



We listen

We act





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We are Mind

We listen

Everything we say and do is rooted in the experiences of people who know what it's like to live with a mental health problem.

That includes the thousands of people who rely on our local and national services, and our incredible supporters, champions, fundraisers, volunteers, staff and trustees. Your experiences bring our work to life.

We act

We provide life-saving information when people need it most. We bang on doors and call for change; we demand that people get the support they need and the respect they deserve. And we show that there are actions we can all take – at every level – to challenge stigma and transform experiences of mental health for the better.

Please support us at:

mind.org.uk/donate

Five reasons we're here

1

One in four people in the UK will experience a mental health problem in any given year.

2

Three young people in every class of 30 in the UK have a diagnosable mental health problem.

3

Nearly half of all adults in the UK say they've experienced a mental health problem at some point.

4

Nearly nine out of 10 people with mental health problems in England and Wales experience discrimination in at least one area of their lives.

5

Only a quarter of people with mental health problems in the UK receive support each year.

Welcome

from Paul Farmer CBE, Mind Chief Executive
and Ryan Campbell CBE, Chair.

We've just had a truly memorable 12 months for mental health, which as you will read, continued to be a priority issue, politically and publicly.

We've seen that more people than ever are comfortable talking about their mental health and seeking help if they need it. This year, Time to Talk Day went UK-wide for the first time – we saw #timetotalk trending as the number one topic on Twitter, which helped us start tens of thousands of conversations about mental health.

One of our most significant breakthroughs was a result of being part of Heads Together, the campaign led by the Duke and Duchess of Cambridge and Prince Harry. The princes talking openly about their mental health was a landmark moment that helped build a national debate about stigma – and we saw a massive spike in people contacting us as a result.

Tragic events in Manchester and London this year also highlighted the need for the expert support we provide nationally and locally. We've now trained over 7,500 emergency services managers across England and Wales to better support the mental health of people they work with.

More generally, we worked with thousands of employers, helping almost 600,000 people to have better mental health at work. Our local Mind services, meanwhile, supported over 425,000 people. And our extensive health information was accessed 12 million times, and was there for people when they needed it most. All our work is backed by evidence that there is a huge need for better services and support.

We also fought to change the system, to make life better for everyone. Among other successes, our 70,000 campaigners helped stop changes to the benefits system that would have adversely affected 160,000 people. And the prime minister personally pledged to tackle mental health injustice, announcing that the NHS would see more funding for mental health.

Being responsive

This year, a key part of our work was listening to what our community said they needed and wanted, then acting to make it a reality. In fact, being responsive is one of our organisational values and is the theme of this annual review.



Throughout, you'll read stories of people whose lives we've helped improve.

Stories like Becky's. She says our website – and the stories of people with mental health problems that feature on it – saved her life.

Or Denise's. She joined our campaign to make sure people like her get the financial help they need when they can't work because of mental health problems.

And Brian's. He had somewhere to turn when his job as a policeman got tough because we responded when emergency service workers needed support.

It's all down to you

This huge amount of activity means we're at a tipping point. Momentum is in our favour. We've got an incredible platform to build on next year, and beyond, to tackle stigma, raise awareness, improve services and demand even better government support. We have

the chance to truly transform more lives – lives like Becky's, Denise's and Brian's. It's a hugely exciting time. Together, the Mind community – a powerful movement for change – made all this happen. And we need your help to make sure it continues.

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

We raised £6.8 million more than last year in 2017/18, which was fantastic. But we need to raise even more to reach the people who need us. With one in four people experiencing a mental health problem in any given year, the demand for our services is huge, and growing. Too many still don't have the support they need to stay well. And that's not good enough.

We need you to help us keep responding to what people need. To keep supporting everyone with mental health problems. To keep fighting for fairness. And to keep changing lives.

By working together, continuing to listen and speak out, we can reach out to everyone who needs us.

Chief Executive

Chair

Welcome from Danika

Danika McElroy, 28, from Brighton, is a passionate Mind supporter and volunteer who has been living with mental health problems for a decade. She shares her story and introduces you to our work in 2017/18.



Before getting involved with Mind, I was caught in a dark, delusional trap. One day, psychotic depression very nearly claimed my life. I felt so distraught and hopeless that taking my own life seemed like my only choice.

Little did I know that the following year, 2017/18, would be the best year of my life. Thanks to the platform that Mind has given me to speak out about mental health, I've been able to build a new life for myself. I feel very lucky to be here and blessed to introduce Mind's annual review.

This year has been a turning point for awareness of mental health in the media and Mind has helped make this happen. They support people like me, who have personal experience of mental health problems, to speak up, which can give others confidence to get help.

Talking about mental health

It's so important that organisations like Mind are helping people be direct and open about mental health. When I had my first panic attack, at 17, I didn't know what was going on because I'd never heard of 'mental health'. I was hyperventilating, my thoughts were racing and I felt like my head was swelling. It was so scary. I assumed that something physical was drastically wrong. No one even mentioned 'mental health' to me when I was taken into hospital for the first of three major depressive episodes.

After my third episode, I ended up in hospital again after work stress triggered severe low mood, irrational thoughts and dissociative symptoms. I knew things were going on around me but everything was blurred. I made plans to end my life but I was lucky – someone walked in, just in time.

In November 2016, two months after I had life-saving electroconvulsive therapy, I went into my local Mind shop in Hove to see if I could volunteer. I was

greeted with open arms and immediately felt valuable and at ease. It wasn't long before I felt part of a community who embraced my mental health journey. I no longer had to say I was 'fine' when I wasn't.

Helping me, helping others

With each day that passed, I felt stronger and, since then, many more doors have opened for me. I did a skydive from 13,000ft to raise money for Mind and have featured in stories in the media which have helped raise mental health awareness. Speaking at the Mind Media Awards 2017 was incredible! Something I couldn't have done before. And, for the last year, I've been volunteering at my local Mind in Brighton and Hove, helping those affected by mental health problems to find support.

These experiences have played a huge part in transforming my life. I no longer feel worthless and knowing I have a chance to help someone has become the strength I need to get out of bed in the morning.

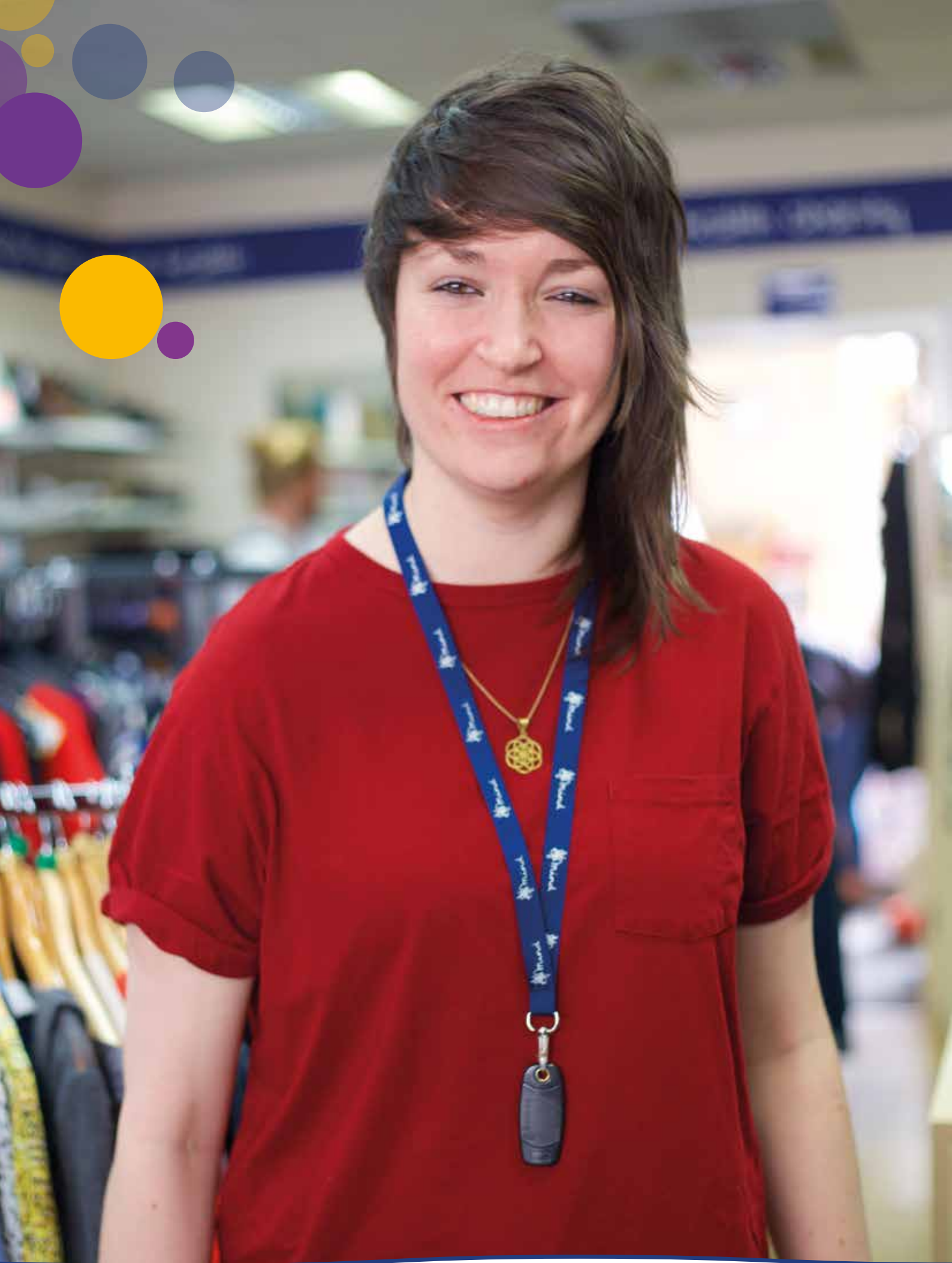
A message of hope

I'm not the only person Mind has given a lifeline to. You'll see from this annual review how they involve people with mental health problems in their work, from their fantastic online resources to training employers.

I'm now a recovery worker, supporting older adults living with a mental health diagnosis. I want to continue to spread a message of hope to show others, particularly young people, that you can still be successful despite mental health problems.

My hope is that mental health and physical health become as important as each other. It's a lot better than it used to be, but we're still not there. That's why the work Mind does is so vital and needs your support. It's an amazing charity that helps people feel more in control by giving them hope, just like they have given me.

"With each day that passed, I felt stronger and, since then, many more doors have opened for me"



We listen

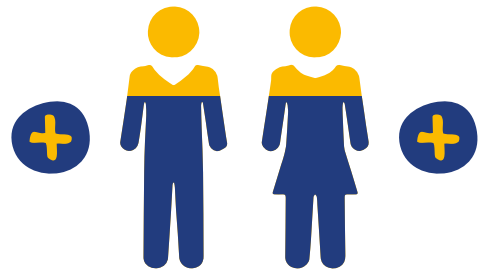
In 2017/18:

Nearly
24,000
people

with mental health problems worked with us to make sure our services meet the needs of the people who use them.

85%

of people who responded to our Big Mental Health Survey told us they'd had a positive experience of local Mind services.



8,400
people

told us about their experiences of using NHS and voluntary services, so we can drive change where it's needed.



of our staff, volunteers and trustees have their own experience of mental health problems which they draw on in their work, helping them better understand the people we support.

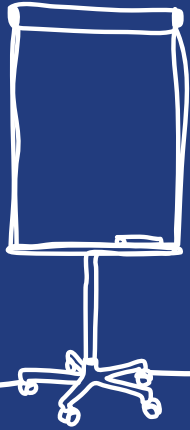
We act

In 2017/18:

Working with employers, we supported nearly

600,000

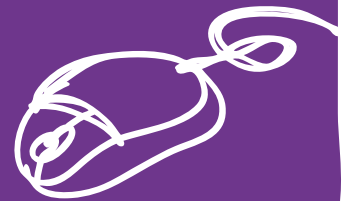
people to have better mental health at work.



Our mental health information was accessed

12 million times

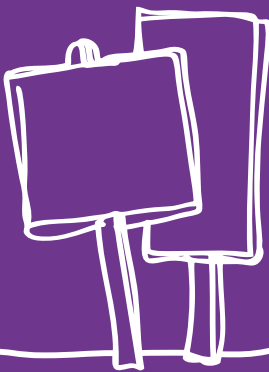
helping people get mental health support when they needed it most.



Together with over

70,000

local campaigners, we fought for change across England and Wales.



Our campaigners helped win the fight against changes to the benefits system, making sure

160,000 people

with mental health problems are entitled to additional support.

Our local Mind services supported over



425,000 people

Our local Minds were there for over

9,000 people

having a mental health crisis.

How we support people in your community

Over 130 independent local Minds provide everything from counselling and crisis care to benefits advice. They responded to the increased pressure on mental health services this year – and changed lives.

Someone to talk to

When it took Jan Gardiner 30 minutes to choose vegetables for lunch at the supermarket, she realised she needed help. “I just stood there,” says Jan, 58, from near Hay-on-Wye. “My mum had just died, my workload had increased and I had some family issues. It was overwhelming.”

Jan decided to contact her GP. “When you can’t make any decisions, deciding to go to the doctor is a big step,” she says. “I also come from a Welsh farming community and was brought up to just ‘get on with things’.”

Her GP referred her to the new Mind Active Monitoring service, a course of five sessions where Jan could talk to a trained professional about her negative feelings. The service runs in 74 GP practices in England and Wales and uses exercises, meditation and tools, such as thought diaries, to help people work through their mental health problems.

Around 5,000 people have benefited from Active Monitoring, with 85% improving their wellbeing. This, and other talking therapies from local Minds, helped over 75,000 people this year.

Timely local support

Local Minds put national mental health policies into action, like England’s *Five Year Forward View for Mental Health*, and Wales’s *Together for Mental Health*. For example, local Minds are working with GPs and primary care professionals to make sure people, similar to Jan, get talking therapy within 28 days of being referred.

Indeed, there are two key reasons Jan went to her Active Monitoring sessions. “I got a call from Liz, my counsellor, a week after seeing my GP,” says Jan. “I don’t think I would have gone to the appointments if it wasn’t local. I didn’t have the energy. Plus, going to my GP practice made it anonymous.”

Listening to your experiences

We listen to and support our local Minds so they can provide services that people want and need. Many people using them echo Jan. She credits her local Mind with improving her self-esteem and confidence. “Liz helped me look at things differently,” says Jan. “Without Mind’s support, I wouldn’t have kept my job and my relationship may have broken down.”

This year, local Minds told us they needed more help to rely less on increasingly limited statutory funding. We listened, and as a result, will work with our network more collaboratively on joined-up fundraising campaigns.

Crucially, we will be supporting local Minds with £2.4 million of extra investment over the next few years (2018–20), so our network can continue to deliver effective and sustainable services across England and Wales.

Responding to local needs

We want everybody, everywhere, to have a positive first experience of mental health services. Next year, we’ll make ourselves heard as the UK government reviews the outdated Mental Health Act. Our steering group of people who have been detained under the act will guide our response to the independent review in autumn 2018.

We’ll also continue to hold the governments in Wales and the UK to account on their promises to improve mental health services. This includes using next year’s Big Mental Health Survey to provide evidence of people’s experience of local mental health services.

“Some people haven’t been taught the tools they need to deal with things. So, we might need to talk to someone during difficult times,” says Jan. “Mind needs support to keep running that invaluable help.”



Around
5,000 people
have benefited from
Active Monitoring,
with 85% improving
their wellbeing



Responsive crisis care

A safe place to go to when no one else is around and your mind won't stop racing.

That's what Carlisle Eden Mind provides through its evening crisis centre. At the Lighthouse, crisis support workers offer a listening ear at times when other services can be harder to find. They explore ways for people to feel safe and cope when they're having a mental health crisis or experiencing suicidal thoughts.

Services like this are important because a mental health problem can affect someone at any time. This year, 29 life-saving crisis care services run by local Minds have supported over 9,000 people.

We've campaigned to improve crisis care too. In 2017/18, we supported MP Steve Reed's call for a new law that will reduce how often people are physically restrained when they're in hospital with mental health problems. And our demand for a follow-up visit or phone call within 48 hours for people leaving hospital was included as one of nine principles for community-based acute care by the NHS. We'll continue to influence the Crisis Care Concordats in England and Wales, a national agreement between services and agencies that care for and support people in crisis.

Our goals for 2016-21: Services and support

2016 → 2021

Services and support 40% complete

20% next year

We are on track to meet this goal

Next steps. To meet our strategic aims, we'll:

- continue to influence government plans for mental health
- launch a campaign to fight for better joined-up physical and mental healthcare
- make sure our recommendations to change the Mental Health Act are in the UK government's final report and reflect our engagement work with black and minority ethnic communities.

Giving people choice when they need somewhere to turn

Our clear information, supportive helplines and accessible online communities gave millions of people access to high quality mental health information. This helped empower people to navigate what can be a complex journey through mental health services.

Finding hope online

“The Mind website has actually saved my life,” says primary school teacher Becky Gore, 30, from Swansea.

Becky’s had a hard time with panic attacks and depression over the past 10 years.

“The first time I noticed something was wrong I was in my final year of university,” she says. “On a bus on my way into town, I started to feel shaky. I felt hot and everything in me wanted to get off the bus.”

Becky’s doctor said it was a panic attack – and they kept happening.

“I’d get them in everyday situations like walking around town. I discovered that when you’ve had a few panic attacks, you start to worry you’ll have more, so it becomes a vicious cycle.”

Our ‘life-saving’ website

Unable to sleep one night, Becky found our website. “I felt like I wasn’t alone,” she says.

“On a couple of occasions, I’ve been close to ending my life, and just reading a story online of somebody in a similar situation has given me a small glimmer of hope to keep going. To try again the next day. To choose hope. It’s also given me wise, clear information when I’ve wanted to make sense of my debilitating condition and advice on things that might help.”

We sent out
1.4 million
information
and advice
publications

“Just reading a story online of somebody in a similar situation has given me a small glimmer of hope”

Packed with expert information, advice and stories, our website is there for people looking for support. We want everyone to have high quality mental health information in a way that suits them. And to feel they can navigate the sometimes complex journey through mental health services and support.

Millions are benefiting from it. This year, our online health information was accessed 10 million times. To make sure we reach everyone who needs us, including those who don’t use the internet, we also sent out 1.4 million printed information and advice publications – 38% more than last year. We’re aiming for 65% more people to be accessing our content by 2021.

People with mental health problems play a big part in shaping our information. For example, we produced online information and a booklet on premenstrual dysphoric disorder (PMDD), a severe form of premenstrual syndrome, after callers to our helpline and our online community told us it would be useful. We recruited six people with experience of PMDD and worked with them to write the materials.

Information like this is helping more of us make informed decisions about our mental health. “Mind’s website and information has been a vital lifeline to me during my darkest moments,” says Becky.





Someone on the phone when times get tough

I'd like to thank the person I spoke to on the phone, for the help that was provided. You've put me on my first step to getting better

– Infoline caller

We know providing information alone isn't always enough. Sometimes people need to talk it through.

People who work on our three helplines answered almost 100,000 calls this year, providing reassurance and practical support. The Mind Infoline offers advice on anything mental health-related, while our Legal Line provides legal information, and our Blue Light line, which includes text and online chat support, is for emergency service staff, volunteers and their families.

Our three helplines answered almost **100,000** calls this year

Connecting with people who understand

I've been finding it really hard being diagnosed with borderline personality disorder. But because of all my Elefriends, I'm somehow managing to get through each day

– Elefriends member

Speaking to someone who's been through the same problems as you can be a huge help. Elefriends and Friends in Need are our supportive online communities where people can come to listen, share, be heard and be themselves. Elefriends now has more than 83,000 members – over a third more than last year – and Friends in Need has more than 53,000.

Our online support networks reached **136,000** members

Our Side by Side programme, supported by the Big Lottery Fund, has given us the evidence we need to make the case for face-to-face peer support. Between 2015 and 2017, the programme provided peer support to more than 20,000 people online and face-to-face. This year, its final evaluation report showed how beneficial peer support is, including how it improves wellbeing and gives people a sense of hope for the future.

Our goals for 2016-2021: Empowering choice

2016 ▶ 2021

Empowering choice 50% complete

25% next year

We are on track to exceed this goal

Next steps. To meet our strategic aims, we'll:

- launch at least 10 peer support hubs, providing face-to-face peer support to around 8,000 people
- invest in, and significantly expand, our information services to reach and support more people
- create information resources tailored to young people.

Helping people stay well

From emergency service workers to older people, our work helped people at risk of developing mental health problems to stay well.

Improving mental health at work

Emergency service workers are often first on the scene at traumatic events.

“Someone had taken their own life, and I had to tell his daughter. His daughter was a teenager like mine – and that was like telling my daughter her father was dead.”

This is just one of the distressing situations sergeant Brian Murphy, 54, has faced during his 23 years in the Dyfed–Powys police. “It wears you down,” he says. “You’ve got all these emotions running through your body.”

Mind Blue Light Champions

Brian’s far from alone. Members of the emergency services are more at risk of mental health problems than other people, but are less likely to seek support, according to our research. A huge 91% of police officers have experienced stress, low mood or poor mental health.

Our response is Mind Blue Light, a specialist programme to support the emergency services. This year it’s been there for more people than ever. We now have 2,309 Mind Blue Light Champions, like Brian – emergency services members who volunteer to support their colleagues, teach others about mental health, and challenge stigma.

We’ve trained over 7,500 managers across England and Wales to better support the mental health of people they work with – people doing some of the most difficult jobs in the country.

The programme received further funding in response to 2017’s tragic Grenfell Tower fire and terrorist incidents in Manchester and London. With this, we’ll reach even more people with information about trauma, and give more staff and volunteers the chance to have face-to-face support through local Minds.

“Mind Blue Light is vital,” says Brian. “It’s good to be able to open up to colleagues. What’s important for people to realise is that we’re more than just a uniform.

“We get training on identifying people who are in mental stress. What we’re not so good at is the training and support for ourselves. Mind Blue Light provides that.”



“It’s good to be able to open up to colleagues. What’s important for people to realise is that we’re more than just a uniform”

Making workplace wellbeing the norm

We want to support one million people to have better mental health at work by 2021. We’re already reaching nearly 600,000 people through workplace programmes and our Workplace Wellbeing Index is another key part of this.

Around 43,000 staff from 74 employers took part in the second year of the index, sharing their organisations’ approach to mental health. We analysed their answers, gave recommendations about areas to improve, and celebrated those doing well at the Index Awards. Employers are now using the survey findings to make life better at work for all their employees.

“We spend such a large proportion of time at work,” says Neil Longden from the Environment Agency, who won the 2017/18 line manager award. “It’s only right that we should create a positive environment for people to be their best.”

We’re influencing policy too. This year, Paul Farmer, our Chief Executive, co-led an independent government review into mental health in the workplace. *Thriving at Work* identified core standards for employers to support people with mental health problems. We are championing the standards through our work with employers and professional regulatory bodies.

We’re reaching nearly 600,000 people through workplace programmes

Helping people look after themselves

We want to help more people at risk of developing mental health problems to build their resilience. We made progress at both ends of the age scale this year.

Isolation, loneliness and poor mental health are part of too many older people's lives. Our My Generation pilot project aimed to help older people be more resilient and able to adapt to big changes in their lives.

Run by four local Minds in Wales, the pilot gave 350 over-50s the chance to take part in weekly sessions. They could try new activities – like yoga or gardening – and get advice on coping with things including stress and grief. Four out of five participants said the project improved their wellbeing. In 2018, we're running My Generation in 10 more local Minds in Wales.

Four out of five participants said My Generation improved their wellbeing



Putting mental health on the school agenda

This year, we also began planning how we can better support children and young people to improve their mental health. We know that three in every class of 30 pupils in the UK have a diagnosable mental health problem. Yet as few as 4% approach their GP for support.

Almost 60 local Minds already deliver services to children and young people. Some of these are in schools. We want to increase this type of support so everyone involved in school life can look after themselves and reach out to others.

To achieve this, with support from WHSmith and The BRIT Awards, we're developing our 'whole school approach' to mental health. It's informed by in-depth conversations with 130 children, 140 school staff and our expert local Minds.



Our goals for 2016-2021: Staying well



We are on track to meet this goal

Next steps. To meet our strategic aims, we'll:

- lead Heads Together's workplace programmes and reach more people in small- and medium-sized businesses
- reach over 90,000 people in schools across England and Wales
- continue to monitor local authority spending on mental health promotion and prevention work locally.

Having a group just for people with mental health problems is really important. I had low confidence, but knowing everyone's in the same boat made me give it a go



Supporting people to take part in society equally

This year we were involved in game-changing campaigns, like Time to Change and Heads Together, that are transforming attitudes. This work helped people with mental health problems to feel more comfortable taking part in society – and making the most of opportunities our projects provide.

Improving mental health through exercise

Being active has huge benefits for mental health. But having the confidence to get started isn't always easy.

Our Mind Get Set to Go programme gives people the chance to exercise in supportive groups, meet new people, take part in their communities – and improve their mental health. The programme, funded by Sport England and the National Lottery, is having a huge impact on people's lives.

"When I finish a run in my Get Set to Go group, I feel brilliant," says Sujan Sharma, 44, from Wolverhampton. "I sleep better, my anxiety is better, my concentration is better. I can breathe."

Since 2015, Get Set to Go has reached out to over 19 million people through information about the benefits of exercise and 3,585 people have taken part in regular exercise groups. Activities have

included everything from boxing to badminton and are organised by local Minds. They are designed and led by people with experience of mental health problems.

Our evaluation showed people who took part, like Sujan, exercised significantly more each week, felt they had more support and were more able to cope.

"Without running, and Mind, I probably would have had a nervous breakdown," says Sujan. "Having a group just for people with mental health problems is really important. I had low confidence, but knowing everyone's in the same boat made me give it a go."

Now, we're launching phase two of Get Set to Go so we can support even more people through physical activity. We're also launching an exciting partnership with the English Football League to change attitudes towards mental health in sport.

Bringing people together to change perceptions

Our work changing public attitudes is helping more people with mental health problems to use and grow their talents and experiences in their own community.

Our eight Time to Change hubs have worked with people to challenge mental health stigma locally. They're local versions of Time to Change, the anti-stigma and discrimination campaign we run with Rethink Mental Illness in England and Gofal and Hafal in Wales.

We're supporting people who run the campaigns to share their stories in schools and workplaces to help end negative attitudes and behaviours towards mental health.

The work is part of our broader strategy to embed and sustain Time to Change as a social movement in local communities.

Raising awareness of mental health

Talking about mental health in the media and online has the power to change the perceptions of millions. This year, Time to Talk Day, run by Time to Change, was UK-wide and reached 17 million people on social media. For some people, it was the first time they've ever talked about their mental health.

Our Mind Media Awards, sponsored by Virgin Money Giving, also put the spotlight on the need to raise awareness. It celebrated positive portrayals of mental health in 14 categories, from TV soaps to current affairs. The media has helped to break down stigma and create a fairer and more understanding world for people with mental health problems.

Getting Heads Together

Prince Harry had a key role at the event, and presented one of the awards. After launching Heads Together, with the Duke and Duchess of Cambridge, he talked more about his own mental health this year – building on a national debate about stigma.



"I know there's huge merit in talking about your issues and the only thing about keeping it quiet is that it's only ever going to make it worse," said Prince Harry.

Heads Together is a partnership of eight charities that includes Mind. It has generated an enormous amount of media coverage and has grown and grown since it launched in 2016. The campaign aims to give people the confidence to speak about their problems and seek help, and end stigma.

It's working. Each time someone in the spotlight speaks out, thousands more people come to Mind for support. Calls to the Mind Infoline increased by 38% the day after Prince Harry discussed how his mother's death affected his mental health.

Heads Together was also the 2017 Virgin Money London Marathon's charity of the year. As well as raising millions for Heads Together charities, the marathon put the spotlight on mental health, changed attitudes, and inspired people to seek help.

Our goals for 2016-2021: Social participation

2016 → 2021

Social participation 40% complete

20% next year

We are on track to meet this goal

Next steps. To meet our strategic aims, we'll:

- continue to tackle stigma locally and nationally through eight new local Time to Change hubs and national campaigns
- work with the English Football League, football clubs and supporters to tackle stigma across England and Wales
- continue to change the way mental health is portrayed in the media.

Fighting against inequality

Trouble accessing benefits and services, discrimination based on race, religion or sexuality, homelessness and substance misuse are just some of the issues people can face on top of mental health problems. This year we tackled the stigma and discrimination that make it more challenging for people who experience mental health problems to get the support they need.

Battling injustice in the benefits system – and winning

“Before, even if I was having a bad day, I could get out, go to the library and use the computer, and feel a bit better,” says Denise Martin, 50, from Bristol, who has bipolar disorder. “The cuts left me isolated, and that’s never good for my mental health.”

People with mental health problems should always have been able to apply for up to £59 a week through the ‘mobility element’ of Personal Independence Payment (PIP). In December 2016, the courts ruled that the UK government had been wrongly denying that support to many people with mental health problems. The money is intended to pay for support and transport to get to work and appointments, and see friends and family. It’s there to help disabled people to stay independent.

Just three months later, the government went round the courts by creating a new law which would limit the amount of support that people who struggle to make journeys because of their mental health could get through PIP.

Unsurprisingly, the move outraged many, including Denise who had previously managed to get support for her mobility needs. “The mobility element was a lifeline to me,” she says.

Provoking a policy U-turn

We joined the fight against this injustice – particularly in light of previous UK government commitments to put mental health on an equal footing with physical health. When a person known as ‘RF’ brought a case to the High Court challenging the government’s decision to make changes to the benefits system, our legal team provided expert evidence to support her. Working together with organisations like the Public Law Project, and the Equality and Human Rights Commission, we made arguments about the dire impact these changes would have on people’s lives.

Together, we won. Now, the government is reversing its discriminatory policies so 160,000 people, like Denise, can get the help they need through PIP. It’s a great win – but the benefits system is still very difficult to navigate for people with mental health problems, and we’ll continue to tackle this next year and beyond.

“It was a great victory for all of us, and I’m having my benefits re-assessed at the moment,” says Denise. She’s one of over 70,000 Mind campaigners, many of whom fight for changes to the whole benefits system by speaking to parliament and the media.

“Mind do so much for so many people,” she says. “They’re a lifeline. I’ve got a very small support network. I’ve reached out to Mind and the work I do campaigning is a really positive influence on my life.

“Through Mind’s campaigning work, real change happens for people who aren’t as vocal and aren’t as able. I’m really up for a fight because I think it’s so difficult for people, and discrimination just continues.”



Fighting inequality

Lack of fairness doesn't just exist within the benefits system. Inequality is everywhere.

We're fighting it on multiple fronts so that people with mental health problems can better access appropriate services and support.

When someone has experience of mental health problems, as well as homelessness, substance abuse or in the criminal justice system, they need specialist, co-ordinated services. But this isn't happening.

This year, as one of the charities that make up the Making Every Adult Matter coalition, supported by the Big Lottery Fund, we continued to help make services more co-ordinated in 35 areas of England and Wales. This means they can quickly and effectively respond to people with multiple complex needs.



We continued to help make services more co-ordinated in 35 areas of England and Wales

All too often discrimination, cultural barriers and stigma stop young black men getting mental health support at an early stage. In fact, people from black African and Caribbean communities are more than four times more likely to be detained under the Mental Health Act when their mental health reaches crisis point, than their white peers.

This year, we evaluated the work we've done with this group and planned a programme to help them get the support they need earlier. It launches in 2018. To make sure we're responding to need, we'll work with young black men, through focus groups and interviews, to guide this work.

Trans people also face a lack of consistent support and nearly 90% in the UK have experienced depression or anxiety. Somerset and Taunton Mind ran MindLine Trans+ two nights a week in 2017/18. They worked with our national Mind Infoline to share learning and improve how we support trans people across England and Wales.

We'll continue to fight inequality, making it impossible to ignore people's needs so everyone gets support and respect.

People from black ethnic groups are more likely to be detained under the Mental Health Act at a time of crisis

Our goals for 2016-2021: Removing inequality

2016 → 2021

Removing inequality 25% complete

25% next year

We are on track to meet this goal

Next steps. To meet our strategic aims, we'll:

- launch a new programme with, and for, young black men
- make sure that at least a quarter of 'top-tier' local authorities have mental health support specifically for people with multiple complex needs
- continue to make sure our work – whether with employers, local communities or government – is contributing to the fight against inequality.



Thank you to everyone who makes our work happen

Thanks to your support, we're growing at a time where mental health awareness is increasing and more people are seeking help. To be there for everyone who needs us, we made sure we were as efficient and focused as possible.

Improving how we work to make more impact

We've had an amazing year, reaching more people than we ever have before. We're so grateful to every single person who has given anything they can spare to make this happen. To everyone who has donated, fundraised or supported us – thank you. You're helping make sure no one has to face a mental health problem alone.

Because we don't want to waste a penny of your money, this year we invested in our internal systems to make sure we can continue to reach and support as many people as possible.

The spotlight has been on transparency and accountability in the charity sector. To make sure we're doing things in the right way for people with mental health problems, we've continued to improve systems to make sure we're as robust as possible. For example, we've introduced a more efficient and tailored way to manage our relationships with people we work with, such as campaigners, volunteers and

supporters. And we've appointed someone to provide advice, support and guidance around safeguarding so we can even better protect the people we support.

Being more efficient

Wherever possible, we seek pro bono support so even more of the money we raise is spent on supporting people with mental health problems. Pro bono support also allows us to do things we couldn't do otherwise.

This year, management consultants Oliver Wyman offered their support free of charge.

"We ran workshops and looked at Mind's processes, covering everything from putting in fundraising bids and delivering programmes, to managing payroll," says James Koh, one of four Oliver Wyman consultants who worked with us.

"The aim was to help Mind have the biggest impact they can by being more targeted and focused in the work they do."

Valuing volunteering and corporate partnerships

Volunteering and pro bono support from companies like Oliver Wyman help us to do more for people with mental health problems. At every level, from our trustees to media volunteers, and our chair to our campaigners, we're led and supported by volunteers and our members.

"Wellbeing in the workplace is a hugely important topic for every company"

Pro bono partnerships also offer huge benefits to companies we work with.

Will Brangwin, another of the Oliver Wyman consultants who helped us, says that

offering employees the chance to work with charities like Mind is part of being a good company.

"Corporates are part of society and can't just stick their heads in the sand and hope that issues, like mental health, are handled by someone else," he says. "Wellbeing in the workplace is a hugely important topic for every company, no matter how big or small the employee count.

"It was a real pleasure and good fun to work with Mind. We were so impressed with their passion and drive to make things better for people with mental health problems."

Being a champion for mental health and diversity

Over half our staff and trustees have their own personal experience of mental health problems. We are committed to making Mind a supportive place to work for all our employees and volunteers.

It's why, this year, we repeated our Mind People Survey to assess how supported our staff and volunteers across England and Wales feel at work. Nearly 725 people responded and 94% told us they were proud to say they worked at Mind.

"I appreciate how Mind supports colleagues and champions workplace wellbeing," said one Mind employee. "It's a brilliant place to work."

But we aren't complacent. We've listened to feedback and made a new organisational development plan for next year to build on

successes and listen to what staff told us. This includes more online and face-to-face training for our staff and managers, embedding our new workplace values and improving workplace wellbeing as we continue to grow.

94%
told us they were proud to say they worked at Mind

We are also a Stonewall Diversity Champion, and took part in the organisation's Workplace Equality Index for the first time this year. It measures progress on how lesbian, gay, bisexual and trans people feel in British workplaces. We're putting an action plan in place to do even better in this area of diversity next year.

Investing in staff and volunteers from all backgrounds will help achieve our ambitions to be there for everyone who needs us.

Our goals for 2016-2021: Being an excellent organisation

2016 → 2021



We are on track to meet this goal

Next steps. To meet our strategic aims, we'll:

- grow our income to £50 million so we can support even more people with mental health problems
- continue to put our new Customer Relationship Management system in place so we can provide tailored support
- launch a leadership development programme to make sure Mind and local Mind staff have the skills they need to best support people with mental health problems.

How we raise our money

Thanks to our amazing supporters, this year we raised £48.1* million to fund the work you've read about in this annual review. Here's a snapshot of how we did it.



Local fundraising for local services

Successful partnerships like this between local Minds and our shops have helped turn over £15.9 million this year. We used £12.8 million to cover the cost of running our network of 156 shops, including paying for rent, bills and salaries. Profit from shop sales (£3.1 million) and other retail income (£221,000) came to £3.3 million, money we can use to fund any aspect of our work.

As well as raising money, many of our shops provide vital volunteering opportunities like Danika's (see page 6) and information resources, signposting and space for services run by local Minds. By 2021, we'll have around 200 shops in England and Wales.

In Harrow, the local Mind shares a third of shop profits. It means money people spend in the shop pays for local services. They include everything from a support group to help Afghan women recover from trauma, to projects that get people back into work.

"The partnership offers mutual benefits," says Mark from Mind in Harrow. "For example, it's a great retail volunteering opportunity that we can offer to the people with mental health problems we support.

Profit from shop sales and other retail income came to **£3.3m**, money we can use to fund any aspect of our work

"It also gives Mind a visible presence on the high street and, because it's run so well, it provides a really good impression of us in the local community. So it's a great way to promote our services. People might be more inclined to go into our shop to see what we're about and then access our services."

Power in unity

Next year, the plan is to get donation stations in local libraries and to re-run a sari collection for the Hindu Diwali festival. And Mark is looking for a new location for another shop.

"We knew it was a risk to start the profit share agreement and open up the shop," says Mark. "But it's working really well and the shop is a really important part of our future planning."

"There is a power in unity," adds Jo. "There may be different parts of Mind, but, by working as one, we can do so much more to support people with mental health problems."

Working as one Mind

Joanna Boguszevska, the manager of our high street shop in Harrow, London, is standing in an empty stock donation station, arms raised, calling for stock. It's a photo that she saw again and again in April 2017, as people came into her shop answering her plea.

"It was a quirky, funny photo that Mind in Harrow helped get published in the local press and which became our most successful push for stock this year," says Jo.

"People came into the shop with a cut out of the article and photo. Donations increased 100% that week. Mind in Harrow has lots of press contacts and getting that coverage through them made a massive difference as we always need stock to raise money for Mind's work."

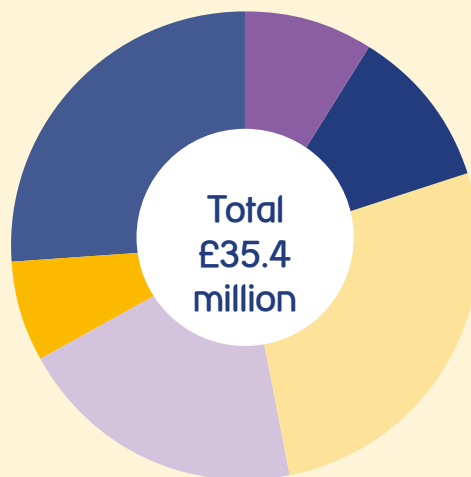
The shop that Jo runs is round the corner from Mind in Harrow. Jo and Mind in Harrow Chief Executive Mark Gillham, and their staff, work together to help the shop raise as much money as possible for people with mental health problems.

*£48.1 million is our total income, including £15.9 million income from our shops. If we consider just the net profit of £3.3 million from our shop sales and other retail income, together with income for Mind, we raised £35.4 million.



Where our money comes from

We've had a fantastic year, raising more money than expected. Thanks to the generosity of the public, companies and trusts, we raised £35.4 million, £6.8 million more than last year – an increase of 16.5%. It means we can do even more to support people with mental health problems, at a time when demand for our services is increasing. The pie chart opposite shows our income, including net profit from shops.



Income, including net profit from retail

- Profit from shop sales and other income.....£3.3m/9%
- Legacies £3.9m/11%
- Challenge events £9.7m/27%
- Donations £7.1m/20%
- Fees and other income £2.3m/7%
- Grants from government, trusts, foundations and other bodies £9.1m/26%

£35.4m

Compared to similar-sized charities, our shops rank number one on profit per shop

How we spend our money

This year, we spent £30.3 million on our work supporting people with mental health problems. Being clear and transparent about where our supporters' money goes is important to us. Here's a breakdown of what we spent and why.

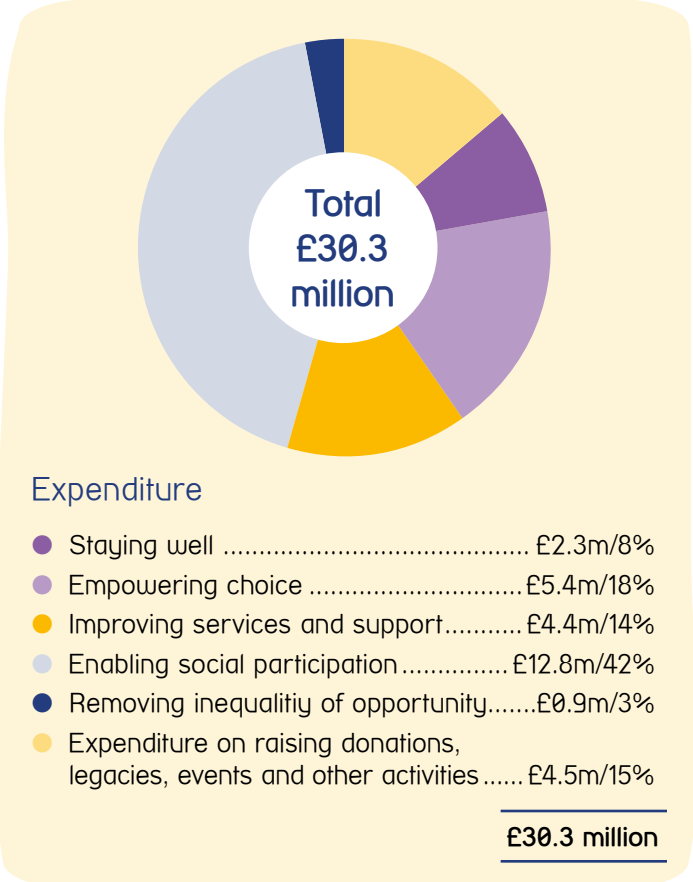
Overall, we spent £30.3 million in 2017/18, excluding £12.8 million on running our 156 shops.

Of this, £25.8 million was used to directly support people with mental health problems, which you can read more about throughout this report.

This is £3.8 million more than last year. That's hundreds of thousands more people who now have support. Some of our work, like our workplace wellbeing consultancy, generates income. Income from charitable activities increased by £1.6 million to £11.3 million, giving us more funds to support people next year.

For every £1 we received, we spent 73p on our charitable work

For every £1 we received, including profits from our shops, we spent 73p on our work supporting people with mental health problems. The rest goes towards running the organisation, including generating funds and planning for the future.





RED January: a runaway fundraising success

Just two years after 33-year-old Hannah Beecham started a fundraising event for Mind, it has become a health and fitness movement that's raised over £750,000.

That makes Run Every Day (RED) January our second highest fundraising event ever, after the London Marathon.

Hannah was inspired to launch an event that promotes wellbeing through exercise after witnessing the "life-changing" effect a physical challenge had on her mum's mental health.

"I'm very proud of the RED community's incredible fitness and fundraising efforts," says Hannah. "I've loved watching everyone's RED journeys. From preparing for their first Parkrun to the incredible support everyone has shown each other, REDers have not only helped make a difference to their lives, but thousands of others too."

RED January has grown from 1,000 participants raising £35,000 through sponsorship in 2016, to 22,930 REDers taking part in 2018. Many of those who took part reported that it boosted their mental and physical health.

"Due to this year's incredible growth, we're already working on ways to make sure RED January 2019 provides even more of a nourishing experience than the last," says Hannah.

We directly contributed
£1.9 million
to local Minds

22,930
people took part
in RED January
in 2018

Supporting local Minds

Relevant and accessible peer support services for transgender people at Leeds Mind.

Outdoor therapy at South Lakeland Mind.

A project for young people at Carlisle Eden Mind.

These are just three of the new and innovative services we helped local Minds develop through our Local Mind Grants Fund. It distributed over £450,000 to projects run by local Minds this year.

Every year, we aim to increase the amount of money we directly give to local Minds to help them meet what people with mental health problems need locally. In 2017/18, we directly contributed £1.9 million to the network.

The number of local Minds has reduced through mergers and a small number of closures. But more people are being supported than at any other time, with over 425,000 people using local Mind services last year.

We also provide indirect support to local Minds, for example with communications, local campaigning, media, governance, financial planning and fundraising. This year, this kind of support equated to around £3.7 million, an increase of £0.6 million since we launched our new plan to work more closely with local Minds to better support people with mental health problems.

In 2018/19, our trustees will finalise plans to develop and invest even more in our local Mind network so we can reach a greater number of people.

Indirect support to local Minds came to
£3.7 million

Thanks so much to everyone who has donated to Mind. You have helped us reach more people than ever.

Our people

Here are some of our behind-the-scenes and in-the-limelight team who help us respond to people with mental health problems and create as much impact as possible.

Patron

HRH Princess Alexandra,
The Hon. Lady Ogilvy KG GCVO

President

Stephen Fry

Trustees

(Please see the key showing which committee each trustee contributes to as at 31 March 2018)

Ryan Campbell CBE:
Chair and elected trustee ❖ ● ✕ ✱ ■ ❖

John Binns MBE:
Vice Chair – Strategic delivery and co-opted trustee ❖ ❖

Valerie Harrison:
Vice Chair – Network and co-opted trustee ● ❖

Ian Ruddock:
Vice Chair and Treasurer – Business management and co-opted trustee ✕ ■ ❖

Emrys Elias:
Vice Chair – Pwyllgor Cymru and co-opted trustee ● ✱ ❖

Trustees co-opted by Council

Richard Addy ●
Victoria Hall ✕ ✱ ■
Anna Hughes ❖
Alyson Scott ❖

Trustees elected by Mind's membership

Sarah Rae ❖
Alex Jensen ✕
Christer Stoyell ✕
Joanne Theodoulou ●
Peter Rodgers ❖
Steve Gilbert ❖
Nick Stafford ●

Key to trustee sub-committee membership

- ❖ Strategic delivery
- Network
- ✕ Business management
- ✱ Pwyllgor Cymru
- Audit
- ❖ Remuneration

Independent members

Graham Clarke,
Chair – Audit committee ■ ❖

Chief Executive and Company Secretary

Paul Farmer CBE

Other trustees who served during the year to 31 March 2018

Lesley Dixon (until December 2017)
Amit Bhagwat (until December 2017)
Robert Westhead (until December 2017)
Ann Lloyd (until November 2017)



Celebrity ambassadors

By speaking out about mental health and encouraging more people to support Mind, our celebrity ambassadors raise awareness of mental health problems.

Frankie Bridge
Beverley Callard
Alastair Campbell
Clarke Carlisle
Fearne Cotton
Matt Johnson
Nicholas Pinnock
Duke McKenzie MBE
Stuart Semple
Ruby Wax OBE
Denise Welch
Anna Williamson
Zoella (Zoe Sugg)



Thank you

To everyone who has supported our work, every person, community, company and organisation – thank you. We could not help people with mental health problems get the support they need, without you. You are making sure nobody has to face a mental health problem alone.

Companies

Thanks to every one of our 2017/18 corporate supporters, including:

Arcadis
Addleshaw Goddard
BSS Industrial
DLA Piper
Driver and Vehicle Licensing Agency
ENGIE
Flight Centre Travel Group
Grant Thornton UK LLP
Harvey Nichols
HSBC UK
Incisive Media
Invesco
Laing O'Rourke
Lloyds Banking Group
Mace Foundation
Marshalls plc
ODEON Cinemas
Oliver Wyman
Royal Mail
Societe Generale
UNISON
WHSmith PLC

Trusts, foundations and special individual supporters

We could not fund our work without the organisations and people below:

Anna Sargent Family Trust
City Bridge Trust
Comic Relief
Gordon Moore
Ian and Sharon Matthews
John Swire 1989 Charitable Trust
Memory Space of Philippa Kirkwood
Miss E A Pemberton-Barnes Will Trust
Moondance Foundation
Newman's Own Foundation
QBE Foundation

Simon Pearson
The A H and B C Whiteley Charity
The Alan Landesberg Charitable Trust
The Allen and Overy Foundation
The Chillag Family Charitable Trust
The Christina Goodall Charitable Trust
The Conway Charitable Foundation
The Ellerdale Trust
The Goldcrest Charitable Trust
The Good Things Foundation
The Hutton Collins Foundation
The Light Fund
The Northwick Trust
The Pixel Fund
The Rothschild Foundation
The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex
The Souter Charitable Trust
The Stone Family Foundation
The Zochonis Charitable Trust
The 29th May 1961 Charitable Trust
Verity Soper-Jourdain and François Jourdain

Statutory bodies

These bodies provide us with grants to make sure anyone with a mental health problem has somewhere to turn for advice and support:

Big Lottery Fund
Care Quality Commission (CQC)
Department for Digital, Culture, Media and Sport
Department of Health
European Social Fund and Big Lottery Fund Building
Better Opportunities
Ministry of Defence Covenant Fund
Sport England
Welsh Government

And thanks to all those who wish to remain anonymous.



Thank you to
everyone who
supported us
in 2017/18.



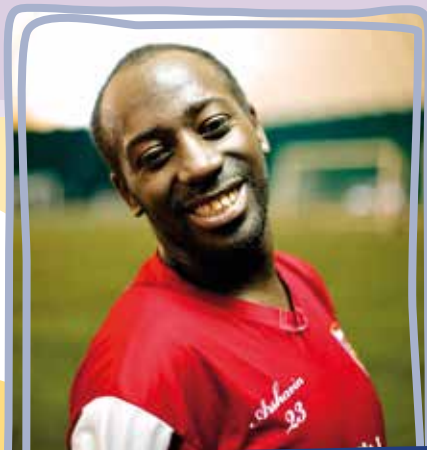
"Thanks so much to everyone who has supported Mind in the last year.

We appreciate everything you do and couldn't listen and respond to people with mental health problems without you.

It's my last year as chair of trustees and I feel so proud of this annual review, and the stories in it of people you help support.

That includes Danika, who introduced this annual review, as well as Jan, Becky, Brian, Sujan and Denise, whose stories feature in it. Thank you all."

Ryan Campbell CBE
Mind Chair





We're Mind, the mental health charity.
We're here to make sure anyone with a
mental health problem has somewhere
to turn for advice and support.
This annual review shows how we
listen to people with mental health
problems and what happened when we
acted on what we heard in 2017/18.
Please support us to help make
sure we can keep responding
to everyone who needs us.

Visit: **[Mind.org.uk/donate](https://www.mind.org.uk/donate)**

Mind
15 – 19 Broadway
Stratford
London
E15 4BQ

020 8519 2122
contact@mind.org.uk

[mind.org.uk](https://www.mind.org.uk)
t [@MindCharity](https://www.instagram.com/MindCharity)
f [Facebook.com/mindforbettermentalhealth](https://www.facebook.com/mindforbettermentalhealth)

Mind Infoline: 0300 123 3393

Mind's registered charity number: 219830
Registered company number: 424348 in England and Wales