

## CASE STUDY: THE LUCY RAYNER FOUNDATION

### OVERVIEW

The Lucy Rayner Foundation was established by the Rayner family in memory of their daughter Lucy, who lost her life to suicide at the age of 22. Since 2012, the Foundation has offered a range of programmes and services to young people and their families, such as free counselling services, support groups, workshops and trainings, and referrals to additional resources. They also communicate through education and campaigns that seek to increase awareness of the signs and symptoms of depression and mental ill-health<sup>7</sup>.



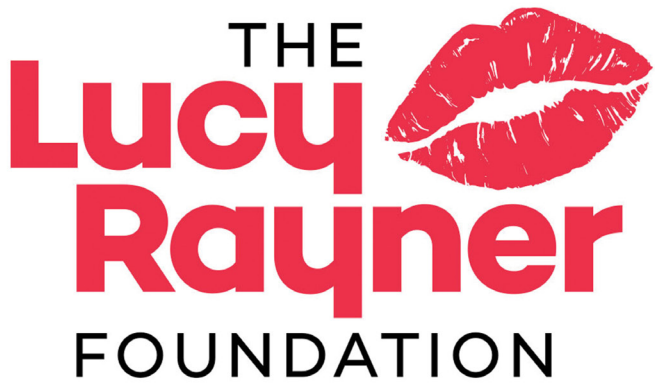
### THE CHALLENGE

With ambitious programme goals and fundraising targets, The Lucy Rayner Foundation needed to showcase their success stories and impact intentions more effectively. Having a diverse range of stakeholders that are deeply impacted by their work in a number of ways required a clear mapping of outcomes, goals, and opportunities. By investing in evidence-based collateral they'd be prepared to engage more confidently with funders.



### WHAT WE DELIVERED

- > The Lucy Rayner Foundation's first Theory of Change was developed, which outlined the connections between their activities, expected outcomes, and goals.
- > A Case for Support was created. It included their Theory of Change and told the story of their history, impact, goals, and fundraising needs.



SECTOR  
**HEALTHCARE**



LOCATION



ORGANISATION  
**NON-PROFIT**

"Thank you so much for Relativ Impact's support in helping us put together the Theory of Change and Case for Support.  
The Lucy Rayner Foundation truly appreciates you."

Jenny Rayner, Co-Founder and CEO

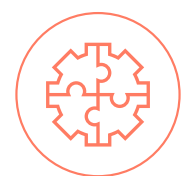
The Lucy Rayner Foundation is a UK-based charity that aims to improve societal perceptions of mental ill-health and provide support to those affected. Committed to ensuring young adults have the emotional resilience necessary to thrive in society, they partnered with Relativ Impact to create the tools needed to bolster stakeholder confidence.





## RESULTS

The Theory of Change and Case for Support has allowed The Lucy Rayner Foundation team to effectively communicate their impact to donors and other stakeholders, resulting in increased funding and partnership opportunities. Within three months of using their new collateral, they crowdfunded over £60,000 for their new well-being centre and received additional commitments of support from building developers and contractors.



## IMPACT

Continuing to use their Theory of Change and Case for Support documents in their communications to reach their fundraising goal of £1 million, the foundation has gained valuable insights and learnt how to adapt to best serve those affected by mental ill-health. Through a better understanding of their goals, strengthened stakeholder relationships, and increased resource mobilisation opportunities, they also plan to enhance their impact measurement capabilities in the future.

