Together we won't give up

Annual Review 2016/17
Contents

4  We are Mind
5  A message from our CEO and Chair
6  A message from Pete Osborn, Mind supporter
8  Our community in 2016/17
10 Together, we are increasing understanding
12 Together, we are creating change
14 Together, we are improving community mental healthcare
16 Together, we are strengthening communities
18 Together, we are helping people at work
20 Together, we are breaking down barriers
22 Together, we are creating hope online
24 Together, we refuse to give up
26 Our money
28 Our people
30 Our thanks
We are hundreds of thousands of people who know what it's like to have a mental health problem. We are campaigners pushing MPs to show they are serious about mental health. We are local volunteers sharing experiences that help others to cope. We are employers who understand how much staff wellbeing matters. We are regular donors, helpline advisers, marathon runners, corporate partners, shop volunteers.

We are an unstoppable community of people who won't give up until everyone experiencing a mental health problem gets support and respect.

We are Mind, and this is what we achieved together in 2016/17.

Our plans are to improve experiences and outcomes across every part of the mental health journey, whether that's staying well, giving people choice, improving services, or breaking down barriers for those who can’t access support.

This review shares how we are delivering our plans through our communities and on pages 24-25 you can see how we are progressing against our strategic ambitions.
A message from our
Chief Executive and Chair

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

The achievements and experiences collected in this year’s annual review are united by one core theme: community.

So many people, with such diverse talents and stories, come together to drive mental health forward with Mind, and it’s a constant privilege for us to be part of that community and to see the difference we make together.

Our community includes our supporters and partners, and it’s growing every day. We work together with Rethink Mental Illness, Gofal and Hafal to run the Time to Change campaign in England and Wales, we are partners in the Heads Together campaign, and our local Mind network helps more and more people every year.

When we hear from a Mind member who has helped to create our information leaflets, for example, and then speak to a GP who refers patients to that information, we get a sense of how one person sharing their experiences can provide support to so many others.

And when health commissioners or MPs mention the same issues that Mind supporters are campaigning to change, we know that calls for action are being heard. Experiences like these happen often and there’s no doubt that as our community and our influence grow, so does our impact.

As this review shows, last year saw change happen in a huge range of ways. We are at the forefront of a change in the way that society is thinking about mental health. Welsh campaigners made sure Mind’s priorities featured in political manifestos. More people than ever contacted us for information about mental health. Local Minds launched new services in their communities. The barriers that prevent people from getting help came under increasing pressure. More workplaces prioritised staff wellbeing. And a wide spectrum of people helped us plan how to enhance the support we offer online.

On pages 24-25, you can see how far we’ve already come towards achieving the goals set out in our 2016-21 strategy: ‘Building on change’.

But we know there is still so much more that needs to be done. Last year we again saw increasing political will to address the injustices faced by people with mental health problems, most notably through the Five Year Forward View for Mental Health (see page 12). But these good intentions will only become meaningful when our health and welfare systems genuinely and consistently improve; people desperately need better support now.

So, together, the Mind community will keep finding ways to respond. We’ll demand better support and hold service providers to account. We’ll help more people in more ways. We’ll share experiences and information and show the truth about mental health.

As we did throughout 2016/17, we’ll stand together for better mental health – and we’ll show just how powerful a community of like-minded individuals can be.

As a member of the Mind community, thank you for being with us.

Chief Executive

Chair

Mind Annual Review 2016/17
Foreword
from Pete, Mind supporter

A year ago, I wouldn’t have been able to talk about my mental health – let alone share my story here.

I felt like I wasn’t being a good husband, or a good dad, or a good man. I’m a police officer and I knew my standards at work were dropping. I went to see a doctor and just broke down and couldn’t stop sobbing. It was a really, really tough time.

I was diagnosed with depression and ended up signed off work for six months. I totally isolated myself. For the first six weeks, I didn’t really speak to or see anybody other than my wife and my kids.

But then I got the odd message from friends saying, “I’ve not heard from you, I’m here if you want to talk”. So I let a few people know what was going on, and when they were supportive and didn’t judge me or ridicule me, I got a bit more confident. I talked to the next person who asked, and gradually I realised the support I had around me.

Eventually, months later, I put a massive tale on Facebook explaining what was going on. I posted it then turned the Wi-Fi off on my phone, because I was terrified about the response. After a couple of hours I turned it back on and was just overwhelmed. People were so supportive, thanking me and saying it will hopefully show others – especially men – that it’s OK to talk about this stuff.

Now, getting people to talk about mental health has become a very big thing for me.

That’s why, throughout 2017, I’m taking on 12 challenge events for Mind, from a half marathon to the London to Paris bike ride. Until recently I hadn’t ridden a bike since I was a kid, but a lot of people who helped me when I was struggling had experience of mental health problems, and this is my way of paying back and paying forward to help others.

This annual review shows exactly how many people find help through Mind. This year, I want to do my bit to make sure as many people as possible can experience the huge difference it makes to know you have a supportive community around you.
Our community in 2016/17

3,540
Mind members

2,100
volunteers in our shops

6,636
volunteers in local Minds

745
Mind volunteers

13
celebrity ambassadors speaking out about mental health

31
corporate partners and sponsors over £10k

420
Mind Retail employees: 78 men and 342 women

156
people became Time to Change Wales champions

16,800
people fundraising for Mind

72,051
campaigners fighting for better mental health

58,406
people with lived experience influencing and taking part in our work

745
Mind volunteers

302
Mind employees: 85 men and 217 women

15 trustees
two thirds with lived experience of mental health problems

15 trustees
two thirds with lived experience of mental health problems
118 local Minds in England

1,087 local Mind trustees

2,594 people employed by local Minds

154 shops across England and Wales

20 local Minds in Wales

2.8m customers in our shops

154

shops across England and Wales

20

local Minds in Wales

2,594

people employed by local Minds

1,087

local Mind trustees
Case study: Infoline adviser

“Every day is different, but the first call usually comes as soon as I log on to the system and it’s often non-stop.

I might speak to people who are struggling and let them know about local services that could help. I might speak to someone who is worried about a family member and point them towards support and information materials. I might speak to people who are facing financial worries because of the benefit system.

Our focus is on providing information and directing people towards the right support – but there is an element of emotional support if people need to talk.

We get some lovely feedback. It’s great going home knowing I’ve been a part of that process.”

Ian Pritchard is a Mind Infoline adviser, and one of the team that helped thousands of people in 2016/17.

76,323 queries answered by our helplines
Together, we are increasing understanding

Raising awareness of mental health creates a powerful ripple effect, chipping away at stigma and helping people to care for themselves and others. In 2016/17, more people than ever came to us for answers – and everyone from businesses to the Royal Family got people talking.

Helping millions find information
For the first time we received orders for over a million of our information booklets, sharing knowledge with more people than ever and raising £100,000 from organisations who pay for our resources (like businesses and student unions). That money helped us supply booklets for free to local Minds and our shops, where they are given out to anyone who needs them.

Changing attitudes through Time to Change
Time to Change, the campaign we run with Rethink Mental Illness in England and with Gofal and Hafal in Wales, tackles stigma and discrimination – and it’s working. Research in 2017 found that attitudes to mental health have improved by 9.6% since the campaign launched in 2007.

Recognising the best mental health media
Around 20,000 people tuned into our 2016 Virgin Money Giving Mind Media Awards via a Facebook livestream. This was the first time that our awards – which celebrate the best TV, film, radio, print and digital media reporting and portrayals of mental health – were broadcast. The ceremony – hosted by cricketing legend Andrew ‘Freddie’ Flintoff MBE – brought together industry professionals, celebrities and people who have shared their experience in the media.

Inspiring conversations with Heads Together
Spearheaded by The Duke and Duchess of Cambridge and Prince Harry, the Heads Together campaign brought together eight mental health charities, including Mind, to change the national conversation on mental health.

Heads Together was the 2017 Virgin Money London Marathon Charity of the Year and the campaign has significantly raised the profile of mental health. By the end of March 2017 we were busy supporting our record-breaking team of 1,000 heroic runners, including 100 runners from 48 local Minds.

Raising funds and awareness through corporate partners
Our award-winning partnership with financial services group Societe Generale, raised £830,000 over two years. Staff also gave hundreds of hours of volunteering time and in-kind support, including training for local Minds and stock donations to Mind shops, worth over £50,000.

Cinema group ODEON also went to great lengths for mental health, raising over £200,000 in 2016/17. To mark World Mental Health Day in October, ODEON donated 25p to Mind from every scooped popcorn sold for an entire week – a huge 130,000 cartons!
How PIP can help

The money I receive isn’t just to help me manage my illness. It is much more than that to me. It enabled me to feel as though I was living as ‘normal’ a life as possible.

Together, we are creating change

Mind’s community of campaigners is growing fast, with more and more people taking action to make sure promises to improve mental health turn into life-changing progress.

Fighting damaging benefit changes

A 2016 court ruling meant that 160,000 people with mental health problems qualified for a higher level of Personal Independence Payment (PIP). PIP helps people with long-term health problems cope with everyday activities and getting around. But the Government announced it would change the law rather than give people more financial help.

The response from Mind campaigners? Anger and action. Over 7,000 people wrote to their MPs and we helped 200 people to share their experiences of PIP during an independent Government review.

Momentum was growing in early 2017 before a crucial debate was cancelled when the General Election was called. But we won’t give up. We’ll keep pushing to make sure people get the support they need.

Helping local Minds push for change

Staff at local Minds understand the issues in their communities that can affect people’s mental health. So to help staff build the skills and confidence to solve these issues for good, we ran training courses for staff at 10 local Minds, looking at how to influence local decision-makers, start campaigning groups and continue to create lasting change in their communities and beyond.

Turning the Forward View into a better future

We kept working in 2016/17 to ensure the Five Year Forward View for Mental Health – the national plan to improve mental health in England – achieves its potential.

Our CEO, Paul Farmer, was appointed Chair of the Oversight Board for the Five Year Forward View, set up to ensure all recommendations are implemented. And we helped to develop the Mental Health Dashboard, which will generate unprecedented transparency and data about local progress.

We also gave local Mind staff ongoing support to hold the services in their area to account.

And – because the mental health system must be guided by the people who use it – we helped people with experience of mental health problems to contribute to the National Research Strategy, which will launch in summer 2017.
“My journey to a smile will not be finished until crisis intervention is available to anyone who is in distress, feels suicidal or is in danger of harming themselves.”

Sarah-Louise

“Stigma and discrimination has been central to my experience of mental health problems... We need to keep pushing to change attitudes in Wales.”

James

“I have managed to find support in my darkest hours. Others are not so lucky. The need for better mental health provision has never been greater.”

Adrijana

“I want to turn the negatives I have experienced into positives for others. Anyone struggling with their mental health deserves to be heard and helped.”

Angharad

Case study: Voices of Mind Cymru

Sarah-Louise, James, Adrijana and Angharad volunteered to lead our public campaigning, as the Voices of Mind Cymru, ahead of the May 2016 Welsh Assembly election.

Campaigners across Wales joined in, sending thousands of emails to party members asking them to improve crisis care.

We published our own mental health manifesto, and our priorities – which ranged from 24/7 crisis care to increased funding – were then reflected in every party manifesto. Several included our exact demands. Mental health has since been given high priority in the Welsh Government’s programme for 2016-21.
Case study: Mums Matter

“It has meant so much to me to be involved in Mums Matter.

It was an incredible opportunity to take what was a really difficult, confusing and isolating experience and to turn that around, using it to create a support programme that means other women don’t have to go through the same difficulties I did. On a personal level, it was also really healing for me to meet other mums, service providers and people at local Minds who understood and valued my experience. We really had an input in creating something and were treated as professionals; that really helped to build my confidence.

It was an amazing process, something that I will never forget. It spurred me to feel that I could do different things and use different skills, and it also helped to give me closure in terms of what I had experienced.”

Daniella Wiedmann, who used her personal experience to design Mums Matter
Together, we are improving community mental healthcare

We do more than listen to people who live with mental health problems; we work with them to co-create and test new services, inspired by their ideas and experiences, delivered through our network of local Minds. In 2016/17, we refined our eight-week mental health course for mums and worked to improve the support GPs offer and receive.

Supporting mums to support mums

Mums Matter is an eight-week postnatal course designed by a group of women who all used local Mind services.

In 2016/17, the prototype course was tested at two local Minds – Peterborough and Fenland Mind and Herts Mind Network – and modified based on feedback from women who attended. We then secured Comic Relief funding to test a full version of the course in Wales with Brecon and District Mind and Mid Powys Mind during 2017.

Improving primary care for mental health

In 2016/17, our new Find the Words campaign focused first on getting the most out of appointments with GPs. Talking about mental health can be difficult, especially when you know you aren’t given much time. So to help people prepare what to say, we published a new guide and launched an online animation that’s since been watched more than 12,000 times.

Linked to this, experts from four local Minds (Brecon and District Mind, Merthyr and the Valleys Mind, Tameside, Oldham and Glossop Mind and Vale of Clwyd Mind) delivered our new Active Monitoring service in GP practices for mental health problems like stress, anxiety and depression.

Having Mind staff at surgeries makes it easy – and quick – for people to get help, and we saw significant improvements in people’s mental health as a result of this support.

It raised my self-esteem… I feel I am more able to make decisions and plans. I have been helped to find the tools to deal positively with some very negative issues in my life.

Active Monitoring participant

Increasing our work with children and young people

Department for Education funding enabled us to reach thousands of 10-18 year olds through our Big Umbrella project between June 2015 – March 2016.

Through workshops and assemblies we aimed to increase students’ understanding of mental health problems and inspire confidence in them to look after their own mental wellbeing and support others.

This early intervention project and community approach to services has shown real impact. Our evaluation of the project published in May 2016 found that 80% of students knew more about mental health than before the assemblies. And after attending workshops, almost 82% felt more able to manage their own mental health.
Together, we are strengthening communities

So often, change starts in communities. People share experiences and advice, use local support – and boost mental health for themselves and others. Together with communities in 2016/17, we explored the power of peer support, tackled isolation in older people and strengthened our own network.

Building knowledge of peer support
Peer support happens in many ways – in groups, one-to-one, online, alongside activities like cooking and gardening. But, ultimately, it involves people with mental health problems supporting others and finding support themselves.

Our Side by Side programme has helped 21,191 people take part in peer support between 2015-2017. We saw how it can help to create a sense of control, enabling people to choose how they want to take part and what they want to share. And we learnt that while peer support isn’t a one-size-fits-all approach, it can be a powerful example of how even small communities can create lasting impact together.

The full findings of the peer support research we worked on in 2016/17 with St George’s University of London, McPin Foundation and the London School of Economics will be published later in 2017.

Bringing people together in our shops
Mind’s 154 shops are communities within communities, bringing together shoppers, staff, volunteers and donors to make better mental health a reality.

At the heart of our shops are 2,100 volunteers, who help customers find everything from pre-loved items to mental health information and support. Our teams gave out 250,000 Mind information leaflets in 2016/17, as well as pointing customers across England and Wales towards local Minds and other support services and raising awareness of our campaigns and fundraising events.

Building a closer, more powerful network
Across England and Wales, 138 independent local Minds support the mental health of their communities. In 2016, we worked together to create our first five-year vision – ‘Network Futures’ – to ensure the Mind network can have the greatest possible collective impact.

Through Network Futures, we’re sharing knowledge and skills more effectively. We’re developing new services and creating opportunities for partnership and leadership. We’re building a stronger shared identity, and we’re finding new ways to use our combined strengths.

Local Mind leaders will have a voice on our Council of Management and on our governance committees. We’re reviewing how we raise income with local Minds. And our Network Futures Group will continue to track progress and highlight ways we can keep improving together.

In Wales, we’re helping people over the age of 50 become more mentally resilient. 107 people have already taken part in our resilience project, My Generation.
Case study: Mind in Harrow

“Our project ‘Olole Isbedel’ helps to support the Somali community in Harrow and across London. It began because we were seeing more people from the local Somali community getting involved with the criminal justice system but not having their mental health considered or assessed. Often within the Somali community, people with mental health problems are isolated and ostracised, and may struggle to explain what they are experiencing.

For me, the impact has been seeing people’s confidence grow, and seeing people feel less ostracised because of their mental health. After we helped one man get the right help for the first time, he said: “All these years, this is the first time I am able to think and sleep rationally. God bless you.”

Sona Barbosa is the Mind in Harrow Services Manager. Mind in Harrow received a grant from Mind to run the Olole Isbedel campaign in 2016/17.

So now we run workshops for the community, with speakers from services like the NHS and the criminal justice system coming to understand the challenges Somali people face. We train people to become campaigners, and we also work with the only Somali-speaking consultant psychiatrist in England.
Case study: “We are hugely proud of what we’ve achieved.

Our focus on the mental health and wellbeing of staff has been evolving and increasing in recent years. We set up a programme called Healthy Minds to deliver events and training for staff and line managers, and also have a staff-led mental health network, made up of people who others can contact for support.

Working with Mind has been a hugely positive experience. We joined the Workplace Wellbeing Index to benchmark ourselves against other organisations, and to understand what we were doing well and what we needed to improve. As a result of the Index recommendations, we have drafted a revised action plan for mental health. We’re continuing our awareness-raising activities and we’re looking to get more senior level engagement. We’re going to sign the Time to Change pledge too.”

Andy Croxford is a Deputy Director of Research at the Environment Agency, which was ranked first among the 30 employers who took part in our 2017 Workplace Wellbeing Index.
In 2016/17, we expanded the services we offer to support mental health in the workplace. Through our training courses, Blue Light Programme, Time to Change Employer Pledge and Workplace Wellbeing Index, we want to make sure that everyone – wherever they work – feels able to open up about mental health and knows that effective support exists.

Helping employers to keep improving

Major organisations like PepsiCo, Jaguar Land Rover, Deloitte and the Environment Agency took part in our first Workplace Wellbeing Index. We launched the Index in 2016/17 to celebrate companies that value and promote good mental health, and to help participating employers measure the support they offer and keep on improving.

Employers and staff are surveyed at the start of the process about the support that’s already available. We then analyse the data and provide recommendations, with employers’ achievements recognised at our annual Index awards event.

Over 75,000 staff could benefit from changes made by the 30 organisations that took part in the Index in 2016/17 and next year our goal is to double that and reach 60 organisations.

Improving our 999 support

As our Blue Light Programme for emergency services staff and volunteers continued in 2016/17, hundreds of new Blue Light Champions led the way – volunteering to let colleagues know about the support we’ve put in place for members of the emergency services. That support includes tailored training courses and resources and a dedicated Blue Light Infoline.

Recognition of the Blue Light Programme’s impact continued to grow, and we were delighted to secure funding in 2016/17 to keep the Programme running until March 2018.

Supporting more pledges to end stigma

103 organisations signed the Time to Change Employer Pledge in 2016/17 – well beyond our target of 80 for the year. This included high street names like John Lewis Partnership, Tesco and WHSmith. In total, over 500 employers have now joined this stigma-smashing movement.

16,113 employees in Wales are supported to have good mental health at work by signing the Time to Change Wales Organisational Pledge
Everyone should feel able to discuss mental health without fear of being judged or discriminated against. Throughout 2016/17, we continued to identify and break down the barriers that stop that from being the case.

Creating genuinely inclusive services
In 2016/17 we explored how to improve the experiences of LGBTQ+ people who use Mind services and found that trans people were most at risk of mental health problems but least likely to engage with our services. So, in 2017, we helped Bristol Mind to launch Mindline Trans+, a pilot telephone helpline for trans people in the south west of England.

Removing the barriers to physical activity
Being active can have a big impact on mental health, but if you live with a mental health problem, the thought of taking up exercise can provoke a lot of anxieties. So our Get Set to Go programme, funded by Sport England and the National Lottery, is helping people to find activities that are right for them.

Throughout 2016/17, volunteer mentors based at eight local Minds (Brent Mind, Mind in Croydon, Dudley Mind, Herefordshire Mind, Lancashire Mind, Middlesbrough and Stockton Mind, Rochdale and District Mind and Tyneside and Northumberland-Mind), offered support and guidance to help people take up sport and stick with it. Staff and volunteers from 172 community sport organisations also came to mental health awareness training courses, looking at how they can provide a welcoming atmosphere and take mental health into account.

1,907 people have taken part in physical activity this year through Get Set to Go

Reaching out to South Asian women
This year we ran a campaign to increase awareness of the connection between physical activity and mental wellbeing among one of the least active demographic groups, South Asian women.

Building resilience in young African Caribbean men
Young African Caribbean men too often miss out on the right mental health support and are one of the most overrepresented BME groups in inpatient services in the country.

This year, our Up My Street project has worked with hundreds of young African Caribbean men aged 15-25, together with The Integrate Movement in Birmingham, to use drama, music and personal development workshops to help build mental health resilience and prevent crisis.

I can share and hear from men going through similar things and get some positive affirmations about how I can keep going.
Up My Street participant

269 young African Caribbean men supported by Up My Street project
Case study: In Your Corner

“Here was my mate who I thought I knew as well as anyone, the life and soul, the one with all the wisecracks, the one with the gift of the gab, and he could hardly speak, never mind describe how he was feeling. I was shocked and tried my best to say the right things. Spending time with Matty – going for a coffee or a drink, letting him talk and get things off his chest – helped. When he was at rock bottom, I pointed out all the positive things he brought to the world, to his family, to me, to work.

I realise depression is something he has to manage, and one day it will come back. If it does, I’ll be there. My biggest piece of advice? Taking the time to listen – just being there for your mate and showing you care – can make all the difference.”

Craig Wood, from Durham, shared his story and encouraged others to do the same at the start of the In Your Corner campaign.

Research showed that men and young people don’t see how mental health is relevant to them, or how their attitudes affect others. Because of this, we launched a new Time to Change campaign based on a simple but very powerful message: be in your mate’s corner.
Case study: Mind blogger

“My mental health selfie helped me to talk about frightening and debilitating events that have occurred and try to confine them to my past.

I hope that it helped others to see my face and hear my voice as I explain how I have dealt with recovering from alcoholism and bipolar disorder. My message has been one of hope and acceptance. Blogging and YouTube channels provide a platform to get this message to people who don’t know me.

I think that digital channels provide a safe place to speak for those that would not normally be comfortable talking about themselves and their mental health problems in public. I recorded my selfie in my kitchen with my neighbour, Chris. It couldn’t have been less intimidating and it gave me the chance to try to empower others.”

Jonathan Hennessey-Brown has shared his experiences of bipolar disorder with our supporters through blogs and a vlog – or as we call it, a mental health selfie.
Together, we are creating hope online

Digital channels create more ways for people to find and offer support on their own terms. In 2016/17, we expanded our online services and focused on appealing to the widest possible audience – now and in the future.

I’m moved by how much contact, love and support I’ve encountered in the few hours since I’ve discovered Elefriends.

Elefriends member

Welcoming new users – and a new community

Over 20,000 people joined our online support community Elefriends between April 2016 and March 2017, taking the total to over 60,000. And, after Depression Alliance merged with Mind in August 2016, we also began supporting the 44,500-strong Friends in Need community set up by Depression Alliance.

We’re working to make sure the two sites complement each other effectively and reflect what we’re learning about peer support through our Side by Side programme (which you can read about on page 16).

12.3m page views on Elefriends

Publishing new Welsh-language content

By enabling the widest range of people to read about mental health and share their experiences, we can help understanding to grow.

So, supported by the Welsh Government, in 2016/17 we began offering a range of online information in Welsh about the most common mental health problems and treatments. We also published three blogs from Welsh speakers on our website. More Welsh content is already planned.

61,438 people registered on Elefriends – a 48% increase on last year

61,438 people registered on Elefriends

Launching apps for wellbeing on the go

After emergency personnel told us their shift patterns made it hard to attend Blue Light training courses or information sessions, we developed our new Blue Light app in 2016/17. Now people can find tailored support, wherever they are and whenever they need it. The Blue Light app follows our Emoodji app for students and our Elefriends app which helps people access peer support.

Reaching more communities through digital

We ran a series of workshops in 2016/17 with people from black, Asian and minority ethnic backgrounds and people from rural communities, looking to understand more about people’s needs and create more relevant and welcoming communications.

Early signs were that the new approach contributed to more people feeling comfortable to join us online. Signups to our Elefriends community increased by 15% after an online ad campaign used images chosen based on what we learnt in the workshops.
Together, we refuse to give up

Momentum kept growing in 2016/17, but there’s still a great deal to do before everyone with a mental health problem gets support and respect. Here’s how we made progress towards the goals set out in our 2016-21 strategy, Building on Change, in 2016/17.

Staying well

Goal A: Staying well

Thousands more people are now getting support to stay well through our workplace wellbeing programmes, including emergency services personnel. But there is much more to do before we achieve our goal of helping 500,000 people at risk of mental health problems get tailored, evidence-based support. While we push for greater funding to support wellbeing in local communities, local government decisions means that spending continues to fall.

Key projects
- Blue Light Programme
- My Generation
- Support to help local Minds campaign for better services
- Workplace Wellbeing Index

Next steps: Next year we will focus on phase 3 of our programme supporting Blue Light personnel, expanding this work into Wales and with new audiences including 999 call centres and A&E staff. We also plan to reach more people in the workplace by doubling the number of employers participating in the Workplace Wellbeing Index.

Empowering choice

Goal B: Empowering choice

More people than ever are coming to Mind for information online, through our helplines and in their communities. We’ve already reached our target of helping 100,000 people take part in peer support by 2021.

Key projects
- Information services
- Our helplines
- Side by Side

Next steps: We’ve now doubled our peer support target to 200,000 people through expanding our online services and supporting a new network of local hubs. We’ll also continue to increase the reach of our mental health information resources to 12 million each year.

Removing inequality

Our goal to remove inequality of access underpins each area of our work. Together with our Diverse Minds network, we are developing services to understand experiences of and address inequalities faced by South Asian women, LGBTQ+ people, vulnerable migrants and young African Caribbean men when accessing mental health services. This understanding is the cornerstone of our ambition to challenge stigma and discrimination.
Services and support

Goal C: Services and support

More than 500,000 people have used local Mind services, and with big policy commitments spelt out in the Five Year Forward View in England, and in the Welsh Government’s Together for Mental Health delivery plan, we have a genuine opportunity to change mental health services for good.

Next steps: We’ll keep working with local decision-makers, campaigners and communities to make sure that plans to deliver better quality services, which people can access where and when they need them, are met. We’ll also increase the reach of high-quality services delivered with our network of local Minds.

Goal D: Social participation

The Time to Change campaigns in England and Wales and our Get Set to Go programme are challenging stigma, working to improve public attitudes by 5% by 2021 and helping people with mental health problems to get active and take leadership roles.

Next steps: We know there’s plenty more to do to make sure everyone with a mental health problem can access high-quality services to help them navigate through challenges like unemployment or life in insecure housing. Next year the Mind network will be launching a new employment support offer in the south east and will work in partnership to explore the link between housing and mental health.

Next steps: We’re looking forward to delivering support to local organisations working with adults experiencing homelessness, substance misuse and the criminal justice system through the Making Every Adult Matter coalition.

Key projects

- Mums Matter
- Find the Words
- Active Monitoring
- Influencing the Five Year Forward View
- Strengthening local Minds

- PIP campaigning
- Time to Change
- Get Set to Go

For more information on our activities within our goals, see page 63-64 of our full accounts.
In 2016/17 Mind’s income, including net profit contribution from our network of shops was £28.8 million. This was £622,000 higher than last year thanks to an increase in support from the public, corporate and trusts fundraising and shop income.

**How we raise our money**

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

In 2016/17, our total shop turnover was £15.8 million.

We used £12.5 million to cover the cost of sales and operational costs including rent, bills and salaries. We used the remaining £3.3 million of profit as unrestricted income to support our work.

Although overall income increased in 2016/17, income from restricted sources fell. This was the result of a number of long term grants expiring, and also meant a reduction in charitable spending funding by these grants. We are working to replace these with new sources of long-term grant funding.

**Our money**

**Our income including net profit from our shops**

![Circle diagram showing the breakdown of income sources]

- **Grants** £8.4m (29%)
- **Fees and other income** £1.4m (5%)
- **Donations** £5.8m (20%)
- **Profit from shop sales** £3.3m (11%)
- **Raffle** £201k (1%)
- **Legacies** £3.6m (13%)
- **Challenge events** £6.1m (21%)

Total £28.8m

**Our shops**

- **Our shops ranked No.1 based on profit per shop compared to similar sized charities**

- **Total income** £28.8m

**Our money**

- **Grants** £8.4m (29%)
- **Fees and other income** £1.4m (5%)
- **Donations** £5.8m (20%)
- **Profit from shop sales** £3.3m (11%)
- **Raffle** £201k (1%)
- **Legacies** £3.6m (13%)
- **Challenge events** £6.1m (21%)
Our spending

We spent £20.8m delivering our charitable work. The total cost of generating funds, excluding our retail operations, is £4.9m.

Our indirect support to the network was £3.1 million. This includes supporting our local Minds with their communications, local campaigning and media, as well as supporting their governance, financial planning and fundraising.

This total of £4.3m is a small reduction from £4.9 million in 2015/16 due to a number of our restricted projects coming to an end.

We spent £25.6 million in 2016/17. This excludes the £12.5 million we spent on the costs of our network of 154 shops. In 2016/17 we raised more money than we spent on our charitable activities. We have earmarked some of this additional income for spending in 2017/2018. We are also investing this additional income in further developing some of our long-term strategic priorities including: new work with children and young people, digital strategy and data management systems, and support for our network of local Mind organisations.

How we spend our money

£20.8m

We spent £20.8m delivering our charitable work. The total cost of generating funds, excluding our retail operations, is £4.9m.

For every £1 we receive, including profits from our shops, we spent 72p on our charitable work.

For every £1 we spent on generating funds, we raised an average of £5.25.

Supporting our local Mind network

The support we provide to our network of local Minds ranges from direct funding for projects or organisational development, to the indirect cost of support and expertise from a range of teams across Mind.

In 2016/17, we directly contributed £1.2 million to our network. This is money that we awarded to local Minds to deliver services and projects or to support them to grow and develop.

The total financial value of the support to our network was approximately £4.3m.
Our people

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

President
Stephen Fry

Trustees as at 13 September 2017

Honorary Officers
Ryan Campbell ✧ ✦ ● ✴
Chair and elected trustee
John Binns CVO ✧
Vice Chair-External Relations and co-opted trustee
Lesley Dixon ● ✴
Vice Chair-Networks and co-opted trustee
Ian Ruddock ✴ ■ ✴
Treasurer and co-opted trustee
Ann Lloyd ● ✴
Chair-Pwyllgor Cymru and co-opted trustee
(appointed as Chair May 2016)

Trustees co-opted by Council
Richard Addy ✷
Amit Bhagwat ✴ ■
Emrys Elias ✷
Anna Hughes ●

Trustees elected
Sarah Rae ✷
Robert Westhead ●
Alex Jensen ✴
Christer Stoyell ✴
Joanne Theodoulou ✷
Peter Rodgers ✷

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 2017

Charlotte Venkatraman
(u til April 2016)
Sir Paul Britton CB CVO ✴ ✴
(u til December 2016)
Steve Young ●
(u til December 2016)
Andrea Woodside ✴ ●
(u til December 2016)
Alan Meudell ✴ ● ■
(u til December 2016)
Jose Grayson ●
(u til February 2017)

Sub-committee membership of Council of Management
✧ External Relations
● Networks and Communities
✴ Business Management
✴ Pwyllgor Cymru
■ Audit
✴ Remuneration
Our ambassadors

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

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

2 new celebrity ambassadors

Fearne Cotton and Duke McKenzie MBE
Our thanks

We’re extremely grateful to everyone who supports us. Without your generosity, we could not exist. Your contributions are making sure nobody has to face a mental health problem alone.

Companies

Addleshaw Goddard
Ageas
BSS Industrial
Deloitte LLP
Harvey Nichols
HSBC
Incisive Media Limited
Invesco Perpetual
Mace Foundation
ODEON

Oliver Wyman
Societe Generale
The Artemis Charitable Foundation
Travers Smith
Waitrose
Wilson James
Zurich Community Trust

And thanks to our wider corporate supporters in 16/17, your support is greatly appreciated.

Trusts, foundations and special individual supporters

ATASS Foundation
The Anna Sargent Family Trust
The Benjamin Barsby Fund
The Bernard Lewis Charitable Trust
Bupa UK Foundation
City Bridge Trust
Comic Relief
Connor & Gabriel Chain
The Constance Travis Charitable Trust
Ellerdaile Trust
Fidelity UK Foundation
John Horseman Trust
Kamynu Trust
The Majorie & Edgar Knight Charitable Trust
Miss E A Pemberton Barnes Will Trust

The Northwick Trust
The Olswang Foundation
The Orr Mackintosh Foundation – ShareGift
P & W Webster Trust
P F Charitable Trust
Powerful Vision Ltd
The Royal Foundation of the Duke and Duchess of Cambridge and Prince Harry
Souter Charitable Trust
Stone Family Foundation
The Turgoose Trust
The Zochonis Trust
The 29th May 1961 Charitable Trust
The 1970 Trust

Statutory bodies

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

Thank you to everyone who supported us in 2016/17.

To find out how you can support us, visit mind.org.uk/getinvolved
We’re Mind, the mental health charity. We won’t give up until everyone with a mental health problem gets support and respect.

Please support us: Mind.org.uk/donate