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Joe's Buddy Line

Welcome to the very first edition of the JBL Newsletter!

We're so excited to share the latest from Joe's Buddy Line — including new initiatives, charity updates, and a peek behind the scenes at what we've been working on.

In this edition, we introduce our new COO, look back on an incredible day of cycling with our inspiring fundraisers, learn more about the *Everyone Ask Twice* campaign, and discover what's coming up next for JBL.

You are invited!

Our upcoming event:

Understanding Teens- A Parents Guide to Understanding Mental Health led by Katherine Bruce

We are excited to share the news about our upcoming evening conference for parents of secondary school students.

The evening will cover:

- Understand what your teenager is going through
- Learn easy-to-use strategies to support them during tough moments
- Feel more confident about guiding them through the challenges of growing up
- Strengthen your relationship with your child

The event is free to attend, at West Horsely Place.

[Confirm your place](#)

Did you know Joe's Buddy Line now offers a bespoke service to companies to help them develop and deliver their workplace mental health initiatives?

This year we partnered with Overbury plc, the UK's leading fit-out specialist. Roman Kemp opened the year speaking to employees about his own mental health journey, encouraging open conversations. Later, our coach ran a workshop on supporting children and young people's mental health.

The results were clear: attendees reported increased knowledge, confidence, and a commitment to listening more deeply and offering empathy. These small changes create a ripple effect of support at work and at home.

To explore how Joe's Buddy Line can support your workplace, get in touch:

[Get in touch here](#)

News and Updates

Meet Angela our new COO!

With a PhD in Social Anthropology and over 15 years' experience in the charity sector, she has led and supported organisations focused on impact, capacity-building and mental health. Angela has been CEO of Coalition for Efficiency, Chair of the Josephine and Jack Project, and supported a number of charities improving children's and young people's wellbeing. She's excited to be part of a passionate team making a real difference to young people's



mental health. Outside of work, Angela loves anything creative — from photography and sewing to her latest adventure, glassblowing.



What a day! London to Brighton Cycle Ride

On Sunday 14th September, eight incredible riders represented Joe's Buddy Line as they cycled from London to Brighton. Despite challenging conditions of rain and strong winds, every rider showed determination and brought fantastic energy to the day.

Fundraising events like this are vital — they make it possible for Joe's Buddy Line to continue growing and delivering programmes in schools that support young people's mental health and wellbeing.

Everyone Ask Twice Programme

At Joe's Buddy Line, we're excited to be launching our brand-new *Everyone Ask Twice* programme, proudly funded by Global's Make Some Noise.

Rolling out in four secondary schools across the South East, this initiative delivers practitioner-led workshops designed to strengthen how schools support the emotional wellbeing of



pupils, staff, and the wider school community.

Learn more



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