

**BRILLIANTLY
BRAVE**

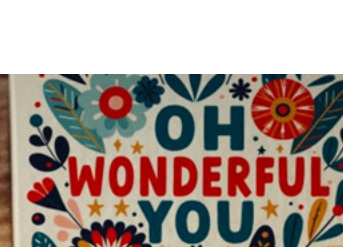
AN INTRODUCTION



THE Henries 2024
greeting card awards
FINALIST

THE Henries 2024
greeting card awards
SHORTLISTED

WHAT WE DO WHY WE DO IT



BRILLIANTLY BRAVE

Cards That Care. Products With Purpose.

Brilliantly Brave isn't just another greeting card company. That's a bold and probably overused claim. But we're pioneers of purposeful products that tangibly transform well-wishes into wellbeing. We create beautifully designed items that do more than just look good – they actively support better mental health for all.

How? We produce supportive cards and channel 100% of our profits back into the community, funding counselling services, support groups, training and more.
And, yes, you read that right...

Every. Single. Penny.



We Design Great Looking Cards...



We have an award winning, multi B&LLA Finalist as our designer. Who works for free. Across a wide range of styles

...Which Offer Support When Times Are Tough...

Everyone struggles from time to time. Our cards are thoughtfully designed to offer support, encouragement and understanding, finding the right words when you might not be able to. We do this in a direct and often light-hearted way. Because talking about mental health and wellbeing should be as normal as saying 'hello'.

How do we know what to say? Our Co-founder is a respected Mental Health Professional with over two decades direct experience of working face to face.

...And Channel ALL the Profits into Community Wellbeing Initiatives

That's right. Every single penny of profit goes to provide meaningful support in the community, whether that's one-to-one coaching, Mental Health First Aid Training, or facilitating new Peer Support Groups. While our primary focus is mental health we've already supported Menopause and LGBTQ+ groups.

But why "Give it away"? Because there's a crisis in Mental Health and Wellbeing, and a crisis in funding. This is our contribution to finding an answer.

Why? For the Community

Crisis Looming. Resources Dwindling.

Mental health challenges are growing across the UK, but together, we can make a difference. Here's why your support matters more than ever...

- **Anxiety and depression are on the rise:** Over 37% of women and 30% of men now experience these challenges. That's a 70% increase in ten years.
- **Our youth need support:** Nearly 1 in 5 children aged 5 to 15 face mental health challenges. That's up 60%.
- **Funding gaps are widening:** Public health budgets have decreased by £770 million in real terms since 2014, leaving local services struggling to cope.

This is where we come in. We're not just observers.
We're active participants in the solution.

**The mental health crisis is real.
But so is our ability to make a difference.**



Why? For Our Customers

Bridging the Gap Between Gesture and Impact

We all struggle. It's part of being human. Mental health and wellbeing challenges don't discriminate. They touch us all, directly or indirectly. But we often don't know what to say. How to help. How to show we care. That's where we can assist.

- **Expert-Crafted Support:** With a mental health professional at our helm, we know what works. Our products aren't just pretty – they're powerful.
- **Words That Matter:** We give voice to the support you want to offer. No more struggling for the right words because mental health or wellbeing issues are "heavy". We've got you covered.
- **Double Impact:** Every purchase supports the recipient and funds vital mental health initiatives. It's a win-win.

Because sometimes, we all need a little support.
And sometimes, we all want to give it.
With us, you can do both. Brilliantly.



Profits With Purpose

How We Turn Sales into Support

From counselling services to support groups, every purchase directly contributes to accessible mental health resources in communities that need them most. It's not just business. It's a commitment to change. Since February the support of our customers has already meant real change to real lives.

- Provided 25 one-to-one Coaching Sessions
- Three 16 Person, two day Mental Health First Aid Courses
- Facilitated two monthly menopause support groups across two towns, creating safe spaces for connection and empowerment.
- Helped establish an LGBTQ+ Community Drop-in, fostering a sense of belonging and inclusivity
- Donated £500 to the Lossiemouth Mental Health Peer-support Group, ensuring they can continue their essential work in the face of funding shortfalls.

A Real Example

1000 Cards = 16 People Trained

Mental Health First Aid Training does not come for free. The costs can run into thousands. Businesses foot the bill. **If it's on their radar at all.**

For every 1000 cards we sell we can put sixteen people in the community through a two-day Mental Health Aid First Course. **For Free.**

That's means sixteen more people in the community, enabled, ready, willing and - importantly - trained to assist people in need. Those people could be their friends, colleagues or family. **It could be yours. It could be you.**

More MH First Aiders equals less stigma and more lives transformed. And more lives saved. **It's simple maths. With powerful impact.**

Spreading The Word

Since the start of the year, we've been turning heads and touching hearts. We've created industry buzz with multiple features in Progressive Greetings and Greetings Today. We've even gained royal recognition, with The Princess Royal discussing our cause, sparking significant press coverage.

Our debut at Progressive Greetings Live in London was nothing short of spectacular. Two "Gold Tickets" from RETA's and Great's winners. Labeled "Stars of the Show" (#HumbleBoast). New retailers from Cornwall to Dingwall. Untold conversations about mental health.

But we're not just about industry accolades.

We're in the community, where it matters most, talking about Mental Health and Wellbeing (and selling cards!). We've turned up at Blue Light Festivals, Dance Festivals, even Pipe Band Championships. Why? Because mental health doesn't discriminate, and neither do we. Every event, a new cause. Every sale, a new opportunity to fund training or support an organisation.



Who Are We?

Jean Pryde

Jean is our co-founder, with 20+ years on the mental health frontlines. That's not just experience. It's expertise.

From supporting individuals in crisis to training corporate teams - such as Rolls Royce - Jean's seen it all. She brings a wealth of knowledge as a qualified counsellor, life coach, and Mental Health First Aid instructor, with invaluable experience spanning both NHS and private sectors.

Stuart Cox

Stuart's the founder of the award-winning "I Like Birds", which he transformed from a passion project into a licensing success sold across the globe. He is a 9-time finalist at Brand & Lifestyle Licensing Awards, multiple finalist at Gift of the Year, Stationery Awards, Calendar Awards and others across numerous categories.



Jean and Stuart's unique partnership brings together deep mental health expertise and creative entrepreneurship, forming the heart of Brilliantly Brave. Jean's two decades on the mental health frontlines inform the sensitive, impactful messaging in our cards, while Stuart's award-winning design experience ensures they're visually striking and commercially appealing. This powerful combination allows us to create greeting cards that don't just look good, but do good – offering genuine support to recipients while funding vital community initiatives. It's more than just a business collaboration; it's a fusion of compassion and creativity, transforming the simple act of sending a card into a meaningful step towards better mental wellbeing for all.

Why Partner With Brilliantly Brave?

With us every product tells a story of hope, every purchase sparks a ripple of positive change. And we're inviting you to be part of this transformative journey.

Our Mission: Transforming Well-Wishes into Wellbeing

We're not just another greeting card company. We're producers of purposeful products that bridge the gap between gesture and impact. Every Brilliantly Brave item does double duty:

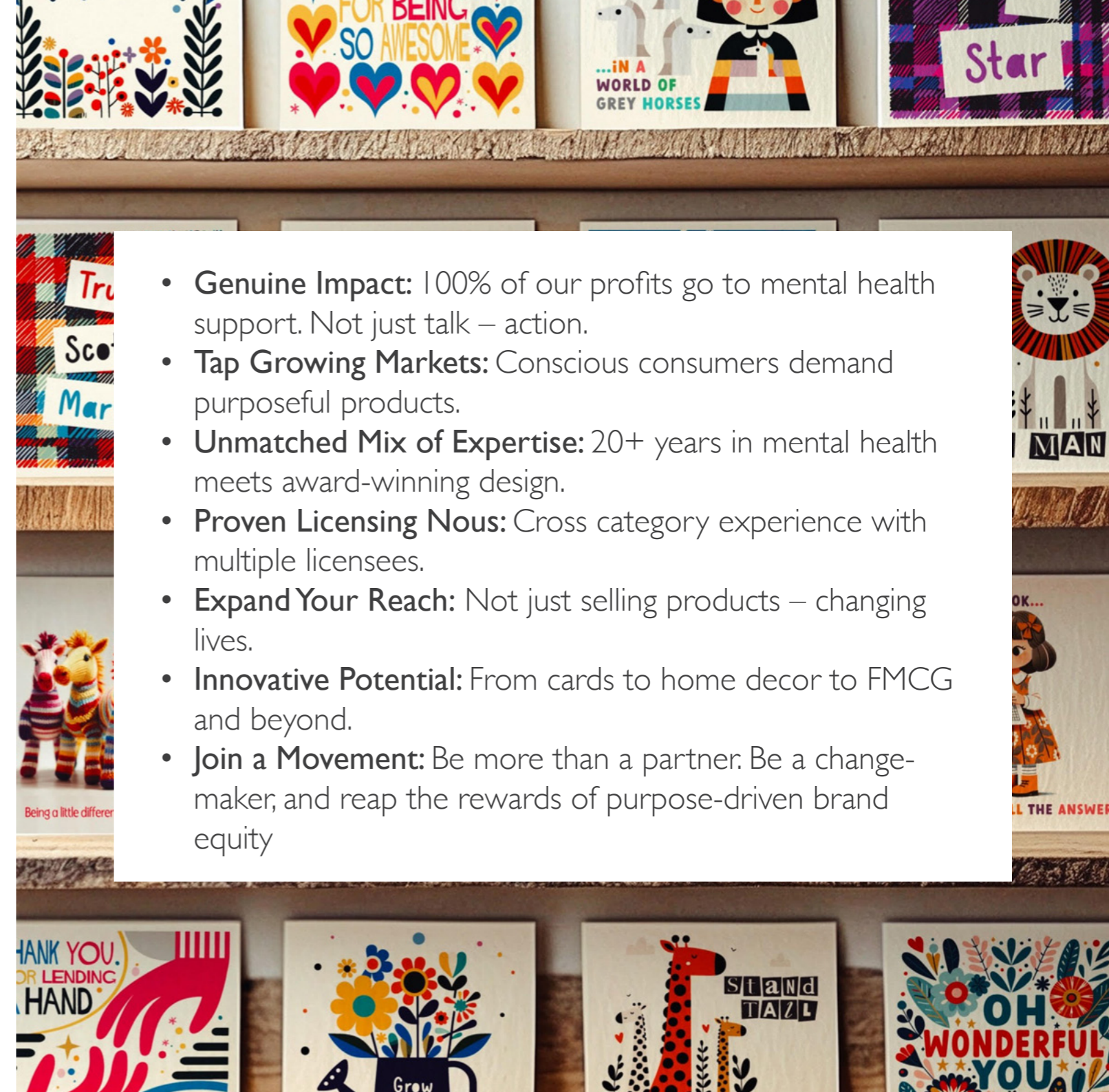
- It uplifts the recipient with thoughtful, empowering messages.
- It funds vital mental health initiatives in local communities.

Helping people you know and people you don't.

That's what makes us different: We're true to our purpose of prioritising purpose over personal profit. We don't make mental health "inspired" cards and trouse the profits.

We make good looking cards looking to do good.

- **Genuine Impact:** 100% of our profits go to mental health support. Not just talk – action.
- **Tap Growing Markets:** Conscious consumers demand purposeful products.
- **Unmatched Mix of Expertise:** 20+ years in mental health meets award-winning design.
- **Proven Licensing Nous:** Cross category experience with multiple licensees.
- **Expand Your Reach:** Not just selling products – changing lives.
- **Innovative Potential:** From cards to home decor to FMCG and beyond.
- **Join a Movement:** Be more than a partner. Be a change-maker, and reap the rewards of purpose-driven brand equity





Our Current Card Ranges

Eight Ranges. 12 Cards per range. Scheduled launch of eight more per year: 4x January (Spring Fair/STF). 4x June (PGLive/Home&Gift)



GRATITUDE GALORE

Gratitude Galore is a vibrant and contemporary greeting card range that celebrates the power of expressing thanks and appreciation to those who have supported us through life's challenges. Designed to capture the joy, warmth, and sincerity of heartfelt gratitude, these cards feature bold colours, playful illustrations, and uplifting messages that resonate with both the sender and recipient.



BEASTIE BESTIES

Beastie Besties is a men's greeting card range that combines heartfelt messaging, charming animal characters, and a powerful commitment to mental wellbeing. Each card features a carefully chosen creature that embodies the qualities we admire in our fathers, brothers, colleagues, and friends, celebrating the unique strengths and bonds of male friendships.



POSITIVE POSIES

Positive Posies is a vibrant and uplifting range of greeting cards that celebrates the beauty of nature, personal growth, and resilience. Each card features stylised floral motifs, bold colours, and empowering messages designed to inspire hope, encouragement, and a positive mindset. This range offers a card for every occasion and every individual's journey.



TARTAN EMBRACE

Tartan Embrace is a greeting card range that combines the rebellious spirit of punk with the timeless tradition of Scottish tartan. Designed predominantly for men, these cards feature contemporary twists on classic tartan patterns, using vibrant colours and loose, marker-pen-inspired strokes to create a striking visual impact that's both modern and meaningful.



BOB-CUT BOOSTS

Bobcut Boosts is a delightfully quirky and purposeful collection of greeting cards that celebrate the power of ADHD, self-expression and personal growth, through a playful, modern aesthetic. With a strong emphasis on uplifting spirits, supporting individuality, and inspiring confidence, these cards are designed to be a lighthearted support for neurodiversity.



CHEERFUL CHAPTERS

Cheerful Chapters is a delightfully quirky and purposeful collection of greeting cards that celebrate the power of encouragement, resilience, and a good dose of humour. With a strong emphasis on uplifting spirits, supporting personal growth, and inspiring courage, each card in the Cheerful Chapters range features an old-school illustration inspired by midcentury storybooks.



WOOLLY WISDOM

Woolly Wisdom is a charmingly quirky and purposeful collection of greeting cards that celebrate the power of encouragement, resilience, and the unbreakable bonds of friendship. With a strong emphasis on spreading joy, inspiring positivity, and promoting self-acceptance, these cards feature delightful photographs of handcrafted knitted animals paired with heartwarming, pun-filled messages.



BENEVOLENT BLOOMS

Benevolent Blooms is a delightful and purposeful collection of greeting cards that celebrate the power of uplifting words and the beauty of human resilience. With a strong emphasis on encouraging self-growth, offering support, and spreading joy, these cards are designed to be a beacon of light in times of both celebration and challenge.



BRILLIANTLY BRAVE

Cards with a Cause: Uplifting Spirits, Empowering Minds

Brilliantly Brave is a purpose-driven greeting card company based in Moray, Scotland, founded by Jean Pryde - a highly respected mental health professional with over 20 years experience in the field - and Stuart Cox - the designer behind the successful "I Like Birds" brand, bringing over a decade of experience in the greeting card and Licensing industries.

We create beautifully designed cards that celebrate diversity, promote mental wellbeing, and directly fund community mental health initiatives. By donating our profits to provide free mental health training, coaching, and peer support, we're turning every thoughtful message sent into a powerful investment in individual and community resilience. We are proud to be part of a growing movement of people who believe in the importance of mental health, the power of human connection, and the potential for business to create positive social change.

Learn more at brilliantlybrave.co.uk