



# hArt

hArt is a charity focused on helping people with mental health and wider social issues.

Through creative therapy and a range of professionally structured activities, this form of therapy uses the creative process of making art to improve a person's physical, mental and emotional wellbeing.

Annie Jeffery, CEO of hArt, met Founder and CEO of 49, Paul Sherry, at the very beginning of 49s journey. Hearing what 49 was aiming to achieve, Annie felt a great synergy with the ambitions of hArt and so a budding relationship began.

### Welcome to the 49 family!

<b>Industry</b> Art & Recreational Charity	<b>Company Size</b> 5 employees
<b>Key Services</b> Art for Health & Wellbeing Art Psychotherapy	<b>CEO</b> Annie Jeffery

### hArt

"The centre is a great home for us - it's a professional environment, competitively priced and it has big ambitions - much like our own!"

Annie Jeffrey, CEO, hArt



## hArt Beat of 49

Having seen at close hand the lack of provision of rehabilitation and support for those with mental health challenges, Annie wanted to do something that would make a sustainable difference. Having experienced how the creative process had been so beneficial to her own circumstances, she set up hArt.

With an inspiring enthusiasm and an infectious energy, Annie began forging relationships with art therapists and experts to establish programmes and approaches to tackle mental health issues, and hArt was registered as a charity in 2014.

Intrigued to see how 49 will support the Voluntary, Community and Social Enterprise sector through the Social Innovation Academy, Annie is keen to offer her expertise.

"49s vision has already fuelled the enthusiasm we have for the work we do and we are looking forward to taking advantage of the support they will offer. We're also excited about the opportunity to be involved with the first open-innovation challenge which will focus on mental health."

**Online**  
hart.works/art-therapy

**Social**  
@hartlymington

### Paul Sherry

"We believe open-innovation, disruptive technology and business know-how can help to tackle some of the toughest issues in society. That's why 49 has launched the Social Innovation Academy to bring these elements together. We have also created an environment where social enterprises and charities will become more resilient whilst enabling them to focus on the issues they were set up to tackle. We're looking forward to working on the first social challenge in April 2019 with hArt."

Founder & CEO, 49