



# Reaching out, reaching new heights

Our annual review for 2018-19





**Don't be shackled, do not be burdened, do not be conditioned by what has gone before. The stiff British upper lip, it's gone. That code of silence around what you're thinking and what you're feeling, it's gone.**

Mind Ambassador Clarke Carlisle gave an impassioned speech at the 2018 Virgin Money Giving Mind Media Awards, calling for more openness about mental health after he and his wife Carrie won the Speaking Out Award. As you can read throughout this review, openness was at the very heart of our thinking throughout 2018/19 too – as we worked with more people in more ways than ever before.





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Cover: Our partnership with the EFL (see page 18) helped us reach millions of football fans - at matches including the 2018 Checkatrade Trophy Final at Wembley.

Our guiding vision is simple:  
we won't give up until everyone  
experiencing a mental health problem  
gets both support and respect.

And we mean everyone.

Throughout this review, you'll see how we're reaching out to more people in more ways to help achieve that vision. **Schoolchildren. Teachers. Parents. Police officers. Fire officers. Paramedics. Search and rescue teams. People experiencing a mental health crisis. Football fans. Politicians. People put at risk by the benefits system. People who would rather text than talk. People with nowhere else to turn.**

It's a long list, and we'll make sure it keeps getting longer. Because we're here for everyone experiencing a mental health problem – and in 2018/19 we reached out to more people than ever before.



West Midlands Police



We're Mind, and we're here for everyone who needs us

We're here for the **1 in 4** people who experience a mental health problem in any given year

We're here for the **52%** of people who say they've experienced poor mental health in their current job

We're here for the **88%** of people who use mental health services who have faced discrimination because of their mental health in the past 12 months

We're here for the **4 in 5** people with a mental health problem whose housing has made their mental health worse

Wherever you are, we're here

**105**  
local Minds  
in England

**3,000+**  
volunteers in  
our shops

**20**  
local Minds  
in Wales



**7,500+**  
volunteers in  
local Minds

**734**  
staff across  
Mind and our  
retail network

**157**  
shops across  
England and  
Wales

\*All figures correct as of 31 March 2019

# Welcome from Stevie and Paul

The theme of this year's annual review is openness. It's a quality at the heart of everything we do at Mind, and it also perfectly reflects my own early experiences as chairman.

I was appointed midway through this review period. Since then, it's been a privilege to travel across England and Wales, visiting local Minds and Mind shops, as well as speaking to staff from every corner of this fantastic organisation. The openness of the welcome I've received has been incredible.

I've listened as one of our Legal Line experts guided a caller through the process of getting sectioned. I've chatted to volunteers about the value of our high street shops in communities. I've seen how our policy experts help create profound change for people with mental health problems.

Through these experiences and many more, I've quickly come to appreciate the power of Mind, as well as its potential to achieve even more. Much of this potential comes from people's willingness to be open, to work with others and to learn, share and develop. This, I believe, is exactly how an effective federation should work – with individual organisations serving local needs while growing stronger together.

So I find myself feeling truly excited about what the future holds. I'd like to thank Ryan Campbell for his huge contribution during his nine years as Chair, as well as extending my gratitude to everyone who has already welcomed me with open arms. I look forward to embodying this same spirit of openness as we keep defining the future of mental health together.



Stevie Spring, Chairman

We have always embodied openness. We've always been here for anyone who needs us. But now our ability to reach out to others has grown.

We found ourselves in a fortunate position during this review period. Following a number of successful years, when our own profile and the profile of mental health in general continued to develop, and when the money we raised increased, we were able to grow our investments in areas where we could recognise the greatest potential for progress.

You can read, for example, about our increasing support for children and young people, our expanding information services and the whole new audience we're reaching through football. You can discover how we've helped to change how mental health is seen and supported in the emergency services, and how we're increasingly influencing political decisions that impact on mental health.

Across all of this work, our commitment to openness is combined with an equally valuable commitment to partnership. More and more of the support we offer is co-produced with people with lived experience of mental health problems, and with organisations who share our ambition.

Moving forward, this approach will only continue to grow – just as being open will continue to define us. Mind exists for everyone, and we constantly encourage and seek out collaborations with individuals and organisations who can help us reach more people, more effectively.



Paul Farmer, CEO



Stevie Spring



Paul Farmer



# Welcome from Jules

It's a pleasure to be asked to introduce Mind's annual review for 2018/19 and share what the organisation means to me. I've been closely involved with Mind's Blue Light Programme ever since it launched in 2015, and I see every day what a difference it's making.

Mind set up the Blue Light Programme to reduce stigma, promote wellbeing and improve mental health support across the ambulance, fire, police and search and rescue services. Made possible by £7m of LIBOR funding administered by the UK government, it's a great example of the theme that runs through this year's review – Mind's openness to reach out and offer support wherever it's needed.

When the programme launched, I'd just returned to my job following a period of time off for spinal surgery. I'd had similar surgery many years earlier and fallen into a terrible depression afterwards. When I first heard about the Blue Light Programme, I felt almost a responsibility to share my experience, and from that day forward I've done everything I can to be there for anyone who is having difficulty in dealing with their own emotions or situations. Mind's own research showed that emergency services personnel are more likely than average to experience a mental health problem but less likely to ask for help. I have a real desire to help people see how valuable it can be to seek support.

As a Blue Light Champion, I now share information about mental health and mental health support with colleagues across the whole organisation. I also encourage people to speak to someone – whether that's me or someone involved in our support

networks – about anything that may impact on them delivering their role in the ambulance service. I've spoken at events too, and helped introduce mental health awareness training at work.

I think what the Blue Light Programme has done more than anything is let people know it's OK to share their experiences and admit this can be a tough role. I've had very senior colleagues in our organisation approach me to say how much easier their own conversations have been since Blue Light started. I've had someone I work closely with come to me and say, 'I don't know who else to turn to, but I just can't cope'.

There is a new openness around mental health, and that's come about because of the Blue Light Programme and because people threw themselves into supporting it.

We can't take the stress out of this job we choose to do, but we can let people know that they're not alone. That's a big step forward and I'm proud to be part of it – and proud to work alongside Mind as it achieves all of the progress described in this year's review. I hope you find it an inspiring read.

**Jules is the Education and Development lead for the Emergency Operation Centres at the London Ambulance Service**





# Reaching out, reaching new heights

## 2018/19 in numbers

Over  
**40,000**  
people

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

We reached nearly  
**20,000**  
**young people**

through our new work to improve  
mental health in schools



We responded to over

**118,000**  
**people**

seeking answers and advice  
from our helplines



**24,500**

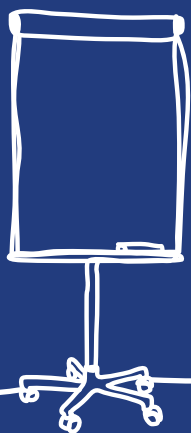
Time to Change conversation  
starter games were downloaded  
on Time to Talk Day



Working with employers, we supported over

**775,000**

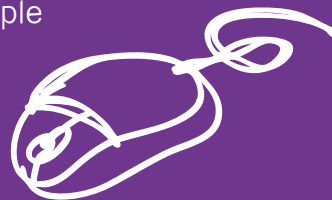
people to have better mental health at work



Our mental health information was accessed nearly

**16 million times,**

helping more people than ever get support when they needed it most



**108,000 people**



used our online support communities

Over  
**124,000**  
people

took part in peer support with Mind, benefiting from the understanding and experiences of others

Our local Mind services supported



**396,000 people**

Almost

**900**

Time to Change Champions tackled mental health stigma in their communities





# Together, we began transforming mental health support in schools

In many areas of England and Wales, support for young people's mental health is close to breaking point. Services are fragmented, inconsistent and stretched. So last year we piloted a new approach to supporting mental health in schools – reaching out to thousands more young people, parents and teachers.

Many local Minds have worked with children and young people for years. But as the scale and urgency of the issues facing young people becomes clearer, we need to build on our expertise and achieve even more.

We know that many young people are unable to get the right help at the right time, and that the NHS can't resolve this complex situation alone. So as the school year began in September 2018, we piloted a new way of supporting the mental health of everyone involved in school life: pupils, the entire school workforce, parents and the wider community.

We began by building evidence: studying existing research, interviewing expert staff at local Minds and listening to school communities. Through in-depth conversations in schools, we found that pupils place huge value on wellbeing, schools want to do more to support mental health, and teachers want to know where to access support.

Armed with this knowledge, we began piloting our 'whole school approach to mental health'. Together with local Minds, we worked with 17 secondary schools in Hull and East Yorkshire, Lancashire, London and Newport in Wales. Response rates for our initial surveys in schools suggested real demand for additional mental health support – with 12,244 pupils, 3,595 parents and 1,265 staff sharing their views.

Each school community highlighted where mental health support was working and where it needed to improve. Teams from nearby local Minds then tailored mental health action plans, assemblies, workshops, training sessions and one-to-one support, based on what we'd been told.

As the results of this year become clearer, we'll keep refining our whole school approach and rolling it out nationwide. Our overarching ambition is eventually to become an all-age charity, here for everyone facing a mental health problem – however old they happen to be.

1 in 10  
young people  
has a diagnosable  
mental health  
problem



"Mind's approach breaks that cycle of thinking you have to deal with issues alone."



I think it's integral that this programme involves students, parents and staff. If one of the links in that chain fails, ultimately a child's wellbeing could be compromised, so we need to ensure everyone is on board. We're still in the early stages, but we've put strong foundations in place and we're having successes now, which sparks people to want to do more.

Pupils told us they really wanted a support programme run by their peers, so we've set up a wellbeing ambassadors programme for students in each year group. We've set up a wellbeing advice service too, and that's already working really well. One student who was struggling with attendance and motivation got one-to-one support from our local Mind through the wellbeing service and has really improved in terms of attendance

and having a more positive outlook on life. We've put more support in place for parents and staff too.

I think the impact of the support is that it helps to break that cycle of thinking you have to deal with everything by yourself. It's about not hiding how we're feeling but talking about it, understanding it, supporting ourselves better and having the insight and knowledge to support others.

Chris is a teacher and head of year at one of the schools involved in the whole school approach pilot.

A huge thanks to The **BRIT Trust** and **WHSmith** for their generous support for our work with young people. The BRIT Trust's **£100,000** gift in 2018/19 helped us fund our whole school approach in six schools, and WHSmith's gift of over **£357,000** enabled us to keep developing this approach.

It's not only schools where we're helping more people...

Over **100,000 people** visited our new Mental Health at Work online gateway – which was funded by the Royal Foundation as part of the Heads Together programme – in the first six months after it launched in September 2018.

## Progress towards our strategic goals 2016-21 Helping people to stay well



### Next steps

- Reach even more young people, school staff and parents through our new whole school approach
- Reach over 700,000 more people in all kinds of workplaces across England and Wales

# Together, we helped more people find clarity and confidence

Demand for all our information services continues to rocket. In five years, the number of queries made to our helplines has more than doubled. Back in 2013/14, we were contacted 50,000 times. This year, we topped 100,000 for the first time – with over 118,000 queries.

The aim of our information – whether people are seeking answers on our website, contacting our helplines, picking up a leaflet in our shops, or speaking to staff at a local Mind – is to provide clarity about mental health and the options people have.

In 2018/19, the kindness of our donors enabled us to employ more call handlers at our Infoline. We also piloted a new webchat tool, giving website visitors the option to communicate with our Infoline experts live via instant messaging. Added to our phone, email and SMS options, it's another way for people to find answers, advice and reassurance in the way that works best for them.

We commissioned independent research into our helplines in 2018, and 88 per cent of people who responded said the Mind helplines met or exceeded their expectations, with our advisers singled out for particular praise. The research also highlighted some powerful data about the unique role the helplines play: a fifth of respondents said they wouldn't have sought support anywhere if the Mind helplines didn't exist. That's equivalent to more than 22,000 people this year.

Our mental health information was accessed **15.9 million** times in 2018/19

We're determined to encourage even more people to get in touch, and that includes reaching out to those who are currently less likely to contact us. Last year, with just 5% of calls coming from Wales, we used social media advertising, posters in GPs' surgeries and case studies in the Welsh press to spread the word. Within weeks, calls from Wales had increased by 35%, compared with the previous year.

With your support, we'll keep reaching out to even more people, empowering them with the information and guidance to make the best, most informed choices about mental health.





"Webchat can help people overcome a lot of different fears."



I think the addition of webchat to the Infoline is really useful. It's another way for people to get in touch who find it difficult to speak to us. Some people might feel embarrassed or might worry that someone will overhear their call. We get a lot of younger people contacting us on webchat too.

I was working on webchat recently, and one man entered his name four times but each time closed the webchat box without saying anything. Eventually, at the fifth attempt, he started to open up, explaining that he felt embarrassed and didn't want his friends and family to know he was struggling. The webchat helped him to ask for help, but he could still take his time and feel totally anonymous. It's all about giving people options, so they feel comfortable and in control.

Vikki answers enquiries to the Mind Infoline and webchat.



We'd like to thank **The 3 Ts Charitable Trust** and the **Moondance Foundation** for supporting other aspects of our work to help more people find clarity and confidence. The 3 Ts Trust donated **£25,000** to support the development of our Elefriends online peer support network, and the Moondance Foundation gave **£47,000** to help us deliver arts-based wellbeing projects across Wales.

## Progress towards our strategic goals 2016-21 Giving people choice



### Next steps

- Expand our information services to reach and support even more people
- Co-create a new online peer support platform with people with mental health problems

# Together, we demanded change through the Mental Health Act review

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Being sectioned and detained in hospital under the Mental Health Act is one of the most frightening and serious things that you can experience. So when the government announced an independent review of the act, we made sure the people affected were heard loud and clear.

A lot has changed since the Mental Health Act became law in 1983. Together with other mental health charities, we've said for years that this legislation has become dangerously outdated. It can deny people in crisis their right to choice and their dignity – and has led to thousands of people experiencing poor, sometimes appalling, treatment. The act was reviewed in 2018, and we took every opportunity to make sure those of us with experience of being sectioned could highlight the issues that affected us.

We know, for example, that black people are four times more likely than white people to be detained under the act and they are more likely to be given coercive treatment. Our conversations with people from black and minority ethnic communities and from other marginalised communities ensured we were able to include their experiences of being sectioned.

And a range of our staff, including our chief executive, director of external relations, in-house lawyers and mental health policy experts, were directly involved in shaping the thinking behind the review's recommendations. We called for a reduction in detentions, tighter criteria for detentions and a much greater focus on people's dignity, safety and involvement in their own care. We were really pleased that the review recommendations, when published in December 2018, reflected so much of what people had told us.

This battle is far from over though. So far the government has only accepted three of the review's recommendations, including one on race equality, but it has said it will provide a full response by the end of 2019 and has promised to bring forward a new Mental Health Bill. We want to see the government commit to implementing all the review recommendations.

We also can't look at the act in isolation. We need to address the ongoing failures in mental health services that cause people to end up in crisis in the first place. The only true sign of progress is when everyone's experiences improve – regardless of who they are and when and where they seek help – and we'll keep on pushing to bring about more changes to make that happen.



In another aspect of our work to improve mental health services and support, over **6,000 people** got help from local Mind staff in 91 GP surgeries in 2018/19

"It was so important to see Mind bringing people together."



I was sectioned in 2010 for a relatively short period of time – 21 days – but it was absolutely long enough to realise how bad and how inconsistent that experience can be. I was in two different hospitals and was treated completely differently in each of them. My dad was also sectioned 32 years ago, and you see the same things being repeated, the same mistakes. We seem sometimes to think that in healthcare things just get better, but they only get better if we understand how to make them better – and that's why it's so vital that processes like the Mental Health Act Review are based on input from people with lived experience.

It was so important to see Mind using its network and its ability to bring people together – locally and nationally – to make themselves heard. Part of the value of the review was to bring so many people together to discuss the Mental Health Act. That creation of a mass movement can help to force changes, and Mind has such a pedigree in helping to do that.

**Steven Gilbert OBE was Vice-Chair of the independent Mental Health Act Review and also became a Mind Trustee in October 2017.**

## Progress towards our strategic goals 2016-21 Improving services and support



### Next steps

- Continue to influence government plans for mental health in England and Wales
- Support local Minds to influence mental health services in their communities
- Support local Minds to deliver even more services, including a new project in Wales to help health professionals refer more people to community services



# Together, we partnered with the English Football League

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An incredible 18 million fans go to matches across the Championship, League One and League Two each season, with 55 million people watching on TV. So our game-changing new partnership with the English Football League (EFL) gave us the chance to reach and support a vast new audience.

Joining forces with the EFL in 2018/19 opened up a huge opportunity to use the power of football to improve the nation's mental health and wellbeing. Through our On Your Side partnership, we raised awareness of mental health, encouraged more people to seek support, improved the approach to mental health in football and raised money to deliver life-changing national and local support.

It's a truly wide-ranging partnership. The squiggle from the Mind logo was incorporated into the player's name on the back of every EFL shirt. We held On Your Side events at match days. The EFL and EFL Trust signed the Mental Health Charter for Sport and Recreation – pledging to take positive action on mental health. And we piloted a training course designed to help club staff understand and have positive conversations about mental health.

We also wanted to make sure fans felt part of the partnership, so we started selling On Your Side badges in every club's colours at our online shop. They have since been spotted at football grounds nationwide.

We reached  
**1.8 million**  
people  
through our  
partnership with  
the EFL

Thanks to our new partnership with EFL, we've been able to expand Get Set to Go – our project funded by Sport England and the National Lottery to help more people with mental health problems discover the benefits of getting active. As a result, nine more local Minds are now working with their nearest clubs to do just that.

When we launched On Your Side, EFL Executive Chair Debbie Jevans CBE described the partnership as a powerful opportunity to “have a positive impact on the lives of millions of individuals who currently suffer in silence”. We're determined to break the silence and stigma around mental health – and we'll keep reaching out to more people in more ways to make that happen.



"I'm proud to wear the On Your Side badge."



I think I have always struggled with anxiety. I am not a great socialiser and sometimes feel uncomfortable around people I am not familiar with. But I love the way football brings people together. You speak to someone and they tell you who their team is and the conversation flows.

By introducing the Mind logo to players' shirts and having the managers wear the badges, I believe it can help more people to talk and know someone is listening. I think it is so important for people to know it's OK to speak out about how they are

feeling and not feel it is something to be ashamed of. I'm proud to wear the new EFL/Mind badge in my club colours of Southend United.

The love and support I have received from family and friends over the years for my mental health has been phenomenal. If displaying my badge allows me to have a conversation with someone else that supports or helps them, then I know the badge has done a marvellous thing. I would be proud and honoured to support someone else who needs help.

**Robert is a lifelong Southend United supporter. After he wrote about how much On Your Side means to him on our website, Southend featured his story in their match day programme and presented him with a signed, personalised shirt pitchside before a match.**

## Progress towards our strategic goals 2016-21 Helping people take part in society equally



### Next steps

- Strengthen our partnership with the English Football League, focusing on raising awareness of mental health and fighting stigma
- Tackle mental health stigma with Time To Change Wales, particularly among men, Welsh speakers and in rural areas
- Support new community-based Time To Change hubs in England, to reach and engage with more people

# Together, we pushed the government to change plans that put mental health at risk

When barriers exist that stop people with mental health problems accessing the services and support they need, we confront them. In 2018/19, we pressured the government into rethinking key welfare proposals – guided by people with mental health problems determined to speak truth to power.



When MPs announced an inquiry into benefits last year, we knew it was a vital chance to highlight the issues people had been raising for years at local Minds and through our helplines. So we asked our campaigners to share their experiences with the parliamentary committee – and almost 500 people did just that.

We also gave evidence to the committee ourselves, and supported one campaigner, Jen, to speak at the committee hearing. She described how benefits sanctions had left her homeless and in hospital, after Jobcentre staff failed to take her anxiety and depression into account. Jen's story reached huge

numbers of people after it was covered in The Mirror newspaper and on Channel 4 News.

The MPs' final report drew heavily on stories from Mind campaigners, and adopted all of our recommendations – including telling the government that no disabled people or people with health conditions should face the threat of sanctions. The government has agreed to take on some of the committee's recommendations. We're now keeping the pressure on for ministers to go further.

We also pushed the government to address major issues with Universal Credit in 2018/19. One of our central concerns was 'managed migration' – the process of moving three million people from existing welfare benefits to Universal Credit. We knew this risked huge numbers of people with mental health problems having their welfare payments stopped entirely as they struggled to apply for the new benefit.

Up to  
**1 million**  
people with mental  
health problems  
could be affected  
by the move to  
Universal Credit

So we asked Mind supporters with experience of Universal Credit to contact the committee that was looking into the government's plans. We arranged an event at Mind in Croydon so committee members could hear people's issues first hand. We shared stories in the media, and gave evidence ourselves to the Work and Pensions Committee.

With pressure building from Mind and many other organisations, the Work and Pensions Secretary Amber Rudd announced that the managed migration would be delayed and could not go ahead without a pilot and another parliamentary vote. It's another example of the influence the Mind community has when we make ourselves heard together.



"They know you have anxiety but they don't care."



Almost  
**500**

Mind campaigners  
shared their experience  
of claiming benefits  
with the Work and  
Pensions Committee

I was just so anxious and so depressed and just so unstable... It was too much. It broke me. I ended up in hospital on a mental health ward for a very long time.

If you're not someone who is able to shout for yourself and scream and cry and kick until the [Jobcentre] helps you, you are left on the side of the street with nothing... You go into the Jobcentre and they have all this information from the doctor that you suffer from severe anxiety... but they don't care. They expect you to act exactly the

same as everyone else, regardless of what situation you are in.

You just feel so unsafe going into a horrible environment, and then you are so scared and say, 'No, you said you'd help me'. If you ask them for help they say, 'No, we'll punish you instead'.

**Mind campaigner Jen gave this powerful testimony to the Work and Pensions Committee in parliament, as part of an inquiry into benefits sanctions in June 2018.**

## Progress towards our strategic goals 2016-21 Making access to services equal for everyone



### Next steps

- Continue to influence government on the roll-out of Universal Credit
- Launch new support to help people with mental health problems navigate the benefits system
- Support over 750 young black men through a new programme co-designed with young black men
- Ensure all our work – with employers, communities and government – contributes to the fight against inequality

# Together, we chose our new chairman

Everything we do is guided by people who know what it's like to live with a mental health problem. So when the time came to recruit a new chairman, we made sure Mind members with experience of mental health problems were central to the interview process.

After 12 years as a trustee, Ryan Campbell's term as our chairman ended in December 2018. We put a rigorous process in place to find the best possible candidate to replace him, and that meant ensuring both our staff and our members were able to ask candidates the questions that mattered most to them.

We put a call out to members to join our Membership Advisory Panel. Ten members were recruited to the panel, and seven were able to join us to devise questions and quiz candidates at the first interview stage. It was a crucial way of ensuring the successful candidate had the confidence of members and embodied our values.

The panel members spent three days together in London. On the first day, as a group they finalised the questions they wanted to ask, covering subjects from discrimination to how people's experience of mental health problems should shape our work. They then interviewed candidates on the second day, before collating their feedback for the group responsible for making the final decision.

In 2018/19,  
**over half**  
of our trustees had  
lived experience  
of mental health  
problems

Candidates in the second round of interviews were asked questions by a group of staff from across Mind. It was an extensive process – which the successful candidate, our new chairman Stevie Spring, described as the most thorough she has been involved in for any role.

And that's exactly what we were hoping for. Our chairman plays a critical role in steering everything we do, and it was vital to select a candidate with attributes that truly represent the whole Mind community. Just as we constantly strive to reach out to everyone who needs us, we also strive to keep improving as an organisation by empowering everyone connected to us to collaborate and be part of the progress we can create together.



"A lot of what was said was very heartfelt."



58%

of our staff say they have experience of poor mental health

94%

of Mind staff say they are proud to tell people they work for Mind

I felt we really contributed in a meaningful way. We were very involved. Some of the candidates actually said it was very valuable to have that stage of the interview where they were in front of members who were asking questions based on our lives and our perception of what Mind is all about. I think that brought a level of reality and intensity to the process that candidates appreciated.

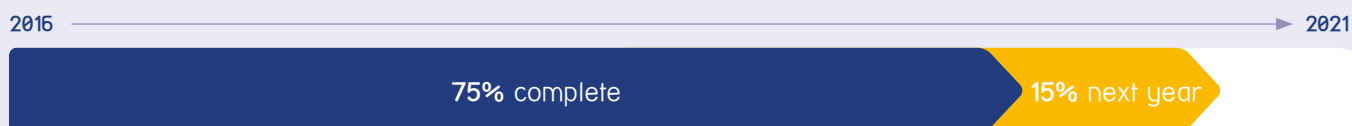
It was definitely a real interaction. We were encouraged to give any personal examples that could underpin the questions and people spoke to

us very directly: a lot of what was said was very heartfelt. I had full faith that our opinions would be taken into consideration when the final choice was made.

I feel that contributing is a very important part of being a Mind member: the more you contribute, the more momentum is created – and the more difference we can make together.

**Chris is a Mind member and was on the Membership Advisory Panel.**

## Progress towards our strategic goals 2016-21 Putting excellence at the heart of our organisation



### Next steps

- Grow our income to £60m to support even more people with mental health problems
- Review and refresh our brand to stay relevant and help us reach more people
- Expand our leadership team development programme, to ensure local and national Mind staff have the skills they need
- Continue to strengthen the quality of our work locally and nationally



# How we raise our money

All of the work described in this review is only possible because of the generosity of all kinds of amazing individuals and organisations. Their dedication and determination inspires us every single day. Here's just a taste of what it means.

## Fundraisers like Helen, Matt and Caroline power us forward

Helen (pictured below) has lived with depression for many years, and has no doubt about the difference running has made to her own life. "Exercise has saved me," she says. "Sometimes, when I feel the dark cloud coming over me, I know I must run."

Now, thanks to her brilliant fundraising efforts in the 2018 Cardiff Half Marathon, she's helping others get the right support for their mental health too. It was an especially poignant occasion for Helen, because she was running in memory of her cousin Terry, who sadly took his own life. She ran as part of 'Team Terry' with others who knew him, and together they raised more than £2,500 for our work.

So many people support our work for very personal reasons, and that was also the case for Matt and Caroline (pictured right). They married in early 2019, and knew they wanted Mind and mental health to be at the heart of their special day. The couple have both experienced depression and they believe this connection makes their relationship stronger. "Mind and mental health are a big part of our lives," Matt says. "If we had tried to glaze over it, it would have felt dishonest."



Helen was among the hundreds of heroic runners who pounded pavements for Mind in 2018/19.

686  
unstoppable  
runners

raised money for Mind as we became an associate partner of the Cardiff Half Marathon in 2018

As well as filling their wedding venue with Mind balloons, nametags, wedding favours and information leaflets, they left a Mind collection box in the reception room.

Every year, thousands of heroes like Helen, Matt and Caroline go to incredible lengths to raise money for Mind, many of them drawing on their own experiences. Whether that means people take on an ironman triathlon, organise a school quiz, join our Crafternoon event or do something completely different, they change people's lives. We can't put into words how grateful we are for this support.

## Organisations like the Garfield Weston Foundation ensure we can keep achieving more

Garfield Weston Foundation has been a generous supporter of our work for many years, and we are very grateful for its commitment to mental health. The foundation first donated to Mind in 1993, and has since given an incredible £270,000 in support of everything from our Infoline to our Local Mind Grant Fund, which helps local Minds deliver a wide array of community services. In 2018/19, the foundation made its largest ever donation to Mind – £300,000 towards our Side by Side peer support project, which you can read more about on page 27.

"Robust mental health is an essential ingredient for a happy, healthy and productive life," says Philippa Charles, Director of the Garfield Weston Foundation, "and the trustees of the foundation are delighted to support practical and effective work such as the peer support programme which empowers people to help themselves and others."

Ongoing support from partners like Garfield Weston Foundation is vitally important as we keep striving to reach more people in more ways.

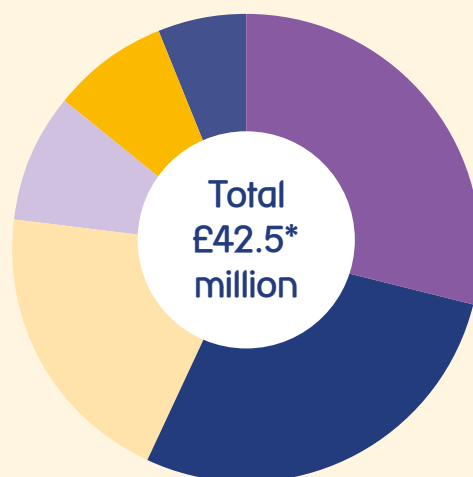
And every penny donated – from a trust, a corporate partner, a statutory funder, one of our major donors or an individual fundraiser – adds up to greater support for people facing a mental health problem. Without our supporters, we simply wouldn't be here.



Matt and Caroline put us at the heart of their wedding day – raising funds and helping us reach even more people.

### Where our money comes from

Thanks to the generosity of the public, companies and other funders, we raised £42.5 million in 2018/19. That's £7.6 million more than last year – an increase of 21.7%. It means we can do even more to support people with mental health problems, at a time when demand for our services is increasing. The pie chart opposite shows our income, including net profit from shops.



### Income, including net profit from retail

● Challenge events .....	£12.1m/29%
● Grants from government, trusts, foundations and other bodies .....	£12.1m/28%
● Donations .....	£8.5m/20%
● Profit from shop sales and other income....	£3.8m/9%
● Legacies .....	£3.3m/8%
● Fees and other income .....	£2.7m/6%

**£42.5m**



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

\* £55.9 million is our total income which includes £17.2 million income from our shops. If we consider just the net profit of £3.8 million from our shop sales and other retail income, together with income for Mind, we raised the £42.5 million shown above.

# How we spend our money

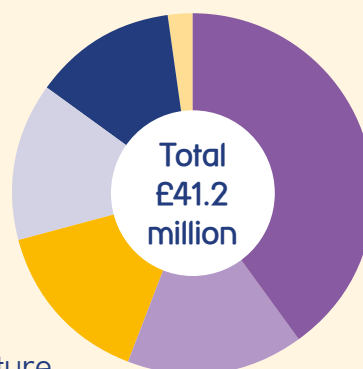
In 2018/19, we spent £41.2 million on our work to make sure everyone with a mental health problem gets support and respect. We hope this review has given you a good sense of how lives have changed as a result. Here's how we spent that money.

Overall, we spent £41.2 million in 2018/19 (on top of the £13.4 million we spent on running our 157 shops).

Of this, £35.6 million was used to directly support people with mental health problems, which you can read more about throughout this report.

This is £9.8 million more than last year, and it meant many thousands more people could benefit from our support. Some of our work, like our workplace wellbeing consultancy, generates income while also delivering our charitable objectives. Income from charitable activities increased by £3.3 million to £14.6 million, giving us more funds to improve the lives of people with mental health problems next year.

This year, for every £1 we received, including profits from our shops, we spent 84p on our work supporting people with mental health problems. The rest goes towards running the organisation, including generating funds and planning for the future.



## Expenditure

- Helping people take part in society equally .....£16.5m/40%
- Improving services and support.....£6.6m/16%
- Giving people choice.....£6.1m/15%
- Expenditure on raising donations, legacies, events and organisational development ..... £5.6m/14%
- Helping people to stay well .....£5.5m/13%
- Making access to services equal for everyone..... £0.9m/2%

**£41.2 million**





## Supporting local Minds to grow

We significantly increased our investments in local Minds this year. This is helping local Minds to become more sustainable and grow as independent charities, while ensuring people have access to high quality mental health services where they are.

Our indirect support (eg quality, planning and fundraising support) to local Minds totalled £5.2m, while direct support (eg public grants) came to £3m. This represents a 64% increase on last year. The increase is due to our success at finding funding for several new programmes and to an expansion of our peer support work, as well as an increase in investment to deliver our income generation pilots. Direct support from grants also tripled, with an additional £1.1m allocated to local Minds.

This year the number of local Minds has decreased due to mergers and a small number of closures. Through our organisational development funds,

we've been able to help neighbouring local Minds develop closer relationships and partnerships. This has helped them maintain services in areas where a local Mind has closed – or expand into areas that may never have had a local Mind before.

We're now in the second phase of our Network Sustainability and Growth Plan. We've launched eight new income generation pilot projects to help local Minds grow their income from activities such as legacy, corporate and community fundraising. Since the plan launched in November 2017, the pilots have helped local Minds to raise an additional £2 million.

As demand for our training services increases, we've also developed a new training offer in partnership with local Minds. We now have 56 local Minds able to deliver standardised courses to clients nationally. Our Training Development Group, made up of local Minds and workplace wellbeing colleagues, will continue to grow this source of income to benefit local Minds.

## Investing in the power of peer support

The thinking behind peer support is simple: it's based on people using their own experiences to help others. But its impact in terms of mental health can be profound. In 2018/19, the generosity of our funders enabled us to bring peer support to many thousands more people across England and Wales.

One of our programmes is called Side by Side: Peer Support in Your Community. It aims to improve people's wellbeing by increasing the availability of high quality peer support close to home. In 2018/19, Garfield Weston Foundation donated £300,000 towards this programme, Morrisons Foundation gave over £254,000 and the Welsh Government donated £435,000.

We used the funding to begin the process of setting up community peer support hubs. Led by local Minds, these hubs create local networks, providing coaching, funding and toolkits to nearby organisations to deliver a wide range of peer support to thousands of people.

This is a great example of how bringing funders together can achieve even greater impact, reaching more people in more ways, developing our learning and demonstrating the huge potential of peer support on a bigger scale.

Adrian Horsley, Corporate Services Advisor at Morrisons Foundation, commented: "We are delighted that our donation will ensure Mind can continue to help hundreds more people in the future and that our support will make a positive impact on communities."



Thanks so much to everyone who has donated to Mind in 2018/19. You have helped us reach more people than ever.



# Our people

These are the people who steered and spoke about our work this year – and inspired thousands of others not listed here to keep pushing for better mental health.

## Patron

HRH Princess Alexandra,  
The Hon. Lady Ogilvy KG GCVO

## President

Stephen Fry

## Trustees

Stevie Spring CBE

Chairman and co-opted trustee ♣ ● ✕ ✱ ■ ❖

John Binns MBE

Vice Chair – Strategic delivery and co-opted trustee ♣ ❖

Valerie Harrison

Vice Chair – Network and co-opted trustee ● ❖

Ian Ruddock

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

Emrys Elias

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

## Trustees co-opted by Council

Richard Addy ●

Victoria Hall ✕ ✱ ■

Anna Hughes ♣

Alyson Scott ♣

## Trustees elected by Mind's membership

Sarah Rae ♣

Alex Jensen ✕

Christer Stoyell ✕

Joanne Theodoulou ●

Peter Rodgers ♣

Steve Gilbert OBE ♣

Nick Stafford ●

## Key to trustee sub-committee membership

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

## Independent members

Graham Clarke,

Chair – Audit Committee ■

## Chief Executive and Company Secretary

Paul Farmer CBE

## Other trustees who served during the year to 31 March 2019

Ryan Campbell CBE (until December 2018)



## 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.

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 (Zoe Sugg)





# Thank you

So many people helped to make the progress outlined in this review possible – from the individuals and organisations listed here to everyone who has donated time and money to Mind. Your support made it possible for us to reach more people in more ways - and we can only do what we do because of you. We can't thank you enough.

## Companies

Thanks to every one of our 2018/19 corporate supporters, including:

Allianz Insurance  
Arcadis  
THE ARDONAGH GROUP  
The BRIT Trust  
BSS  
EFL  
ENGIE  
Flight Centre Travel Group  
HEINEKEN Race to the Tower 2018  
Mace Foundation  
Moore Stephens LLP (now BDO LLP)  
ODEON Cinemas  
Premier Foods plc  
Temple Spa  
WHSmith PLC

## Trusts, foundations and special individual supporters

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

The 3 Ts Charitable Trust  
Alana and Dean Stott - PAH Scotland  
Allen & Overy  
Cecil and Hilda Lewis Charitable Trust  
Cold War Steve  
Comic Relief  
The Constance Travis Charitable Trust  
Ellerdale Trust  
The February Foundation  
Garfield Weston Foundation  
The Gosling Foundation

The Helen Hamlyn Trust  
The Hick Charitable Trust  
The Light Fund  
The Marjorie and Edgar Knight Charitable Trust  
Morrisons Foundation  
The Pemberton-Barnes Trust  
The Peter Cundill Foundation  
The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex Secret 7"  
ShareGift  
Stone Family Foundation  
The Thompson Family Charitable Trust  
The Victoria Wood Foundation  
The Wyseliot Rose Charitable Trust

## Statutory bodies

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

Care Quality Commission (CQC)  
Department for Digital, Culture, Media and Sport  
Department of Health and Social Care  
ESF and National Lottery Community Fund Building Better Opportunities  
Foreign & Commonwealth Office  
Ministry of Defence Covenant Fund  
National Lottery Community Fund  
Sport England  
Welsh Government

**And thanks to all those who wish to remain anonymous**



Thank you to  
everyone who  
supported us in  
2018/2019

We're Mind, the mental health charity.  
We're here to make sure anyone with a  
mental health problem has somewhere  
to turn for advice and support.

This annual review shows how we  
reached out to more people in more  
ways than ever before in 2018/19.

Please support us to help make  
sure we can be here for everyone  
who needs us. No one should face  
a mental health problem alone.

Visit: **Mind.org.uk/donate**

Mind  
15 – 19 Broadway  
Stratford  
London  
E15 4BQ

020 8519 2122  
contact@mind.org.uk

mind.org.uk  
t @MindCharity  
f Facebook.com/mindforbettermentalhealth

Mind Infoline: 0300 123 3393

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