

Annual Review 2011-12



Contents:

| We're open (we reach out to anyone that needs us) | 03 |
|---|----|
| We're responsive (we act, we listen) | 07 |
| We're independent (we speak out fearlessly) | 10 |
| We're together (we're stronger in partnership) | 14 |
| We're unstoppable (we never give up) | 19 |
| Financial information | 22 |
| Thank you to our supporters | 24 |

We're Mind, the mental health charity.

We believe no-one should have to face a mental health problem alone. We're here for you. Today. Now. Whether you are stressed, depressed or in crisis. We'll listen, give support and advice and fight your corner.

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



On the outside mu housemate. Vis. w

On the outside my housemate, Vic, was a good looking, friendly, sporty, outgoing 20 year old university student. On the inside he was silently battling bipolar disorder.

He didn't talk about it much, if at all, which is common in men suffering from depression, but it meant it was all the more shocking when tragedy struck, and he took his own life in June 2009.

Everyone who knew Vic was deeply troubled by his sudden death.

It took me a long time to accept that Vic had gone. I am still hit with a huge sense of loss whenever I think about him. Small things set me off, such as cooking Coq au Vin (something we used to do together regularly), and listening to MIA's 'Paper Planes' leaves me with tears streaming down my face, unable to catch my breath.

The year before last I decided to do something positive in Vic's memory. It had to be something big, something worthy of Vic. So I signed up for the London Marathon, running to raise money and awareness for Mind.

I hate to think that Vic suffered largely on his own and without our support. If I can help one person to get the support that they need, one family not to lose their child and a group of friends not have to go through the heartache that we have, then at least something positive will have come from our loss.

Through the generous donations of friends and family I have raised nearly £2000. I plan to raise even more by running the Bath Half Marathon in March supporting Bath Mind. I think Vic would be very proud of what I am doing.



There has never been a greater need for Mind than the current time. Public sector spending cuts, huge changes in the NHS and the commissioning of services, and the changes in welfare and health care policy are deeply affecting us all. It's a very frightening time for many people.

It's at times like this that Mind's values are so important to the way we work. Our independence enables us to speak out. Our commitment to working together with people with direct experience of mental health problems ensures that we are responsive in our work to people's needs. And we intend to be unstoppable in our determination that everyone experiencing a mental health problem gets both support and respect.

This last year we've worked hard in challenging circumstances and can count some significant milestones in our achievements. Our work on the Health and Social Care Bill means for the first time in the NHS there will be a legal recognition that mental health is as important as physical health. Our Daily Stigma spoof newspaper reached 250,000 people highlighting the unfair portrayal of welfare claimants in the tabloid press and after an independent inquiry, our Crisis Care campaign launched and we achieved media coverage with audience figures of over 5 million. Fifty people with personal experience of crisis care took our campaign to Parliament.

Our local Minds continue to provide help, support, advice, information, a roof over people's heads and basic human care to over a quarter of a million people. We are supporting tens of thousands of people to manage their mental health through social media and our media coverage is at an all time high. The Time to Change campaign reported an 11.5 per cent reduction in the average levels of discrimination in England compared to 3 years earlier and we helped launch Time to Change Wales.

There is a lot to be proud of. But there is still a huge amount to do. We know that in 2011 in England and Wales around 39 million prescriptions for antidepressants were administered and around 4,000 people took their own lives. We know that now more than ever, there is a need for Mind to be a strong articulate voice for mental health.

This year we consulted with thousands of people with mental health problems, supporters and key stakeholders to create and develop our new 2012-16 strategy. It builds on the positive work we have already done, to challenge and to move closer to a society where people with mental health problems are treated as equal citizens.

But we know that we cannot achieve this on our own, so I would like to thank all our supporters, partners, and members who are working with us on this quiet revolution.

Paul Farmer, Chief Executive.

We're open (we reach out to anyone that needs us)



We provide high quality information and support to anyone that needs it in print, online and over the phone. Our first-class and trusted information booklets cover a huge range of topics from supporting someone with mental health problems to understanding different treatments.

Our Infoline receives over 30,000 calls a year and for most people who contact us we'll be the first person they've talked to about their mental health problems. Here are just a few facts about the Infoline:

- 73 per cent of those who called say that they went on to seek further professional help.
- 91 per cent of people who spoke to friends, family or an employer about their mental health after contacting Mind, did so for the first time.

Our Legal Line provides people with legal information and general advice in mental health related law covering mental health, mental capacity, community care, human rights and discrimination.

2011-12 highlights:

- We extended the Infoline and Legal Line opening hours and employed a new advisor to make sure we could take more calls.
- We moved to a 0300 number on our phone lines to lower costs to callers.
- We redesigned online information to make it easier to find and introduced downloadable and printable PDFs.
- We expanded our range of Sony Award nominated 'Mindcasts' with Matt Wilkinson from Heart FM. Mindcasts are podcasts in which Matt talks to a person with mental health problems about a particular issue.

Darren's story:



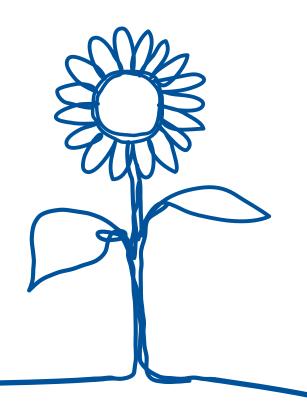
Our Ecominds scheme funded by the Big Lottery Fund continues to make a huge difference to people with mental health problems. Darren from Kent describes how Let's Grow, run by Folkestone Mind, helped him build confidence and take control of his life again.

Every hour of every day is taken up by my OCD and anxiety: lists, rules, routines, checking, stressing, frustration and worrying. Some days are better than others but I never get to switch off totally and relax.

For years I was a recluse, not wanting to leave the safety of my flat, where I felt more in control of my routines. But I always missed a garden, so when I heard about Ecominds I built up the courage and popped along.

I was made to feel very welcome and was impressed with the set up: three polytunnels, lots of outside planting areas, all the tools you would need, and a warm kitchen for the odd cuppa and lunch!

I made some good friends at Ecominds. Meeting and chatting with people with the same problems was quite a relief. We worked on projects together and individually at our own pace. Planting flowers and vegetables that needed a future to grow, helped me think about my own life; giving me a chance to grow, rather than living day by day.



I made some good friends at Ecominds. Meeting and chatting with people with the same problems was quite a relief.



Nhys's story:

The local Mind grant fund provides grants to local Minds to develop projects to support local mental health needs. Nhys from Craven Mind explains how the fund helped them:

Craven Mind is a very small local Mind that promotes health and wellbeing in the Craven District, one of the most sparsely populated areas in England.

Until we employed a project worker for ten hours a week, we were totally run by volunteers.

The local Mind grant fund provided us with £2,000 of the £2,450 we needed to offer a two strand course, the first offering arts and crafts. The courses were designed to provide social engagement and build confidence by giving a creative focus to adults leaving secondary mental health services.

They were also open to other vulnerable and isolated adults in the community who didn't meet NHS criteria and were unable to access more costly or unsupported activities.

The art group ran for 11 weeks and was attended by up to 15 people each day, with an average attendance of eight students per session.

Many of the group have since become active members of Craven Mind, with the confidence to share their opinions on the future direction of the organisation. A spin-off group run by volunteers is also starting soon.

We also decided to offer an eight week online 'writing for wellbeing' course. This allowed people who couldn't travel to develop a close, sharing community online. Being listened to was the most powerful aspect of this activity for one man, who was a full time carer to his 90-year-old mother and aunt. The flexibility of writing and reading other people's work when it suited him was also perfect for his lifestyle.

A 70-year-old grieving widow who took part no longer felt alone in her experience with loss: "It is so strengthening to realise that this human condition with all its vicissitudes is something we all have to go through, and that we might be alone but we really aren't alone in our experiences."

With the funding provided by the local Mind grant fund our little local Mind has been able to meet a longstanding need within our community.

More people know about us and what we can offer than ever before.



We're responsive (We listen, we act)

Mind's members are at the heart of all we do, ensuring that the views and experiences of those of us with mental health problems are present in all aspects of our work.

Our growing membership helps shape and inform our campaigns. They participate in surveys and focus groups; input into government consultations; help us raise money to fund our work and talk in the media to end mental health stigma and discrimination. We also recruit our trustees from Mind's membership.

To receive a copy of our membership magazine or for information about how to join please contact the Membership team on 020 8215 2348.

My membership reminds me as an HR Professional, I should be aware of mental health issues at work. It prompts me to take action to raise awareness and tackle issues and gives me practical ideas and resources that I can use.

- Mind member.



Mind Training

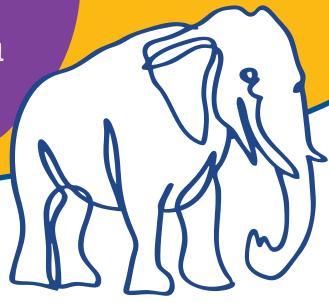
Mental health problems at work are too often ignored. To help people understand the costs of neglecting mental health in the workplace and to get them talking, we have Mind Workplace, a bespoke consultancy service which delivers special events and training for employees. This helps to improve the productivity of staff and safeguard their wellbeing.

2011/12 highlights:

- We delivered 102 bespoke mental health training days to employers, which is more than double what we delivered the previous year.
- Over 160 people attended our courses on mental health issues.
- We started a two year partnership with London Wasps rugby team and will support the psychological wellbeing of their players by running mental health training courses for their coaching staff and playing squad.

Just knowing
that there was a way to
help me online in a non
pressurising way and through
a medium I can identify with

It gave me the strength to get through grief and severe depression.



Ele's story:

Our Elephant in the Room Facebook profile was launched in May 2011 as part of our Mental Health at Work campaign. With one in six workers experiencing anxiety, depression or stress and not talking about it, there is a very big elephant in England's workplaces.

We encouraged people to talk about their "elephants" and within four weeks, the Elephant in the Room Facebook profile had more than 2,000 friends and witnessed hundreds of conversations.

The Elephant in the Room became a safe supportive online community open to anyone struggling with their mental health. It is a place for people to talk about their mental health problems, use their experience to support others and seek support from the Elephant and his friends, whether the topic is work, daily life or the intricacies of therapy.

By March 2012, the Elephant had 3,900 friends and was witnessing dozens of conversations each week.

Since becoming friends with the Elephant:

- 80 per cent feel more supported by other people on the site.
- 55 per cent feel like they can better manage their mental health problem.
- 65 per cent feel more confident to talk about mental health at work.

We're independent (we speak out fearlessly)

Mind campaigns on a range of issues that could affect anyone experiencing a mental health problem. Our 2011/12 highlights included:

- The House of Lords voted to amend to the Health and Social Care Bill which now puts mental and physical health on an equal footing. The amendment was put forward by Mind and our partners.
- For the first time there was a recognition that mental health is just as important as physical health in the NHS. It fulfilled the aspiration of the Government's 2011 mental health strategy 'No health without mental health'.
- The Daily Stigma, Mind's spoof newspaper which highlights the often unfair portrayal of welfare claimants in the tabloid press reached over 250,000 people and was featured on the front page of the Guardian

- In May 2011 we helped organise the biggest disability march on record as part of the Hardest Hit campaign to protest against the cuts and changes to disability welfare and benefits.
- Mind Cymru lobbied politicians in the lead up to the National Assembly for Wales's elections in May 2011 which led to the Welsh Labour Government committing to reviewing access to talking therapies and raising awareness of mental health issues among employers and employees.







- Our Taking Care of Business campaign on workplace mental health was covered in The Financial Times, Independent on Sunday and The Daily Mirror. We also worked with BBC Breakfast who featured Mind's spokespeople; case studies and Ruby Wax who spoke about our campaign live on the show.
- Our Crisis Care campaign launch generated media coverage with audience figures of almost 5.5 million.
- Mind and Glamour magazine launched the 'Hey it's ok' campaign about depression and young women. It received huge media attention and was fronted by The Saturday's singer Frankie Sandford who spoke publicly for the first time about her experience of depression.

The Crisis Care story:



Mind launched its Crisis Care campaign in November 2011 by publishing a yearlong independent inquiry into how well crisis services are meeting people's needs.

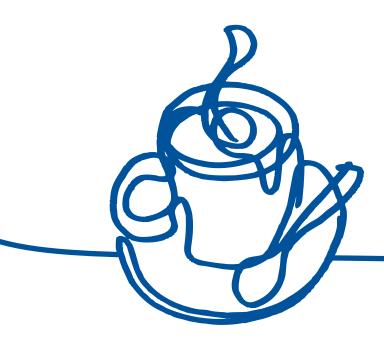
Informed by the experiences of hundreds of people, it revealed that good crisis care exists but in many parts of the country people don't get the care they need in an emergency and in some cases they experience neglect and abuse.

The Care Services Minister, Paul Burstow, endorsed the campaign in a parliamentary debate and said: "I very much welcome Mind's report for its clarity and for the useful contribution that it makes to our shared aim of improving acute and crisis services, and I shall meet Mind to discuss how we can take its recommendations forward in delivering the Government's mental health strategy."

In March 2012, we took 50 people who have used crisis care services to Parliament to share experiences with MPs.

One of our Crisis Care champions, Kate, said:

It meant a lot to me to be a crisis care champion as I really want to make a difference. It was very scary experience for me to come to Parliament and it challenged me on many levels but I feel good that I did it. I'm very proud to have been part of that day.









We couldn't continue to be an independent charity, speaking out courageously on behalf of and alongside everyone with mental health problems if it wasn't for the generosity of our loyal supporters and partners. These individuals, companies and trusts continue to encourage, inspire and amaze us with their commitment to improving mental health for everyone.





The Mindful story:

A star studded gala at the Imperial War Museum launched Mindful, an exhibition and arts festival at the Old Vic Tunnels. Curated by Mind Ambassador and artist, Stuart Semple, Mindful saw some of Britain's biggest artists join forces to raise money for Mind's creative therapies fund. Artists included Jake & Dinos Chapman and Sebastian Horsley, and all submitted pieces saluted mental health.

The black tie dinner and auction was attended by Mind president comedian Stephen Fry and our previous president Lord Melvyn Bragg. The evening raised a fantastic £23,000 for Mind. We are particularly grateful to Stuart Semple and the Aloysius Society organising committee.

Inspired by the exhibition, a number of Mind supporters held their own events to support the Creative Therapies Fund, our thanks to the girls of Maynard School in Exeter who raised a further £7,000.



In 2011/12 an amazing 3,900 people took part in fundraising events for Mind helping to raise a whopping £1.5 million to help us support people with mental health problems.

2011/12 highlights:

- The Great North run is a key event in Mind's fundraising calendar and more than 400 supporters tackled the renowned 13.1 mile course raising more than £130,000.
- In June 2011 our team of 35 cyclists took part in our first 100k nightrider cycling challenge round the streets of London raising over £20,000.
- More than £150,000 was raised in what was a bumper year for the Mind Three Peaks Challenge when over 200 brave supporters climbed the highest peaks in Scotland, England and Wales.
- We'd like to thank Patrick Bushnell and family for raising over £13,500 in memory of Claire Bushnell at a Requiem written and performed by her Brother James Drewe at St. John's, London.
- In February 2012 we launched 'Memory space' our online fundraising site where family and friends can keep photos and stories about a loved one while raising money for Mind.

Ben set up a memory space for his friend and has so far raised £2,805 in his memory:

So many of us want to do something at a time like this, but do not know what to do. Setting up a memory space tribute page gave us an opportunity to share treasured memories. and donate money to help others in distress.



Mind's partnership with Veolia Environmental Services has raised an amazing £85,000 to date. From skydiving in Birmingham, carol singing in Brighton to climbing the Three Peaks, staff have risen to the challenge. Over 300 Veolia employees have volunteered their time at shops, local Minds and Ecominds projects up and down the country and Mind has provided mental health training for staff.



There are no limits when it comes to our supporters organising fundraising in their local communities. This year activity ranged from traditional cake sales to fire walks and a pub crawl dressed as an elephant.

"I organised an event to raise money for Mind in memory of a friend and work colleague, Emma, who sadly took her own life in April 2011, after a struggle with bipolar disorder. Flynn's fancy dress fitness class was created out of Emma's love for football and fancy dress. The event was a resounding success and raised £1,280, which far exceeded the aim of £500! To know that the money raised could make a difference to someone else's life made it all worthwhile."

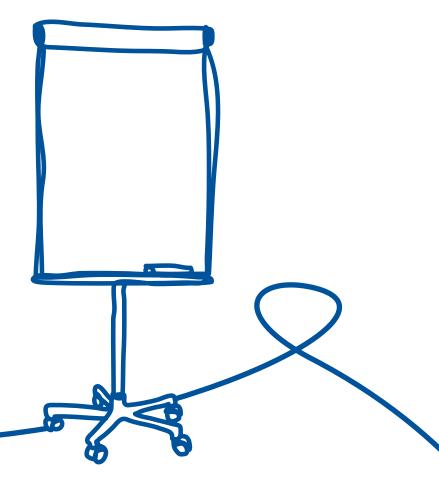
Victoria, fundraiser



The Northern Rock Foundation funded us to develop the work of local Minds in the North East and Cumbria.

- In September 2011 we hosted a national rural conference in the North East of England that highlighted issues around mental health and rural isolation.
- We ran a Mindful Money Day in Tyneside in partnership with local Minds and financial providers to support people with mental health problems manage their money.
- Four local Minds in the North East spent a day at Tameside and Glossop Mind's Topaz Café to share best practice and learn about how to transform day services.

In October 2011 Mind Cymru's Positive Choices team trained 15 new trainers to deliver Applied Suicide Intervention Skills Training (ASIST) across Wales. The training helps people recognise when someone is having thoughts of suicide, have the confidence to ask about it and then connect them to support. Bu April 2012 nearly 4,000 people in Wales had received this training and 97 per cent of participants said they felt more prepared to help a person at risk of suicide as a result. The project also worked with Neath Port Talbot College training young people in SafeTALK which helps them build confidence to ask about suicide and connect anyone at risk to local support.





We're unstoppable (we never give up)

Time to Change, run by Mind and Rethink Mental Illness, is England's biggest ever attempt to end the stigma and discrimination that faces people with mental health problems.

In October 2011, the Government and Comic Relief announced funding for the next phase of the Time to Change campaign. The Deputy Prime Minister, Nick Clegg marked the progress of Time to Change in reducing discrimination and changing public attitudes and showed his support at a reception in January 2012.

2011/12 highlights:

- Our biggest ever social marketing campaign which had an 81 per cent recognition and positive impact on attitudes and behaviour.
- The launch of our £2.7 million grants scheme for community, service-user led anti-stigma projects.
- The first Time to Change Village at South Bank, London which aimed to bring people with and without mental health problems together to talk about mental health.
- Time to Change Wales was launched by the Minister for Health and Social Services, Lesley Griffiths AM, following huge success in England. It is delivered by Mind Cymru and charity partners Hafal and Gofal.

Photograph: Time to Change Village, by Fiona Wright.

During 2011/12 we opened nine new charity shops taking our total to 124 across England and Wales. Our shops employ around 1750 dedicated volunteers who give up some of their spare time every week to help us to sort and steam clothes, price goods and make sales to customers.

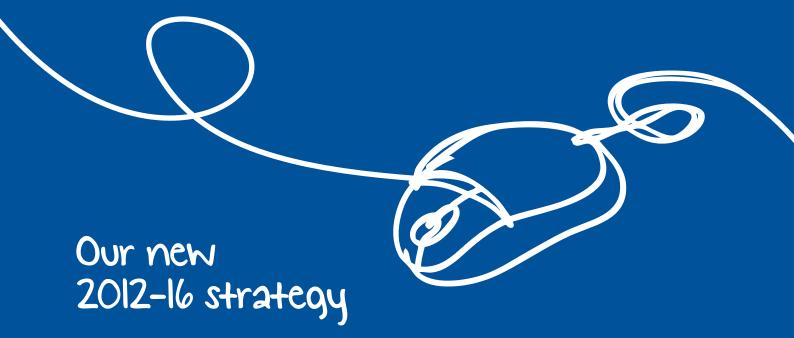
Many of our volunteers have experience of mental health problems and tell us they love being part of the shop team, meeting new people and learning new skills. Their work also helps us raise valuable funds for Mind. We rely on good quality donations from the public to stock our shops and the money we make from sales goes directly to supporting people in local communities with mental health problems and towards our campaigning work fighting the stigma experienced by people with mental health problems.



Mind's profile

In December 2011, we refreshed Mind's communications. Our research showed us that while most people had heard of us, they weren't clear about what we do. They didn't understand that mental health is a cause worthy of support, or that we need their help to do our work. They didn't understand how open and approachable we are, or how much advice and support we give to people all over England and Wales through our network of local Minds. We knew this needed to change.

The changes we made mean that people who know us will still recognise us but will understand us better, be able to get behind our campaigns more readily and understand why they should support us more generously. We have made what we say clearer and easier to understand and made sure that people can recognise Mind quickly when they see our work - all of which will make a massive difference to the lives of people with mental health problems.



In 2011:

- 39 million prescriptions for antidepressants were administered in England and Wales.
- Over 107,000 people in England spent time in hospital because of their mental health England and Wales.
- Over 45,000 people were detained or sectioned under the Mental Health Act in England and Wales.
- Around 4,000 people in England and Wales took their own lives.

The need for Mind has never been greater.

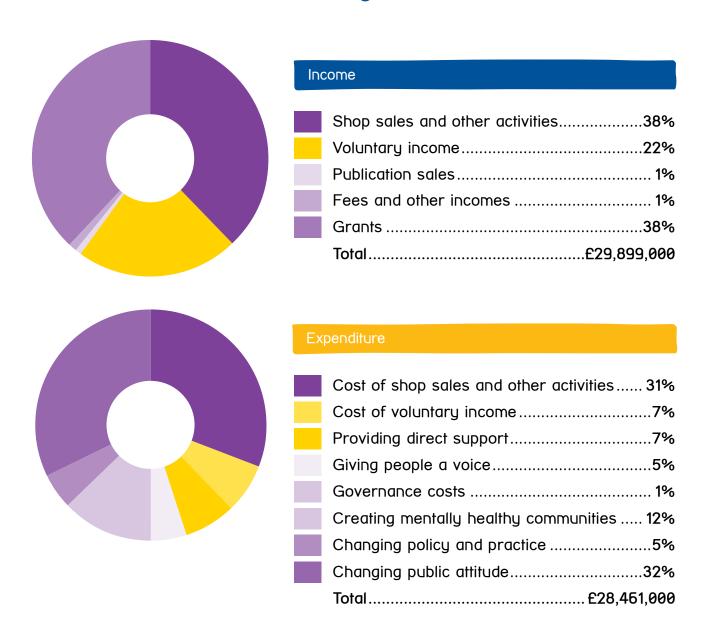
This year we have consulted with thousands of people with mental health problems, supporters and key stakeholders to create and develop our new 2012-16 strategy.

Alongside our new strategy and with the help of the New Philanthropy Capital we have developed one of the most comprehensive monitoring and evaluation systems Mind has ever had. This will help us to increase the impact of our work and measure it on the outcomes that matter to people, and to track the overall experiences of people with mental health problems. We intend to track and report on our progress annually.

At the heart of the new strategy, which launches in April 2012, is our ambition that by 2015, millions more people who have a mental health problem will have the support and respect they need and deserve.

Financial information

Once again, and despite the challenging economic climate, we have had another good financial year, leaving us in a strong position to weather current and future challenges.



Mind continues to rely heavily on voluntary, shop and grant income to enable us to carry out our charitable activities. We have to work hard to raise this income which is crucial so that we can maintain our independence as a campaigning charity.



We need your help to ensure that everyone experiencing a mental health problem gets the support they need and the respect they deserve. Become a Mind member for just £26 per year and help shape our work, campaign for change and get involved in a variety of our projects.

Follow us on:

- @MindCharity
- f Facebook.com/mindforbettermentalhealth



You can support our work by donating, leaving a legacy in your will or working in partnership with us.

Visit mind.org.uk today.



Thank you to our supporters

We are grateful to all the organisations and 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 2011-2012:

Companies

AXA PPP healthcare

Baringa Partners

Friends Life

Havas Worldwide London

IRLA - Insurance and Reinsurance Legacy

Association

Marsh

The Royal Bank of Scotland Group Veolia Environmental Services (UK) plc

Trusts and Foundations

1970 Trust

The Adint Charitable Trust

Albert Hunt Trust

Albert Reckitt Charitable Trust

Bernard Lewis Charitable Trust

Cadogan Charity

Cecil and Hilda Lewis Charitable Trust

Chapman Charitable Trust

Chillag Family Charitable Trust

City Bridge Trust

Comic Relief

Constance Travis Charitable Trust

Garfield Weston Foundation

Gilbert Edgar Trust

GMC Trust

Guiting Trust

Gunter Charitable Trust

Hospital Saturday Fund Charitable Trust

Ian Fleming Charitable Trust

Inman Charity

J P Jacobs Charitable Trust

John Cutforth Charitable Trust

Jusaca Charitable Trust

Kinsbourne Trust

Leeds Partnership NHS Foundation Trust

MacKinnon Trust

Millfield House Foundation

Miss E A Pemberton Barnes Will Trust

Northern Rock Foundation

P F Charitable Trust

Peter Courtauld Charitable Trust

Peter Storrs Trust

Phillipa & Henry Phillips Charitable Fund

Pixel Fund

Primrose Hill Trust

Rev W M Monteith's Charitable Trust

Santander UK Foundation

Schroder Charitu Trust

Smith Charitable Trust

Souter Charitable Trust

Stavros Niarchos Foundation

Thames Wharf Charity Ltd

Trust For London

Vassiliou Charitable Trusts

Wright Trust

Wyseliot Charitable Trust

Statutory bodies

Big Lottery Fund

Cabinet Office

Department of Health

National Assembly for Wales

With particular thanks to a few special supporters:

Gylla Godwin

Gabriele Telesio

Stuart Semple

Mr A G Williams

And many other donors whose generosity we rely on but who have asked to remain anonymous.

Patron and Trustee information

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

The Most Rev. and Rt Hon. Archbishop of Canterbury

Professor Alan Clark CMG

The Free Churches Moderator

The Very Reverend Chief Rabbi

Chief Executive and Company Secretary

Paul Farmer

Trustees as at 30 September 2012

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

Lesley Dixon ★◆

Sir Paul Britton CBE ◆*

Steve Young 4

Jo Bogacz ■ (from 1 February 2012)

John Binns ❖ (from 1 February 2012)

Richard Addy ◆ (from 1 February 2012)

Trustees elected

Andrea Woodside *

Kate Watts *

Linda Seymour ◆◆

Melanie Brooks **

Sarah Rae ◆ (from 30 November 2011)

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 11 August 2011)

Divya Gandhi (to 30 November 2011)

Neil Rodgers (to 30 November 2011)



Mind 15-19 Broadway Stratford London E15 4BQ

020 8519 2122 Contact@mind.org.uk

mind.org.uk

t @MindCharity

f Facebook.com/mindforbettermentalhealth

Mind Infoline: 0300 123 3393

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

Mind's registered charity number is 219830.