vital support services. These include direct education on suicide and bullying, workshops to develop mental health awareness, and clearly written information guides and booklets. We also provide confidential referrals to other support services and operate a 24/7 emergency helpline for individuals in crisis. In all our work, we aim to create a sense of community and belonging by providing safe, non-judgmental spaces for service users to engage with us.

Training

Our projects and training programmes provide engagement within the community for individuals and groups. We provide these courses to local councils, Healthcare professionals, schools, business, trade unions and those alike. Here at Action Awareness East Midlands, we are dedicated to empowering our community through targeted training and development. Our courses are carefully designed to support and strengthen individual skills, building the confidence that makes our service users more resilient, informed, and capable. Our current provision includes training on essential topics like Bullying Awareness, Suicide Awareness, Well-Being Champion, ICT skills, Customer Service, English, and Maths. We are excited about the future and are already planning to expand our offerings to provide even greater support.

Our Projects

Learning Bus

In an exciting new partnership, Action Awareness East Midlands is proud to be working with Stagecoach UK to launch an innovative mobile learning bus. This project transforms a vehicle into a dedicated learning hub on wheels, specifically designed to be deployed across the county. Our mission with this initiative is to break down geographical barriers, ensuring we can deliver vital learning provisions and support directly to even the most remote communities in Lincolnshire. Ultimately, the bus will serve as a dynamic and flexible classroom, ensuring that no one is left behind due to their location.

Jobs & Careers Fare(s)

We are excited to announce that we will be hosting a series of Jobs and Careers Fairs at various locations across Lincolnshire throughout 2025 and 2026. These events are a key part of our commitment to fostering employment and development opportunities, connecting local talent with leading organisations in the region. Our careers fairs provide an invaluable opportunity for anyone looking to start a new job, change career paths, or explore training options. They allow individuals to connect directly with a wide range of employers empowering them to confidently take the next step in their professional journey.

Lift Assistance Scheme

Transport can be a significant barrier to health and well-being we are currently developing a new Lift Assistance Scheme. This initiative will operate as a voluntary car service, run by trusted volunteers. Providing reliable transport for a range of crucial journeys. Our drivers will help service users get to appointments with GPs, dentists, and other healthcare providers, as well as attend hospital visits and collect prescriptions. Furthermore, the service will ensure that travel is not a hurdle for those wishing to participate in our learning events, promoting easier access to all of our community programmes.

Our Patrons

It is with immense pleasure to tell you that I have accepted the kind invitation to be the Patron of Action Awareness East Midlands. A very worthwhile and necessary charity. Often people struggle and go unnoticed, suffering in silence with no one to listen. This charity needs support, and I am proud to be a part of it.

Events will be held throughout the year, please check social media for concerts where I will be performing to raise funds for this charity.

I look forward to seeing you. All my love,

Jean Martyn



Owen Mac

Known for his soulful voice and sincere performances, Owen Mac has earned a loyal following across the UK, Ireland, and beyond. Now, in addition to his musical accomplishments, he is stepping forward to use his platform in support of a cause close to his heart.

"It's a real honour to be named patron of Action Awareness East Midlands," said Owen. "Bullying and suicide are issues that impact so many lives, often in silence. The work this organisation does is critical, and I am proud to support them however I can—including through my music."

As part of his patronage, Owen will be performing at select events throughout the year, with proceeds going directly to support the charity's frontline work.

Contact Us

General Enquiries

For general enquiries, please contact our head office via post, email, and phone.

Training Enquiries

For any training enquiries, please contact our Training team. Please make any postal enquires for the attention of Wayne Jones.

Fundraising

As a charity, we heavily rely on donations. Support from fundraising events really helps makes a difference and allows us to continue our services and work. For further information on fundraising, or to access our fundraising toolkit. Please do not hesitate to contact our fundraising team.

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Call: 07831613701

Email: ActionAwarenessEastMidlands@Mail.Com

Website: www.actionawarenesseastmidlands.uk