



Annual Review 2010-11

Patron

HRH Princess Alexandra,
The Hon. Lady Ogilvy KG GCVO

President

The Rt Hon. the Lord Bragg (to September 2011)
Stephen Fry (from September 2011)

Vice Presidents

Mary Applebey CBE
The Most Rev. and Rt Hon. Archbishop of Canterbury
Professor Alan Clark CMG
The Free Churches Moderator
The Very Reverend Chief Rabbi

Trustees as at 30 September 2011

Honorary Officers

David Henry OBE ♦♦♦♦♦	Chair and elected trustee
Alison Cowan ♦♦♦	Vice Chair-External Relations and elected trustee
Ryan Campbell ♦♦	Vice Chair-Networks and elected trustee
Michael Starkie ♦♦♦	Treasurer and co-opted trustee

Trustees co-opted by Council

Divya Gandhi ♦
Lesley Dixon ♦♦
Neil Rodgers ♦
Sir Paul Britton CBE ♦
Steve Young ♦

Trustees elected by Mind members

Andrea Woodside ♦ (from 1 December 2010)
Kate Watts ♦
Linda Seymour ♦ (from 1 December 2010)
Melanie Brooks ♦

Sub-committee membership of Council of Management

♦ External Relations	■ Pwyllgor Cymru
♦ Networks	♦ Audit
♦ Business Management	♦ Remuneration

Other trustees who served during the year to 31 March 2011

Amanda Coull (to 22 August 2011)
Eileen Wareham (to 1 September 2010)
Richard Giles (to 2 December 2010)
Richard Jackson (to 2 December 2010)
Shaun Johnson (to 15 March 2011)

Chief Executive and Company Secretary

Paul Farmer

Our Vision

We won't give up until everyone experiencing a mental health problem gets both support and respect.

We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding.

Our Values

- Open.**
We reach out to anyone who needs us
- Together.**
We're stronger in partnership
- Responsive.**
We listen, we act
- Independent.**
We speak out fearlessly
- Unstoppable.**
We never give up



"I am honoured and delighted to become the new President of Mind. This wonderful charity performs vital work to help anyone, like myself, who experiences a mental health problem."

Mind President Stephen Fry



This last year has been one of significant progress for everyone with mental health problems, and for Mind. There have also been some tough challenges and potential setbacks.

We can proudly point to the impact we are making on the lives of people with mental health problems, with evidence suggesting a dip in experiences of discrimination in the past year, due at least in part to Time to Change. We can highlight record media coverage, a huge growth in our social media work, and significant contributions to the Government’s mental health strategy No Health Without Mental Health.

We can recognise the huge efforts made by local Minds to deliver a growing number of services, increasing access to thousands of people to talking treatments in places like Coventry, Southampton and Oxfordshire, where previously access was incredibly difficult.

And we can suggest that the portrayal of people with mental health problems in the media has improved as The Sun committed to stop using the word “Schizo” in headlines,

and we recognised programmes such as Eastenders and Shameless at the Mind Media Awards and individuals such as Marcus Trecothick for taking a stand.

But we also have cause for concern in these challenging times. Thousands of people with mental health problems remain fearful of the impact of welfare reform, despite intense campaigning by Mind and many other charities. Cuts in local authority services pose threats to people’s mental health – it may be the closure of a library which provides human contact as well as access to the internet and reading, or the raising of the eligibility criteria for a service which makes the difference between recovery and relapse.

In the workplace, “bad” stress at work – a 21st century euphemism for mental health problems – is now the most common cause of sickness absence, costing the country £26 billion every year. And yet employees remain fearful to talk openly about mental health in the workplace. Despite progress made, stigma and discrimination remain rife in our society. When a Member of Parliament can say that people with mental health problems should be paid less than the minimum wage, we knew that our journey to see everyone with a mental health

problem treated as an equal citizen in our society still has a long way to go.

So now, perhaps more than ever, there is a need for Mind to be a strong, articulate voice for mental health. Driven by the experiences of those with mental health problems, we are now shaping the next four years of our future. We know that there will be major challenges ahead, but significant gains can be made. We also know that we will be stronger working together.

We want to pay tribute and thank everyone who has helped us in the past year – people with mental health problems, staff, volunteers, members, local Minds, and supporters.

Please continue to work with us. We are building a strong and powerful network for change, with hundreds of thousands of people whose views cannot be ignored. There is an unstoppable momentum towards change. Please come with us on the journey.

Paul Farmer

Chief Executive



Stephen Fry and Lord Melvyn Bragg
Credit Rosie Hallam

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Understanding and awareness

What we do

- If you're experiencing a mental health problem, facing prejudice and discrimination from those around you can only make things more difficult. Our supporters tell us that raising awareness and improving understanding is crucial to helping them get the support they need and the respect they deserve.
- Our ground-breaking Time to Change campaign, delivered in partnership with Rethink Mental Illness, aims to end mental health discrimination through social marketing and outreach activities. By bringing together those with no experience of mental health problems with those who have, it breaks down barriers and starts conversations.
- We work with all types of media to raise the profile of mental health issues, debunk myths and normalise conversations about mental health.

"I know that by the time the roadshows have finished across the country, many many people will have had positive experiences bringing discrimination to an end!"

In 2010 – 2011

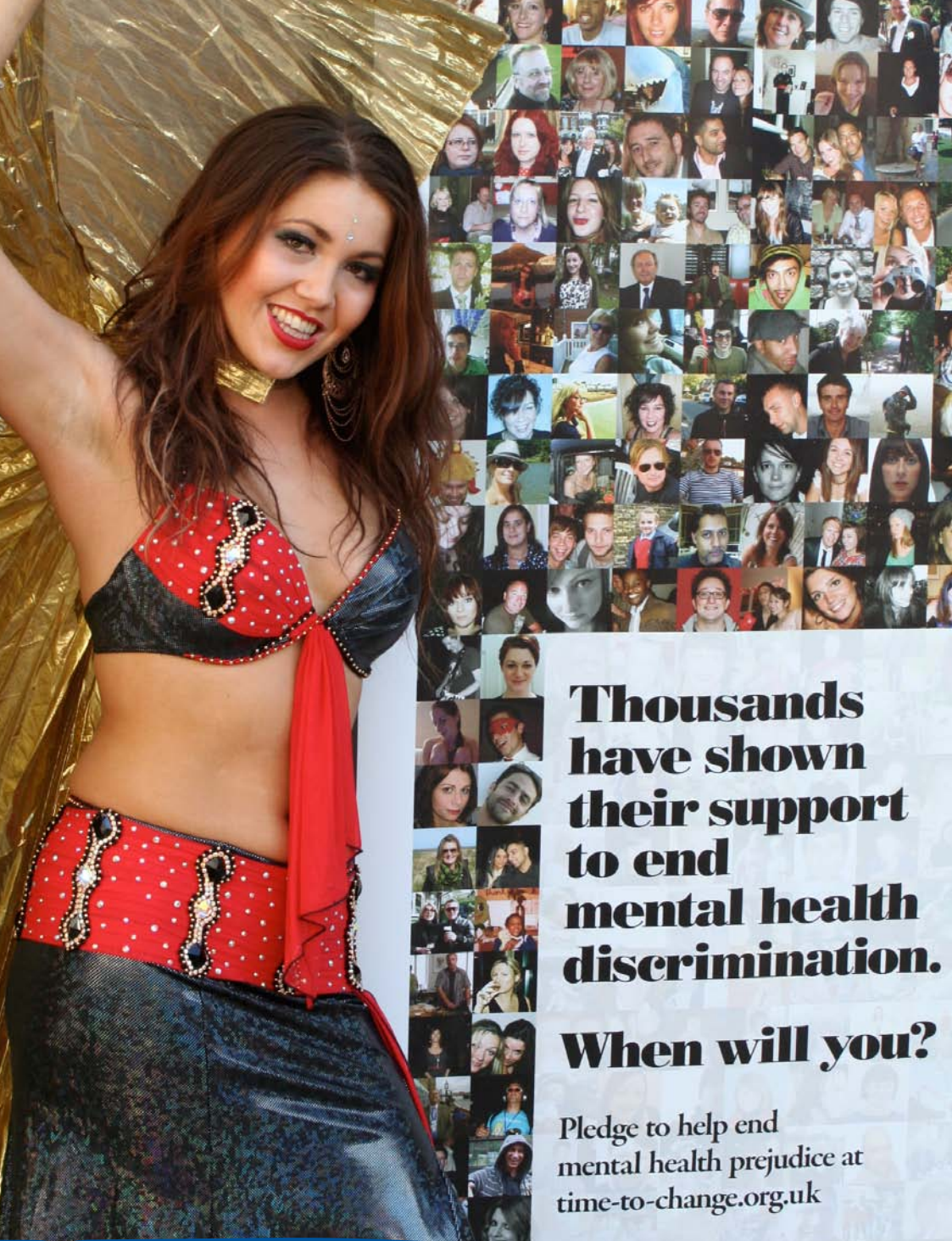
- We continued with the fantastic work of Time to Change in England, working in partnership with Rethink Mental Illness to challenge stigma and discrimination and encourage the public to start more conversations about mental health.
- We received 2,682 mentions in national and regional print media, raising the profile of mental health and ensuring the voice of those with mental health problems was heard.
- We also worked with popular television dramas including Casualty, Eastenders and Doctors to ensure accurate portrayals of mental health and help improve understanding.
- The Mind Media Awards brought together 400 guests from the worlds of media and mental health to celebrate and promote enlightening and inspirational coverage of mental health issues across a range of media.

What we'll do next

- We're delighted to have secured funding from Comic Relief and the Department of Health to continue the valuable work of Time to Change until 2015.
- We'll continue to influence media portrayals of mental health and ensure the voice of those with mental health problems is heard.



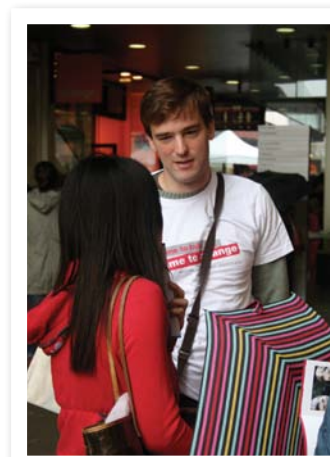
Shameless wins best drama at Mind Media Awards
Gemma Atkinson, who plays Shameless' Karen, accepts the award for best drama at the 2010 Mind Mental Health Media Awards. In the series, Karen lives with a diagnosis of bipolar disorder.



Case study:

Time to Get Moving

In 2010 we saw 278 Time to Get Moving events being delivered up and down the country. Each one used physical activity to bring people together to break down barriers between people with and without experience of mental health problems.



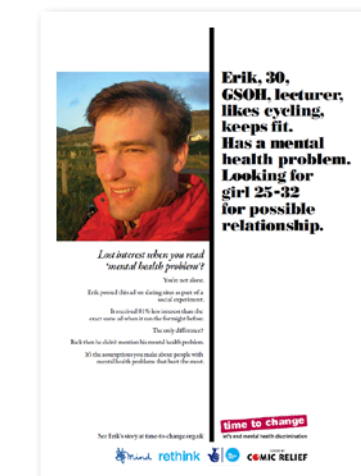
Flagship events took place on World Mental Health Day. Working with local partners, Camden and Islington Mental Health Foundation Trust in London we saw the N1 Centre in Angel engage shoppers in a day of activities. And in Birmingham we worked with the Birmingham and Solihull Mental Health Trust to deliver a fantastic autumnal event in Cannon Park.

In total we engaged 45,483 people in social contact activities in 2010.

Case study:

Don't get me wrong

Time to Change launched a new advertising campaign which made people think about their prejudices surrounding mental health.



Erik posted an ad online looking for a flatmate and a profile on an internet dating site. Later, he posted the same ads but with the added line "I have a mental health problem". He received 81 per cent fewer responses to the dating profile and 76 per cent fewer responses to the flatmate ad.

Erik became the star of our next social marketing campaign, which reached 5.6 million people and prompted 66 per cent of them to reconsider their own behaviour towards those with mental health problems.

"The work that Time to Change are doing is necessary and important. Long may the work continue!"



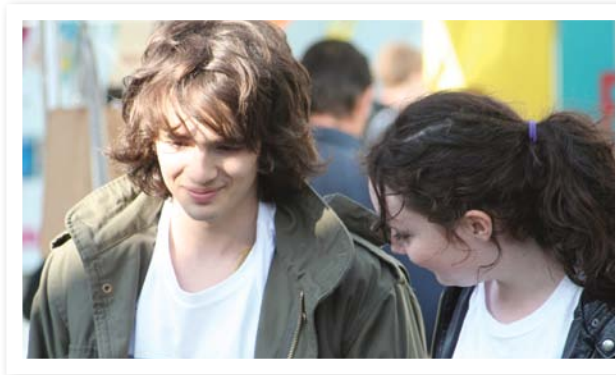
Sue Baker of Time to Change with Paul Litchfield, Chief Medical Officer at BT

Working with communities

What we do

Our network of 169 independent local Minds provides essential support to people with mental health problems across England and Wales. Each one is unique and focused on the needs of their community. All in all, the network delivers around 1,600 different services to 280,000 people a year.

Our current focus has been on providing support to the network to enable them to thrive in a challenging external environment.



In 2010 – 2011

- We provided specialist support to enable local Minds to develop their strategies around the health service's Improving Access to Psychological Therapies initiative, employment, advocacy, clinical commissioning and personalisation.
- We set up a dedicated information and advice service, Mind to Mind, to provide a single point of contact for all local Mind employees and trustees. In the first year, they responded to more than 2,500 enquiries.
- Through our grants scheme we awarded more than £292,315 to local Minds to enable them to deliver support to their communities.
- Our Ecominds projects continue to promote the benefits of ecotherapy and social contact. 51 projects are up and running, involving more than 3,000 volunteers.

What we'll do next

- We'll continue to support local Minds across England and Wales, focusing on ensuring sustainability in difficult times.
- Mind to Mind will continue to provide a source of information and support for local Minds
- We'll ensure that our national and local activities work together for maximum impact to benefit anyone with a mental health problem.

"I've met some great people – you've brought a lot of people together and I'm forever grateful for that!"



Rachel de Thame with members of the Urban Growth Ecominds project



“I have appreciated being able to talk freely at the groups knowing others had experienced similar concerns and listened without criticism.”

Case study:

Supporting carers in York

York and District Mind provides services in York and Selby. A lot of these people are socially and economically disadvantaged and live on their own with relatively low incomes.

A local Mind grant was awarded in July 2010 to provide a self-help group for carers of people who experience mental health problems.

For the first time, carers had contact with others in a similar position to themselves.

The group provided a valuable source of information for carers to support them in their caring roles. The facilitator and other group members were able to share information on useful organisations and websites. Relevant literature such as leaflets and booklets were also provided.

“This group filled a gap in local services. There were previously no local carers’ self-help groups for those who care for people who have mental health issues. These carers were extremely isolated before the existence of this group, which provided members with a social network consisting of other carers with similar experiences.”

Daniel Brittan, Self Help and Activity Group Manager.





Providing support

What we do

Our Infoline is the first port of call for mental health information and support. Our team help callers access mental health support in their area, provide information about the options available to them and reassure them that they are not alone.

Our legal advice line offers legal advice and information on mental health-related law including mental health, mental capacity, community care, human rights and discrimination/equality issues related to mental health. We empower our callers to take control of their lives and stand up for their rights.

Our range of information booklets covers topics from understanding anxiety through to civil admission into hospital. All of them are also available online to make sure that anyone with a mental health problem, and their family and friends, can make informed choices.



“You have been brilliant; I have been able to get more information from you in 5 minutes, than I have over the past 6 months. Thank you so much.”

In 2010 - 2011

- We answered more than 37,000 calls.
- 98% of people felt more confident after having contacted our helpline services.
- We distributed 280,000 publications.
- Over 1.5 million people visited our website – an average of 3 people every minute.
- We achieved the Information Standard Quality Mark, demonstrating that the information we provide is accurate and high quality.



“Wow, thank you so much. I have just read the email once, and am going to begin going through all the links and planning out options now, but before I do I just want to thank you for responding, for your time and for the amazing amount of help you have provided. So, thank you.”

What's next?

- We want to reach even more people with our information, so that anyone experiencing a mental health problem understands the options available to them.
- We'll ensure that our online information is up to date and accessible to all.
- We will extend our opening hours and change our Infoline number to an 0300 number to enable more people to reach us.

Case study:

Developing digital

The internet is a great way to connect people. We've been developing our website and social media to help anyone experiencing a mental health problem access information and support.

We also encourage everyone to speak out on mental health issues.

In 2010 – 2011 we doubled our reach through social networks Facebook and Twitter. As well as allowing us to reach out to more people with our campaigns and information, we were able to get instant feedback on our work and on mental health issues.

Our Mind blog is a vibrant source of information and opinion. Writers include Mind staff, mental health professionals and those with direct experience of mental health problems from all walks of life. With hundreds of comments on topics ranging from the role of art therapy to the benefits system, it provides lively debate and raises awareness.

“You have been a great amount of help and you have really made me smile.”



Speaking out

What we do

We want to see everyone with a mental health problem empowered to speak out about their experiences and to be able to play a full and active role in society.

We also want to make sure that those with direct experience of mental health problems are at the heart of everything we do. From our Council of Management, to campaigners, reviewers, event participants, volunteers and media case studies, the voice of experience can be heard throughout Mind's work.



In 2010 – 2011

- We established an independent panel, which included the voice of those with direct experience of services, to investigate acute and crisis care in England and Wales. Their findings will form the basis of a campaign to ensure that those admitted to hospital with mental health problems get the care they need.
- We began working with local groups to help them influence change in their local area.
- Those with direct experience of mental health problems have been involved and consulted on all aspects of Mind's work throughout the year, with the use of surveys and focus groups to inform projects across the organisation and determine our strategy for 2012-2016.
- Mind Cymru's volunteer scheme was awarded the Investors in Volunteers award in recognition of excellent practice.



“Thank you for all you do to help someone like me feel less excluded and isolated”.

Case study:

Membership

In 2010 we launched our new membership scheme, providing a single, strong network for everyone who wants to be involved with Mind's work.

Following research with existing networks and others, we developed a package designed to increase engagement with Mind and ensure robust methods to reach a broad and diverse group of potential participants.

Through a magazine and e-newsletter, members are kept up to date with Mind's work and opportunities to get involved. They also receive voting rights to elect trustees and can stand for election themselves.

In one case, members who receive our fortnightly e-newsletter were sent a survey asking for their opinions on suicide prevention in order to inform Mind's response to the Government's new strategy. We received a high number of responses, which informed our report.

This ensures our members can contribute to our work at a strategic level as well as day-to-day.



Changing society

What we do

2010 was a busy year for Mind, with a general election and lots of new policies meaning change for those with mental health problems. We had our say on all the important issues, from NHS reform to debt and poverty.

In 2010 – 2011

- During the general election we were pleased to see mental health play a role in the manifesto of all the main parties. The coalition Government followed this with their mental health strategy 'No Health Without Mental Health'.
- Following our 'Time to Talk' campaign, we welcomed the Government's pledge of £400 million to improve access to psychological therapies. With some people waiting two years for someone to talk to, it's essential to see this delivered.

- We played a key role in the Harrington Review of the Work Capability Assessment, and spoke out on behalf of mental health service users regarding proposed reforms to the benefits system.
- In Wales, Mind Cymru worked with the Welsh Assembly Government to help shape the Mental Health (Wales) Measure 2010. The aim of the Measure is to improve access to assessment, treatment and advocacy for those people who do not fall under the Mental Health Act. This was a real opportunity to improve the lives of people with mental health problems living in Wales.



What's next?

- We'll continue to work with governments in England and Wales to ensure mental health remains on the agenda. We're concerned about the impact of cuts and changes to welfare on people with mental health problems, and will be making sure their voice is heard at the highest levels.
- We'll be focusing on acute and crisis care, campaigning to ensure everyone gets high quality care when they need it most.
- We want to see a 5 per cent increase in employers who say they would be willing to employ someone with a mental health problem. We'll be continuing with our Taking Care of Business campaign and offering training to organisations through Mind Workplace.

Case study:

Taking Care of Business



2010 saw the launch of a new Mind campaign – Taking Care of Business.

Research has shown that, right now, one in six workers is experiencing depression, anxiety or stress, costing the UK economy £26 billion each year.

We produced a guide for employers, advising them on simple ways to improve well being in their workplace. Following

the launch of the campaign, 165 organisations signed up to show their support, committing to implementing good practice in their workplaces and supporting employees with mental health problems.

Employees we spoke to talked about the strain of 'putting on a brave face'. We took this theme to create a viral marketing campaign centred on a short film. 15,000 people watched the film.

We launched the campaign on London's South Bank, encouraging everyone to 'reclaim their lunchbreak' with a mass picnic. Dragon's Den star Duncan Bannatyne joined us to show his support for the campaign.

Duncan Bannatyne is supporting Mind's call for workers to 'Reclaim your lunch hour' to regain work life balance. The Dragon's Den entrepreneur joined forces with Mind to launch Taking Care of Business, a campaign to improve mental wellbeing at work.



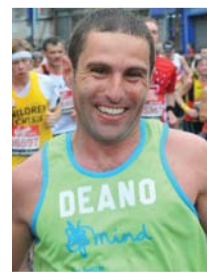
"The recession will really have an impact on many employees who are a bit insecure in their jobs, who maybe aren't sure that the company is doing well and are scared in case the company goes into administration, or redundancies are made. It's a very anxious time. However, the recession is also a good time for businesses to be working on promoting good staff wellbeing. You've got to look after your staff. If you haven't got staff, you haven't got a business. It's as simple as that."

Duncan Bannatyne



Octavia Bray ran the Royal Parks half marathon in memory of her brother.

Raising funds



As a charity, we depend upon the generosity of our supporters to maintain our independence and ensure we can speak out fearlessly on behalf of those with mental health problems.

We're so grateful to all the individuals, companies and trusts who have supported us throughout the year – all of those who ran, swam, cycled, or walked, and all the others who undertook less physical activities, too!

Octavia Bray ran the Royal Parks half marathon in memory of her brother Julian, who sadly took his own life after a long battle with depression.

"Running the half marathon is a fitting tribute to my brother seeing as he was an incredibly talented sportsman. This is a big personal challenge for me, I do think he'd be proud of what I'm doing. It angers me how taboo mental distress and breakdowns remain amongst our society."

Octavia Bray

In 2010 - 2011 more than 2,000 people took part in fundraising events for Mind, raising a staggering £1.2 million.



We were also honoured to be chosen as Veolia Environmental Services' first ever Charity of the Year. We've worked with them and their employees to raise funds and facilitate volunteering for Mind.

Our retail network continues to grow, with 120 shops across England and Wales. In 2010 we opened 10 new shops.



Students from the University of the Creative Arts (UCA) competed to see their shop design turned into a Mind "concept store" boutique in trendy Brighton.



Students from University of the Creative Arts (UCA) competed to see their shop design turned into a Mind "concept store" boutique in trendy Brighton.
Credit Arj Subanandan

Thank you to our supporters

We're grateful to all the individuals who have donated to Mind, given to our shops or left us a gift in their will this year. We'd like to thank the following for their generous support in 2010-2011

Companies:

Band & Brown
Baringa Partners
Euro RSCG
Marsh UK
N M Rothschilds Ltd
The Royal Bank of Scotland Group
Veolia Environmental Services (UK) plc

Trusts and statutory departments:

Big Lottery Fund
Comic Relief
Department of Health
George & Esme Pollitzer Charitable Settlement
John Cutforth Charitable Trust
Loke Wan Tho Memorial Foundation
Kenrob Charitable Trust
Miss E A Pemberton Barnes Will Trust

National Assembly for Wales
Northern Rock Foundation
Peter Storrs Trust
Rev W M Monteith's Charitable Trust
R P Askew Will Trust
Santander UK Foundation
Smith Charitable Trust
The 1970 Trust
The Aardvark Fund
The Albert Hunt Trust
The Awareness Fund
The Bernard Lewis Family Trust
The Cadogan Charity
The Cheruby Trust
The City Bridge Trust
The Constance Travis Charitable Trust
The Ellerdale Trust
The Gilbert Edgar Trust
The GMC Trust

The Guiting Trust
The Gunter Charitable Trust
The Jill Franklin Trusts
The Jusaca Charitable Trust
The J P Jacobs Charitable Trust
The Kay Williams Charitable Foundation
The Kinsbourne Trust
The MacKinnon Trust
The Paristamen Foundation
The Souter Charitable Trust
The Thames Wharf Charity Ltd
The Tolkien Trust
The Tudor Trust
The Vassiliou Charitable Trusts
The Westminster Foundation
The Whitley Trust
The William Allen Young Charitable Trust
The Wright Trust
The Wyseliot Charitable Trust

Get involved

Our members support us in many different ways, from campaigning for change to providing valuable feedback on our work. For just £26 a year, you can be at the heart of Mind's work. Visit www.mind.org.uk to find out more and join today.

We need your help to ensure that everyone experiencing a mental health problem gets the support they need and the respect they deserve.

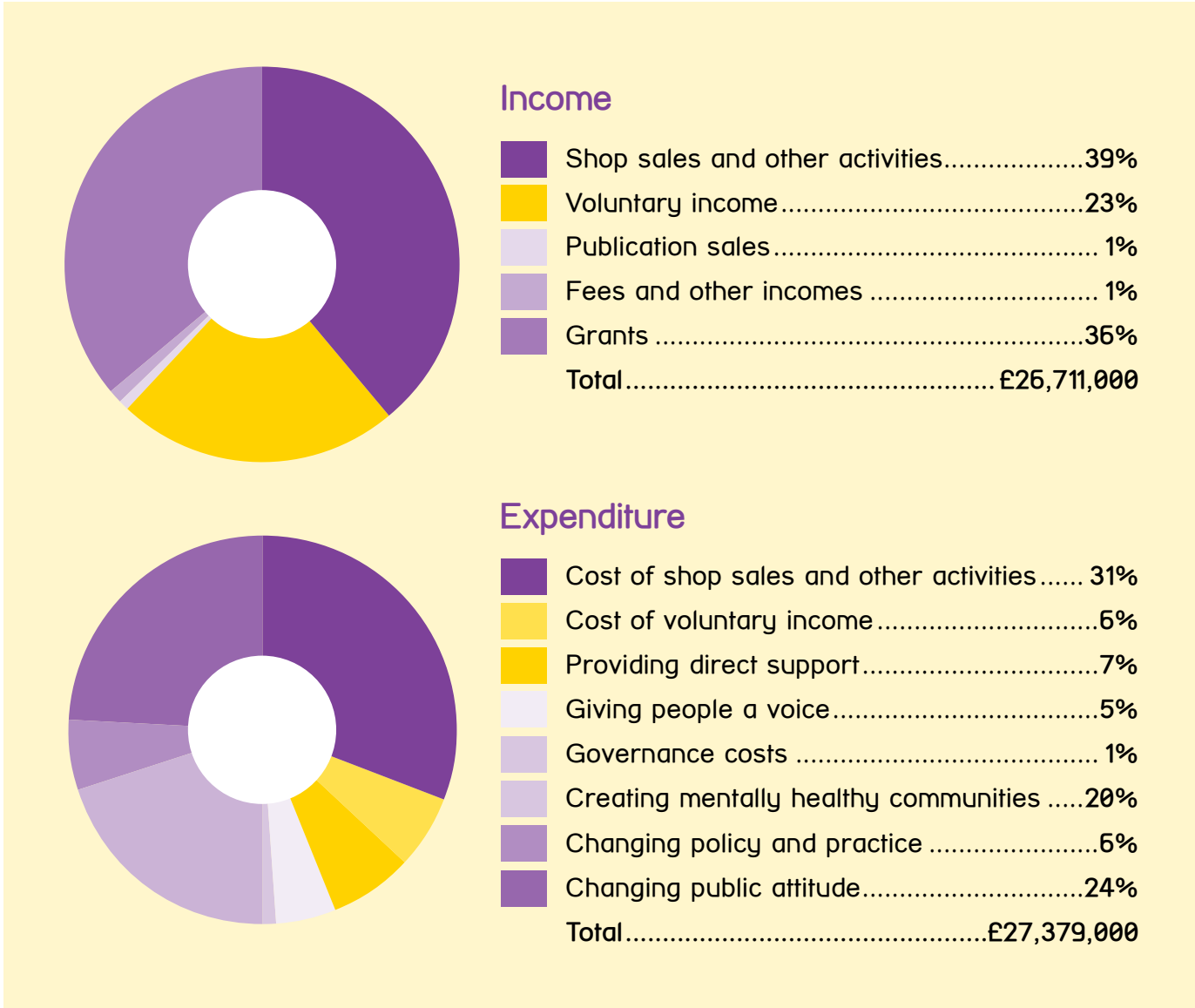
Support us

You can support our work by donating, leaving a legacy in your will or working in partnership with us. Visit www.mind.org.uk or contact us to find out more.



Financial results

Despite a challenging climate, Mind has had a good financial year, leaving us well placed to weather current and future challenges.



Find out more about all our work at www.mind.org.uk
Follow us on Twitter: @MindCharity
and on Facebook: www.facebook.com/mindforbettermentalhealth

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