



Fighting for mental health in an emergency

Our annual review for 2020/21



“I know that the closure of Mind’s shops due to the pandemic made it really hard for the charity to raise the money needed to provide information and services to millions of people, and at a time when more of us struggled with our mental health. That’s why I was really keen to help raise funds and awareness of Mind’s online shop, and also to encourage everyone to visit a Mind shop when they reopened to donate, shop or volunteer.”

In December 2020, Mind Ambassador Fearne Cotton donated a selection of designer dresses to our first ever online Christmas auction. With our shops shut for months on end, we had to find new ways to raise funds and support more people as the pressures on mental health skyrocketed. This review tells the story of a year when the inventiveness and determination of the Mind community knew no limits.

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Cover photo: During 2020, over 10,000 students joined the fight for mental health by taking on our 27 27 running challenge. Unstoppable student volunteers like these cheered them on every step of the way.

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Fighting for mental health in an emergency

The coronavirus pandemic left a deep scar on the mental health of millions of people across England and Wales. The terrible loss of life, impact of lockdown and unprecedented isolation left so many of us struggling to cope.

Devastating racial inequities were exposed, and many people who were already most likely to experience mental health problems – including young people, people from racialised communities and people living in poverty – struggled more than ever.

But as the world around us became unrecognisable, the Mind community fought for mental health like never before. As this review shows, we made sure the impact on mental health could not be ignored – and did everything in our power to help people cope.

Why it's time for emergency action

- Two thirds of adults and more than two thirds of young people say their mental health has got worse since the first coronavirus lockdown.
- One in four adults will experience a mental health problem each year.
- In 2017, one in ten young people had a mental health problem. By 2020, it was one in six.
- Black people are four times more likely to be detained under the Mental Health Act than White people.
- Children and adults in Britain's lowest income families are between two and three times more likely to experience mental health problems than those in the highest income families.



We are Mind. We make change happen.

69,850
campaigners

3,430
Mind members

20
local Minds in Wales

95
local Minds in England

303
paid staff in shops

469
full time equivalent
Mind staff

2,670
shop volunteers

Welcome from Paul Farmer

It has been an extraordinary year, in every sense of the word. At the start of this review period, we found ourselves in a deeply uncertain position. The pandemic had closed our shops and put a stop to many of the major fundraising events we usually rely on to fund our work. The potential consequences for our services were grave. And the scale of the related mental health emergency was becoming clearer by the day.

Yet while this has certainly been the most demanding year I have experienced in my 15 years as CEO, there is also no doubt that we have emerged stronger and more ready to tackle the increasingly severe mental health challenges so many people are now facing. That is a truly extraordinary thing to be able to say. It is a testament to every person connected to Mind.

As you can read throughout this review, we continued to work towards our original targets in 2020/21 – the final year of our previous five-year strategy period – but refocused in response to the pandemic. The efforts of the preceding years had given us a strong foundation to build on, and we moved fast to take effective emergency action – from launching a pioneering online coronavirus information hub to distributing additional funding to local Minds and grassroots

organisations. Throughout this crisis, the whole Mind community has worked with greater focus and determination than ever.

Another critical part of our work last year was identifying the biggest mental health challenges that we now must respond to. The pressure on mental health is so great that deferring our strategic planning was never an option.

So on page 30 we introduce our new strategy and the priority development areas that will drive our future work. Working with partners and funders who can help us achieve even more, we must increase our support for young people, people from racialised communities and people living in poverty – who were all suffering disproportionately before the pandemic and are now in an even more perilous position.

This is the time for Mind to be bolder than ever, as we fight to ensure more people get support and respect. I'd like to thank you enormously for being with us.



Paul Farmer, CEO

Welcome from Stevie Spring

As Chairman, I wanted to add one extremely important point to Paul's foreword, and that is to recognise the astonishing dedication and determination of Paul and the whole Mind community throughout this review period. In this unprecedented year, Mind has supported more people than ever.

That doesn't just happen. In fact, it's incredible that it has happened. But it has – and it's down to people's willingness to do everything in their power to respond to an ever-changing situation. Again and again this year, I've seen how much Mind's mission means to people – and what lengths people will go to to help Mind achieve it.

It's been an absolute privilege to be Chairman

throughout this year, and I want to use this opportunity to say thank you. Mind has been a source of huge comfort, information and support for millions of people – because everyone connected to the organisation goes the extra mile and then just keeps going.



Stevie Spring, Chairman

Following page: Paul Farmer and Stevie Spring support the Co-op 'Million Pound Mile' fundraising event. Our Co-op partnership is raising £8m, helping fund local Mind services to improve resilience and mental wellbeing.



Welcome from Sophie, dedicated Mind supporter

In 2020/21, we launched our Youth Voice Network so young people could play a bigger part than ever in planning our future (see page 20 for more on that). Sophie was one of 2,500 young people who got involved.

In those first months of lockdown there was just a massive amount of uncertainty. Everything was overwhelming because there was so much going on and it was nothing you could prepare for. I started to feel really empty and trapped in myself, and I think that was when I realised I needed to get involved in something, though I didn't know what that was.

I was on Mind's website and I read about the Youth Voice Network. I didn't honestly know what opportunities would be involved, but within a month I got involved in an advisory panel of young people and was inputting into what Mind should prioritise in its new strategy. Everyone agreed that early intervention needed to be more of a priority, and we also wanted to see more open discussion of mental health in schools.

Being involved in things like that has given me a sense of purpose. I was at home, taking part remotely, but actually I was making decisions and involved in a group that can have such a big impact.

Young people can often be dismissed, but our voices were being heard on a national level and identifying what needs to change.

Since then I've co-facilitated a focus group for people who have accessed peer support and I was asked to review the questions in a survey for young people. I'm blind and think the relationship between mental health and disability is an area that is massively misunderstood and not considered enough, and I was able to talk about ways the survey could be improved to make it more accessible. I was really listened to and the survey was changed as a result.

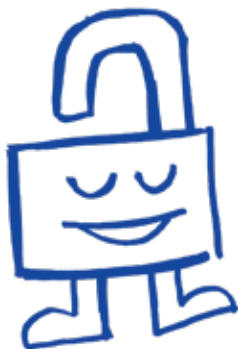
The fact I have been so involved shows how committed Mind is to really working with young people.

I didn't expect to have this level of input, and it's been a powerful thing for me. To be able to see the impact you're having and to feel listened to is a big thing. I hope you enjoy reading the review and seeing just how much of an impact every Mind supporter has had in this unprecedented year.

Sophie



How your support inspired emergency action 2020/21 in numbers



Our online coronavirus
information was accessed
1.9 million
times, and our mental
health information was
accessed
20.7 million
times.



1,040 Time to
Change* Champions
tackled mental health
stigma in their
communities, and around
2.15 million more
people had a conversation
about mental health as a
result of Time to Talk Day.

*Our Time to Change campaign was run in
partnership with Rethink Mental Illness.



We responded
to over
118,000
queries to our
support and
information
helplines.



Our work was
mentioned in almost
17,000 media articles.

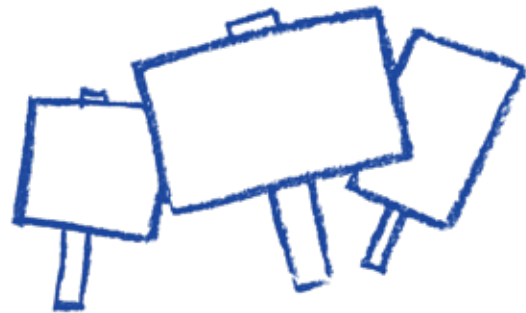
We reached over
1.57m
employees
through Mind's
workplace
wellbeing
programmes.



Nearly **33,000**
people with mental
health problems worked
with us to make sure
our services met the
needs of the people
who used them.



Over **20,000**
people used our online
peer support
communities to share, be
heard and get support.



69,850 people
campaigned with Mind
to improve services and
push for justice.

Our local Minds
supported
406,000
people.



We sold
1,600,000
items in our shops
(even though our
shops were shut for
most of the year!)

Goal A: Helping people to stay well

How we broke through fear and confusion

We were already facing a mental health emergency before the coronavirus struck. Then rates of depression doubled during lockdown and the pandemic created a whole new level of anxiety, isolation and grief. From the very beginning – thanks to the incredible generosity of our supporters – we helped millions of people make sense of what was happening and find ways to cope.

Even before the first national lockdown was announced for England and Wales, we began producing a new coronavirus information hub online. Our objective? Provide reassurance as the pandemic took hold, summarise what people might be experiencing and offer practical, achievable steps people could take to look after their wellbeing.

The hub's impact was immediate. Just over a month into the first lockdown, our coronavirus guidance had been viewed nearly two million times. As the year went on, we continued to identify the biggest challenges people were facing – from mask anxiety to concerns about lockdown easing – and created new resources in response. And we also created an online coronavirus hub for children and young people, with resources that were viewed 60,000 times. In our 2021 research, over two thirds of young people said their mental health had got worse during lockdown.

In the media, our coronavirus work reached over 56 million people in 2020/21.

Our rapid response was recognised in a poll by researchers NfpSynergy, which found Mind was seen as one of the top charities working to support people at the early stage of the pandemic. Public Health England also used our resources in its own guidance, and the Welsh government referenced the resources too.



The need to respond to the pandemic led us to launch our first ever Emergency Appeal and reach out to companies, trusts and individual supporters – new and old – to come together to fund our work. Our President, Stephen Fry, fronted our first TV campaign, and the response to the appeal was so generous that we were able to cope with the rise in demand for our support and to offer support in more ways.

At a time of massive economic uncertainty, donations from individual supporters, businesses, charitable trusts, foundations and statutory funders totalled more than £23 million. This included £10 million we were able to distribute in grants to local Minds and other mental health organisations (see page 18 for more on that). To everyone who gave to the appeal, you were the reason we could keep fighting so powerfully for mental health last year.

The power of our information



This is a sense of what our online information meant to people seeking answers and comfort last year.

“Mental illness cannot be seen and it’s so easy for people to judge and criticise. This information has given me the courage to say I am exempt from wearing a face covering and not to feel inadequate or selfish in saying so. I feel I have someone fighting in my corner.”

“Every point I read was like you were looking straight at me.”

“I have seen a lot of advice for mental health in this situation but by far this is head and shoulders above the rest. Really comprehensive guide and hugely reassuring.”

“You are fantastic – such a huge support to us NHS mental health staff.”

“It really helped me understand what I’m going

through. I didn’t even know what I was going through and thought it was just me and it now makes me feel a lot better knowing I’m not the only one.”



A huge thank you to everyone who gave to our coronavirus Emergency Appeal. Your donations – an incredible £23 million – helped many thousands of people get support and respect in this unprecedented year.

We would like to thank all funders to our Emergency Appeal for their generous support, including BP, The Captain Tom Foundation, Masonic Charitable Foundation and The Wolfson Foundation.

Goal A: Helping people to stay well

2016

2021

100% complete

We are pleased to have met all of the individual targets we set ourselves in this review period. In our new strategic period, we will continue to work with employers and schools to create thriving places to work and learn for all –

especially those with mental health problems. We will also continue to build on our work with the Co-op to support community resilience, focusing on deprived communities and young people.

Goal B: Giving people choice

How we guided people towards support

With thousands of people unable to access mental health services or uncertain about seeking help, last year many looked to Mind instead. Calls to our helplines became longer and more complex, and we helped form Our Frontline so key workers could manage the huge pressures they suddenly faced.

The initial spread of coronavirus led to a 30% drop in the use of mental health services. In that early, chaotic period, many people were unable to access support while others chose to stay away from GP surgeries and hospitals. Our own research also found that lots of people felt their mental health problems were not important enough to deserve help. And the situation was shocking even before the pandemic: only 39% of people who experienced a mental health problem then were receiving support.

In this context, the calls to our Infoline and Legal Line became longer and more complex last year. People turned to Mind for help they would previously have sought elsewhere – often in huge numbers. In October, with fears of a second wave growing, we received up to 500 helpline calls a day – double the usual number. Call numbers also increased after major government announcements left people feeling anxious. We responded to over 118,000 queries last year – and gave our Infoline advisors additional training so they could give the best support to people who were highly distressed.

Together with Samaritans, Shout, Hospice UK and The Royal Foundation, in April we also launched Our Frontline – a combination of one-to-one support and online mental health resources for key workers. Our focus was on creating online resources, which were targeted at teachers, health workers, emergency services staff and social care workers. Between April 2020 and March 2021, the Our Frontline webpages were viewed more than 220,000 times.



“Our Frontline is brilliant. It’s really important because it provides a bespoke service and says it’s fine to ask for help.”

Dr Alex George, A&E doctor and UK Youth Mental Health Ambassador

We also launched Side by Side last year, our new online community. It’s a place to listen, share and be heard, and replaces our old community, Elefriends. The new site includes extra features requested by the Elefriends community, so it’s now easier for people to share private messages and control what they see and who they interact with. The site is also ready to cope with more demand than ever – as we keep working to give people choice about the way they seek mental health support.

Sharon's story



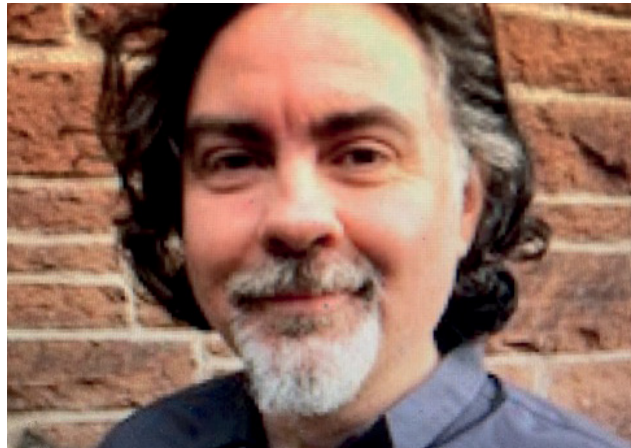
As an advisor on our Infoline, Sharon saw the calls we received begin to change almost as soon as the pandemic began.

"We've had a lot of more emotional calls: a lot of calls that are deeper, a lot of calls from people who are crying and want to talk to somebody. And we've had a lot of calls from people who have never spoken to anyone about their mental health before.

"I've spoken to a lot of people who had trauma in their past, maybe as much as 30 or 40 years ago. But they've kept going and going and not let themselves think about it, then suddenly everything has stopped and they're experiencing flashbacks and nightmares.

"What matters most of all in this role is to be a good listener. You need to give every caller your full attention. You need to be patient. You need to make sure you don't miss anything. And you need to have a calming, reassuring voice and let every person know you're there for them."

Paul's story



When lockdown made it impossible for peer support groups to meet face-to-face, Paul was one of many peer support coordinators who logged on to webinars we ran to offer guidance on keeping groups going.

"The Mind webinars made you feel you weren't alone. It meant a lot to hear people were having similar experiences to you and knew what you were talking about. There was a sense of solidarity, of listening and sharing.

"I was able to say things about how people who use mental health services were feeling and I never felt unsafe or closed down. Through these sessions I developed friendships and relationships that are now valuable to me. I was very glad to be part of the group."

We would like to thank funders including Barclays, BMA Giving, Simon Cresswell and The Apex Foundation, Direct Line Group and the National Emergencies Trust for their generous support of our work towards this goal.

Goal B: Giving people choice

2016

2021

100% complete

We are pleased to have met all of the individual targets we set ourselves in this review period. In our new strategic period, we will continue to support people face-to-face and online,

including through peer support and an information service that helps people get support, assert their rights and feel hopeful.

Goal C: Improving services and support

How we made sure help was still available

In the earliest days of the pandemic, we launched rapid research to understand the pressures on people with mental health problems. What we learned then guided our work as we distributed over £10 million of funding to hundreds of community organisations and to local Minds.

Over 16,000 people shared their experiences of mental health problems during the first national lockdown with us – and the findings were stark. More than half of adults and two thirds of young people said their mental health had got worse, with many developing problems for the first time.

To meet this rapidly increasing level of need, we provided significant additional funding to local Minds, along with guidance on delivering support remotely. In total, thanks to generous support from the Department for Digital, Culture, Media and Sport (DCMS) Loneliness Fund, Pears DCMS Community Match Challenge Fund, Co-op, Comic Relief and a range of trust funders, we distributed an additional £5 million to local Minds in 2020/21. As a result, we reached hundreds of thousands of people and enabled organisations across our network to provide urgent support when it was needed while building stronger foundations for the future. Many local Minds started offering digital support, launched new partnerships and began delivering more inclusive services.

The Department of Health and Social Care (DHSC) also recognised our impact and ability to reach local communities, and we worked together to distribute £5m of funding to the wider mental health sector. As part of the Association of Mental Health Providers, we gave this money to hundreds of brilliant community organisations – from helplines to groups for new mums. Many of these had been facing a fight for survival or were seeing a huge increase in demand. The money could be used to adapt,



scale up or launch services in response to the pandemic.

As well as delivering grants directly, we also partnered with Voice 4 Change England, due to its close links with mental health organisations led by racialised communities. And we partnered with the National Survivor User Network, because of its ties with grassroots organisations. Through these relationships, we were able to offer greater support for the people whose mental health was being hardest hit.

In addition, the Welsh Government and the Wales Council for Voluntary Action also recognised our ability to offer urgent support. They invested £740,000 so Mind Cymru could adapt Active Monitoring, our face-to-face guided self-help programme, to be available online and over the phone. In a year when mental health support urgently needed to increase, we made sure that's exactly what happened.

Beth's story



By partnering with the National Survivor User Network (NSUN), we distributed funding to hundreds of grassroots mental health organisations last year. Beth French, founder of Let's Talk About Loss, explains why that funding was a lifesaver.

"Honestly, I could talk all day about the NSUN grant we received – how easy it was to apply for and what it's meant for us. Let's Talk About Loss is a very small organisation. We primarily run in-person peer support meet ups for 18-to-35-year-olds who have been bereaved. I run the organisation in my spare time, with support from 80 other volunteers.

"When the pandemic hit, we had to pivot really quickly and look at how we could make support work online. We needed to get video technology in place, we needed to train our volunteer hosts, we had to make sure they felt confident holding

groups online. The grant from NSUN helped us to do all of this.

"Applying was a really short and simple process and we heard back really quickly, which was essential because everything was changing so quickly and of course people's grief was worse than ever. Many people were being bereaved by the pandemic and a lot of people who had been bereaved in the past were being triggered by all the loss they were seeing around them. We started the year with 25 groups and we now have 33. More people than ever were being bereaved and seeking support, and actually being online made the groups more accessible than ever.

"I can definitely say that the funding was an absolute lifeline for us. A lot of funding was only available for registered charities, and while we're applying to become a charity we're not there yet. We're a very small, grassroots organisation, with very limited resources. It's not an exaggeration at all to say this grant stopped us from going under."

And another thing... With support from Sport England and in partnership with 1st4Sport and UK Coaching, we also turned our face-to-face Mental Health Awareness for Sport and Physical Activity training into an interactive online course. During the summer of 2020, over 38,000 people enrolled in the course, which helps sports professionals feel more confident supporting mental health.

Goal C: Improving services and support

2016

2021

100% complete

We met all of the individual targets we set ourselves in this review period, but there is still more to do. In our new strategic period, we will continue to fight for better services and rights

for people with mental health problems, and we'll work shoulder-to-shoulder with local Minds to increase the impact of their life-changing services and local influence.

Goal D: Helping people to take part in society equally

How we made sure more voices were heard

No one should face discrimination or be held back because of their mental health. That's why last year we successfully lobbied the UK government, made sure young people's experiences were heard and took action to continue the massive momentum created by Time to Change.

Last year, over 10,000 more people campaigned with us for better mental health than in 2019/20 – and we made our voices count. Together we called on the UK government to provide urgent mental health support during the winter, and ministers directly responded to many of our demands. For example, they committed to continue face-to-face support even in locked down areas and announced £50 million to protect hospital mental health beds. It showed just how much can be achieved with a whole lot of determination and a refusal to stay silent when mental health is put at risk.

Also refusing to stay silent were the 1,949 11-to-24-year-olds who joined our Youth Voice Network in 2020/21 (including Sophie, whose story you can read on page 10). The Youth Voice Network puts young people at the heart of decisions that affect their lives. Since it was launched, members have helped shape our new strategy and contributed to our information for young people, and they will play a critical role as we confront the crisis in young people's mental health head-on.

**32,989 people influenced
Mind's work last year – 14,286
more than in 2019/20**

Lastly, no review of 2020/21 would be complete without recognising the immense impact of Time to Change England. We ran the anti-stigma campaign jointly with Rethink Mental Illness, and it has played a powerful role in changing



attitudes to mental health over the past 15 years. Though the Welsh government is continuing to fund Time to Change Wales, the UK government's funding of Time to Change in England ended in March 2021. Time to Change Global also came to an end in 2021.

What's certain, though, is that the 3,500 schools, 1,500 employers and 7,500 Time to Change Champions who were the heart of the campaign have started a conversation that will only continue to grow. Compared with 2008, 5.3 million people have improved attitudes to those of us with mental health problems, and Time to Change England has been central to that shift. Time to Talk Day in 2021 also started over two million conversations about mental health, and we will run the event again in 2022. Time to Change's online resources will continue to be available too, and the impact of champions like Nikki (see the following page) who spoke out so fearlessly will last long into the future.

Nikki's story



As one of 7,500 Time to Change Champions, Nikki took action for years to change attitudes to mental health and stop discrimination. This is how much the campaign meant to her.

"Immeasurable. That's the only word I can use to describe the impact Time to Change had on me. Immeasurable. When I first got involved with the campaign, I was alone, I was depressed, I was sad, I was just lost. But it gave me a purpose, it introduced me to an incredible network of people and I really felt heard. I felt people were ready to listen.

"I spoke and shared my experiences at events across the country, on radio, on TV. I coordinated training for other volunteers. I even got a job through Time to Change contacts that eventually led to me getting my degree in clinical psychology.

"There are so many conversations that have stayed with me. I remember once at a Time to Change event in Leicester a guy came up to me furious that I had the audacity to be talking about mental health problems. We got talking and it turned out his mum lives with schizophrenia, but they never, ever spoke about it. I said to him: "You know, suffering in silence doesn't work. I did it for ten years." After a while he said he was going to go home and speak to his mum. Millions of people had conversations they otherwise would not have had because of Time to Change.

"That's why the spirit of Time to Change can't be put out. I know it's ending in England but the flame of Time to Change will burn forever."

Time to Change has come to an end in England, but the 28 regional hubs will continue to lead the fight against stigma in their communities. All 7,500 Champions have been invited to share their lived experiences and campaign with Mind. Time to Change Wales (in partnership with Hafal) is also continuing, and we'll keep running Time to Talk Day too (with Rethink Mental Illness).

We would like to thank Comic Relief, the Department of Health and Social Care, the Foreign and Commonwealth Office, National Lottery Community Fund and the Welsh Government for their incredible support of Time to Change, which dates back more than a decade.

Goal D: Helping people to take part in society equally

2016

2021

90% complete

There is more for us to do within this space to meet the targets we have set. We've taken more time, for example, to understand what people with lived experience want from Mind membership (but we're still fully committed to evolving our membership offer). In our new

strategic period, we will create more inclusive spaces for adults and young people to lead our work, we will continue to speak out against injustice and we will campaign for a robust financial safety net that prevents people getting trapped in poverty.

Goal E: Making access to services equal for everyone

How we committed to becoming truly anti-racist

An annual review is a place to celebrate, but it's also a place to acknowledge where progress hasn't been what it needs to be. In 2020/21, the disproportionate impact of the pandemic on people from racialised communities and the killing of George Floyd sparked the need for rapid and wide-ranging change in our organisation – and the Race Equality In Mind Initiative was born.

Right now our mental health system is stacked against Black and Brown people. People from racialised communities are more likely to experience a mental health problem, less likely to get support and more likely to have treatment that doesn't work for them.

For many years, Mind has supported people of colour through specific programmes and campaigns. We've built services based on listening to the needs of young Black men. Many local Minds run services for people from racialised communities. But individual projects and good intentions will only take us so far. In 2020/21, as racial inequities were revealed more starkly than ever, we recognised that a transformation is needed.

In 2019/20, Black people were four times more likely to be detained under the Mental Health Act than White people.

We need to transform who we are as an organisation, how we support the mental health of people of colour and how we acknowledge and challenge racism more widely. So last year, with our staff providing the impetus for action, we launched our Race Equity In Mind Initiative. It started with a period of listening and reflection, to inform a radical rethink of our culture and priorities and to produce a vision for change.

The listening period involved 39 workshops, attended by over 350 Mind and local Mind staff. These provided a space to share experiences and



Guvna B (see next page) helped move our work forward

personal perspectives. We also ran 21 workshops for teams to put race equity at the heart of their future planning. We analysed our previous work on race equality. And we held an event so partners and funders could find out more about our work to become an anti-racist organisation (see the following page).

Our targets as a result of this work are now to: embed race equity across our strategy and culture; have a racially and ethnically diverse workforce at all levels; deliver services that challenge race inequality; actively partner with organisations with experience of race equity; become more relevant to racialised communities; and be an active ally in the fight for race equity. Our ambition to become an anti-racist organisation is also central to our new strategy. We recognise where we have fallen short, but we are determined to become truly anti-racist in everything we do.

António and Guvna B's stories



At an online panel event in February 2021, António Ferreira (pictured above) and rapper Guvna B (pictured left) shared their thoughts on Mind's Young Black Men steering group, which exists to guide our work with Black men aged 11-30.

António: "My motivation was that when you're young, Black and suffer from mental health, you suffer from three sets of stigma and stereotypes: the young part of it, the Black part of it and the mental health part of it. When I decided to join the Young Black Men steering group, it was an opportunity to challenge all those three stigmas and stereotypes."

"Overall just being on the Young Black Men steering group, it's really helped me sort of flourish and develop that path I want to follow and programme into my mind that I'm doing the right thing, because the reception or reaction I get from people after I speak is something I would never have imagined in the times when I was on section in the hospital."

"In the past I was always the one being motivated and inspired, but at some point in life you don't want to always be the borrower. Sometimes you want to be the lender as well: you want to lend that motivation and inspiration".

Guvna B: "Well I'm coming from a working class background and council estate culture and I think it's important for everyone, and in particular people from an underprivileged background, to see people like me – like them – being a voice... It's because I want to change the narrative. I've been conditioned as a guy from a young age that the definition of a man is to be strong and dominant and never cry ... but when our mind and our body is telling us we should be vulnerable and honest, I think we have to listen, otherwise it becomes detrimental to our mental health."

"Sometimes young Black men have to work really, really hard and I think part of what drew me to Mind and the young Black men programme is it's important because it's then being part of an environment that helps young Black men thrive."

Also in 2020/21, we committed to improve the way we support Welsh speakers with their mental health. As part of our Cynnig Cymraeg (or Welsh commitment), our most popular mental health information will be available in Welsh and we are working to make sure anyone who wants to communicate with Mind in Welsh will be able to do so easily.

Goal E: Making access to services equal for everyone

2016

2021

75% complete

We are disappointed not to have met all the targets we set ourselves within this goal. In our new strategic period, the urgent need to become a truly anti-racist organisation is one of

our guiding strategic priorities. We will be an unflinching advocate for racial justice and mental health, and our support will be engaging and effective for people from racialised communities.

Goal F: Putting excellence at the heart of our organisation

How we transformed our work in communities

It was a year when local Minds and Mind shops showed incredible commitment, resilience and inventiveness. As communities across England and Wales came together through the pandemic, Mind teams listened to what people needed most and rapidly redefined how they worked.

The pace and scale of change was remarkable. In 2020/21, every local Mind began offering services remotely, in many cases within days of the first lockdown. From counselling sessions to art groups, services were moved online and support was offered over the phone. Right from the start of the pandemic, we offered emergency IT funding to local Minds to help with this rapid transition. Local Mind staff also made thousands of home visits and wrote personally to people unable to access support online. And many local Minds began actively tackling digital exclusion too – doing everything from running digital training courses to getting funding so they could loan technology to people in their communities. It was a year when innovation combined with a constant focus on inclusivity.

This innovation also went far beyond setting up remote support. When Manchester Mind was no longer able to run its community café, for example, it switched to providing meals to vulnerable people locally. In a hugely challenging year, the value of our network to communities was clearer than ever.

We saw and celebrated the achievements of local Minds at the Mind Excellence Awards in November. The overall winners were Mind in Tower Hamlets and Newham, recognised for its focus on equality and diversity; Cambridgeshire, Peterborough and South Lincolnshire Mind, which has put co-production at the heart of its decision making; and Bradford Mind, which has recently transformed the quality of support it offers.



“Anyone can walk in, but we have to do more than that. We have to reach out.”

Michelle Kabia, CEO of Mind in Tower Hamlets and Newham

In our shops, meanwhile, staff and volunteers also showed endless reserves of resilience and commitment last year. Amid repeated closures and re-openings, teams painstakingly prepared stores to meet the latest guidelines and worked in testing conditions to serve customers safely. We also launched a new eBay store to continue raising funds even when stores were closed. We would like to say an enormous thank you to everyone at local Minds and Mind shops for all of your efforts in a uniquely difficult year.

Gloria's story



The Mind Excellence Awards celebrate the best of the local Mind network, recognising the thoughtful, innovative work being done in communities across England and Wales. Gloria Chan was one of the judges given the task of choosing the 2020 winners.

“Honestly, my overall feeling after being involved in the judging and seeing the submissions from local Minds was that I wanted to go and meet everyone and see the work they were doing! It was so impressive, and what was clear from the applications was that the work of local Minds was really having an impact in communities. There was a real sense of innovation, and also of taking the initiative in terms of looking after people, not only the people who use services but staff and volunteers as well.

“Speaking as a woman of colour, it was fantastic to see how much work was being done focused on specific, ethnically diverse communities. I

remember reading about one project run by Mind in Tower Hamlets and Newham, a peer support group for Muslim women. It was actually being run in a mosque, so staff were offering support in communities, rather than expecting people to come to them. There was a lot of work that suggested Mind really is trying to move towards being more inclusive and diverse. It made me proud to be part of that.

“It was fantastic to see how much work was being done focused on specific, ethnically diverse communities.”

“I do think it’s important that Mind recruits people with lived experience to be on the judging panel every year. Deciding the overall winners was a big challenge. All of the categories were very tight. But it was a great thing to be involved with. Having the opportunity to hear about the range of work being done at local Minds helps you feel closer to the cause. It really lets you see the direct impact in communities, and that’s all we want, isn’t it?!”

We would like to thank The BRIT Trust, The Bupa Foundation, Co-operative, Deloitte, The Pixel Fund and The Thompson Family Charitable Trust for their generous support of our work towards this goal.

Goal F: Putting excellence at the heart of our organisation

2016

2021

100% complete

We are pleased to have met all of the individual targets we set ourselves in this review period. In the new strategic period, we will: work with our fantastic supporters to grow our income and encourage more people from diverse

backgrounds to take part in our work; build a diverse workforce with an inclusive organisational culture; strengthen our online retail offer; roll out our refreshed brand; and review our strategy annually, involving people with lived experience.

How we raise our funds

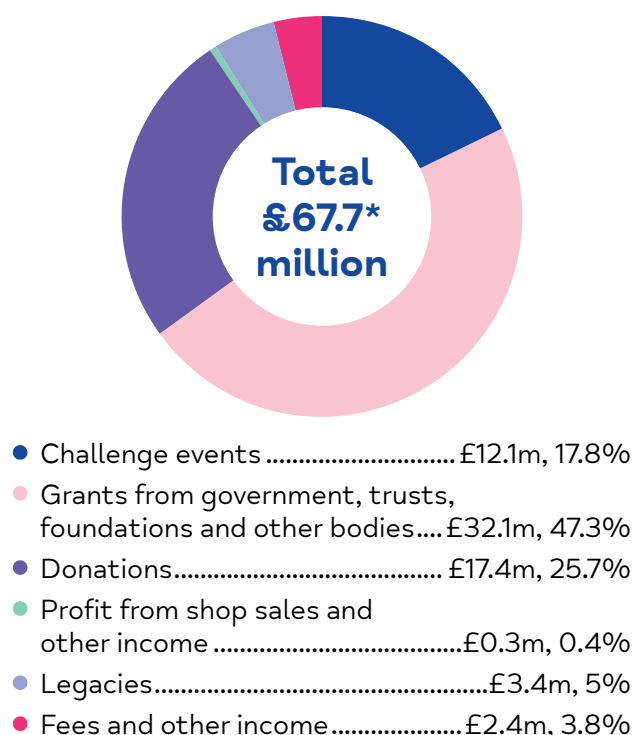
Much of the fundraising that would take place in a typical year became impossible in 2020/21, but there was no way that was going to stop our incredible fundraisers. From gamers to runners to F1 drivers, this is how people across the country got creative to help us raise an astonishing £67.7m in the last year. Thank you all so much.

Where our funds come from

Thanks to the generosity of the public, companies, trusts and other funders, we raised £67.7 million in 2020/21. That's £23.9 more than last year – an increase of 55%. It means we can do even more to support people with mental health problems, at a time when demand for our services is increasing.

Our coronavirus Emergency Appeal raised £23 million – £10 million of unrestricted funding for our core programmes and to strengthen our infrastructure to cope with increased demand, £3 million of restricted funding to deliver new work programmes like Our Frontline (see page 16) and £10 million that was distributed to local Minds and the wider mental health sector.

The pie chart below shows our income, including net profit from shops.



ITV gets Britain talking



Mind, along with YoungMinds, has partnered with ITV's Britain Get Talking campaign since 2019. The campaign aims to encourage all of us to connect with others to help look after our mental wellbeing. In 2020, 6.4 million people started a conversation – or had a better quality of conversation – as a result of the campaign.

In the lead up to World Mental Health Day 2020, Britain Get Talking moved into fundraising with a new appeal, 'Help Our Helplines', in support of Mind, YoungMinds, CALM and SAMH. In response to the growing demand for mental health support due to the pandemic, Ant and Dec urged viewers of Britain's Got Talent to donate so that 'no call for help would go unanswered'. The campaign raised £447,620 for the featured charities, including £134,234 for Mind, and the UK government donated an additional £1million for mental health helplines in response to the campaign.

* £80.2 million is our total income (shown on page 53) which includes £12.8 million income from our shops. If we consider just the net profit of £0.3 million from our shop sales and other retail income, together with income for Mind, we raised the £67.7 million shown above.

We're supporting
Mind
for better mental health

Annual review 2020/2021



McLaren races past its target

McLaren began supporting Mind for the first time in July 2020. When it came to fundraising for our work, the racing team didn't hang around.

After our partnership began, McLaren added our logo to the helmet visors of F1 drivers Lando Norris and Carlos Sainz, as well as to their cars' engine covers and the pit crew's helmets. 12,757 people then bought tickets as the drivers painted F1 helmets to auction in support of our work, and the drivers also wore replicas of the painted helmets while racing. As well as raising awareness of mental health, McLaren raised more than £285,000 in 2020 – far more than its target of £100,000.

“Mind is an important and considered choice of charity, as McLaren is conscious of the significance of mental health during these unprecedented times,” said Zak Brown, CEO of McLaren Racing. We couldn't be happier to have McLaren on our team.

27 27 sets the pace

Last year we asked students to run 27 miles in 27 days to fundraise in solidarity with the 27% of students who report a mental health problem while at university, and we were thrilled by how many took the challenge to heart.

Over 10,000 people signed up, running more than 205,000 miles (or eight times around the world) and raising an unbelievable £1,073,704.

Takara, a third year student at the University of Kent, summed up the willpower of so many participants after she raised £1,350. “I am so not a runner!” she laughed. “But I saw an advert for 27 27 and just had to do it. Mind is a charity very close to my heart. I suffer from quite bad anxiety and sought help during the first pandemic. 27 27 gave me something to focus on and look forward to, and meant I could support a charity I really relate to.”



Gamers play for mental health

Our coronavirus survey during the first lockdown found that more than in one in 10 adults and two in five young people used gaming as a coping strategy during lockdown. But did you know that gamers also raised over £500,000 for Mind last year?

As part of our Switch Off, Game On fundraiser, which launched in May 2020, gamers have livestreamed gaming sessions and run competitions and tournaments. We provide a whole range of resources for gaming fundraisers to use, and they ask viewers and participants for donations. We're blown away by this support from gamers, which is one more example of the innovative ways people kept up the fight for mental health even during the pandemic.

The power of emergency action

Masonic Charitable Foundation was among the many funders that generously supported our

Emergency Appeal in the early days of the pandemic. At a time when other fundraising streams were uncertain, the foundation gave an unrestricted donation of £250,000. This enabled us to quickly respond to increased demand through our Infoline and online coronavirus information hub, and to support our network of local Minds to urgently adapt their services. We also worked together to raise awareness of mental health among the 200,000 Freemasons across the country, hosting webinars about men's mental health.

Les Hutchinson, Chief Executive of Masonic Charitable Foundation, said: "During the last year, Mind's work has become more important than ever. I'm very pleased that Freemasons are able to support Mind's vital work, which is helping hundreds of thousands of people with mental health issues. Our grant is an essential part of the support we've been giving to vulnerable people across England and Wales who are in difficulties as a result of the Covid-19 pandemic."

How we spend our money

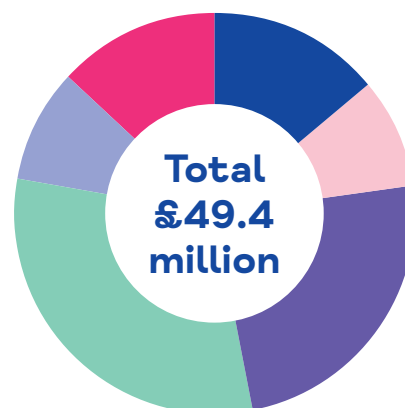
In 2020/21, we spent £49.4 million on our work to make sure everyone with a mental health problem gets support and respect. This review has featured just a small selection of the work this money made possible.

Overall, we spent £49.4 million in 2020/21 (on top of the £12.5 million we spent on running around 156 shops).

Of this £49.4 million, £43 million was used to directly support and advocate for people with mental health problems, which you can read more about throughout this review.

This is £4.7 million more than last year, and it meant many thousands more people have benefitted from our support. Some of our work, like our workplace wellbeing consultancy, generates income while also delivering our charitable objectives.

This year, for every £1 we received, including profits from our shops, we spent 70p on our work supporting people with mental health problems. This excludes the £6 million that relates to the Emergency Appeal and the £5.6 million designated for strategic investments, which will be spent in future years. In addition to this, the generosity of all of our supporters has enabled the Board to subsequently commit a further £10 million to fund key elements of our new strategy over the next three years.



- Helping people to stay well.....£6.8m, 14%
- Giving people choice.....£4.5m, 9%
- Improving services and support....£11.8m, 24%
- Helping people take part in society equally£15.4m, 31%
- Making access to services equal for everyone.....£4.5m, 9%
- Expenditure on raising donations, legacies, events and organisational development.....£6.4m, 13%



Introducing our new strategy

Throughout this review period – the last year of our 2016-21 strategy – we listened to funder and sector partners and over 25,000 people with mental health problems to understand the biggest threats to mental health today. This process was central to developing our new strategy.

It was clear that the priorities and inequalities we identified before the pandemic had only become more urgent, and these are now our guiding focus. All of our work – our support services, our campaigns, our partnerships and the way we work internally – will take into account three large, complex and interconnected challenges.

We will become a truly anti-racist organisation

Our ambition is to become a truly anti-racist organisation. Our support will be engaging and effective for people from racialised communities. We will invest in building an inclusive organisational culture with diverse leaders.



We will support young people – with a focus on trauma

Our ambition is to become an influential advocate for young people's rights. We will fight to ensure that all young people learn about mental health and can easily access trauma-informed mental health support, where and when they need it. We will create more opportunities for young people to lead our work.



We will fight for the mental health of people in poverty

Our ambition is to stop people with mental health problems getting trapped in poverty. We will campaign for a robust welfare safety net. We will become a leading provider of mental health financial inclusion advice and support. And we will build strong partnerships to tackle the complex relationship between mental health and poverty at a community and individual level.



This is how we work to meet all of our objectives, including these development priorities.

We connect minds

No one can take on this mental health emergency alone. But, as the nation's leading mental health charity, we can connect people and organisations who want to join the fight for mental health.

We change minds

People need support right now, but they also need long-term change to the way society views, supports and funds mental health. Through this strategy, we'll speak out boldly in the face of injustice, to make sure we can all get support and respect.

We support minds

By delivering life-changing mental health support and producing information that's more widely relevant, we will help more people get the help they need, stand up for their rights and live their lives fully.

Together, we are Mind

To respond to the mental health emergency, we must become a more inclusive and effective federation. We will only be able to achieve our ambitions with the generous support of funders and supporters.

**We are Mind.
We're here to fight
for mental health.
For support.
For respect. For you.**

Read the full strategy at
mind.org.uk/strategy



Our people

These are the individuals who led our work in 2020/21. It was an unprecedented year, but together we fought harder than ever to protect and support mental health.

Patron

HRH Princess Alexandra
The Hon. Lady Ogilvy KG GCVO

President

Stephen Fry

Trustees

Stevie Spring CBE ✕ ❖ ★ ● ◇ ▲ ■

Chairman and co-opted trustee

Christer Stoyell ❖ ◇

Chair of Strategic Delivery Committee and elected trustee

Ian Ruddock ✕ ◇ ▲ ■

Vice Chair and Treasurer, Chair of Finance, Risk and Audit Committee, and co-opted trustee

Emrys Elias ★ ● ◇

Chair of Pwyllgor Cymru and co-opted trustee

John Wilderspin ● ◇

Vice Chair, Chair of Network Committee, and co-opted trustee

Joanne Theodoulou ● ◇

Vice Chair and elected trustee

Trustees co-opted by Council

Anna Hughes ✕

Alyson Scott ❖

Shubulade Smith ❖

Mandeep Rupra ●

Trustees elected by Mind's membership

Alex Jensen ✕ ■

Pippa Glucklich ✕

Steve Gilbert ❖

Valerie Harrison ★

Independent members

Graham Clarke ✕ ◇ ▲

Tim Durkin ▲

Sally Hyndman ■

Helen Kemp ■

Alan Ritchie ■

David Roberts ■

Andrea Silver ■

Chief Executive and Company Secretary

Paul Farmer CBE

Other trustees who served during the year to 31 March 2021

Richard Addy - *Race Equity Advisory Board*

Victoria Hall - *Finance, Risk and Audit Committee*

John Binns - *Network Committee, Remuneration Committee*

Nick Stafford - *Network Committee*

Sarah Rae - *Strategic Delivery Committee*

Professional Advisors

Legal Advisors: Anthony Collins Solicitors, 134 Edmund Street, Birmingham, B3 2ES

Auditor: Crowe U.K. LLP, 55 Ludgate Hill London EC4M 7JW

Bankers: NatWest Group, 1st Floor, 440 Strand, London, WC2R 0QS

Investment advisors: Cazenove Capital, 1 London Wall Place, London, EC2Y 5AU

Key to trustee sub-committee membership

❖ Strategic delivery

● Network

✕ Finance, Risk and Audit Committee

★ Pwyllgor Cymru

◇ Remuneration

▲ Pensions Committee

■ Retail Board



Photo: Nicholas Pinnock

Celebrity Ambassadors

Mind's ambassadors support our President, Stephen Fry, by promoting our work as widely as possible and encouraging more people to support Mind and use our services. They are committed to our cause and to raising awareness of mental health problems.

Anne-Marie
Frankie Bridge
Beverley Callard
Alastair Campbell
Clarke Carlisle
Fearne Cotton
George Ezra
Matt Johnson

Nicholas Pinnock
Duke McKenzie MBE
Stuart Semple
Ruby Wax OBE
Denise Welch
Anna Williamson
Zoella

The companies, trusts, special individual supporters and statutory bodies that funded our work

Companies

Allianz Insurance
Ardonagh Community Trust, the registered charity of The Ardonagh Group
ASICS EMEA
Barclays Community Aid Package
Bensons for Beds
BP
BSS
Bupa Foundation
CLOUD NINE
Colgate
Co-op
Defected Records
Deloitte
dentsu UK&I
Direct Line Group
EFL
Goldman Sachs Gives
Google
HSBC UK
ITV
Lloyds Banking Group
Mace Foundation
McLaren Racing Limited
Merrell
National Garden Scheme
Pickle London
Runr
ServiceNow
Temple Spa
Terra Firma Capital Partners Ltd
The BRIT Trust
Tokio Marine Kiln Group Limited
Volkswagen Group UK Limited
WHSmith

Trusts, foundations and special individual supporters

3 Ts Charitable Trust
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Comic Relief
Gabrielle Rowley Charitable Will Trust
Garfield Weston Foundation
Jim and Becky Wright
Killik & Co
Lord and Lady Fink
Masonic Charitable Foundation
Miss Katherine Beryl Sleigh Charitable Trust
National Emergencies Trust
Pears Foundation
QBE Foundation
Robert and Jo Saville
Rudy Lobo
ShareGift
Simon Cresswell and The Apax Foundation
Team Oardacity (Atlantic Ocean Rowers)
The Archer Trust
The Balcombe Charitable Trust
The Boundless Foundation
The Captain Tom Foundation
The Constance Travis Charitable Trust
The Dudley and Geoffrey Cox Charitable Trust (DGCCT)
The Edith Murphy Foundation
The Ellerdale Trust
The February Foundation
The Gninwod Trust
The Hamead Trust

The Helen Hamlyn Trust
The Hollyhock Charitable Foundation
The John Armitage Charitable Trust
The John Horseman Trust
The John Laing Charitable Trust
The John Swire 1989 Charitable Trust
The Moondance Foundation
The Royal Foundation
The Stone Family Foundation
The Thompson Family Charitable Trust
The Victoria Wood Foundation
The Waterloo Foundation
The Wolfson Foundation
TK Maxx and Homesense Foundation
Welsh Council for Voluntary Action

Statutory bodies

Care Quality Commission (CQC)
Department for Culture, Media, Digital and Sport
Department of Health and Social Care
European Social Fund and Big Lottery Fund
Foreign and Commonwealth Office
MEAM
Midlands Engine
Sport England
Welsh Government



We really can't thank you enough

Everyone who supports Mind in any way changes people's lives. Everyone who is part of our community strengthens the fight for mental health. To everyone listed here, and to the millions of Mind supporters there isn't space to mention, we hope you know what a difference you make. Thank you for everything you do.



**We are Mind. We're here to
fight for mental health. For
support. For respect. For you.**

To donate to our work and join
the fight for mental health,
please visit mind.org.uk/donate

Thank you. We can't do what we
do without you.

Mind
2 Redman Place,
London, E20 1JQ

020 8519 2122
contact@mind.org.uk

mind.org.uk
Twitter @mindcharity
[Facebook.com/mindforbettermentalhealth](https://facebook.com/mindforbettermentalhealth)

Mind Infoline: 0300 123 3393

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