



# Annual Review 2015/16



## Contents

A message from our Chief Executive .....	5
Unstoppable impact: looking back on 2012 - 2015 .....	6
Staying well.....	8
Empowering choice.....	10
Improving services and support.....	13
Enabling social participation .....	16
Removing inequality of opportunity .....	18
Organisational excellence .....	20
Our learning .....	22
Our money .....	24
Supporting the Mind network .....	26
Our people .....	28
Our thanks .....	30





## A message from our Chief Executive



This review comes at the end of another significant year for Mind. It also comes at the end of our 2012-2016 strategic period which in itself, has led to major change for us and the mental health sector more broadly.

In 2012, we set ourselves an ambitious four-year strategy that focused on actions that we knew would make a difference to those of us living with a mental health problem. We've seen significant achievements in that time and we've dedicated some of this review to celebrate these.

So much has changed in four years, and for the better. We know that public awareness and attitudes towards mental health are improving. Mental health is now firmly on the political agenda; the Government has committed to supporting one million more people each year for their mental health in England by 2021, and the Welsh Government has made mental health a key priority for its 2016-21 programme.

We know that some of us are more at risk of developing mental health problems than others and this year we've worked to challenge stigma and increase mental wellbeing through our new Emoodji app to help students cope with the trials of university life. Government Libor funding enabled us to launch our Blue Light Programme to support the mental health of emergency service staff and volunteers – in one year over 5000 workers in this vital sector have received specific mental health training.

As the stigma starts to recede, more and more people are now seeking help. Last year, we've seen over 15m people accessing our online information – that's a 53% increase – and we've also seen our supportive online community Elefriends increase to over 41,000 people. Although operating in an increasingly challenging environment of funding cuts, our network of local Minds are still delivering incredible services and last year supported almost 400,000 people. The demand for our support shows that people know there is a trusted place to turn to.

But there is so much more to do. The country's mental health is not improving and for some groups (young women, older men for example) it's getting worse. The scale of the need is becoming clearer, and we have to be ready for that.

This report comes as we embark upon our new five-year strategy. Too many people still aren't getting the support they need – but this is the next stage in our journey towards our ultimate ambition of support and respect for everyone with a mental health problem.

We cannot do any of our work without our staff, volunteers, donors, partners and supporters. My thanks to all of you for your help this year, past, present and future.

**Paul Farmer CBE**  
Chief Executive

# Unstoppable impact: looking back on 2012-2016



Our 2012-16 strategy, 'Unstoppable together', boosted understanding of mental health and helped many more people to get the right support and care. We'll keep building on this powerful progress but for now, here is a highlight of some of the incredible things we've achieved in the past four years.

## Staying well

### Transforming mental health at work

- **494 employers** joined our workplace wellbeing training courses between 2012 and 2015.
- **58% of organisations** that signed our Time to Change Employer Pledge changed their HR policies to tackle mental health stigma.
- Our **Workplace Wellbeing Index** helped employers across England and Wales to evaluate and expand their support for staff.

## Empowering choice

### Sharing more information than ever before

- We gave straightforward, up-to-date mental health information to **more than four million people**.
- **92% of callers** to our Infoline were satisfied with the guidance they were given.
- We produced **71 information videos** to deliver greater insight into life with a mental health problem.

## Improving services and support

### Spearheading crisis care reform

- After years of campaigning, we pushed the state of crisis care up the political agenda and were one of **27 national bodies** – from NHS England to the College of Policing – who signed the Crisis Care Concordat, designed to transform support for people in crisis.
- We were chosen to help the **96 local Crisis Care Concordat groups** implement their action plans for better emergency support.

## Enabling social participation

### Putting stigma in its place

- Our Time to Change campaigns – delivered with Rethink Mental Illness in England, and charities Gofal and Hafal in Wales – helped attitudes to mental health **improve by 5%**.
- In 2014, **positive media coverage** of mental health outweighed negative coverage for the first time.

## Removing inequality of opportunity

### Ensuring support exists for everyone

- We offered **targeted mental health support to marginalised groups** including young African Caribbean men, Muslim communities, South Asian women and members of LGBTQ (lesbian, gay, bisexual, transgender, queer or questioning) communities.

## Organisational excellence

### Inspiring better mental health in Wales

- Our **20 local Minds in Wales** supported **15,000 people** in 2015 alone.
- Mind campaigners sent **11,000 emails** to Welsh Assembly election candidates, calling for better mental health.





## Staying well

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

We set ourselves the goal of helping over one million people as a result of our resilience work. We define 'resilience' as our ability to deal with and adapt to challenging circumstances. We believe that wellbeing, social

connections and having ways to cope are three key elements to building resilience and supporting mental wellbeing.

We've been researching what enables people to maintain wellbeing, and have combined the best of what works into an intervention that can be delivered by employers, our local Minds and other partners.

### 2015/16 in numbers

# 105.6m

people reached by our 'staying well' information in the media.

# 17,455

people most at risk of mental health problems reached by Mind-funded resilience projects.

# 76%

of people involved with our resilience projects reported a greater sense of wellbeing.

# 7,687

employers involved with our Workplace Wellbeing programme.

# 4,826

downloads of Emoodji, our resilience app for students.

## Blue Light Programme: Mental health support for the emergency services

Ambulance, fire, police and search & rescue personnel are at greater risk of developing mental health problems than the general population. Government funding of £4m enabled us to launch our Blue Light Programme, supporting the mental health of staff and volunteers working in emergency services.

Over the course of a year, we've been able to offer specialist mental health training, information and resources to emergency service staff. This included a bespoke Blue Light Infoline and pilot resilience courses delivered through nine local Minds.

Blue Light Champion Ed is one of thousands of emergency service staff and volunteers who have actively challenged mental health stigma, learnt more about mental health and made positive changes in their approaches to wellbeing.

Ed said: "The Blue Light Programme changed everything. It gave me the encouragement and support to talk about my own mental health and the response has been overwhelming.

**Once I spoke up, others did too. I soon realised I was not alone. Colleagues I'd have never imagined could be affected - strong, resilient individuals - told their own stories.**

"Not only has this challenged the stigma around mental health, but also challenged the stigma I had placed upon myself, seeing my own depression as a sign of weakness."

## Working in partnership: Deloitte

As part of our three-year corporate partnership, Deloitte provided £300,000 worth of pro-bono consultancy to support a number of key areas of our work, as well as raising funds for us.

Deloitte's Health Strategy team gave us access to expertise and market research with companies otherwise out of our reach. With one in six British workers affected by mental health problems every year, we've been able to create the Workplace Wellbeing Index, a benchmark of best practice and policy that will rank employers on how effectively they address mental wellbeing.



## Next steps: Two in Mind

Two in Mind is our Welsh Government-funded project to help parents in Wales give their children a mentally healthy start in life. It involves training courses, influencing policymakers and encouraging practitioners to act early to prevent future problems.

We've worked with perinatal mental health services across every health board in Wales to deliver training and advise on strategic planning. To ensure the course reaches the widest possible audience of health and care professionals, we're launching a 'training for trainers' scheme in Autumn 2016, empowering midwives, local Mind staff and health visitors to deliver our courses to their colleagues.



# Empowering choice

We're helping people make informed choices about how to live with, or recover from, a mental health problem.

Our ambition was to double the access to our information and support services, and create a peer support network so people feel empowered to make the right choices about seeking help.

## 2015/16 in numbers

41,477

people using Elefriends, our supportive online community – a 52% increase on last year.

61,862

queries answered by our helplines.

16.7m

visits to our online information – a 53% increase on last year.



668,069

information booklets distributed.

## Infoline: helping people make informed decisions

Sometimes it's hard to know where to turn. Our Infoline advisors respond to queries about types of mental health problems, medication and treatment, seeking help and finding local support.

We provided 53,792 responses via our Infoline phone, text and email services, helping people make informed choices about their own mental health, or people close to them.

One caller who contacted the Infoline was concerned about his mother who was reluctant to seek help for her symptoms of paranoia.

The advisor explained what paranoia was, how his mother might be feeling, and the need to be sensitive to her emotions. The advisor provided details for the caller's local Mind, who work closely with the local community to provide tailored support that suits their needs.

**To have people like you to turn to when you are desperate means everything.**

## Working in partnership: Side by Side

Sharing our experiences with people who understand can help us cope better and feel less alone.

Side by Side, our Big Lottery Fund supported project, has seen nine local Minds, Bipolar UK and 37 grant-funded projects across England work together to provide local and online peer support.

Together we're researching peer support and working with local commissioners to develop tailored support for local communities.

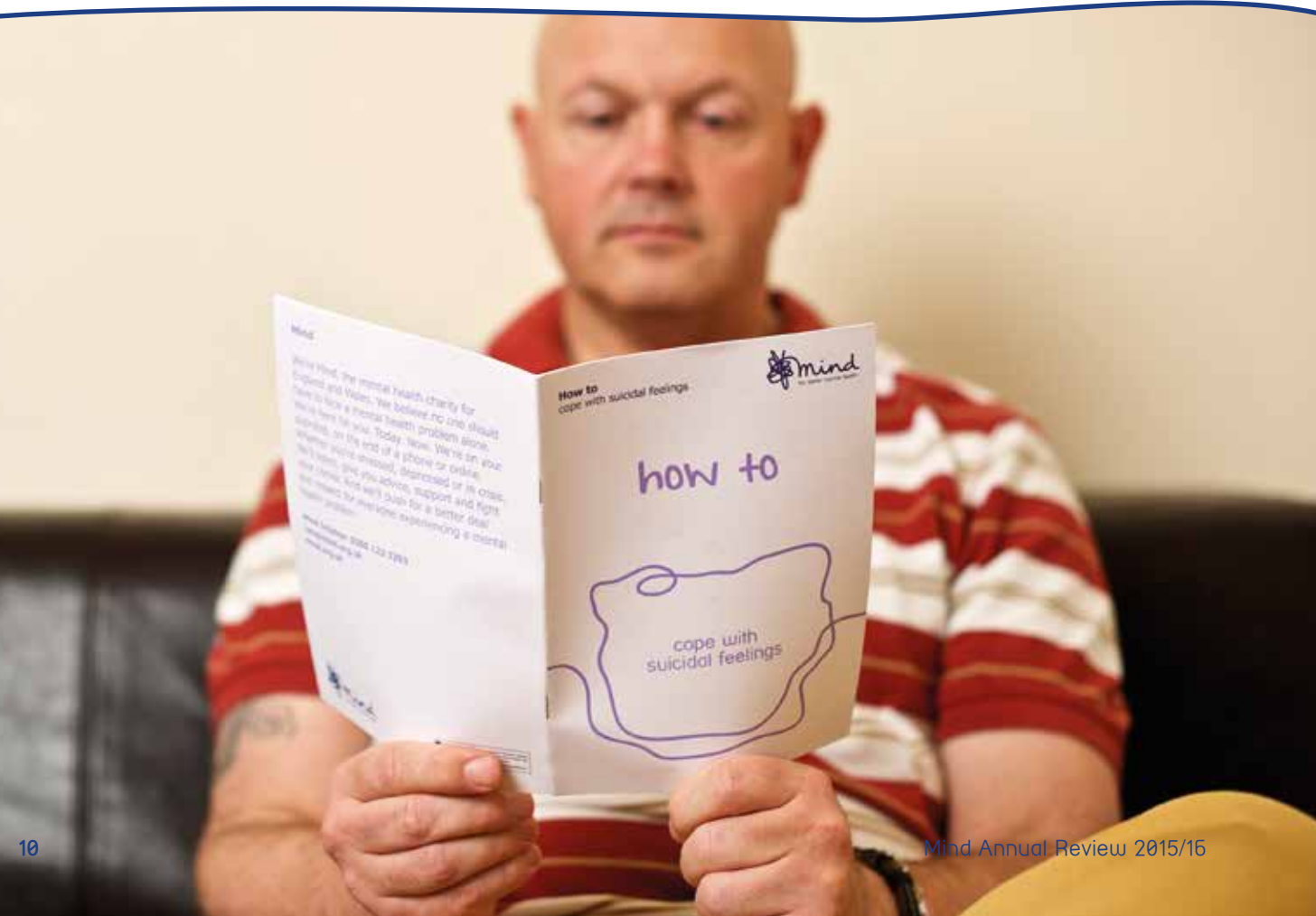
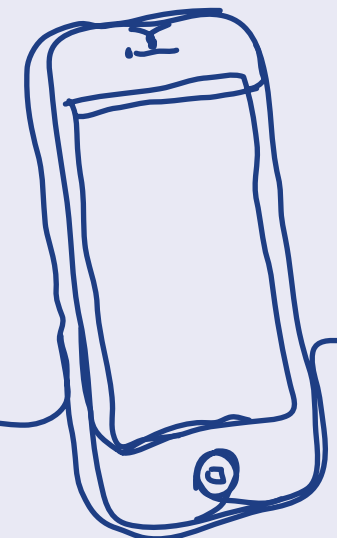


Improving mental health through peer support

## Next steps: Our plans for providing information

It's our priority that everyone has access to good quality information about mental health, in a way that suits them. We're making sure people can get information over the phone, by text, online and face-to-face through our shops and local Minds.

We'll be creating even more information resources so people can learn more about mental health and the choices available.





# Improving services and support

We want everyone to have access to the right services at the right time.

We've worked to provide high-quality local services to increasing numbers of people

through our local Minds across England and Wales. We've called for publically funded services to be of a consistently high quality too, and in line with people's needs.

## 2015/16 in numbers

£5.8m

in contracts and grants awarded to other organisations and 26 local Minds to deliver services and projects.

300

campaigners sent our Welsh Assembly manifesto to their local election candidates - mental health was included in all political parties' manifestos.

8 out of 10

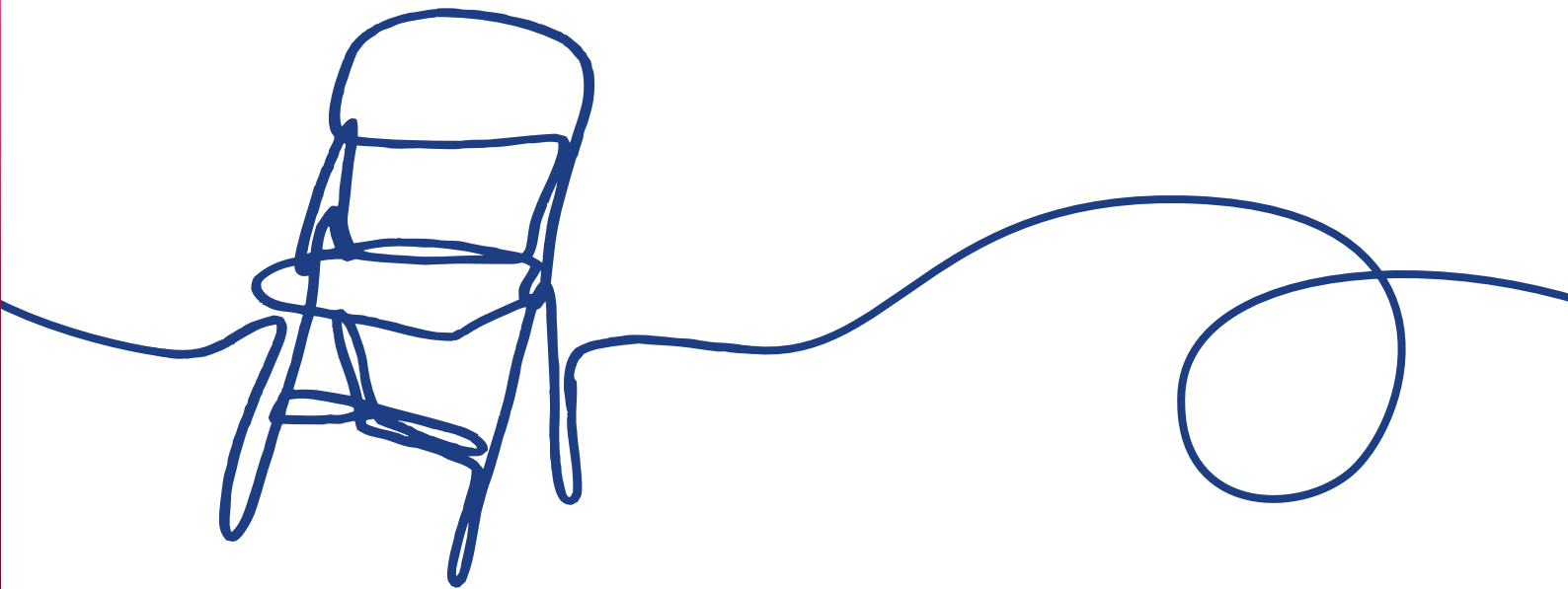
people said local Mind staff supported them to make their own decisions and choices.

75%

of priorities set out by Mind and the Mental Health Policy Group taken on by the Government in the Mental Health Taskforce report.

390,307

people using local Mind services in England and Wales.





## Ynys Mon and Gwynedd Mind: Boosting young people's resilience

A local Mind grant has recently allowed Ynys Mon and Gwynedd Mind to deliver a new project for 16-25 year olds – an identifiable group in North West Wales who have limited access to age-appropriate services.

Targeting young people in further education and those who are out of work in the wider community, the project delivers one-to-one resilience workshops, CBT and mindfulness groups in a range of community settings.

Clare Bailey from Ynys Mon and Gwynedd Mind says: "Local Mind grants are a lifeline and enable us to support others to flourish. This grant has allowed us to support

young people at difficult times in their lives and to give them the coping skills to reach their potential."

One of the course attendees said: "I felt less lonely as I started to understand that there are other people with this problem and that I'm not alone."

**Before the course I avoided crowded places and most things made me anxious. I've learnt a lot of techniques to think clearly and differently about situations.**

## Bristol Mind: Supporting vulnerable communities

Our network of around 140 local Minds offers vital support to people across England and Wales. Each year, local Minds can apply to us for additional funding through a grant fund.

Bristol Mind was awarded a local Mind grant of £4,900 to provide a weekly emotional support service to refugees and asylum seekers using the Bristol Refugee Rights (BRR) Welcome Centre.

Tom Hore, Director of Bristol Mind, said: "This is a very important project for Bristol Mind. We are offering a service to a community of people, many of whom have experienced significant mental, emotional and physical traumas.

"We are making a proud public statement about our responsibilities as a mental health organisation to offer support to all people within the diverse communities of Bristol."

**The grant from Mind has given us the opportunity to reach a group of people within Bristol who are often overlooked by statutory services or ineligible to receive statutory forms of support.**



## Working in partnership: Mental Health Taskforce in England

Chaired by our chief executive Paul Farmer, the Mental Health Taskforce has brought together health and care leaders, service users and mental health experts to create a five-year plan for mental health care in England.

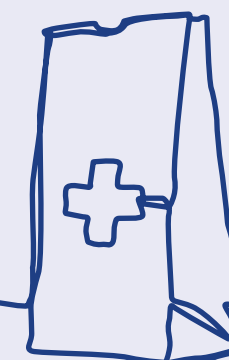
More than 20,000 people shared their priorities when the Taskforce was launched, and we worked closely with organisations including NHS England and Rethink Mental Illness to ensure their voices were heard.

The Government and the NHS have committed to the recommendations of the report, pledging mental health support to an extra one million people in England by 2021. Our job now is to ensure change happens.

## Next steps: Find the Words campaign

We've made good headway with our Find the Words campaign, which helps people talk to their GP and get the support they need for their mental health. But we also want to support the people delivering primary care – GPs, nurses, pharmacists and their colleagues.

Over the next year we'll be campaigning to improve the training these professionals receive about mental health. We'll also be ensuring that they too get the mental health support they need because when they're well, they can provide us with the best care.







## Enabling social participation

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

By reducing stigma and increasing opportunities to work and participate, we've worked to ensure everyone with a mental health problem is equal in society and feels confident talking about their mental health problem.

### 2015/16 in numbers

**6%** improvement in attitudes to mental health since 2011 following the work of our anti-stigma campaign, Time to Change.

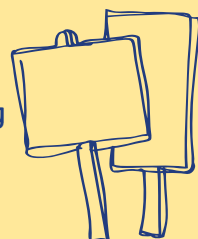
**3,788** stigma-busting conversations started by our Time to Change Wales champions.

**65%**

of people with mental health problems applying for Employment and Support Allowance are getting it – up from 47% in 2011 when we started working on this issue.

**82,797**

people campaigning for change on our behalf.



**85%**

of journalists and media professionals who attended the Mind Media Awards felt encouraged to cover mental health in their work.

**70**

TV and soap storylines supported by our Media Advisory Service to portray mental health more accurately, e.g. our work with EastEnders on a postpartum psychosis storyline.

## Get Set to Go: Opening doors to physical activity

Our Get Set to Go programme is helping 75,000 people overcome their anxieties about getting active.

Supported by Sport England and the National Lottery, we're campaigning nationally, providing support through our online communities, and working with eight local Minds to help people find an activity that's right for them, including football, yoga and many more.

Kate is one of 1,300 people to have benefited directly from the programme. She discovered the joys of boxercise with support from Herefordshire Mind and said:

"In five weeks I've only had to leave one class early because I couldn't cope – this is huge for me."

### Even on a bad day I feel better for going.

People joining Get Set to Go are able to team up with a 'peer navigator'. Their knowledge of sport in the area and understanding of the challenges people face when it comes to being active helps open doors to physical activity and build confidence.

## Working in partnership: Putting real experience at the heart of our work

People with experience of mental health problems – including our staff, volunteers, partners and supporters – are at the heart of everything we do.

They guide our work in a variety of ways, from taking part in photoshoots to reviewing our information and ensuring we focus on the most important issues.

A group of women who had perinatal mental health problems are currently co-designing a programme of support for pregnant women or new mums. And 20 Mind members and supporters with experience of a range of mental health problems also helped us develop our new five-year strategy.

Working together ensures our work reflects a range of experiences and skills, and puts us in the best possible position to achieve lasting change.

## Next steps: Life Support and our media work

The services that help people manage life's day-to-day challenges and keep them connected to their community are what we call 'life support'. They offer vital help with issues such as housing and benefits, but many are underfunded and under threat.

In the coming months we'll push 'life support' up the agenda, helping local commissioners to see the value of these services and explore the impact of poor housing, isolation and loneliness on mental health.

And through our media work, we'll also continue to increase understanding of mental health, and support more people to share their personal experiences.



# Removing inequality of opportunity

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

Our ambition has been to support anyone who experiences discrimination due to their race, gender or sexuality as well as on the grounds of their mental health. These groups are often marginalised in society. We've worked to make sure that they get equal access to quality services for their mental health.

## 2015/16 in numbers

954

people from marginalised groups engaged in our work.

44

local Minds involved in programmes to improve mental health support for people facing multiple discrimination.

88%

of mental health professionals and police officers reporting improved attitudes to mental health after training from young African Caribbean men in our Time to Change project, 300 Voices.



## Up My Street: Support for young African Caribbean men

In our 'Up My Street' project, we've worked with The Intergrate Movement and local organisations in Birmingham to support the wellbeing and resilience of young African Caribbean men. We've also focused on helping friends and family members to play a role by learning how to support resilience, stay well themselves and prevent mental health crisis.

Nearly 150 young men and more than 250 community members have been involved with the project, which uses music, social media, drama and personal development workshops. Our mental health awareness

videos targeted at young African Caribbean men have reached 1,336 people.

One participant said: "I didn't know what it means to have a group of men in a room together and that we could be so positive. I didn't know that I would feel unstoppable... It has been so precious to be at the centre of it."

**Each time I come here I learn something new and I feel better as a person.**

## Working in partnership: Addressing multiple complex needs

We know that local services often only address one issue, so people with multiple needs – such as homelessness, substance misuse and mental health problems – often don't get the support they need.

In response to this, we've joined with charities Clinks and Homeless Link to form Making Every Adult Matter. Together, we can speak with one voice about key issues including welfare reform, housing policy and changes to the criminal justice system. We've already secured debates in Parliament and supported local areas across England to develop services that meet a range of needs.

## Next steps: Integrating our equalities work

We'll continue to speak out and support people facing multiple discrimination. Our Equality Improvement team is working to ensure equality and diversity are embedded in everything we do.

Specifically, we'll work with LGBTQ groups, unemployed men and South Asian Women as part of our Crisis Care campaign. And we'll help groups at risk of mental health problems – including older people and black and minority ethnic communities – to access talking therapies as part of our primary care work.

Our dedicated projects, including our work with young African Caribbean men and vulnerable migrants, will also remain a priority.



# Organisational excellence

## We're building a culture of excellence.

Our ambition has been to bring together the Mind network in England and Wales and our

partners to create unstoppable momentum for better mental health. We've ensured that diversity, equality, and people with mental health problems are at the very heart of our work.

### 2015/16 in numbers

13

celebrity ambassadors sharing their experience of mental health problems.

£1.7m

our income from corporate partners, doubled from £870k last year.

9

new Mind charity shops on the high street.

9,422

the number of times we were mentioned in the media.

33,000

people donating to us.



## Societe Generale charity partnership

Societe Generale staff in the UK selected us as their charity partner for 2015-2017.

The two-year partnership aims to raise £600,000 to support our Infoline, the Local Mind Grant Fund and establishing a fund for local employment support services (Next Steps Employment Fund).

In the first year, Societe Generale raised over £380,000 towards its target, with almost 700 staff participating in fundraising events. Collections of unwanted goods were also organised to support our shops, collecting over £11,000 worth of stock.

With a growing workplace wellbeing programme, the bank is looking to change attitudes around mental health. The

partnership has enabled Societe Generale to place mental health as a key strand of its Life at Work initiative.

Kathryn Stewart, UK Head of COO Office at Societe Generale, said: "The take-up in fundraising and volunteering opportunities has been fantastic, and has really allowed colleagues to get behind the partnership and support Mind."

**Our partnership with Mind has really resonated with staff, not only by raising awareness of mental health, but also in encouraging them to look after their own mental health in their everyday lives.**

## Working in partnership with our supporters

In 2015/16, over 11,500 people organised their own community fundraising activities, or took part in events including the Virgin Money London Marathon, Morrisons Great North Run and the Three Peaks Challenge, on behalf of Mind.

This amazing support adds up to one powerful partnership, meaning we can raise awareness of mental health and continue to provide much-needed information and services. We're so grateful for the role our committed and passionate fundraisers play in making our work possible.



## Next steps: Building on change

Too many people still don't have the support they need to stay well. And that's not good enough.

Our new strategy, 'Building on change', sets our path for 2016-2021. It's the next stage in our journey towards our ultimate ambition of support and respect for everyone with a mental health problem.

Millions more people already have access to advice and support thanks to our information and services nationally and locally, in England and Wales. We're building on change, but we know there is much more to do.

# Our learning

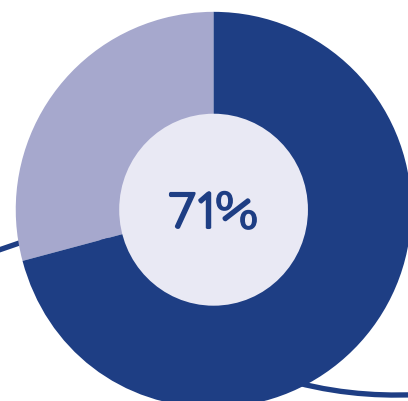
We are committed to measuring our impact. We want to understand what works so we can continuously improve the effectiveness of our services and campaigning activity.

In the last year we have focused on measuring the quality of what we do and have developed a quality improvement programme. We want the individuals, companies and organisations funding us to know that we will always provide a high-quality experience where anyone with mental health problems can feel safe and supported, whether that's online or in person.

## 2015/16 in numbers

Through our Mind Quality Mark internal assessment, we identified the need to develop an open and well-managed complaints and incident management process.

For the first time we are sharing our number of complaints, which we assume will rise as we continue to notice, record and identify opportunities for learning. The more we notice and acknowledge, the more we can learn and be better as an organisation.



71% of our KPIs met or exceeded resulting in us scaling up our work to help people stay well through our workplace wellbeing programmes.

314 complaints listened and responded to enabling us to be better as an organisation. 87% of these responded to within our agreed response time demonstrating our commitment to good customer service.

## Maintaining our standards

Not only do we measure our own standards and those of local Minds through our Mind Quality Mark self-assessment, we also ensure that we're meeting and exceeding industry standards in our work.

In 2015/16, we were proud to retain our Information Standards quality mark and Investing in Volunteers (Wales) awards and remain a member of the Fundraising Standards Board.

## Workplace wellbeing: Supporting our staff to look after their mental health at work

We know that people perform better when they're able to be present, confident and motivated in their jobs.

We've developed policies and structures to support the wellbeing of our employees. We tackle work-related stress and provide support for staff and volunteers experiencing mental health problems. This approach is for all of us, setting a good example for others to do the same.

Collectively as an organisation we are working hard to bring about change in the world of mental health, but to do this we need to ensure we're putting in place things that make this sustainable for our staff.

As part of our commitment to workplace wellbeing and promoting a culture of work-life balance, our staff benefit from flexible

working hours, free counselling through our Employee Assistance Programme and mindfulness courses.

But we know that what happens on a day-to-day basis is equally important. As such, we develop line managers to effectively support the wellbeing of their staff, and arrange social and wellbeing events to encourage staff and volunteers to meet with people informally outside of the demands of the workplace.

**"Our mental wellbeing is dynamic and making small changes can help us to build resilience, stay well and feel good about ourselves."**

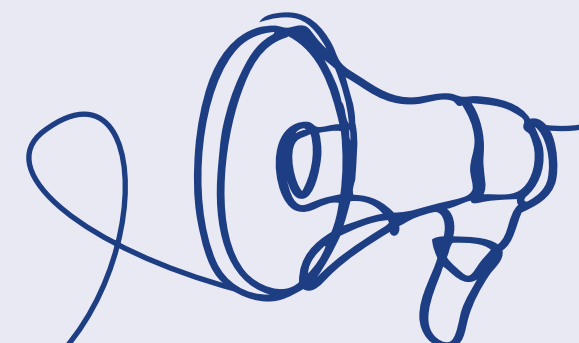
Paul Farmer CBE  
Chief Executive, Mind

## Next steps... Measuring our impact

We want to be able to evidence the high-quality and collective impact of our network of national and local services. To do this we are developing ways of consistently measuring and reporting impact across the variety of services we provide; from advice and life support services, to talking therapies and supporting people experiencing a mental health crisis.

As part of the Inspiring Impact partnership, we will be developing an approach for all mental health charities, so we can share what works, learn from what doesn't and increase our impact as a sector.

We'll be working closely with local Minds, the organisations that fund services and the people who use them, to identify what outcomes matters to people and to develop ways that will enable us to tell our story.



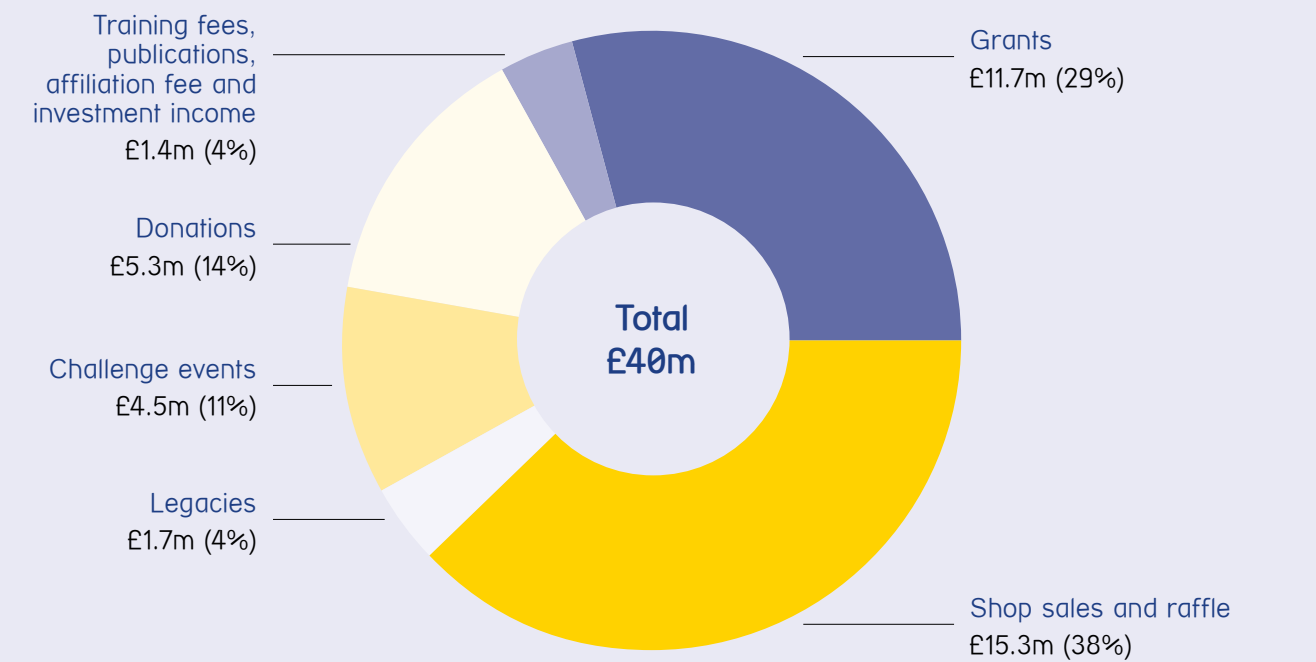


# Our money

## How we raise our money

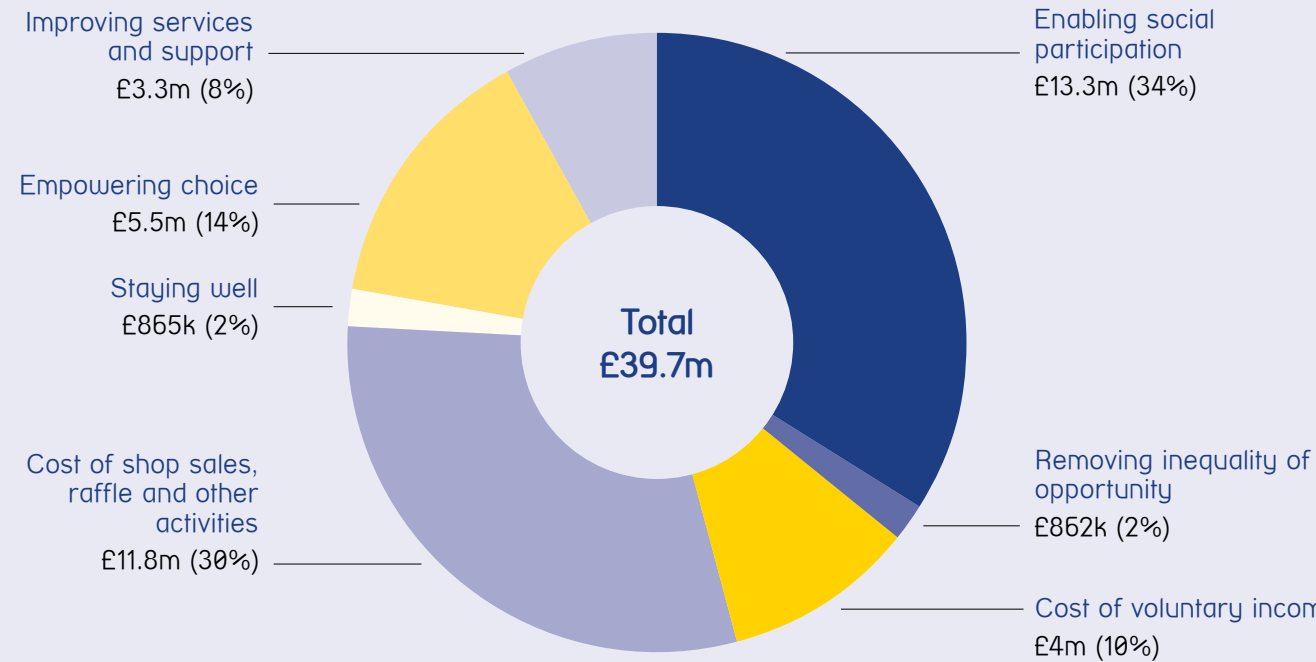
In 2015/16 Mind's total income, including income from our shops, was £40m. This was £3m higher than last year thanks to an increase in public, corporate and trusts fundraising and sales in our charity shops.

## Our overall income

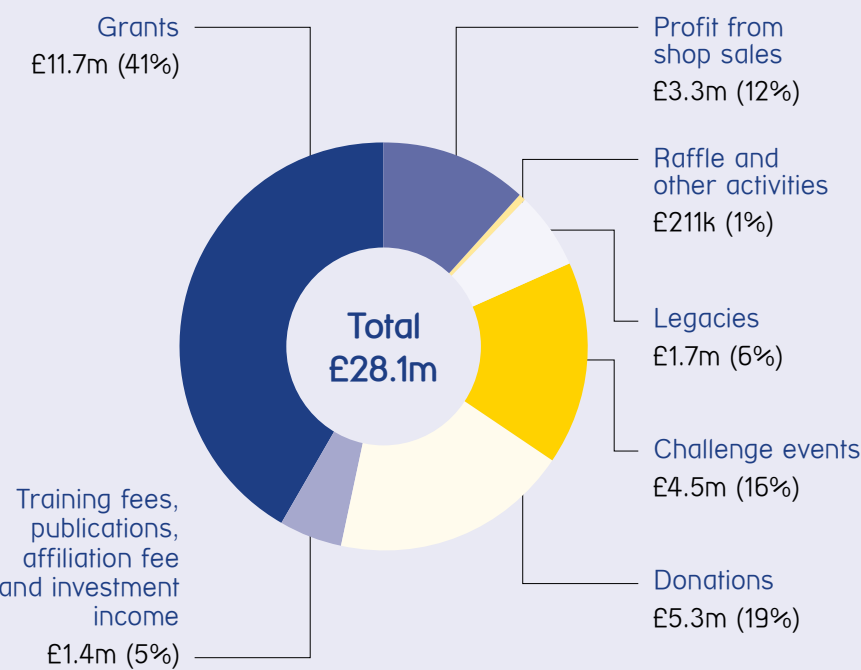


## Our overall spending

We spent £39.7m in 2015/16 - £3.2m more than last year.



## Our income as a charity



**Our shop profits**

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

In 2015/16, our total shop turnover was £15.1m.

We used £11.8m of this turnover to cover the cost of sales and operational costs including rent, bills and salaries. We used the remaining £3.3m of profit as unrestricted income to support our work. Our income as Mind charity together with the net profits from our retail trading company amounted to £28.1m in the year.

## How we spend our money

# £23.8m

We spent £23.8m delivering our charitable work. The total cost of generating funds, including our retail operations, increased by 11% to £15.8m.



For every £1 we receive, including profits from our shops, we spent 85p on our charitable work.



For every £1 we spent on generating funds, we raised an average of £6.14.

For more information on our finances, visit [mind.org.uk/about-us/our-impact](http://mind.org.uk/about-us/our-impact)

# Supporting the Mind network

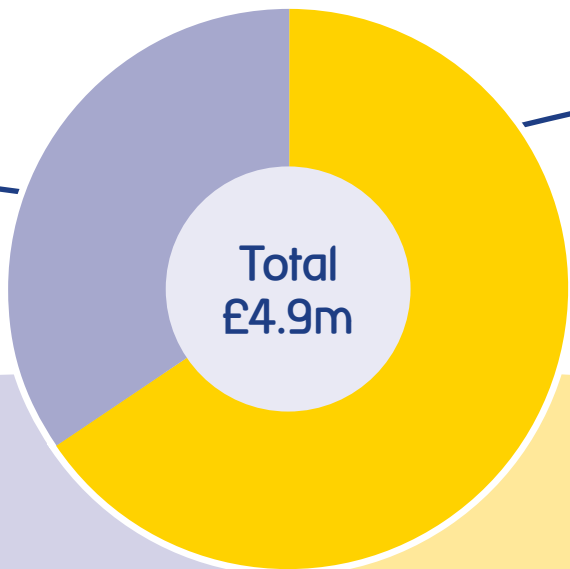
While operating within an ever-changing and increasingly difficult funding environment, our network of independent local Minds provides mental health services to over 390,000 people in their local communities.

This year we have seen the number of local Minds reduce either through merging, or a small number of closures which makes our support to the wider network of local Minds vital, so that we can continue to reach hundreds of thousands of people.

We support the network in a range of different ways. We provide direct funding for projects or organisational development, and we have

dedicated teams who support local Minds to grow and prosper. We also support our network through the expertise of staff in areas such as media, who help local Minds to engage with journalists and the press.

In 2015/16 the total financial value of the support to the network was calculated at £4.9m.



**Direct spend**  
£1.7m

In 2015/16, we directly contributed £1.7m to our network. This is money that we awarded to local Minds to deliver services and projects or to support them to grow and develop.

Some of this funding is to work with specific audiences or on a specific topic, and forms part of a larger project that we have secured funding for. Our Side by Side programme is an example of this, where local Minds have worked to improve access to peer support for people experiencing mental health problems thanks to support from Big Lottery Fund.

Similarly, a grant from the Department of Education enabled us to work with three local Minds to raise awareness of mental health in schools with our Big Umbrella programme.

**Indirect spend**  
£3.2m

Our indirect support to the network in 2015/16 was £3.2m.

This is resource allocated to support the network to achieve its ambitions and deliver projects. This includes staff supporting local Minds to win contracts, and the work of our Quality team which assesses and supports local Minds with their governance and planning.

We also run events, such as our annual conference for local Mind leaders, giving them the opportunity to meet and learn from each other, as well as shaping Mind's work for the future.

## Ystradgynlais Mind: Supporting victims of domestic abuse

In 2016 Ystradgynlais Mind received the second of two local Mind grants to deliver its Freedom Programme.

The in-depth 10-week course supports the mental wellbeing of people who have experienced domestic abuse. It helps participants identify and understand abusive behaviour and make sense of their experiences.

The new grant funding has allowed the course to be extended to 14 weeks and builds on the original programme by providing participants with the tools they need to stay mentally well.

The course has already benefited women and their families in Ystradgynlais and the new funding will help extend the Freedom Programme to men, deliver the training in rural communities and provide ongoing support.

**I didn't feel alone doing the course. Others understood what I was going through and I felt really relaxed there... I don't feel as scared about the future now.**



## Next steps

To deliver our ambitions we're working to strengthen our federation through our five-year Network Futures plan (2016-2021). In its first year, we aim to focus on areas of joint opportunity such as training and fundraising. By 2021 we aim to be the most efficient and effective federated network that delivers shared goals, measures our collective impact and has a strong partnership approach to everything we do.





# Our people

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

**President**  
Stephen Fry

**Trustees as at 14 September 2016**  
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  
Ann Lloyd > Chair-Pwyllgor Cymru and co-opted trustee  
(appointed as Chair May 2016)

**Trustees co-opted by Council**

John Binns ♦  
Richard Addy ♦  
Amit Bhagwat #+  
Alan Meudell #>+

**Trustees elected**

Steve Young ⊙  
Andrea Woodside #>  
Sarah Rae ♦  
Jose Grayson ⊙  
Robert Westhead ⊙

**Other trustees who served during the year to 31 March 2016**  
Linda Seymour #+ (until December 2015)  
Jo Bogacz > Chair-Pwyllgor Cymru and co-opted trustee  
(Chair until December 2015)  
Charlotte Venkatraman ♦ (until April 2016)

**Chief Executive and Company Secretary**  
Paul Farmer CBE

**Our ambassadors**

Our celebrity ambassadors support our President by promoting our work and speaking out about mental health. They are committed to our cause and to raising awareness of Mind and mental health problems.

Frankie Bridge, Beverley Callard, Alastair Campbell, Clarke Carlisle, Phillips Idowu, Matt Johnson, Nicholas Pinnock, Stuart Semple, Ruby Wax, Denise Welch, Anna Williamson and Zoella (Zoe Sugg).

# Our staff and volunteers



# Our thanks

We could not exist without the generosity of people and organisations. Thank you to everyone who supported us in 2015/16. We're extremely grateful for your support. Your money is making sure nobody has to face a mental health problem alone.

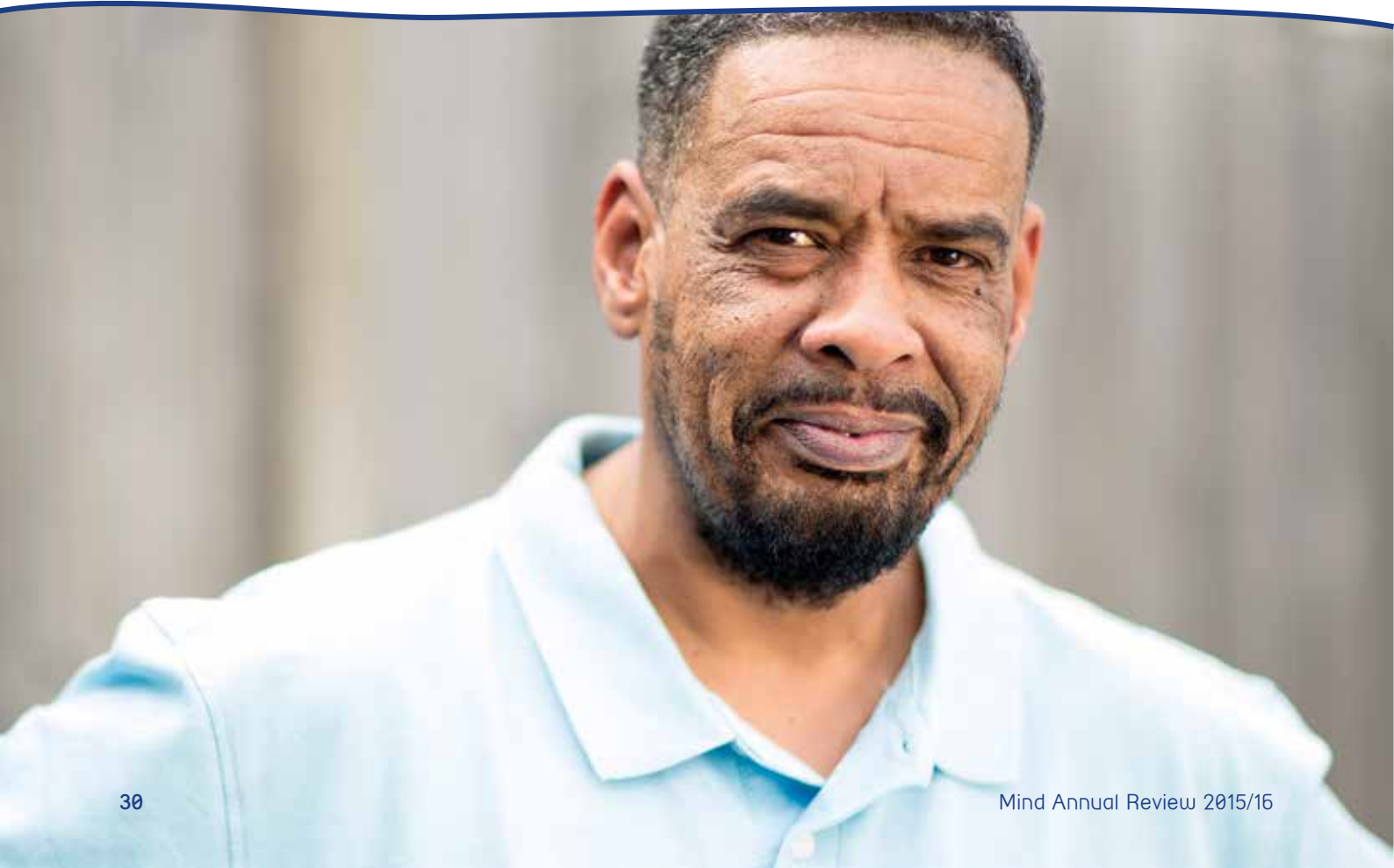
Individuals and organisations choose to support Mind for a number of different reasons.

The Ellerdale Trust award grants to local charities in the UK but have also chosen to support Mind for 14 years.

Mary Adlard of the Ellerdale Trust said: "Although we normally only support local community charities in Norfolk, we feel it is vital to also support the work that Mind does nationally. We are moved and motivated to support Mind because of the national impact you have on stigma,

consciousness-raising, awareness of mental health in general, and your ability to influence governmental policies and budgets. We believe this two-way communication is the way to make real and long lasting change happen."

**We are always impressed with the very clear vision of what Mind wants to accomplish in the short term, in addition to following a focused five-year plan.**



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

## Trusts and Foundations

- |   |  |  |
|---|--|--|
| The 1970 Trust                            | The Constance Travis Charitable Trust        | The National Trust                       |
| The 29th May 1961 Charitable Trust        | Fidelity UK Foundation                       | The Olswang Foundation                   |
| A&R Woolf Charitable Trust                | Garfield Weston Foundation                   | The P F Charitable Trust                 |
| The Artemis Charitable Foundation         | The GMC Trust                                | The Pixel Fund                           |
| The Balcombe Charitable Trust             | The Gunter Charitable Trust                  | R&H Trust Co. (Bermuda) Limited          |
| The Bernard Lewis Family Charitable Trust | The Haremead Trust                           | ShareGift                                |
| Bupa UK Foundation                        | J R Tijou Charitable Trust                   | The Sir John Hoskyns Charitable Trust    |
| Cecil and Hilda Lewis Charitable Trust    | The King/Cullimore Charitable Trust          | Smith Charitable Trust                   |
| The Cheruby Trust                         | Lankelly Chase Foundation                    | Stone Family Foundation                  |
| Chillag Charitable Trust                  | Manilyse UK Trust                            | Thames Water Trust Fund                  |
| City Bridge Trust                         | The Marjorie & Edgar Knight Charitable Trust | The William Allen Young Charitable Trust |
|   | The Miss E.A. Pemberton-Barnes Will Trust    | The Zochonis Trust                       |
|   |  | Zurich Community Trust                   |

## Corporate partners

- AMVBDDO
- Ashfords LLP
- Bank of England
- Centaur Media Plc
- Deloitte LLP
- Mace Foundation
- Penguin Random House
- Principality Building Society
- Societe Generale
- Travers Smith

## Statutory bodies

- Big Lottery Fund
- Cabinet Office
- Care Quality Commission (CQC)
- Department of Health
- Sport England
- Welsh Government

## Major donors

- The Anna Sargent Family Trust
- Donald Forrester Trust
- The Ellerdale Trust
- England Netball - Senior Squad
- The John Horseman Trust
- Kamynu Trust (formerly Mustafa Trust)
- Lesley Mullhall
- The Lucy Rayner Foundation
- Nigel Turner (deceased)
- Peter Francis, with royalties for the book Undercover
- Powerful Vision Ltd
- and those who wish to remain anonymous.

To find out how you can support us, visit [mind.org.uk/donate](http://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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contact@mind.org.uk

mind.org.uk

 @MindCharity

 Facebook.com/mindforbettermentalhealth

Mind Infoline 0300 123 3393

Mind's registered charity number: 219830