

FOR ORGANISATIONS

CLRTY

Together we stay.

PARTNERSHIP
BROCHURE

Partnership opportunities

A movement changing the conversation
around men's mental health, built on
connection, movement and community.

Change the conversation around men's mental health.

The silence around men's mental health is not a personal failing, it is a cultural one. CLRTY exists to make reaching out feel normal, not extraordinary, and to turn everyday moments of connection into a foundation for wellbeing.

Vulnerability is not weakness. It is the beginning of courage.

Too many men suffer in silence. CLRTY exists to change that, a community where men know they belong before they believe they have to prove themselves.

We celebrate kindness over competition, community over comparison, and progress over perfection. Whether a man runs, walks, talks or simply needs someone to listen, there is a place for him here.

Our mission is built on a simple belief: that prevention can look like a conversation, that early support can look like a friend showing up, and that every man deserves a place where he does not have to perform strength to be accepted.

For partners, this means offering your people more than a programme. It means giving them a living community, one that grows from the bottom up, respects their privacy, and meets them where they already are.

What we believe.

ON SILENCE

Silence has cost us too much. We choose to speak, and to listen when others speak first.

ON STRENGTH

Strength is not the absence of fear. It is showing up beside another man who is afraid.

ON COMMUNITY

No one heals alone. We meet, we move, we make room for the man beside us.

ON KINDNESS

A run, a walk, a message, a moment. Small acts, repeated, become a movement.

ON STAYING

Together we stay. Through the good weeks and the harder ones. Especially the harder ones.

Isolation is quiet. Its consequences are not.

Most men do not lack advice, they lack a space where honesty is welcome and where showing up is enough. CLRTY exists in the gap between silence and clinical support.

01 Isolation without a bridge

Men are less likely to have close friendships as they age, and less likely to reach out first. CLRTY makes the first step small: a local run, walk or coffee.

02 Wellbeing programmes that don't land

Top-down initiatives often miss the men they most want to reach. CLRTY is built peer-first, so participation feels like belonging rather than being managed.

03 No visibility, no early signal

Organisations rarely see wellbeing trends until something breaks. CLRTY provides aggregate signals, engagement, participation, sentiment, never individual data.

A platform that treats privacy and safety as non-negotiable.

01 A private branded space

Your own organisation area inside CLRTY, members, meetups and messages under your banner.

02 Wellbeing signals, not surveillance

Aggregate dashboards showing engagement and participation trends. Never individual location, mood or activity.

03 Community-led events

Runs, walks, coffees and honest conversations, hosted by your members, supported by CLRTY.

04 Content built on the manifesto

Messaging and tone rooted in a single question: will this help someone feel less alone?

Built with the seriousness these conversations deserve.

01 Verified organiser status

Event organisers within partner communities are verified. Members know who they're meeting before they arrive.

02 Location privacy on every screen

Postcode areas and configurable distance bands by default. Exact locations are only shared after someone joins an event.

03 Moderation and reporting flows

Report, block and escalation tools are built into every surface, not bolted on. Safety resources are one tap away.

04 Data minimisation by design

We collect what's needed to make community work, nothing else. No selling, no third-party ad tracking, ever.

From a community app to a national platform.

CLRTY is being built with universities, employers, sports clubs, charities and healthcare organisations in mind. The next chapters extend that reach without diluting what makes it work.

01 Organisation dashboards

Private spaces and aggregate wellbeing insight for the organisations men already belong to.

02 CLRTY Ambassadors

Trained members who host, welcome and hold the tone of the community in every city we reach.

03 Challenges and streaks

Gentle, shared prompts that reward showing up, for a walk, a call, a check-in, over performance.

04 An AI wellbeing companion

A private, human-tone companion that helps a man name what he's feeling and take the next small step.

Let's talk.

A few sentences is plenty. We reply personally.

EMAIL

clrtyhq@gmail.com

WEB

hqclrty.co.uk/partners

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