

Our vision Our and mission values

Our vision is of a society that promotes and protects good mental health for all, and that treats people with experience of mental distress fairly, positively, and with respect.

The needs and experiences of people with mental distress drive our work and we make sure their voice is heard by those who influence change.

Our independence gives us the freedom to stand up and speak out on the real issues that affect daily lives.

We provide information and support, campaign to improve policy and attitudes and, in partnership with independent local Mind associations, develop local services.

We do all this to make it possible for people who experience mental distress to live full lives, and play their full part in society.

Informed

People with experience of mental distress drive all that we do.

Diversity

We respect everyone's experience and ensure inclusion is at the heart of our work.

Partnership

We are committed to working with our networks and all who will help us achieve our mission.

Integrity

Our independence ensures our integrity – we are never compromised.

Determined

We will never give up challenging discrimination and campaigning for better mental health.

Cover image: Fireworks of the Mind, by Alex Johnson from a series of postcards produced by Young People in Mind – an Open Up project at Great Yarmouth and Waveney Mind. Open Up is funded by the Big Lottery Fund as part of Time to Change. Sets of 20 postcards are available for £2.00 plus postage from the Yarmouth Mind Office. **T** 014 9384 2129 email jacky@gywmind.org.uk or sue.taylor@gywmind.org.uk

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Contents

Introduction	Page 06
Changing society	Page 08
Breaking down barriers	
Transforming relationships	
Giving people a voice	Page 12
Calling for action	
EastEnders makes a difference	
Putting help in reach	Page 16
Supporting each other	
Inspiring communities	Page 18
A sense of belonging	
Help when it's needed	
With your support	Page 22
Thanks to you	Page 24
Financial notes	Page 26

Left: Pottery course at Anchor House, Bromley Mind.

Introduction

The journey for people who experience mental distress is rarely straightforward. Stigma and discrimination often prevent them coming forward to access help and too many services are focused on 'treating the ill' rather than on supporting individuals to lead full lives. It is this sometimes shocking lack of ambition for people with mental health problems that can lead to a lifetime of unemployment and limited opportunities to participate fully in society.

There is no doubt that achieving Mind's vision of a society which treats people with experience of mental distress as equal citizens is the task of a generation. Which is why it is so pleasing to report that during the course of last year, we started to see definite signs that the tide has started to turn.

For the first time in many years public attitudes towards mental health are improving and people are reporting reducing levels of discrimination. Important policy wins such as the banning of pre-employment questionnaires will enable people to compete as equals for jobs. And within communities across England and Wales local Minds continue to work innovatively, increasing the range and quality of services they provide. Last year local Mind associations provided direct support to some 220,000 people.

In many ways we have much to celebrate: despite tough financial times our supporters continue to back Mind as the leading charity for mental health; our major projects (Time to Change and Ecominds) are making a real difference and we are on track to deliver against the targets set in our 2009-2012 strategic plan.

And yet, we look forward to the future with a combination of excitement and trepidation. The Coalition Government has already indicated its commitment to mental health with a pledge to increase the availability of much-needed talking therapies and the intention to publish a mental health strategy - both of which are key elements of Mind's manifesto. But expected cuts in local authority services and, crucially, to welfare benefits are of real concern. In previous rounds of spending cuts mental health services have been an easy target. We will be campaigning hard to prevent history repeating itself.

Thank you to all our partners and supporters. Without your help, we cannot achieve the change that we all wish for and that is so desperately needed. By working together we can maintain this positive momentum - standing up for the rights of people who experience mental distress and continuing to work for better mental health for everyone.

Paul Farmer

David Henry OBE



Changing society

Stigma and discrimination stop people living the lives that others take for granted. Doors close upon ordinary hopes and dreams putting relationships, jobs and education out of reach.

Mind focus

- We influence government policy and practice towards people who experience mental distress, lobbying policy makers to improve laws and services.
- We campaign to change attitudes and challenge discrimination, opening up the closed doors that prevent vital change taking place.
- We ensure the needs and experiences of people with mental distress are at the heart of our campaigns and activities.

Doors we opened

- Thanks to our lobbying work on the mental health legislative competency order, everyone in Wales now has the right to assessment, treatment and advocacy services when they experience mental distress. Previously this just applied to those detained under the Mental Health Act.
- Through our We Need to Talk campaign, which looks at approaches to mental health and wellbeing, we worked with partners to lobby government and gained a commitment to extending access to psychological therapies.
- Our Another Assault campaign secured important advances in the way that the crown prosecution service supports the thousands of victims and witnesses with mental health problems they come into contact with every year.

- We developed a new guide Police and mental health – how to get it right locally for distribution to police forces across the country. It highlights good practice in England and Wales and provides examples of joint working between the police and third sector organisations, particularly local Mind associations.
- With Rethink one of our partner charities –
 we oversaw 35 projects as part of our Time to
 Change programme funded by the Big Lottery
 Fund and Comic Relief. Time to Change activities
 in 2009/2010 included: local community
 projects; a high-profile anti-stigma campaign; a
 mass-participation activity week which involved
 27,000 people; legal challenges; training for
 student doctors and teachers, and a network of
 grassroots activists combating discrimination.
- Our work throughout the year has helped lead to 348 positive changes in government policy – changes that, over time, we believe will benefit millions of people.







Transforming relationships

Very often people experiencing mental distress who are victims of crime are reluctant to approach the police because they fear they will not be listened to, believed or treated fairly. Sadly, because of stigma and stereotypes about mental health, Mind's research shows that too often this is the reality for those who do report a crime.

However a pioneering Hackney police officer is working to change all this. PC Richard Harwin, a former psychiatric nurse, has organised a monthly police 'surgery' for visitors to City and Hackney Mind, providing a safe place for people to discuss crime in the community. His face-to-face work, coupled with his training for frontline police officers which involves people with mental distress presenting their experiences, has helped break down stereotypes and rebuild trust between the police and people with experience of mental distress, ensuring that everyone has equal access to justice, whether they are a victim or a witness to crime.

"I've always wanted to do everything I can to improve communication between the police, service users and the wider community and am pleased to have been given the opportunity to improve understanding of mental health issues within the force and beyond," he said.

For his efforts PC Harwin was awarded 'highly commended' by the prestigious Una Padel Awards in January 2010. The Awards are run by The Centre for Crime and Justice Studies and recognise contributions to the field of criminal and social justice, in line with the values of Una Padel who was Director of the Centre until 2006.

Looking forward 2010-2011

We will be...

- launching Taking Care of Business a three-year campaign that aims to encourage the development of mentally healthy workplaces and reduce discrimination.
- working as part of the Time to Change coalition with the public and media to challenge stereotypes, break down barriers and positively affect the way that mental health issues and the people who experience them are viewed.
- launching Care in Crisis an independent inquiry into acute mental health services.

Giving people a voice

All too often people who have experienced mental distress tell us they feel disempowered and unable to speak out or have any say in matters that affect them.

Mind focus

- We champion the right of people with direct experience of mental distress to have a voice and be heard.
- We support them to add integrity and weight to our campaigns through their experiences and encourage them to work with us to form a united force for change.
- We work with the media to develop awareness of mental health issues, break down stigma and expose discrimination.

Doors we opened

- We sought out and encouraged people to share their experiences with us. Their valuable input helped us build a series of hard-hitting case studies that gave weight to our arguments when we campaigned and worked with the media and policy groups.
- Programme makers from Channel 4's
 Embarrassing Bodies, Skins and Doctors; ITV's
 Emmerdale, and BBC1's EastEnders all took
 advice from our experts to help with the accurate portrayal of mental health issues within their programmes.
- We launched a national campaign on men and mental health, Get it Off Your Chest, aimed at breaking down the barriers that stop men talking about their experience of mental distress.

- We supported 16 different initiatives through Open Up our grassroots anti-discrimination project led by people with personal experience of mental distress. The initiatives, which are part of Time to Change, range from art projects to support groups. All encourage people to speak out about their experiences to counteract stereotypes and discrimination. Throughout the year 866 people with experience of mental distress were supported to challenge discrimination through our community development work.
- To create a strong and effective force for change we listened to our membership in England and Wales consulting them about an effective programme of communication and support.

Champion of the Year

Alastair Campbell was awarded Mind's Champion of the Year Award in May 2009 for his tireless campaigning to raise awareness of mental health and the need to improve public attitudes. He has fronted Time to Change; produced a BBC2 documentary *Cracking Up* exploring his own experiences of a psychotic breakdown and published *All in the Mind* the semi-autobiographical story of a troubled psychotherapist.

Image right: Stephen Fry, Alastair Campbell and Mind President Melvyn Bragg at the launch of Get it Off Your Chest.





Calling for action

Discrimination when applying for jobs and in the workplace itself is the grim reality for many people who experience mental health problems. Consequently the need to tackle stigma and discrimination was high on Claudette Lawrence's agenda when she went to Downing Street in November 2009 to meet Prime Minister Gordon Brown's special adviser on health policy.

Claudette, a Time to Change supporter, had written to the Prime Minister requesting a meeting to discuss the discrimination she and other people face at work because of their mental health problems.

She spoke with the Prime Minister's adviser, Greg Beales, on a range of issues including her job loss and her fears for the future. She emphasised the need to change the law around the disclosure of mental health problems on job applications as she felt this left people open to discrimination.

"I told Greg there needs to be better training and advocacy in jobcentres to help people with mental health problems get back to work. He promised to look at all of these and asked me to keep in touch with him as he agreed that this was an important issue and was very supportive of Time to Change."

Time to Change wants to encourage individuals to take ownership of the movement for change and Claudette's visit shows that ordinary people standing up and taking action can make change happen.

Image above: Time to Change supporter Claudette Lawrence with Gordon Brown's adviser, Greg Beales.

EastEnders makes a difference

For many people with mental health problems the stigma and discrimination they endure can be a bigger obstacle than the illness itself. Accurate portrayals of mental distress experienced by characters on television and in cinema can help dispel myths and stereotypes.

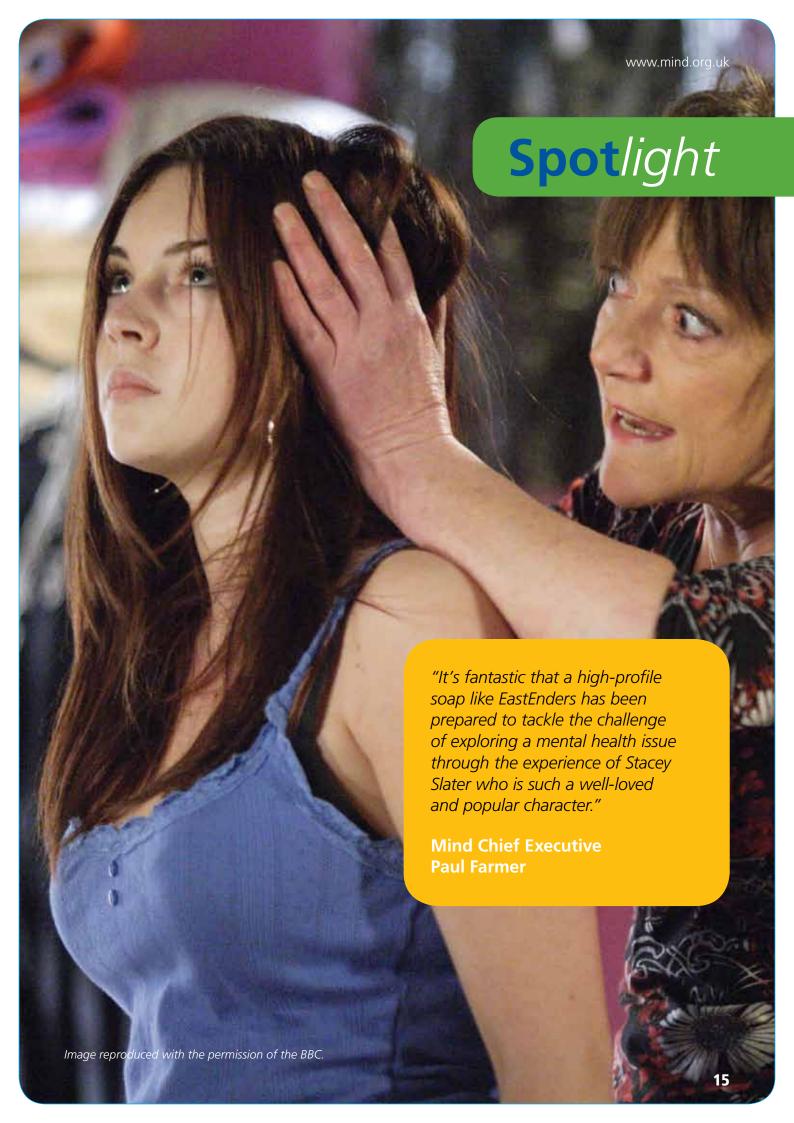
We were delighted to award BBC1's *EastEnders* with the prestigious Making a Difference award at the Mind Mental Health Media Awards in November 2009 for its long-term commitment to mental health issues. Actresses Lacey Turner and Gillian Wright, collected the award for their portrayal of mother and daughter Stacy Branning and Jean Slater – characters who have both been diagnosed with bipolar disorder.

The EastEnders' programme makers worked with us and other mental health organisations to ensure the integrity of the bipolar storyline.

Looking forward 2010-2011

We will be...

- launching our new membership scheme.
- encouraging more people than ever before with experience of mental distress to work with us on our campaigns and activities and speak out for change.
- continuing to raise the profile of the people who need our support through our media work.



Putting help in reach

Practical information and support are vital lifelines that relieve feelings of isolation and despair, and can encourage people to seek help that may have previously seemed inaccessible.

Mind focus

- We operate MindinfoLine 0845 766 0163 or info@mind.org.uk – through which we provide information and support to individuals experiencing mental health issues, their carers and loved ones.
- Our Legal Advice Service 0845 225 9393
 or legal@mind.org.uk gives information
 and general advice on mental health related law covering mental health, mental
 capacity, community care, human rights and
 discrimination/equality related to mental
 health issues.
- Through www.mind.org.uk we aim to be the first port of call for anyone interested in seeking help and communicating on mental health issues.
- We produce high-quality printed publications on a huge range of mental health issues.

Doors we opened

- We helped more people than ever through MindinfoLine which dealt with nearly 35,000 enquiries in 2009-2010 – around 7,000 more than last year. Topics we dealt with included different types of mental distress, where to get local help, drugs and alternative treatments and advocacy.
- During its first full year of operation the Legal Advice Service received 6,220 queries. The three main areas of concern for callers in 2009-2010

- focused on the Mental Health Act, complaints about the NHS and Social Services and fears about the Mental Capacity Act.
- Demand for our publications increased with a record number of 306,436 being sent out on request.
- Our new website www.mind.org.uk was launched in August 2009. After just six months visits to the site had increased by 70 per cent from 117,833 a month in September to 200,607 in March 2010.

Looking forward 2010-2011

We will be...

- implementing our information strategy to increase our reach to those who need our information and support.
- seeking funding to explore new options for information delivery such as online videos or text messaging.
- launching more interactive campaigns online to allow even more people to get involved and take action with us.
- more than doubling the numbers of people we reach on social networking sites.

Spotlight

Supporting each other

Our mental health blog and thriving online communities give people the opportunity to connect, speak out and get involved in campaigning. Mental health professionals, journalists and activists have all contributed to the Mind blog creating a rich perspective on a variety of mental health issues and giving visitors the opportunity to join the debate.

Through our online communities we provide a safe space for people to share experiences, support each other and take action to challenge stigma and discrimination. Facebook membership has soared from just over 700 in June 2009 to more than 3,500 fans by the end of March 2010.

"This is a fabulous group. It's developed into a place where people can talk about their experiences to others who will understand because some of them may have been there themselves. I've suffered from depression myself on and off over the years, and when it was at its worst I didn't know Mind existed. It would have made it much easier if I had. You'll always find support here."

Facebook user



Inspiring communities

Discrimination and stigma in everyday life can stop people accessing services and make it hard to find the friendship, support and confidence they need to take their rightful, equal place in society.

Mind focus

- We work with the 171 local Mind associations

 registered charities in their own right to
 help people access the services they need in their communities.
- We fund innovative local community projects that help those who have experienced mental distress.
- We encourage the development and sharing of best practice amongst local Mind associations and provide support and training.

Doors we opened

- Local Minds were helped in their mission to improve their communities' mental health through £2.1 million in grants given during the year.
- More than 1600 services provided by local Minds helped an estimated 220,000 people in England and Wales.
- Hundreds of people throughout England continued to benefit through the Ecominds five-year grant scheme run by Mind and funded by the Big Lottery Fund. A total of almost £4.8 million was given to therapeutic environmental projects in 2009-10.
- More than 2,300 people in Wales received Mental Health First Aid training.
- Through Time to Get Moving a mass participation event held during October and November 2009 – we encouraged 27,000

people, both with and without experience of mental distress, to get involved in physical and mental activities that challenged stigma and discrimination. Time to Get Moving is part of the Time to Change campaign.

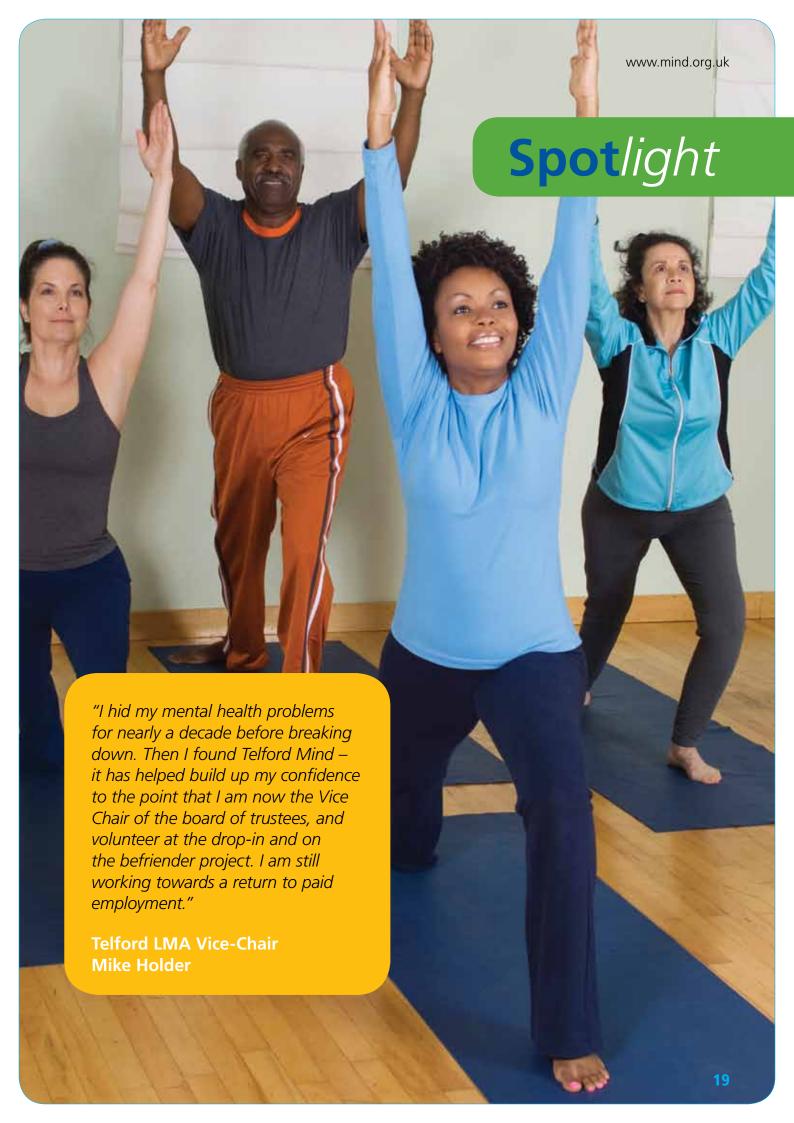
A sense of belonging

A new wellbeing centre at Telford Mind is an inspiring example of how local Mind associations are using a community-oriented approach to improve the quality and accessibility of services.

The new centre offers formal and informal services and a range of upgraded facilities including: a cafe, counselling and complementary therapy rooms; a studio for yoga and Tai Chi; an IT suite and art studio. The centre, which re-opened in March 2010, is run by a small staff team and just over 40 volunteers.

Around 5,500 people took advantage of Telford Mind's services last year – despite building work going on. Telford Mind's Service Director Wendy Poulton says that the key to success has been effective team work as well as working closely with local and national bodies such as Combat Stress, the MS Society and Shropshire Independent Advocacy Service.

She said: "There were challenges in this – some very hard to overcome. But we kept to our vision and carried on pedalling very fast. We are all very proud of what has been achieved to date. That sense of achievement and pride is in itself very valuable."







Help when it's needed

Around 300 people in Wales die each year as a result of suicide making it a more common cause of death in the country than road traffic accidents. And many more are injured by non-fatal behaviours such as self-harming.

Mental Health First Aid gives people the skills to support others who are in distress and can help prevent a mental health problem developing into a more serious state. Last year 2,374 people in Wales were trained thanks to the joint initiative between the Welsh Assembly Government and Mind Cymru. More than 3,967 people have been trained in the 12-hour Mental Health First Aid course since the project launched in 2007.

Clare attended a Mental Health First Aid course and said: "It was great to be on training course which was so much more than mental health awareness. I hope that if I become ill in the future there will be people who have received this training around me. It was also fantastic to contribute to the course from a user perspective and give real life examples to other delegates."

Additional training and support for essential front-line workers and community 'gatekeepers' is provided through Positive Choices, a major five-year project, funded by the Big Lottery Fund. By the end of the year over 2,000 people in Wales had received Applied Suicide Intervention Skills Training, a two-day workshop that offers intensive training, enabling participants to help a person at risk stay safe and seek the support they need.

Looking forward 2010-2011

We will be...

- involving 85,000 people in Time to Get Moving events in 2010.
- working with local Minds to support them in meeting the challenges of the current economic climate and changing commissioning arrangements.
- supporting even more individuals and local communities to improve their physical and mental wellbeing through Ecominds projects.

Image left and above: Volunteers at the Growing Well Ecominds project in Cumbria.

With your support

We are always so grateful for the efforts of the thousands of Mind supporters, the individuals, companies and trusts who work tirelessly and give so generously on our behalf. Their donations support our independence from government and the pharmaceutical industry allowing us to speak out on issues that affect mental wellbeing and provide unbiased information and support.

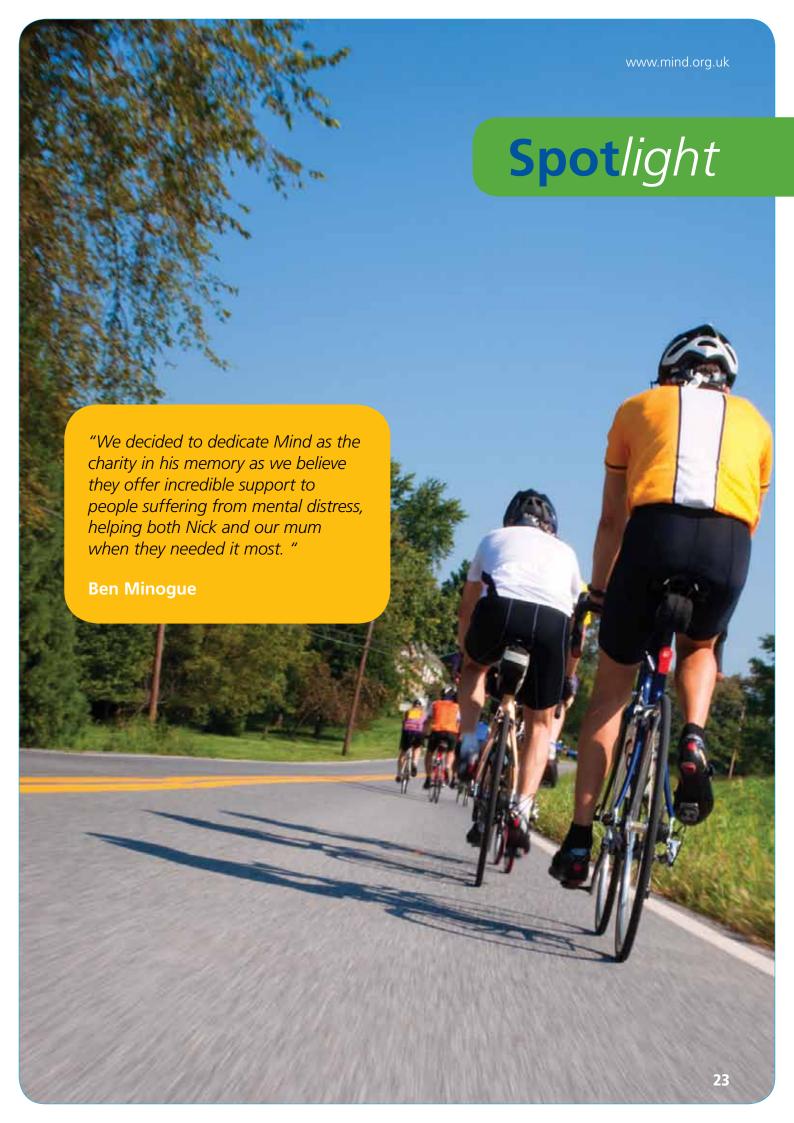
Every year many of our supporters take part in events and fundraising challenges to raise money for our work. In 2009-2010 these included the 10 friends, family and colleagues of the late Nick Minogue from Manchester. They got on their bikes in his memory and completed a gruelling 400-mile and six-day trip from Manchester to Cork in Ireland, raising an incredible £10,000 for Mind.

Nick, who died unexpectedly in March 2009, was a scientist who specialised in ozone depletion and global warming. He experienced mental health difficulties towards the end of his life and was always supportive of mental distress in others including the problems experienced by his mother who has bipolar disorder.

His brother Ben said: "He was an inspiration – incredibly passionate about life and always gave 100 per cent in everything he did. He gained a first class degree and PhD. And despite being diagnosed with the painful and debilitating disease of rheumatoid arthritis when he was just 16, he was an outstanding sportsman."

Team effort: Alan Harrop, Asif Salam, Ben Minogue, Colin Ayre, Dan Bromley, Jonathon Robinson, Martin Minogue, Nick Bulmer, Rob Carlin, Steven Harrop.





Thanks to you

Without the generous support of charitable trusts and foundations, companies, organisations and individuals, we would not be able to continue our vital work to improve quality of life for people who experience mental distress. We would like to thank and make special mention of the following:

Trusts and Grant Giving Bodies

The J E Posnansky Trust

The Tolkien Trust

William Allen Young Charitable Trust

G&E Pollitzer Charitable Settlement

The Cuthbert Horn Trust

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Comic Relief

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The Paristamen Foundation

Department of Health

Big Lottery Fund

National Assembly for Wales

Her Majesty's Revenue and Customs (HMRC)



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Wedding List Giving
Green Man Festival
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The Wombats Touring Ltd.
The Deliotte Foundation
Northern Trust
Friends Provident
Viasat
Baringa Partners

N M Rothschilds Ltd.

Become a member

Our membership plays a key role in the work we undertake, helping to influence our direction and providing vital feedback on campaigns and services. Our members come in all shapes and sizes and get involved in many different ways – from sharing their experiences to campaigning for change and raising money to support Mind.

For more information or an application form call 020 8215 2348 email **membership@mind.org.uk** or visit **www.mind.org.uk**

Support us

People of all ages, from every ethnic background and walk of life can be affected by mental distress. In fact one in four of us will experience a mental health problem at some point in our lives. Mind relies on money raised by our supporters to campaign against discrimination, help people speak out about their experiences; and to provide practical information and support that can changes lives for the better.

With your help we can keep working for better mental health for everyone. To find out how you can get involved by donating, leaving a legacy, campaigning for change or working in partnership with us, visit **www.mind.org.uk**.

Financial notes

Despite the challenging climate Mind performed solidly during the financial year leaving us wellplaced to weather the uncertain economic conditions. Increased income, largely from grants and restricted funding, helped push turnover to almost £31 million.

Voluntary income of £7 million was 6% lower than the previous year mainly due to a decline in legacy income from our record high of £3.1 million in 2008/2009. Legacy income is by nature unpredictable and expected to fluctuate from year to year. The market for finding new donors continues to be very competitive and at £3.4 million donations were 4% less than last year.

Shop sales at Minds Matter charity shops increased by 10% to £9 million, boosted particularly by the successful introduction of giftaid on donated goods in the previous year.

The cost ratio for raising voluntary income was 21% compared to 25% in the previous year - a decrease that was achieved through efficiency savings. This ratio is comparable to other charities that undertake similar methods of fundraising.

Charitable expenditure of £20 million showed a 50% increase on the previous year, mainly due to over £5 million expenditure on the Ecominds projects during the first full year of operation.

Increased expenditure was also attributable to project-funding for local Mind associations (via the Time to Change programme) and our work on applied suicide prevention in Wales through the Positive Choices project.

Our charitable work is noted in this Review and in the trustees' report within the full financial statements.

Mind's independence is reflected in our policy of not accepting funding from pharmaceutical companies, and also in our ethical investment policy of not investing in the pharmaceutical industry.

This financial information is derived from the full audited financial statements for the year ended 31 March 2010 on which we received an unqualified audit report. It may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information the full financial statements should be consulted. These were approved on 29 September 2010 and have been filed with Companies House and the Charity Commission, and are available on Mind's website at www.mind.org.uk or from Mind, Granta House, 15–19 Broadway, London E15 4BQ.

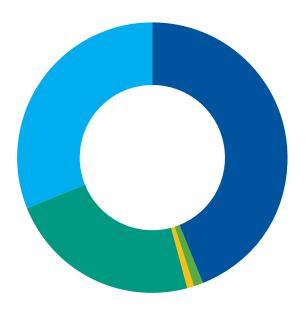
On behalf of the Council of Management

David Henry

Chair

Mike Starkie **Honorary Treasurer**

Income	£′000	%
Grants	13,557	44%
Fees and other income	304	1%
Publication sales	331	1%
Voluntary income	7,061	23%
Shop sales and other activities	9,693	31%
Total income	30,946	100%



Expenditure	£'000	%
Changing public attitude	7,385	25%
Changing policy and practice	1,652	6%
Creating mentally healthy communities	7,123	24%
Governance costs	103	_
Giving people a voice	1,776	6%
Providing direct support	2,066	7%
Cost of voluntary income	1,462	5%
Cost of shop sales and other activities	8,025	27%
Total expenditure	29,592	100%

