

# **Love Your Business names its new charity partner**

**Ahead of this month's meeting, Michelle Brown founder of Love Your Business, the capital's business networking group, has announced its new charity partner for 2025.**

The group will donate funds raised from its monthly meetings to SAMH (Scottish Action for Mental Health). The next meeting will take place on 27 March at Black Ivy in Bruntsfield when the speaker will be Helene van den Ploeg, CEO of The Grassmarket Community Project (GCP), who will talk about the charity and its purpose. She will also outline the challenges of setting up a coffee shop during Covid and her own entrepreneurial journey, including her biggest achievements and learnings along the way.

GCP was founded 22 years ago to support some of the most vulnerable in the city, and help them flourish.

In past years charities which have benefited from the support of Love Your Business include Make 2nds Count, Support in Mind Scotland, Epilepsy Scotland, Invisible Cities, Fighting Against Cancer Edinburgh, Carers of East Lothian and this year, Scotland's largest mental health charity, SAMH.

SAMH, which was founded more than 100 years ago, operates around 70 services in communities in Scotland, providing mental health social care support, addiction and employment services, suicide prevention training and physical activity and sport programmes.

SAMH also works to reduce mental health stigma with See Me, and support anti-bullying initiatives with respectme, helping support thousands of people each year.

Michelle said: “We’re delighted to be able to support SAMH this year to help raise awareness of the amazing work they do for people who are struggling with their mental health and for carers of loved ones who are having a difficult time, and also to raise funds from a percentage of ticket sales.

“It was great to welcome, Catriona Wilson, SAMH Community & Events Fundraiser, as our speaker last month who gave us an insight into some of the projects and campaigns they are working on, the support they provide and how much-needed funds allow them to be able to continue delivering their services.

“I’m really looking forward to working with them this year to ensure even more people are aware of the vital support they can receive.”

Catriona Wilson, Community and Events Fundraiser at SAMH, said: “We’re thrilled that Love Your Business has chosen SAMH as their chosen charity partner this year.

“We believe connecting with others is key to supporting positive mental health. This can be with friends and family, but also by connecting with other entrepreneurs and peers to help share experiences and the challenges of running a business.

“The funds raised by Love Your Business will help us provide mental health support in communities across Scotland, as well as promoting vital conversations around mental health in the world of business.”

Helene said: “I am really looking forward to speaking at this event for LYB – it is always so inspiring to meet with other entrepreneurs, sharing the challenges we all face each day, new ideas and approaches, and the energy to learn from each

other to build our successful businesses.”

Tickets for the next networking event on Thursday, 27th March at Black Ivy Hotel in Bruntsfield are £20 with 10% of all tickets going to SAMH.

Ticket link – <https://bit.ly/3Fg40JS>



Credit Andrea Thomson





