

Annual Review 2014/15



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A message from our Chief Executive



It's been another busy and exciting year for Mind. The momentum surrounding mental health continues to gather pace. At the same time, we know people need our support more than ever, as demand for our services grows.

With 10.7m people visiting our website for information, our Helplines answering 65,000 queries, local Minds supporting 375,000 people and membership of our supportive online community Elefriends doubling to 27,000, the numbers tell a clear story. We know our reach is growing, and we're having an impact on millions of lives, but there is always more to do.

Progress can be bittersweet sometimes. This year, two tragic events remind us why we're fighting for everyone with a mental health problem to get support and respect.

In September, we lost Becki Luscombe - a passionate, articulate, mental health campaigner and a key voice in our 2015 General Election Campaign. Along with our nine other election campaigners, Becki shared her experiences with election candidates. Together, we made mental health an election issue. It was in every political party's manifesto for the first time in history. We'll continue to talk with the new Government to press for services that people desperately need.

Earlier in the year, film fans said goodbye to actor Robin Williams. His death sparked important discussions about depression, men and suicide. It enabled people to speak out

and seek help - in just one day, we saw an additional 43,000 people visiting our website for information and support and 1.5m people saw our Facebook posts on where to seek help for their own mental health.

We know that public attitudes are changing. Thanks to the work of our anti-stigma programme Time to Change, attitudes in England have improved by 5% since 2011. Sadly, Robin's death also showed how deeply mental health stereotypes run and there is more for us all to do.

As we move into the final year of our current strategy and prepare for the next, we remain committed to making sure that nobody faces a mental health problem alone. We're also committed to being transparent about our work so everyone can be confident that we're acting responsibly and investing our resources wisely.

Thank you to everyone who makes our work possible. Our members, campaigners, donors, fundraisers, local Minds, staff and volunteers are changing people's lives. We could not continue without you.

Paul Farmer

Paul Farmer



Helping people stay well

We're supporting people who are more likely to develop a mental health problem to stay well.

We want to support over one million people to stay well. We're doing this by using evidence from our research to create new local Mind services. We're influencing public health policy to reduce risks that contribute to poor mental health.

2014/15 in numbers

500

Employers taking our specialist mental health training.

70m

Readers, viewers and listeners being reached with our 'staying well' media coverage.

88%

Women using Two in Mind, our website for mums-to-be, saying it's increased their awareness of emotional issues.

830

People with long-term conditions, perinatal women and unemployed older men taking part in our pilot resilience courses.

In partnership with our local Minds, we're piloting short courses for people with long-term conditions to help them cope with the challenges they face.

The courses help people to understand the relationship between thoughts and feelings and provide techniques to help them continue to stay well.

Awtar took one of the six-week courses being delivered by Birmingham Mind. Diagnosed with diabetes 20 years ago, Awtar also has problems with his heart. He joined the course to learn more about dealing with the everyday stresses of living with two long-term conditions.

Awtar said: "I thought it was a brilliant idea. Sometimes low blood sugar gives me mood swings. I wanted to know how to deal with them and how to explain to my family what I go through.

"The course was wonderful. I started to learn to accept how my conditions make me feel. I have learnt

that it's better to make someone aware of what is happening to you instead of suffering in silence.

"If and when I'm feeling in a low mood I feel I have gained more skills to pick myself up. I'm more aware of how meditation or listening to music can help.

The course has given me more confidence and awareness and shown me that there are other ways to deal with things.

"I'm now raising awareness about how important it is to help people with long-term conditions in this way. I'm talking about it to doctors and other people within my community."

Working in partnership

During the year we worked with local public health teams, local authorities and Healthwatch to influence public health strategies and raise awareness of the need to include mental health within them.



Next steps

We know that more needs to be done. In 2015/16 we're increasing our work with people at greatest risk of poor mental health. We'll be exploring how digital technology can help students and young people and working to inspire even more employers to take action to create mentally healthy workplaces.

Giving people choice

We're helping everyone with a mental health problem to make informed choices about how they live and recover.

We're exceeding our target of giving over 4m people access to mental health information in England and Wales each year. We're increasing access to peer support and helping local Minds provide more personalised services too.

2014/15 in numbers

10.7m

People visiting the information pages of our new, improved website - 440,000 of them downloading our high quality mental health guides.

74%

People saying that by using our information services they feel more empowered to take decisions.

65,000

Queries answered by our Helplines.

27,000

People in our Elefriends community. Over 80% feel more supported since joining.

460,000

Free information booklets distributed through our local Minds and charity shops.



Helen was in hospital when she found Elefriends by chance after browsing Mind's website.

"I was in a very dark and dangerous place in my mind. Elefriends was the only place left for me to reach out for support.

"Being a member was scary at first, I was barely able to post my true feelings. It became easier once I started getting support from other Elefriends. The first couple of months I really needed them to pull me through and then I started to benefit by helping others too.

Being part of a strong group like this can empower you by knowing there is a way forward and that there are people with similar feelings. It really is inspiring to read other posts on the wall, to get the motivation to take the next step.

"Mental illness is a very dark and lonely place in the real world, but Elefriends is a safe and healthy virtual world where you can give and receive support. It really has been a life saver."

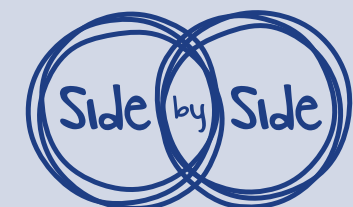
Working in partnership

We've developed a new tool to enable anyone with mental health problems to use their experience and knowledge to design new services. This approach creates services that truly meet people's needs. Seven local Minds piloted our Service Design tool this year, successfully creating recovery focused, co-produced services. Our tool is being rolled out across our local Mind network and we're offering the approach to the NHS.



Next steps

This year, we exceeded our goal of providing 4m people with mental health information by an additional 1.8m. In the coming year, we're expanding our safe, online peer support communities and continuing to increase the availability of peer support through local Minds and other mental health organisations. Look out for our Side by Side programme.



Improving mental health through peer support

Excellent local services and support



We want everyone to have access to the right services at the right time and for publically funded services to be of a consistently high quality in the community and in hospital.

We're campaigning and influencing nationally to improve mental health services, and working closely with local Minds and statutory service providers, too.

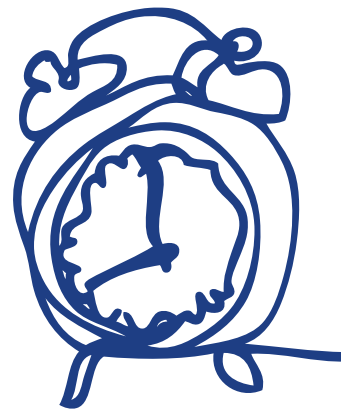
2014/15 in numbers

375,000

People using our local Mind services in England and Wales.

90%-99%

People using local Mind services who say they are receiving person centred, recovery orientated, holistic support.



Shorter waiting times and improved access to mental health services in England with new targets announced by the Government for the first time.

2015-2020

A new suicide and self-harm prevention strategy, including establishing a national suicide prevention forum, announced by the Welsh Government.

£30m

Government investment in liaison psychiatry services in England so anyone arriving at hospital in crisis gets timely, skilled and compassionate support.



A commitment on mental health from all political parties in their 2015 General Election manifestos.

55%

Reduction in the use of police cells as places of safety since 2011/12 for people detained under the Mental Health Act in England.

There are over 140 local Minds delivering services across England and Wales, with over 2,500 members of staff, 7,000 volunteers and 1,100 Trustees. Local Minds are independent charities and, because they are local, they understand their community and tailor their services accordingly.

Mark first turned to Solent Mind for support in 2012.

"I have bipolar disorder and delusional thoughts and have been overseen by the mental health teams for over twenty years.

"After coming out of hospital, I was referred to one of Solent Mind's wellbeing centres and this was such a turning point for me.

"After meeting other people with mental health problems, I realised I wasn't on my own. I began to understand more about my mental

health and, because of the staff, I have a lot more hope for the future.

I'm now involved in helping to run some of Solent Mind's courses. This just shows how much I have come on in my journey with mental health.

"It wouldn't have been possible without the help and understanding of the staff at the wellbeing centre and Solent Mind."

Working in partnership

We received funding from the Department of Health to work with 22 national partners and over 1,000 local stakeholders to implement the Mental Health Crisis Care Concordat in England – encouraging services to work together to make sure that people in a mental health crisis get the support they need when they need it. All local areas in England have signed up to the Concordat and are beginning to deliver the changes set out in their individual local action plans. The Welsh Government is working on developing a Mental Health Crisis Care Concordat for Wales for December 2015.

Next steps

The concept of 'parity of esteem' for mental health is being accepted by policy makers. This signals good progress, but within the current climate of funding cuts and reductions in services we're continuing to campaign for it to become a reality on the frontline.

Despite the challenging environment, local Minds continued to support over 375,000 people this year. We'll continue to work in partnership with our local Mind network as a priority to increase the number of people we're able to help.



Enabling social participation

We want anyone with a mental health problem to be able to participate fully in society.

We're changing public attitudes towards mental health through Time to Change. In England we run our anti-stigma programme jointly with Rethink Mental Illness.

In Wales we deliver Time to Change in partnership with mental health charities Gofal and Hafal.

We're helping people with mental health problems to use their experiences to help others and to gain the economic and social benefits of employment via campaigning, consultancy and training.

2014/15 in numbers

2.5m

People with better attitudes towards mental health in England – a 6% increase since 2011.

1,502

New Time to Change Champions – each one speaking out about stigma in their local area.

9,753

People and 47 organisations in contact with Time to Change in Wales.

38

Storylines and scripts more accurately portraying mental health with support from our Media Advisory Service.

12%

Increase in the number of Personal Independence Payments for people with mental health problems in comparison to the previous Disability Living Allowance.

26,000

Views of our online guidance for media professionals about best practice reporting of mental health.

This year, EastEnders introduced a story about depression, masculinity and identity through the character Lee Carter.

Ray McBride from BBC Drama Production said: "We contacted Mind early in the development of Lee's story. They provided information on how depression manifests, what would be an authentic portrayal and what would be a damaging portrayal.

"They also put us in touch with people with experience of mental health problems that were of a similar background to Lee's character. As the story made it into scripts, we regularly invited Mind to review scenes."

Ray explained that this involved Mind advising EastEnders on how best to present Lee's condition, the attitudes of those around him and on challenging stigmatising language.

Ray added: "The positive feedback and interest this story elicited from viewers has been considerable, implying that it has struck a chord.

We would not have been able to achieve this impact as effectively, as truthfully or as responsibly without the input and encouragement we received from Mind.

Working in partnership

People are at the heart of our work. We've partnered with 10 Mind Members this year. They supported our 2015 General Election campaign by speaking out and sharing their mental health experiences with MPs, parliamentary candidates, local government and healthcare providers. This year we're also working with over 40,000 Mind Campaigners who are helping us make change happen locally by spreading the word about our work.



Next steps

We've seen some good developments this year, particularly in changing attitudes. Time to Change is aiming for a further 2% improvement in public attitudes in 2015/16 and we'll be advising organisations and companies on how to work with people with mental health problems.

We're continuing our work with the Government in England and Wales to keep up the momentum we've made in putting mental health high on the political agenda.

Removing inequality

We want to make sure that everyone experiencing a mental health problem and other forms of discrimination are treated equally.

We're developing better services for young African Caribbean men and vulnerable migrants so they can access the right services at the right time. We're helping other groups experiencing multiple discrimination to develop mental resilience and access culturally appropriate services and support. We're working with our local Mind network and other charitable organisations to tackle inequalities.

2014/15 in numbers

95% 1,000 79%

People using local Mind services that say their local Mind recognises and values their cultural, spiritual and personal needs.

People taking part in our pilot programmes addressing multiple needs, including people from the LGBTQ community and people with autism.

Mental health professionals and police officers showing improved attitudes about mental health following training from our 300 Voices project.

Steve works with the 300 Voices project in the West Midlands and, along with a number of other young African Caribbean men, is using his experience to design and deliver training and support. The project is changing the way mental health professionals and the police deliver services for young African Caribbean men.

Steve said: "In total, 54 young African Caribbean men, aged between 14 and 24, took part in the project's first year.

I co-produced a tool to allow young African Caribbean men, mental health professionals and the police to share their experiences of when services worked best.

"The tool allowed everyone to explore how we can build on the best examples to create more positive experiences in the future.

"The process has been transformative and promotes mutual understanding and empathy. Over 380 mental health professionals and police have participated in our workshops and attitudes are changing.

It feels incredible to know that our work is having a positive impact and creating real change. I am proud of the role I have played in using my experience of mental illness in developing this work.

Working in partnership

We are part of the Making Every Adult Matter coalition, which brings together national charities to support adults with multiple needs and exclusions. This year the coalition launched Voices from the Frontline which puts people with lived experience at the heart of the policy debate.



Next steps

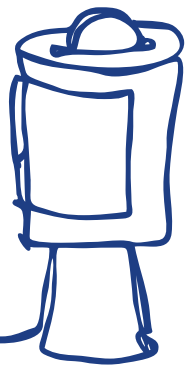
We're continuing our working to support young African Caribbean men with our 300 Voices project. We're also working to increase their resilience and improve their wellbeing – reducing their disproportionate contact with crisis services. The 'Up My Street' project is being developed with the Integrate Movement and MAC-UK and work will begin in June 2015.



Organisational excellence

We're creating a culture of excellence by working with respected partners. We're putting people with mental health problems at the heart of our work and delivering our diversity and equality promise. We're extending this approach to our shops and local Mind network. We're taking a more integrated approach to delivering our work to maximise every opportunity to engage our supporters.

2014/15 in numbers



We won funding for three significant new projects: Get Set to Go (funded by Sport England), Side by Side (funded by the Big Lottery Fund) and Blue Light (funded by the Cabinet Office).

8

New Mind charity shops, bringing the total number of shops on the high street to 150. Our charity shops generate income for Mind, and provide free mental health information booklets to anyone who needs them.

10,000

People supporting Mind by taking part in fundraising events – up 30% from last year, and including a record breaking London Marathon team.



We became the first charity to appoint a digital ambassador by working with the YouTube phenomenon Zoella.

Brothers Charlie and Bob were part of our biggest ever London Marathon team this year. They raised over £18,000 for Mind.

Their older sister, Ros, was diagnosed with schizophrenia in her mid-teens and has been living in a residential mental health unit for the past 30 years.

Charlie said: "As my brother and I aren't getting any younger we wanted to do something together to mark 30 years since the sister we knew was taken over by her illness and all our lives changed forever."

The pair trained hard for the event and both brothers crossed the finish line exhausted but happy.

Recalling his favourite marathon memory, Charlie said: "I was about half way round, fantastic crowds, lovely sunny day, feeling strong and looking forward to the next Mind stand that wasn't far away where I'd see my family again."

Bob added: "It's wonderful to know that the money raised will help those suffering from mental illness, but also their families and loved ones who need support and encouragement."

Mental health is still a topic that people are afraid to talk about, so anything that raises its profile and brings the issue out of the shadows is fantastic.

Working in partnership

We have benefitted from many wonderful partners who have continued to support Mind, as well as new partnerships, which have helped grow our fundraising income. Supporters include the Comic Relief, Deloitte LLP, the Big Lottery Fund, the Department of Health, the Freemasons' Grand Charity, the Garfield Weston Foundation, the Stavros Niarchos Foundation, the Welsh Government, and the Zurich Community Trust.



Next steps

There is much more to do. Over the coming year we'll be working to increase the number of companies and grant making organisations that support our work as well as increasing the number of individual people who donate money to us.

A strong relationship with our local Mind network is central to our commitment to achieve organisational excellence. In the year ahead we'll be closely aligning our strategic ambitions with key local Minds so we can increase our impact and achieve outcomes that matter most to people.

Our money

We're very grateful to everyone who supports us financially. We want you to feel confident that we're spending our money wisely. That's why we're committed to being open about how we're funded and managed.

How we raise our money

In 2014/15 Mind's total income was £37m. This was £3.4m higher than last year thanks to an increase in public, corporate and trusts fundraising and sales in our charity shops.

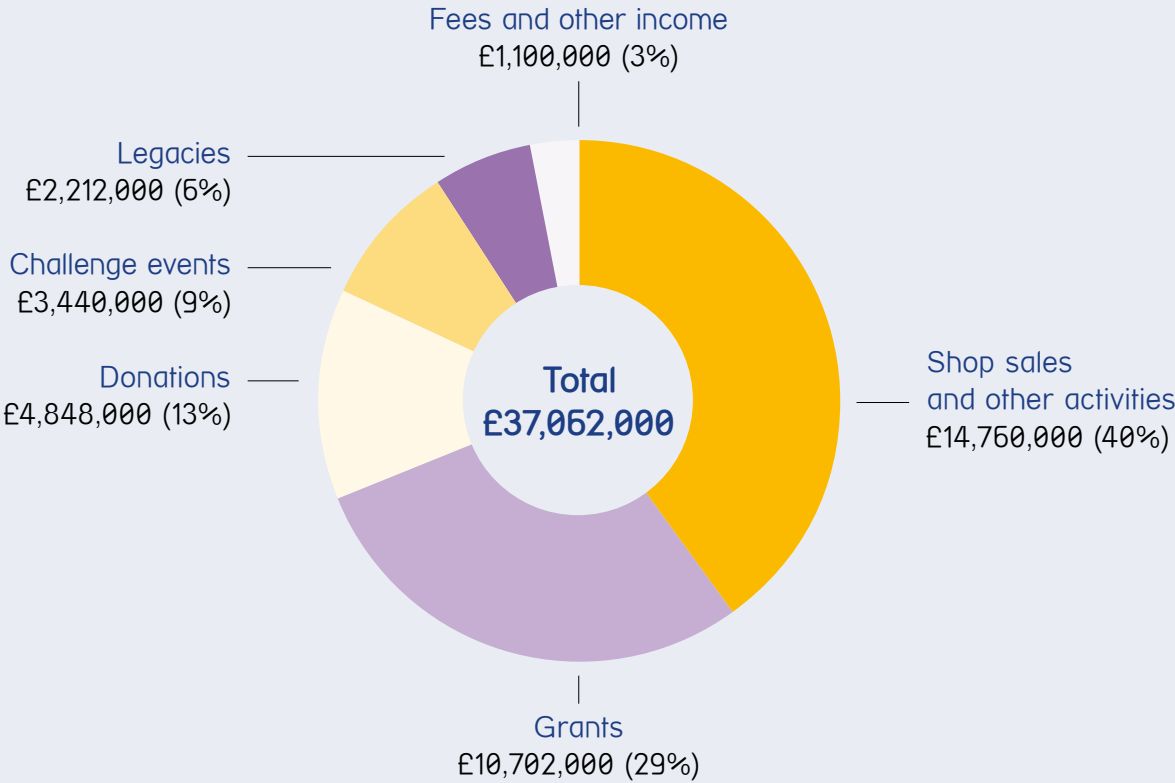
We have a broad range of income streams so we're not reliant on one source of funding. This is very important to us as it means we can remain entirely independent. It also means we are less vulnerable to changes in one area of income. We don't take money from pharmaceutical companies.

Our shops

The figures given in this report combine our charitable accounts as well as those of our separate trading company for our retail activities.

In 2014/15 total shop turnover was £14.5m. We used £11.2m of this to pay for the cost of sales and operational costs including rent, bills and salaries. We used the rest, £3.3m of profit, as unrestricted income to support our work.

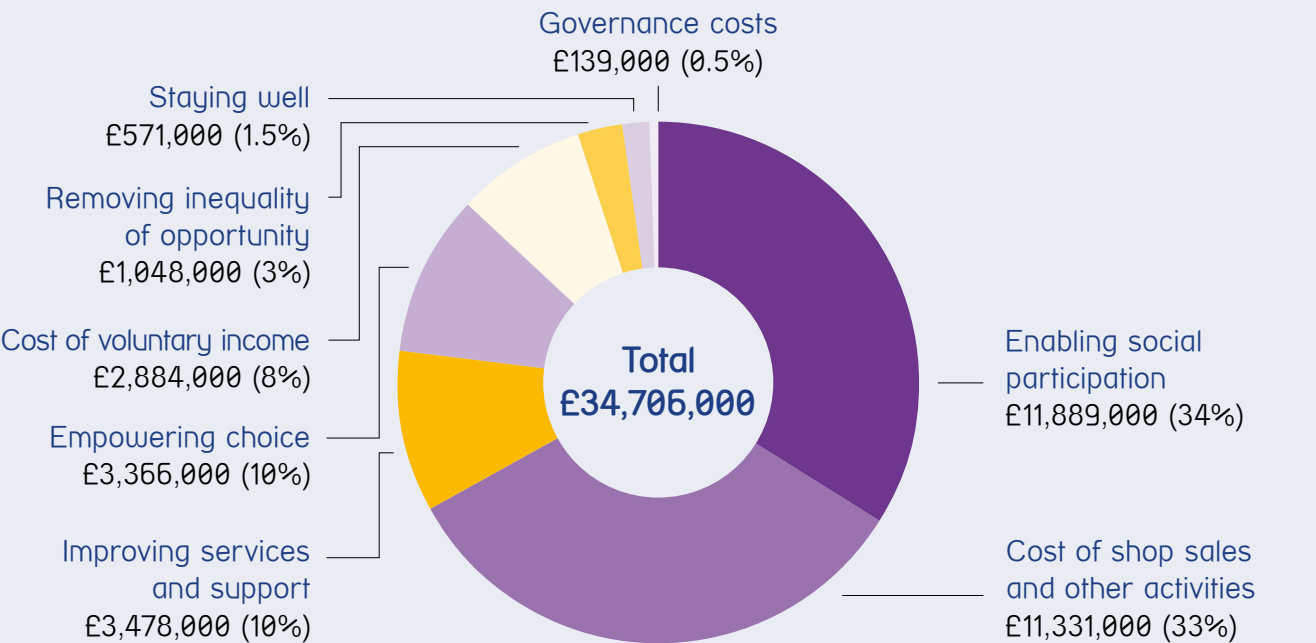
Our income



How we spend our money

We spent £34.7 million in 2014/2015, which is £1.9m more than last year. We spent £20.4m on delivering our charitable work. The cost of generating funds, including our retail operations, increased by 9% to £14.2 million.

Our spending



For every £1 we received in donations, we spent 79p on our charitable work.

For every £1 we spent on generating funds, we raised an average of £7.60.

Our governance costs ensure that we are a well-run and accountable organisation. These cover internal and external audit costs, information governance (e.g. data protection), quality assurance (services quality and safeguarding) as well as the cost of planning and reporting.

The difference between our income and expenditure reflects money added to our reserves (this ensures we have funds available to grow and develop, and can continue to operate should our income fall) as well as provision made for potential costs associated with Mind's involvement in the running of schools in the 1970s and 1980s.

We aim to always be open and clear about how we raise and spend our money. Please email us at contact@mind.org.uk if you have any questions or concerns and we will answer them.

For more information on our finances, visit mind.org.uk/about-us/our-impact/

Our people

We're achieving our goals thanks to the passion and dedication of thousands of people who are working and volunteering for us in a range of different roles. We value everyone's contribution. Thank you.

Patron
HRH Princess Alexandra, The Hon. Lady Ogilvy KG GCVO

President
Stephen Fry

Trustees as at 20 August 2015
Honorary Officers

Ryan Campbell ♦◊#>+*	Chair and elected trustee
Sir Paul Britton CB CVO ♦*	Vice Chair-External Relations and co-opted trustee
Lesley Dixon ◊*	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 ♦
Amit Bhagwat #+
Alan Meudell #>+

Trustees elected by Mind Members

Steve Young ◊
Andrea Woodside #>
Linda Seymour #+
Sarah Rae ♦
Jose Grayson ◊
Charlotte Venkatraman ♦
Robert Westhead ◊

Other trustees who served during the year to 31 March 2015
Melanie Brooks (until 2 December 2014)

Mind's Ambassadors

Our Ambassadors support our President by promoting our work. They are committed to our cause and to raising awareness of mental health problems.

Alastair Campbell, Beverley Callard, Clarke Carlisle, Denise Welch, Frankie Bridge, Phillips Idowu, Ruby Wax, Stuart Semple, Zoe Sugg.

Sub-committee membership of Council of Management

- ♦ External Relations
- > Pwyllogor Cymru
- ◊ Networks and Communities
- + Audit
- # Business Management
- * Remuneration

Chief Executive and Company Secretary
Paul Farmer

Mind staff

Throughout the year we had, on average, 192 members of staff working for us in London, Cardiff or from home. A further 400 people were employed in our charity shops, or as part of retail operations. The total salary bill for the year was £11.9m.



Our thanks

We rely on the generosity of people and organisations and we're extremely grateful to everyone who supports us. Thank you to everyone who supported us financially in 2014/15. Your money is making sure nobody has to face a mental health problem alone. Together, we can fight for support and respect for anyone with a mental health problem.

There are lots of reasons why individuals and organisations choose to support Mind.

Margaret and her husband David began supporting Mind three years ago, following the death of their daughter, Anna, who lived with anorexia and depression for many years.

Margaret said: "We wanted to help Mind address stigma, supporting an organisation that is an expert in all aspects of mental health."

"Mind fitted the criteria of being well-run and likely to use monies raised for the benefit of the greatest number of people. It has a good reputation.

In a small way, we're making a difference to the stigma associated with mental illness. It has helped our grief by openly committing to Mind.

Our special thanks to the following trusts, foundations, statutory bodies, corporate partners and individuals.

Trusts and Foundations

1970 Trust, A Sinclair Henderson Charitable Trust, Abbott Five Foundation, Academies Enterprise Trust, Adint Charitable Trust, Albert Hunt Trust, Balcombe Charitable Trust, Bergqvist Charitable Trust, Bernard Lewis Family Charitable Trust, British Association of Mental Health and Law, Caron Trust, Chancery PLC Trust, Charis Trust, Cheruby Trust, Chillag Family Charitable Trust, Christina Goodall Charitable Trust, Comic Relief, Constance Travis Charitable Trust, Contemporary Dance Trust, Dove Trust, February Foundation, Freemasons' Grand Charity, G B Greenwood Charitable Trust, Garfield Weston Foundation, George and Esme Pollitzer Charitable Settlement, Gilbert Edgar Trust, Gladys Wightwick Charitable Trust, GMC Trust, Gracechurch Mortgage Funding Holdings Charitable Trust, Hick Charitable Trust, Ian Mactaggart Trust, Impex Management Foundation, J P Jacobs Charitable Trust, John Ashlin Cuthforth Charitable Trust, Jusaca Charitable Trust, Kay Williams Charitable Foundation, Kempthorne-Smith Charitable Trust, King/Cullimore Charitable Trust, Kinsbourne Trust, Lady Yuen Peng McNeice Charitable Foundation, Lankelly Chase Foundation, Miss E A Pemberton Barnes Will Trust, National Suicide Prevention Alliance, Northern Rock Foundation, Ormsby Charitable Trust, P F Charitable Trust, People's Health Trust, Perry Discretionary Trust, Peter Storrs Trust, Pixel Fund, Rev W M Monteith's Charitable Trust, Rogers Stirk Harbour + Partners Charitable Foundation Limited, S G Templer Trust, Schroder Charity Trust, ShareGift, Sir C R Keene 1955 Settlement, Sir Edward Lewis Foundation, Sir John Sumner's Trust, Smith Charitable Trust, Spencer Charitable Trust, Stavros Niarchos Foundation, Thames Water Trust Fund, Toler Foundation, Tudor Trust, William Allen Young Charitable Trust, Wyseliot Rose Charitable Trust.

Statutory bodies

Big Lottery Fund, Cabinet Office, Department for Education, Department of Health, National Suicide Prevention Alliance, Sport England, Welsh Government.

Corporate partners

Aberdeen UK Platform Awards, Admiral Taverns, Bechtel Corporation (UK), Berwin Leighton Paisner LLP, Bravissimo Ltd, Centaur Media PLC, Deloitte LLP, Dentons UKMEA LLP, Guardian, ICAP plc, MoneySuperMarket, Paperchase, Penguin Random House, Secret Cinema, Travers Smith LLP, Zurich Community Trust.

Individuals

Clementine De Blank, Martha Sitwell and Conor De Blank, Ellerdale Trust, Gwyneth Forrester Trust, Mustafa Trust, David Pascall CBE, the Anna Sargent Family Trust, Gabriele Telesio.

Please donate to Mind at
mind.org.uk/donate

We're Mind, the mental health charity. We won't give up until everyone with a mental health problem gets support and respect.

Please support us:

Mind.org.uk/donate

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Mind Infoline 0300 123 3393

Mind's registered charity number: 219830