

LNER raises more than £300,000 for charity in pioneering partnership

October 8, 2021



London North Eastern Railway (LNER) has reached a fundraising milestone as it marks the third anniversary of its pioneering partnership with suicide prevention charity, Campaign Against Living Miserably (CALM), with more than £300,000 raised.

LNER customers and staff have united to raise £313,000 towards CALM's life-saving work to prevent suicide through a combination of fundraising events, along with the Delay Repay Donation Scheme and LNER Perks loyalty rewards, which enable customers to donate either their compensation or loyalty credits to the charity.

Nameplates from the retired InterCity 125 fleet raised more than £50,000 at auction and proceeds from the sale of exclusive LNER merchandise, including specially designed face masks and the Cooking for CALM Cookbook, have also raised funds.

Ahead of World Mental Health Day on Sunday, the Executive Director team at LNER is raising further funds today (Friday 8 October) by taking part in the CALM Lost Hours Walk at two locations on the LNER route, Peterborough and Leeds.

The partnership marks its third anniversary on WorldMental Health Day (10 October). Since the start of the pandemic, the CALM helpline has received a record number of calls and chats around topics such as isolation, anxiety, health or relationship concerns and financial stress.

Suicide remains the single biggest killer in men under 45 in the UK.

David Horne, Managing Director at LNER said: "I am proud to see our people, customers and communities we serve help us raise these vital funds for our partner charity which provides help and support for people when they most need it. A call could turn someone's life around.

I would like to thank everyone who has donated their time or money to supporting the cause and our vital fundraising will continue."

In addition to the money raised, more than 100 LNER colleagues are trained as CALM warriors to support those struggling with their mental health.

Simon Gunning, CEO, CALM, said: "I would like to thank everyone at LNER for their incredible support. The last year has presented us with so many unique challenges that will have far reaching implications for our mental health and wellbeing for years to come.

"Our helpline alone experienced record demand for calls and chats and thanks to our longstanding partnership with LNER, who have been absolutely amazing in raising vital funds and awareness for suicide prevention, we continue to be there for people who need us, no matter what they're going through."

Photo credit: LNER