

MANWELL
SPONSOR'S PACK



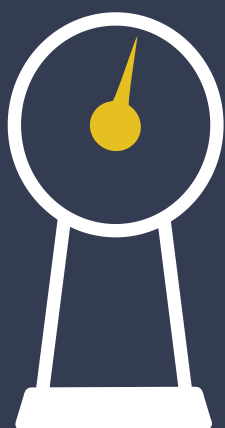
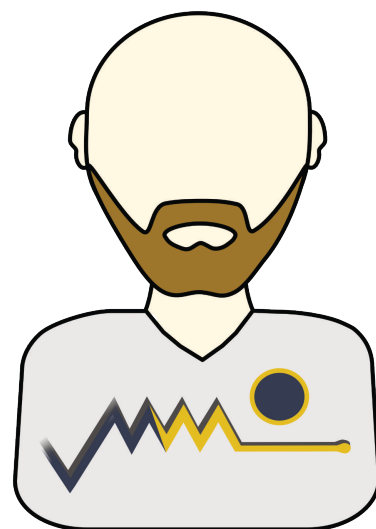
MANWELL: THE STORY SO FAR



In September 2017

54 MEN

from across the Liverpool City Region started playing football together each week on a Sunday morning



Starting Weight Range:

76-199KG

Starting BMI Range:

25.7-61.2



Age Range:

18-56

BY DECEMBER 2017

a strong sense of community had developed and there was a real sense that this group could go on to be something special. The effects on the physical and mental wellbeing of those participating were huge and the statistics began to speak for themselves:

OUTCOMES:



383KG

Lost as a group



Individual weight loss ranging from

2.5-16.1%



7.01KG

Avg. individual loss



Most weight lost:

17.2KG

MORE MOTIVATED, CONFIDENT MEN IMPROVED SOCIAL INCLUSION
SENSE OF BELONGING 50+ NEW FRIENDSHIPS 100+ SHOULDERS TO
LEAN ON DIETARY & NUTRITIONAL EDUCATION RECIPES & DIET TIPS
SHARED NEW, HEALTHY EATING & PHYSICAL ACTIVITY CONVERSATIONS
IN MEN'S HOMES SOCIAL EVENTS (SMALL AND LARGE) EXTRA
PHYSICAL ACTIVITY: GYMS, WALKING, SWIMMING, RUNNING, CYCLING,
COMPETITIVE FOOTBALL INSPIRED, PROUD AND INFLUENCED SONS AND
DAUGHTERS MORE "INTERESTED" WIVES AND GIRLFRIENDS ONE
GASTRIC SLEEVE ONE SUNDAY FOOTY BABY AND TWO PREGNANCIES

WHAT NEXT?

So what next for MANWELL? We're getting ready to officially launch a new website, football program and informal running group starting May 2018 and will be incorporated as a charitable company benefitting men in the Liverpool City Region and beyond soon.

More information at www.manwell.org.uk and @manwellgroup on Facebook, Twitter and Instagram.

WHY BE A PART OF MANWELL?

Purpose:

MANWELL CIO is a charity which has been established to empower men of all ages in the Liverpool City Region and beyond to work together as a community, to understand, enhance and manage their own physical health, mental health and wellbeing.

Guiding Principles:

Our experiences lead us to the conclusion that the mental & physical health of men around the Liverpool City Region and beyond can be optimised if they are:

Part of a community:

Which is open to men from all walks of life; regardless of age, race, religion or sexuality

Which values the individual but recognises the importance of being part of a wider support network

Which reaches out to and includes those who feel marginalised or isolated in the Liverpool City Region and beyond.

Intentionally focussed on their physical health:

We recognise that:

Many men in the Liverpool City Region have serious issues with their physical wellbeing (weight, diet, alcohol consumption etc) and although many would like to change they lack the expertise or the support to do it on their own.

Poor physical wellbeing is often an indicator of other social and emotional issues and that helping someone to positively address their physical wellbeing can have profound effects on the rest of their life.

Engaging in appropriate level of physical activity (bearing in mind weight, experience, age and other medical issues) can lead to an all round improvement in quality of life.

Able to be honest with themselves and others about their mental health:

We believe that:

Mental illness or poor mental wellbeing can affect anyone, at any time, for any number of reasons.

Poor mental wellbeing can often be stigmatised or misunderstood leaving men feeling confused, isolated and unwilling to share concerns with family, friends and colleagues.

Having a, friendly, non-judgemental network or forum in which to share experiences with like minded people can make a huge difference to the mental wellbeing of men from all walks of life.

These are the things that we value as a community:



SUPPORT



OPENNESS & TRANSPARENCY



FAIRNESS



EQUALITY & DIVERSITY



ETHICAL INTEGRITY



RESILIENCE



APPROACHABILITY



SPONSORING MANWELL

We firmly believe in the difference that a bit of physical activity (especially when it is doing something that you love) and a good support network of like minded friends can have on the physical and mental health of a man and we've seen it work in practice. We want to expand that work to reach even more men in the Liverpool area but to do that we need your help.

MANWELL is looking for sponsors to help us to cover the costs of three different areas for our first season to help us to launch this project to a wider audience as effectively as possible.

At every level of sponsorship we'd ensure that your logo was present on all printed publicity for the league, your name, logo and links featured prominently on our website and our social media team regularly shared your tweets, Facebook posts and Instagram feed. You'd also receive a social impact statement at the end of the season explaining how your money had made a difference to the men who played each week.

If you or your organisation see, as we do, the potential of MANWELL to make a practical difference in the lives of men in the Liverpool City Region then perhaps you might consider sponsoring one of the following options*:

ON THE PITCH - £3,000

We need the use of a 3G pitch for two hours each week as well as FA qualified referees to ensure to ensure that the games are played to the highest standards in terms of safety and fair play. Our costs here for our first ten week season will come to around £3000

IN THE DUGOUT - £1,000

Our IN THE DUGOUT sponsorship option would enable us to buy the following:

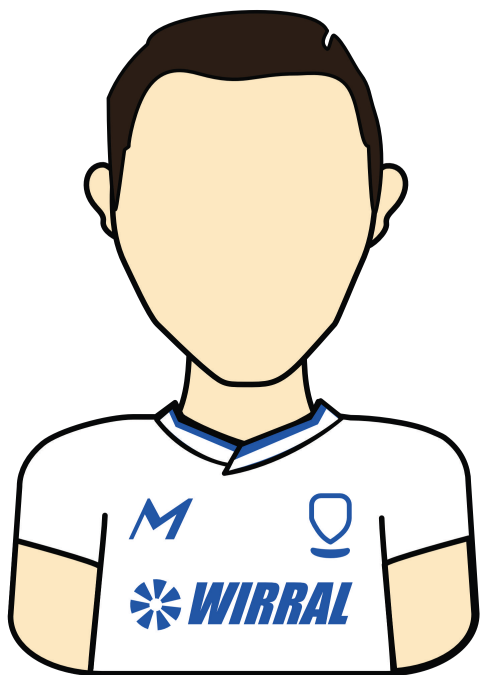
- Quality footballs, cones and training equipment.
- High accuracy scales for weighing in each week
- Chromebook for recording weights and scores pitch-side.
- Insurance

IN THE STANDS - £500

We do all of our own web and graphic design in house but in order to reach as many people as possible we need high quality printed and digital resources to share our work with as wide an audience as possible. This includes covering the cost of our website, printing and videoing some of the football and success stories for future promotional use.

If you are interested in sponsoring our first season (starting in May 2018) then please contact us on info@manwell.org.uk and one of our team will be in touch shortly.

*These figures are designed to give you a rough idea of the costs involved to us, we're happy to discuss any option in more detail. We are committed to making MANWELL football as accessible as possible to anyone who wants to play and your sponsorship can help us to make that happen.



My wife is my inspiration. She has consistently improved herself for years and always found what works for her. If something stopped working, she'd find another way.

I, on the other hand, was stubborn, always believing I could exercise my way out of weight gain trouble. I was in denial about my general health and fitness until early 2017 when I noticed I was starting to lose a bit of weight, mainly down to eating weight watchers friendly meals with my wife at home. And it inspired me to take control of the situation.

Calorie counting worked for me, using myfitnesspal for tracking/logging and a spreadsheet I devised based on readily available information about what and how much I should be eating/drinking. The crucial thing was to keep monitoring and adjusting as I lost to ensure I was maintaining my loss targets.

TOM'S STORY

It was about this time that MANWELL arrived in my life, so I was geared up and ready to take on a challenge and was happy to share my learning and learn from others.

The Results:

In January 2017 I was 15st 13.4lbs (223.4 lbs) By September 2017, when my MANWELL journey began, I was 15st 3.2lbs (213.2 lbs)

Now, in March 2018, I'm around 13st 3lbs - 13st 5lbs (185-187lbs), which has been steady since the end of January.

Overall, I've lost 16.3% of my weight in just over a year. Under a third of that I did on my own, over two thirds of that loss is down to the motivation and support gained through MANWELL.

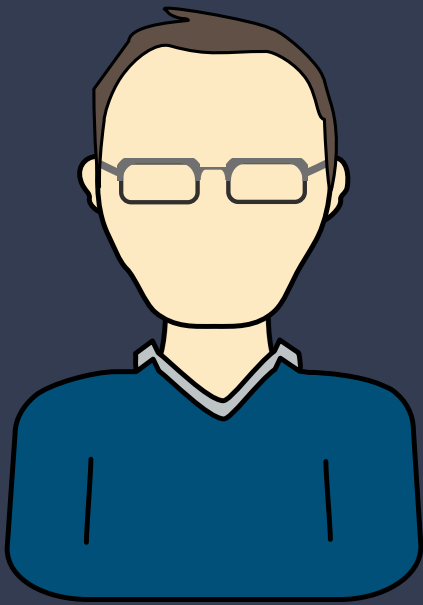
Not only have I lost weight, but I can now run and play football confidently. Clothes shopping is fun, not a chore. Cooking and food shopping is something I enjoy, not dread.

Shifting the weight and changing my lifestyle required effort and determination, particularly on the difficult days when food can offer comfort. But there's always a healthier option (generally), and having a better understanding of the relativity of different food and drink helped me make decisions on a day to day basis about what to have.

And in all this, I've not stopped eating ready meals, takeaways and chocolate and I've not stopped drinking beer or whisky. I'm just much more aware of the need to have balance and about the hurdles you potentially put in front of yourself by making the wrong choices.

I want to judge myself on 5k and 10k times how many passes I can make in a game. I don't (ever again) want to judge myself on my waist size, my hangovers and the number of takeaways I've had in a week or month.

Most of all though - I'm happier. I feel less insecure, more confident and know I can do a hell of a lot more in life than I used to give myself credit for. And I tell you what - if you haven't seen a friend for a while and they notice your achievement without you saying anything, it's a fantastic feeling.



JAN'S STORY

I was 258 pounds, 18 ½ stone, 117 kg. Why did I decide to lose weight? I had recently been made redundant and was due to go for an interview. I needed a new pair of trousers as my 40" trousers no longer fitted me. I was now in 42" trousers and an 18" shirt.

Going for a jog with my son or playing football was a dream I'd given up on. In many ways I'd given up on life.

I'd tried the gym and diets and failed at both. Friends and relatives used to ask why there was no photos of me at weddings and social gatherings. I was ashamed and embarrassed of who I was. Sorry if this sounds a bit depressing but it does get a bit more uplifting.

Before I would eat the following:

Breakfast: cereal, two pieces of toast one with jam and one with peanut butter.

Lunch: 2 sandwiches - four rounds of bread, crisps, bar of chocolate and a diet can of Coke.

Tea: pizza, chips with everything, beans on toast with four rounds of toast. Crumble and ice cream.

Snacks: crisps, chocolate.

Now I eat:

Breakfast: porridge and blueberries.

Lunch: John West tuna light lunch or soup. Fruit

Tea: four egg omlette, rice, veg and salmon.

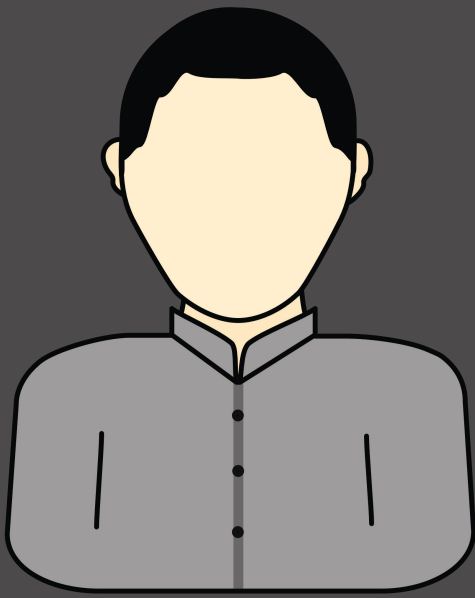
Snacks: almonds, fruit, rice pudding Skyr yogurts, popcorn and dark chocolate.

I have two cheat meals every week and never really deny myself anything I just have it in moderation.

I am now 204 pounds, 14 ½ stone, 92 kg. I wear 34" trousers and 16 ½ inch shirts. I recently completed a 5k run with my son and 60 minutes playing football on a full sized pitch with MANWELL which have been some of the proudest achievements of my life. I even pose for selfies now with my daughter.

Was all this easy? No.

Was it worth it? Yes.



SEAN'S STORY

I've never been skinny, but then I'd never been over 21 stone, either. Well, I was. I reached those dizzy heights of obesity when I allowed myself to balloon out of control, largely due to depression, of which my size was, ironically, a tiny, tiny part of.

I knew I wouldn't live to reach 30, so I just didn't care.

At 23, I tried to end it all. I failed.

I became even lower as a result.

After that, I bumped into a girl I used to go to college with. She saved me from myself, in one respect, yet in another, a gang of misfits I decided to play football with, after not playing for the best part of a decade, saved the rest of me.

I love football. I realised I was crap from a very early age, so, with a footballing family around me, and a middle name of Shankly, I watched the game in an analytical way. I tried to outsmart my opponent, as I knew I would never be good enough to match them technically or physically.

But then I even began to fall out of love with the game, because I couldn't be a part of it. How could I play now? I'd have someone half my size and half my age running away from me. I could never stick to diets. I would feel ashamed going to the gym or out exercising in public.

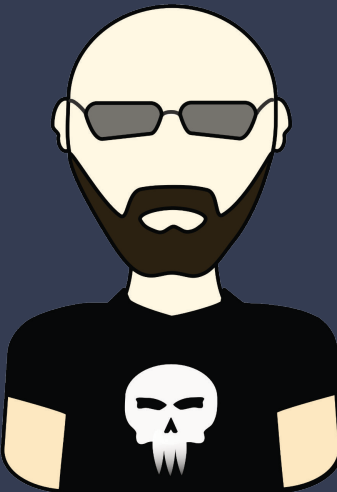
Then MANWELL showed me the way. The community of like minded men who enabled me to feel part of something that I thought had gone. I rediscovered my love for the game. I discovered that I could lose weight, and keep it off, even after injuring myself a week before the season started and not being able to run since.

Do you know what I did? I watched what I was eating. I counted the calories in everything that passed my lips, and I stuck to it, because I had a team and a group of men around me who made me feel good about it. A group of men who made me feel normal.

So, although we are still at the beginning of our journey, and I plan to lose much more than the 3 stone 4 I have already shed, I thank you for what you have done for me in helping me to do so much, whilst doing so very little.

So, how did I lose weight? I calorie counted.

Why did I lose weight? Simple. I had a band of brothers standing at my side each step of the way, and they continue to do so.



WWW.MANWELL.ORG.UK

@MANWELGROUP