



Menfulness

OUR VISION



Our vision is a society in which men feel empowered and supported to be the best version of themselves.

Menfulness brings men together to socialise, exercise and enjoy themselves whilst sharing their experiences in a supportive, impartial environment that improves mental and physical health.

Inclusive & Safe

We are an open-minded, non-judgemental peer support space. We focus on positivity, success and futures. We foster honesty and openness, allow anonymity if required, and signpost to sources of support.

Reducing Stigma

We champion the slogan "It's ok to not be ok". Our honesty and openness is shared throughout all levels of the organisation,. And we are rooted in empathy and shared experiences.

Empowering Men

We create role models and leaders, share and celebrate inspiring achievements no matter how big or small, and empower members with ownership and co-production of activities.

Collaborating

We are, and will remain user-led. our strength and reach is achieved through our numerous partnerships, enabling us to punch above our weight. We pride ourselves on being well respected and celebrated.

OUR GUIDING PRINCIPLES



Be led

BY OUR USERS

**TACKLE
STIGMA**

AROUND MEN NEEDING SUPPORT

Reposition
Language

FROM NEGATIVE TO POSITIVE

**take
care**

OF OURSELVES AS WELL AS
THOSE USING OUR SERVICES

create a

**SAFE &
WELCOMING**

ENVIRONMENT

**accept
all men**

regardless of their defining
characteristics

WORK IN
PARTNERSHIP

WITH PROFESSIONAL &
QUALIFIED ORGANISATIONS

**EMPOWER
MEN**

TO TAKE CONTROL OF THEIR
OWN DESTINY

Share!

stories, successes and
failures openly and
honestly

What if, at your lowest point, you could reach out via your smartphone to a group of guys who are on, or have walked a similar path?

As three university friends, we reconnected after becoming parents and found we actually had a lot in common, a lot to talk about, and many similar experiences. Moreover, we all felt isolated and alone. Unable and unwilling to 'open up' in a world where we're told to "man up" and be strong. We know now that this drives many men to crisis and too often suicide.

What if, at your lowest point, you could reach out via your smartphone to a group of guys who are on, or have walked a similar path? What if a Whatsapp message or facebook post in a closed, safe environment could change the course of a life? What if access to counselling or just a shared activity with other guys wasn't inaccessible, expensive or involve a long wait to be accepted?

Using our shared lived experience, we created Menfulness. A positive, safe and proactive environment for men who are struggling to talk freely, openly and without judgement about their feelings. Here they'll find hundreds of other local men who have been through, going through or about to experience similar issues to their own. Who can relate to their story. Who can just listen and provide a supportive shoulder to lean on.

Menfulness is not only changing lives, it is saving lives. And we aim to be the leaders of a cultural shift in which men can talk, where we don't have to man up, where it's ok not to be ok, and where support is plentiful, accessible and affordable.