



YOU CAN HELP US CHANGE A YOUNG PERSON'S STORY

Become a Joe's Buddy Line Trustee

**Helping young people feel heard, supported and able to
thrive**

Why We Exist

The story behind Joe's Buddy Line:

Joe's Buddy Line was established in memory of Joe Lyons, a much-loved Capital Radio producer who was known for supporting others, bringing people together and always making time for a conversation.

Following Joe's death, his family and friends wanted to create something positive from tragedy.

Today, Joe's Buddy Line exists to ensure that every child and young person has access to the support, connections and conversations that can make all the difference.

Our belief is simple:

Every young person deserves to feel seen, heard, supported and able to thrive.



The challenge facing young people today

Too many young people are struggling alone

1 in 5 Children and young people have a probable mental health disorder



3 in 10 secondary pupils have avoided school because of anxiety



61% of young people experiencing mental health difficulties report feeling less safe at school

In our own work:

56% of pupils told us they find it difficult to talk about their feelings

59% said they would be unlikely to ask for help if they were worried or upset

"Sometimes I just stay in bed all day and don't have any energy to do anything."

— A young person participating in a JBL programme



WHY OUR WORK MATTERS

The challenge isn't simply a lack of services.

Many young people:

- **Don't know how to ask for help**
- **Aren't sure who to talk to**
- **Feel embarrassed or worried about opening up**
- **Wait until problems become overwhelming**

At Joe's Buddy Line, we focus on prevention and early intervention.

We help create environments where asking for help feels safe.



creating communities where young people Feel They Matter

our work includes:

Training and support

- Youth Mental Health First Aid
- Teacher webinars
- Parent webinars
- Community workshops

Whole-School Wellbeing Programmes

- Everyone Ask Twice (secondary schools)
- Buddy Builders (primary schools)

Wellbeing Ambassadors

We train young people to become Wellbeing Ambassadors in their Schools, sports clubs and communities.

Resources that help create safe spaces

- Buddy Rooms
- Buddy Benches
- Buddy Boards
- Buddy Boxes
- Books and wellbeing materials



From crisis to connection

What impact looks like

"We've gone from firefighting crisis after crisis to doing real preventative work."
— A school partner

For us, that's what success looks like. It's about creating school communities where they feel able to speak up before problems escalate.

We're already seeing signs of that change. Through our Everyone Ask Twice programme, young people are telling us they're more comfortable talking about emotions, more able to support their friends, and more likely to check in when someone doesn't seem quite themselves.

**One pupil put it simply: they're now "asking twice" when a friend says they're fine.
Because sometimes the second conversation is the one that really matters.**



A Story of Change

How one student's journey shows the power of early support:

One of the ways we support schools is through Buddy Rooms: dedicated wellbeing spaces where young people can take a moment to regulate their emotions, access support, develop coping strategies, and stay connected to education during difficult periods. These spaces help schools move beyond crisis response and provide early, preventative support.

At one of our partner schools, a student who regularly used the Buddy Room once told staff that they didn't believe they would be alive by the time they reached prom. Supported by school staff, the Buddy Room, external services and through their own determination, things gradually began to change.



A story of change

Over time, the student no longer needed regular support, applied to sixth form, and attended prom alongside friends. At prom, they performed a dance they had promised staff they would do if things got better. The whole year group joined in. Everyone cheered.

**"This room is powerful."
— School Wellbeing Manager**



Opening of the Buddy Room at Howard of Effingham School, 2025

Together we can create more stories like these

Since launching, Joe's Buddy Line has directly supported:

4,681 young people

227 teachers

392 parents

25 schools

But we're only getting started.

Join us in creating a future where every young person feels they matter.



Contact us at:
info@joesbuddyline.org

Become A JOE'S BUDDY Line Trustee

We are entering an exciting phase of development and are looking for trustees who can help us challenge our thinking, guide our growth and ensure we continue to deliver meaningful impact for children and young people. **As a trustee**, you'll join a friendly and supportive Board with a genuine commitment to children and young people's mental health.

While the role carries legal responsibilities, it is also **an opportunity** to:

- Shape the future of a growing charity
- Apply your skills to a meaningful cause
- Develop governance and leadership experience
- Learn from trustees with different professional backgrounds
- Build new networks and relationships



The Trustee Role

- **The Board of Trustees is legally responsible for the governance and overall direction of the charity. This is an important responsibility and one that should be taken seriously.**
- **Trustees play a vital role in ensuring that Joe's Buddy Line is well governed, financially sustainable, and delivering its charitable objectives effectively. They provide strategic oversight, support and challenge, and help ensure that the charity remains true to its vision, mission and values.**
- **Being a trustee brings with it a number of legal duties and responsibilities, as well as the opportunity to contribute skills, experience and insight to help the charity thrive.**
- **Trustees are volunteers and do not receive payment for their role. However, reasonable expenses (for example, travel costs) can be reimbursed.**

Trustee commitment

- Trustees are appointed for an initial term of three years.
- Board meetings take place three to four times per year, usually with one in-person meeting.
- Meeting dates will normally be shared at least two months in advance, and trustees are expected to attend wherever possible.
- Meetings typically last two to three hours
- Supporting papers are circulated in advance. Trustees are expected to read these materials and prepare for discussions and decision-making.
- Most trustee roles require approximately one to two hours per month in addition to Board meetings.

SUPPORTING TRUSTEES

We are committed to **EQUALITY, DIVERSITY** and **INCLUSION** and welcome applications from people of all backgrounds, experiences and communities. We believe that a diverse Board brings broader perspectives, stronger decision-making and a richer understanding of the communities we serve.

All new trustees will receive a full **INDUCTION** and ongoing support to help them succeed in their role. We are committed to ensuring trustees feel confident and informed and will support attendance at relevant and cost-effective trustee **TRAINING** opportunities where appropriate.

current+ ROLES

- **Clinical Lead Trustee**
- **Primary School Lead Trustee**

To apply, please request an application form by emailing: info@joesbuddyline.org

Completed application forms, together with an up-to-date CV, should be returned to: info@joesbuddyline.org All trustees will be required to undergo an enhanced DBS check.

Following application, suitable candidates will be invited to meet with members of the Board of Trustees for an informal interview and discussion.

Closing date for applications: 5th October 2026

Interview date(s): Second half of October 2026

