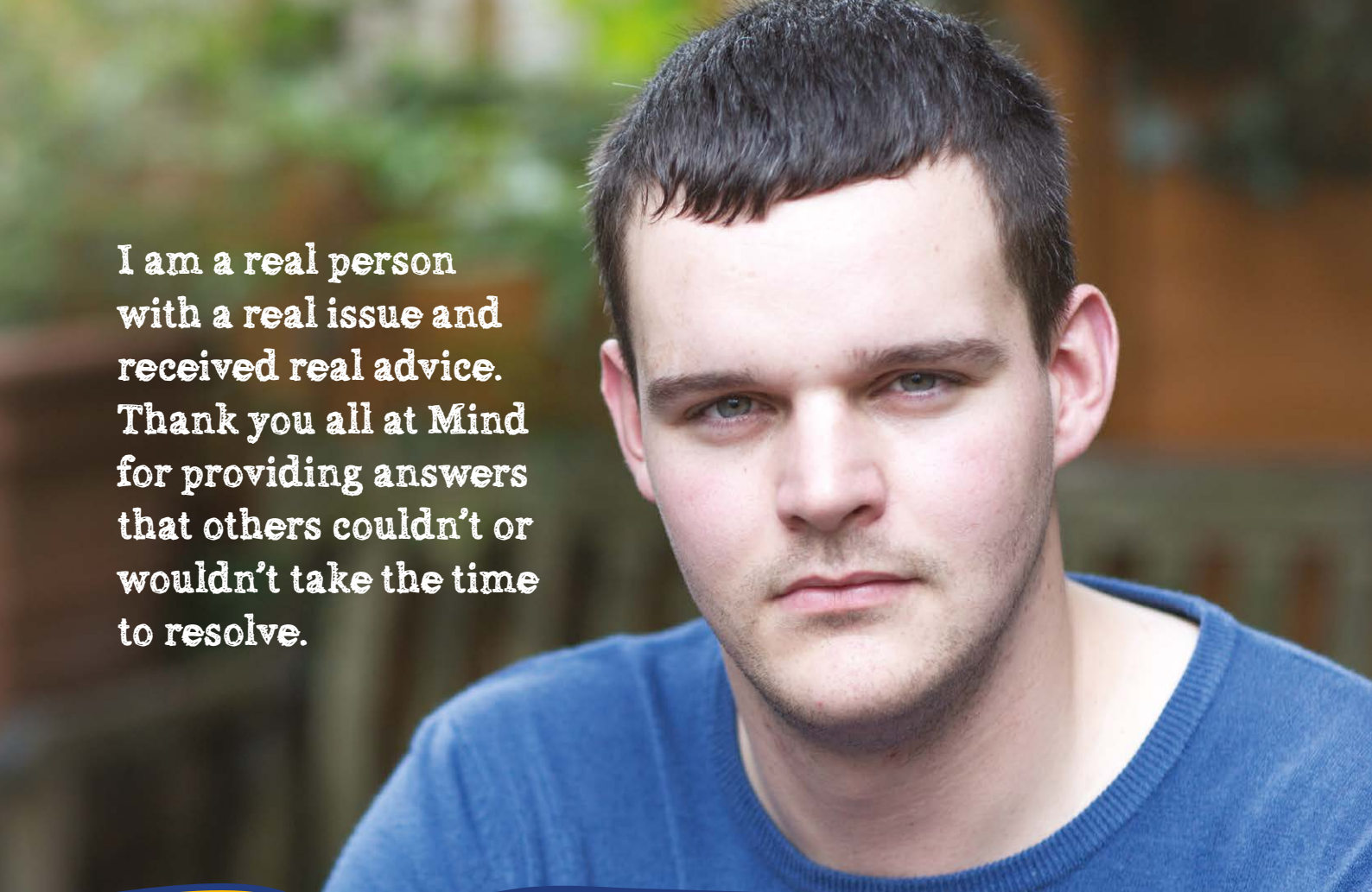


Annual  
Review  
2013/14



I am a real person  
with a real issue and  
received real advice.  
Thank you all at Mind  
for providing answers  
that others couldn't or  
wouldn't take the time  
to resolve.

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# Foreword

The best of times, the worst of times.



It has been an extraordinary year, where mental health has come of age in visibility and profile. We have seen an improvement in public attitudes, more policy commitments towards 'parity of esteem' for mental health, and more people than ever before talking about their experiences. Yet as awareness grows, so too does the scale of unmet need for those who are experiencing mental health problems today.

As many people continue to struggle in financial hardship, and with health and social care services being asked to do more for less, it stands to reason that people need Mind more than ever.

In the past 12 months we've seen 6.7 million visits to our online information, 50,000 people turning to our Helplines and a 20 per cent increase in the number of people seeking support from local Minds.

The rise in demand for our support also tells us that more people know we're a trusted place to turn - they know they're not alone.

Mental health is being taken more seriously. Research tells us that public attitudes are changing and that people are less afraid to talk about what they're going through.

It's backed up by conversations on television, online, in parliament and by people sharing their experiences so others can see that mental health problems can happen to anyone.

As the momentum continues, year on year, it's possible to see a better future.

But sadly the heart-breaking reality for many of us, across England and Wales, is that along with our sons, daughters, partners, colleagues or friends we're still unable to access the care we so desperately need. Some of us are paying with our lives.

This is why we won't give up until everyone with a mental health problem gets support and respect.

My sincere thanks to people with mental health problems, staff, volunteers, members, local Minds, campaigners, donors and funders. Your generous support and commitment makes our achievements possible, and only by working together can we achieve lasting change.

A handwritten signature in black ink that reads "Paul Farmer".

Paul Farmer  
Chief Executive

## Empowering choice

We're empowering everyone with a mental health problem to make informed choices about how they live and recover. We're doubling access to our information and support services.

We've committed to providing mental health information to over 4m people in England and Wales each year. We exceeded our aim again in 2013/14.

7.4m people visited our newly improved website.

300,000 people downloaded our online information.

330,000 people in need received booklets free of charge from our shops and local Minds.

50,000 queries were made to our Helplines - 10,000 more than in 2012/13.

74 per cent of people who contacted us said they felt empowered to make decisions after speaking to our Helpline staff.

**The information provided by Mind was very informative and helped me to deal with my work situation without feeling overwhelmed.**

**Thank you so much. I feel much better now someone actually understands me.**

We're working with our local Minds to increase the number of people accessing tailored support that helps them make independent choices.

This year's Your Experience in Mind survey found that 70 per cent of people said their local Mind was providing support that allows them to make the right choices and to feel in control, too. We're using the results to continue making improvements.

When you're unwell, talking to someone who's been through a similar experience can help enormously. This is called peer support. We want to give everyone access to it because too many people are struggling on their own. Over the past year, we've increased our peer support.

- > Elefriends, our supportive online peer support community, keeps on growing. By the end of 2013/14 there were 12,000 people supporting each other at [elefriends.org.uk](http://elefriends.org.uk)
- > 80 per cent of people using our online peer support said it was helping their mental health.
- > We're also helping our local Minds to develop face-to-face peer support services and so far 65 per cent of them are delivering this work.





# Removing inequality of opportunity

We're working to make sure that everyone who experiences mental health problems and other forms of discrimination are treated equally.

Mental health problems affect many of the most disadvantaged groups in society. We want people from communities that experience multiple forms of discrimination to have more culturally appropriate and more easily accessible services.

Our Diverse Networks programme has set up a number of pilot projects with local Minds to help us achieve this. So far, they have helped more than 600 people.

For example, by working with Suffolk Mind we've developed a good practice guide for Muslim communities. It's called the Qur'an and Emotional Health and it's helping them to respond to their mental health needs in a culturally appropriate way.

We're delivering five projects to increase the resilience and wellbeing of women from Asian communities. We're supporting them to increase their emotional awareness and to tackle stigma, too.

For example, by working with:

- > Leeds Mind, Asian women have access to tailored peer support, counselling and arts provision
- > Mind in Ealing and Hounslow, South Asian women are participating in art and gardening therapy
- > Bexley Mind, the Bangladeshi community will be exploring the impact of intergenerational dynamics on mental wellbeing.

We're particularly concerned with the overrepresentation of young African Caribbean men in inpatient mental health services. We want to reduce this and have been piloting projects to help.

This includes the Constructive Pathways project in the West Midlands, the Know Your Mind Project in Manchester and New Directions project in East London. We're expecting to have involved more than 100



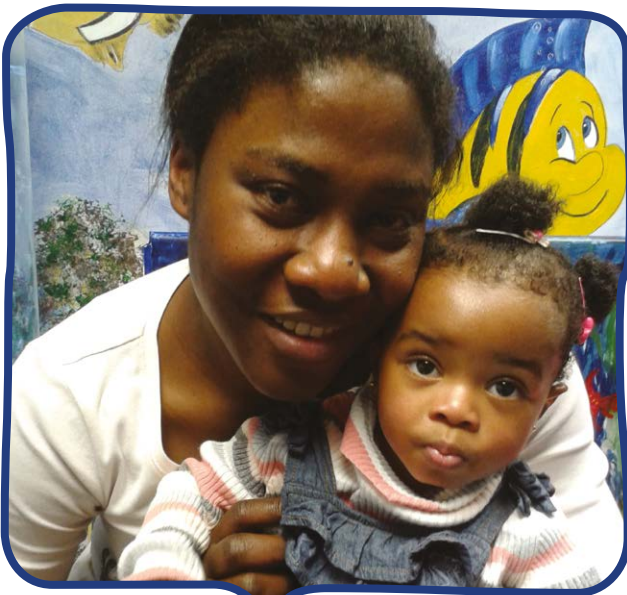
young African Caribbean men in these projects by the early part of the new financial year.

Nationally, as part of the Making Every Adult Matter Coalition, we're working to support adults with multiple disadvantages including homeless people, offenders and those with substance misuse problems. We're also pioneering new services to improve the commissioning of mental health services for vulnerable migrants.

## Staying well

We're supporting people who are more likely to develop a mental health problem to stay well. We want to help over one million people to stay well through our resilience work.

With more people seeking support because of unemployment, poverty and debt this work is particularly important. We're using our information, services and training to make good progress in this area.



**After the birth of my baby I was in a very dark place. It was frightening and lonely. Mums in Mind matched me with a volunteer befriender, she was really friendly and easy to talk to. The support is worth more than all the money in the world, and I will always be so grateful for that.**

Up to 70 million readers, viewers or listeners received simple and practical information on staying well and looking after their mental health thanks to our media coverage. This included a partnership with Top Santé magazine on a mental health special edition – the first time a consumer magazine has dedicated an entire issue to mental health.

By working with our local Minds we're delivering new projects to help those at greatest risk of poor mental health to build their resilience. So far, this work has helped 600 people. For example, we've worked with Coventry and Warwickshire Mind to develop its new Mums in Mind service. The service is helping mums to bond with their baby by increasing their support networks, confidence and self-esteem.

In Wales, we've trained an extra 4,500 people in Mental Health First Aid (MHFA), and have already hit our four year target of training 7,500 people. MHFA teaches the crucial warning signs of mental health problems so anyone can give initial help to someone struggling at home, at work or in the community.



**One of my employers said my sickness was starting to become a nuisance and giving the company a bad name.**

**I strongly feel that adequate mental health awareness training and better understanding would have helped me and management to identify areas where I needed support.**



Our work with employers is key to managing mental health in the workplace.

Almost 100 per cent of the organisations we work with recognise the positive impact of our input, saying it improves their knowledge and understanding.

As part of our Workplace Wellbeing programme, we're helping employers and employees create mentally healthy workplaces by giving presentations, advising on policy, creating downloadable materials and holding webinars. We reached 11,000 employers and employees this year alone, working with organisations including Business in the Community and the City Mental Health Alliance.

Mind workplace trained 400 employers on topics including mental health awareness, anger management and self-esteem and 100 per cent of employers who took our workplace training said they would take action to minimise the risk to staff in future.

**Despite being an experienced manager, I found the sessions to be really useful and informative.**

Manager, British Gas

**It was useful to think about how we all need to work to maintain good mental health... especially what my strategies are and whether they are positive.**

Manager, National Audit Office

**I now feel equipped to help others.**

Manager, attending Mind training

Evidence and best practice examples of our work in all of these areas are influencing the strategies of local public health teams, local authorities and Healthwatch. They have shaped Public Health England's national health and wellbeing framework, too. In Wales, thanks to our campaigning, we've successfully had mental health included in the Wellbeing of Future Generations Bill.

We know that more needs to be done to help people stay well and in the forthcoming year we'll be increasing our work directly with people at greatest risk of poor mental health.



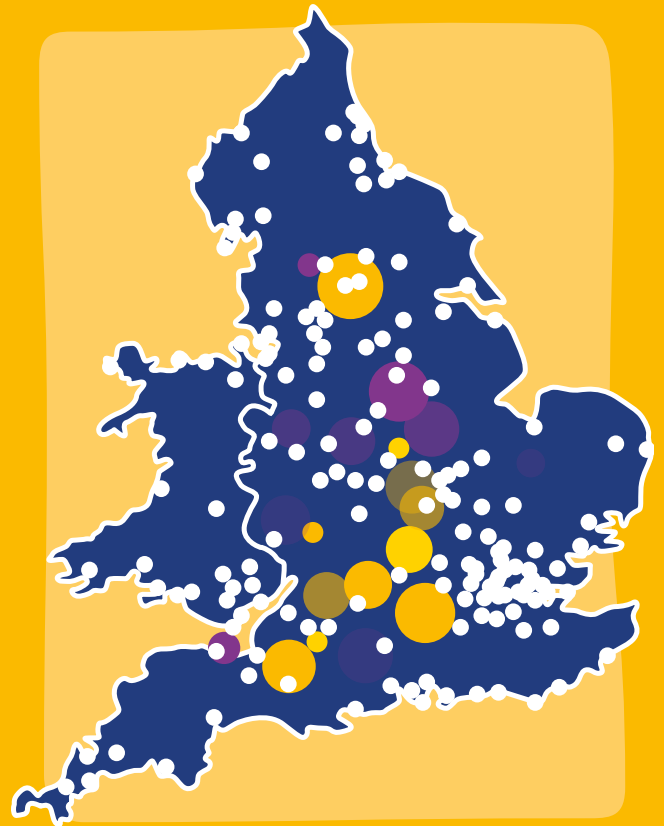
## Excellent local services and support

We want everyone to have access to the right services and support at the right time. We want publically funded services to be of a consistently high quality and to give people the things they need as soon as they need them.

We're working in partnership with our trusted network of local Minds to improve services and support. In 2013/14 they helped more than 400,000 people – 20 per cent more than last year.

At the heart of our local Mind network is the commitment of 2,000 staff and 8,000 volunteers.

They are true life-savers.



**I was supported,  
encouraged and felt  
more positive after the first  
session. My life has improved so  
much, I'm doing something useful  
and I can see I have a future, which  
I thought was impossible. If it  
wasn't for my local Mind I  
wouldn't be here today.**





Nationally, we're continuing to campaign for services that put people first, help them to recover and involve them in their care.

In England, by working with the Government, some of our achievements included securing:

- > a commitment to explore banning face down restraint because, as our Crisis Care campaign has highlighted, it's used extensively in mental health services. Following this, we helped develop new Government guidance to reduce the need for people to be restrained and to show how high risk approaches, such as being held face down, can be avoided.

- > changes to the 2014 Care Act so that people with mental health problems using the social care system now have the right to an advocate. It means that anyone with a mental health problem is now entitled to support to navigate the system and to voice any issues they may have about their care. We secured the change with help from our supporters and by working in coalition with a range of other charities that support vulnerable people.



We've been campaigning for better mental health crisis care since 2011. In early 2014 the Department of Health launched the mental health Crisis Care Concordat – a national agreement setting a national standard for crisis care. The Concordat brings together local police, health, social care and voluntary sector organisations to ensure anyone in crisis gets the right care at the right time. Mind is rolling out the Concordat in England. All regions are working on action plans for implementation in 2015.

The debate on mental health is firmly on the political agenda too.

Ed Miliband spoke about mental health in his Leader's speech at the September Labour Party Conference, affirming his party's commitment to the issue.

And, speaking at a Mind, Rethink and Time to Change reception on World Mental Health Day 2013, Deputy Prime Minister Nick Clegg gave

his party's commitment to tackling stigma and to improving mental health services.

We're continuing to work with all parties to press for additional funding for services and for mental health to be treated on par with physical health.

In Wales, we worked with the Welsh Government to co-produce the new National Action Plan to Reduce Suicide and Self-Harm and inform legislation and guidance for the Social Services and Wellbeing Act 2014.

We've worked on several key legal cases concerning people with mental health problems in the last year. These included a case about the interpretation of Home Office policy on the detention of vulnerable migrants with mental health problems and another clarifying the circumstances in which a person who lacks mental capacity to decide where to live is considered to be deprived of their liberty.

# Enabling social participation

By reducing stigma and increasing opportunities to get involved, we're opening doors for anyone with mental health problems so they can participate fully in society. We want anyone with a mental health problem to be equal citizens in our society, and be confident in talking about their mental health, too.

We're doing this in England and Wales with our Time to Change programme to tackle stigma.



In England, Time to Change is jointly delivered with Rethink Mental Illness. During 2013/14 Time to Change's work in England has included:

- > enabling people to report 600,000 conversations about mental health
- > recruiting 2,000 Champions to talk to others about mental health
- > supporting 65 local anti-stigma projects through its grants fund
- > signposting 3,500 journalists and broadcasters to online training materials about best practice reporting and portrayals of mental health in the media.

The Time to Change team is continuing to work closely with television programme makers to challenge negative portrayals of mental health on our screens. This year, this included working with EastEnders on storylines involving character Ian Beale's experience of depression and with Hollyoaks on a story about Body Dysmorphic Disorder.

Independent research by King's College London at the end of 2013 showed that public attitudes towards mental health in England have improved significantly by 2.8 per cent compared to the previous year and by 4.8 per cent since Time to Change began in 2011.


In Wales, Time to Change is delivered in partnership with mental health charities Gofal and Hafal, and its work has included:

- > engaging 10,000 people on social media
- > recruiting 300 Champions – the Champions won a Volunteer of the Year Wales Award 2014
- > delivering nine social leadership projects, including creative writing events and a series of gigs and storytelling
- > getting S4C television to support the delivery of a national Time to Change week.



We know more needs to be done and our Time to Change programmes in England and Wales are continuing.

Recent research in Wales shows a 3.1 per cent improvement in Welsh public attitudes about mental health.



**Mind gave me such an incredible opportunity and the photo shoot was the most challenging, exciting and largest day of my recovery so far. My mask was thrown off by my choice. And I'm proud of it.**

In 2013/14, we involved 24,000 people with mental health problems in our work – 3,000 of them being Mind Members. Listening to their views, experiences and stories helps us shape our work and challenge stigma.

Some people help us design our information and services and some take part in media interviews. Other people star in Mind's photography.

We asked people involved in our work about the impact it has had on their lives – over 50 per cent said their skills and confidence had improved as a result.

Our Ecominds project was supporting over 4,000 people with mental health problems by the end of the year. Funded by the Big Lottery Fund, Ecominds projects use outdoors activities including gardening, farming and exercise to improve mental health.

We opened 10 new shops in 2013/14. Our 142 shops play a vital role in raising money and Mind's profile, too. They challenge stigma by putting mental health on the high street and provide mental health information to anyone in

need. Many of our 1,850 shop volunteers have mental health problems and our shops help them build their confidence and gain new skills.

A recent survey of attitudes shows a 70 per cent increase in the number of people who feel confident in talking about their mental health to family, friends or employers. It's great news, but stigma is only part of the story – financial hardship can impact hugely on your mental health and your ability to play an active, equal role in society.

We're continuing to challenge discrimination in the welfare system and in employment. We're working with the Department for Work and Pensions to achieve changes to the Work Programme and the Work Capability Assessment to make sure they treat anyone with a mental health problem fairly.

We're doing this in partnership with four other organisations that are part of the Who Benefits campaign. The other organisations represent disadvantaged children, people who are homeless, single parents and anyone affected by cancer.





## Organisational excellence

We're making steady progress in our mission to make sure anyone with a mental health problem gets the support and respect they need and deserve.

We're doing this by building a culture of excellence, working with our partners, committing to diversity and equality and fully involving people with mental health problems in everything we do.

Mind relies on voluntary, shop and grant income. It enables us to carry out our charitable activities. During the past year we raised over £30m – more than ever before in our history.

We've have benefited hugely from partnerships including a major programme of support from Deloitte, a partnership with MoneySuperMarket, ICAP, Plumbing Trade Supplies, BMJ Group, BBC Radio 4 Appeal and support from WHSmith and Paperchase from the sale of Christmas cards. We've received much awareness via our partnership with WASPS RFC and have also secured new corporate partnerships with BSS Group, Bravissimo and Berwin Leighton Paisner.

In addition we've been fortunate in receiving sponsorship from Virgin Money Giving, Havas and Bupa for the Mind Media Awards. Now in their 20th year, the Awards celebrate the best examples of reporting and portrayal of mental health in print, broadcast and digital media. In 2013/14 Mind was mentioned in the media almost 10,000 times.

We've benefitted from the very generous support of increasing numbers of people taking

part in our fundraising events. This year, over 7,000 people participated in our fundraising events, including the London Marathon, the Royal Parks Foundation Half Marathon and RideLondon. It's not just Mind that benefits either.

**The 2014 Great North Run was the turning point on my road to coping better with my mental illness. I set out to do it and achieved my goal. It was everything I expected and more. If the money I raised just helps one person to gain the information and support in their darkest hour like I did every ounce of perspiration will have been worth it.**

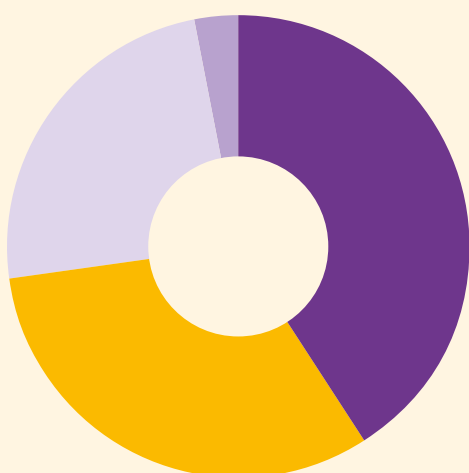
We know there is much more to do and over the coming year we would like to increase both the number of companies and grant making organisations who support our work, as well as increasing the number of individual people who donate money to us.

If you'd like to help Mind you can support us by donating, leaving a legacy in your will or by working with us in partnership. Visit [mind.org.uk](http://mind.org.uk)

# Financial information

Once again, despite the challenging economic climate, Mind has had a good financial year, leaving us well placed to weather current and future challenges.

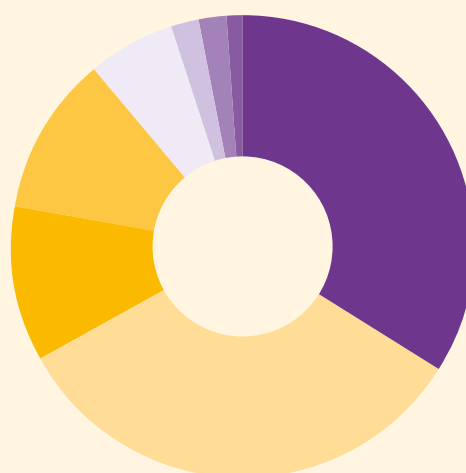
Incoming resources of almost £34m were £5m higher than the previous year due to good results from our challenge events, sales in our shops and the timings of activities of Time to Change in England and Wales.



## Income

● Shop sales and other activity	41%
● Grants	32%
● Voluntary income	24%
● Fees and other income	3%
<b>Total</b>	<b>£33,655,000</b>

Total expenditure increased by £2.4m in comparison to the previous year due to a 6 per cent increase in our charitable activities and an increase in the costs of fundraising activities and Mind charity shops.



## Expenditure

● Enabling social participation	34%
● Cost of shop sales and other activity	33%
● Empowering choice	11%
● Improving services and support	11%
● Cost of voluntary income	5%
● Removing inequality of opportunity	2%
● Staying well	2%
● Governance costs	1%
<b>Total</b>	<b>£32,822,000</b>

You can read our accounts in full at [mind.org.uk](http://mind.org.uk)

# Thank you to our supporters

## Companies

Deloitte LLP, MoneySuperMarket, WHSmith, Plumbing Trade Supplies, LBM Direct Marketing, WASPS RFC, ICAP, BBC Radio 4 Appeal, Lend Lease Construction, WACL, Virgin Money Giving.

## Trusts and Foundations

Abbott Five Foundation, ATASS Foundation, Comic Relief, Dennis Alan Yardy Charitable Trust, Kenrob Charitable Trust, LankellyChase Foundation, Mills and Reeve Charitable Trust, Miss E A Pemberton Barnes Will Trust, Northern Rock Foundation, People's Health Trust, Schroder Charity Trust, ShareGift, Sir John Sumner's Trust, Smith Charitable Trust, Stavros Niarchos Foundation, The 1970 Trust, The Albert Hunt Trust, The Astor Foundation, The Balcombe Charitable Trust, The Cadogan Charity, The Chapman Charitable Trust, The Cheruby Trust, The Christina Goodall Charitable Trust, The Constance Travis Charitable Trust, The February

Foundation, The Freemasons' Grand Charity, The G B Greenwood Charitable Trust, The Garfield Weston Foundation, The Ian Fleming Charitable Trust, The Kempthorne-Smith Charitable Trust, The Kestrelman Trust, The Kinsbourne Trust, The P F Charitable Trust, The Sir Edward Lewis Foundation, The Souter Charitable Trust, The Thames Wharf Charity Ltd, The Toler Foundation, The Tudor Trust, The William Allen Young Charitable Trust, The Wyseliot Rose Charitable Trust, W O Street Charitable Foundation, Zurich Community Trust.

## Statutory bodies

Big Lottery Fund, Cabinet Office, Department of Health, NHS Wales, Welsh Government.

## With particular thanks to

Martin Lewis, founder of MoneySavingExpert, Mustafa Trust, Natasha Morland, and those who wish to remain anonymous.



# Our people

## Patron

HRH Princess Alexandra  
The Hon. Lady Ogilvy KG GCVO

## President

Stephen Fry

## Vice Presidents

Professor Alan Clark CMG  
The Free Churches Moderator  
The Very Reverend Chief Rabbi

## Chief Executive and Company Secretary

Paul Farmer

## Mind's Trustees as of 10 September 2014

### Honorary Officers

Ryan Campbell "Ä#>+\*"   
Chair and elected trustee

Sir Paul Britton CB CVO ""\*   
Vice Chair-External Relations and co-opted trustee

Lesley Dixon Ä\*   
Vice Chair-Networks and co-opted trustee

Ian Ruddock #+\*   
Treasurer and co-opted trustee

Jo Bogacz >   
Chair-Pwyllogor Cymru and co-opted trustee

### Trustees co-opted by Council

John Binns ""   
Richard Addy ""

### Trustees elected

Steve Young Ä   
Andrea Woodside #>   
Linda Seymour#+   
Melanie Brooks #+\*   
Sarah Rae ""   
Jose Grayson Ä   
Charlotte Venkatraman ""

### Key

Sub-committee membership  
of Council of Management

- "" External Relations
- > Pwyllogor Cymru
- Ä Networks and Communities
- + Audit
- # Business Management
- \* Remuneration

## Other trustees who served during the year to 31 March 2014

Alison Cowan  
(until 1 December 2013)

Nigel Gibbs  
(from 1 December 2013 to 23 April 2014)

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

Join us.

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15 – 19 Broadway  
Stratford  
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E15 4BQ  
020 8519 2122  
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[mind.org.uk](http://mind.org.uk)

 [@MindCharity](https://twitter.com/MindCharity)

 [Facebook.com/mindforbettermentalhealth](https://www.facebook.com/mindforbettermentalhealth)

Mind Infoline 0300 123 3393

Mind's registered charity number: 219830