

Unstoppable in uncertain times

Our annual review for 2019-20

I thought it would be great to round off the year with a special event in aid of Mind. Playing these shows, we're in a position where we have a room full of people every night. Why not try and do something?

George Ezra became a Mind Ambassador in 2019 and – before the coronavirus struck – raised an incredible £168,000 fundraising on his UK tour and at two very special Royal Albert Hall shows for Mind. That's the kind of unstoppable spirit that runs right through the Mind community – and right through this annual review.





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Cover: As soon as the coronavirus pandemic began to spread, the whole Mind community responded - including East Dulwich shop manager Jonathan, whose story you can read on page 24. We'd like to thank every one of our unstoppable staff, volunteers and supporters for everything they do.

What do we mean when we say Mind is unstoppable?

Simple. It means we never give up.

It means we work to make sure everyone can get mental health support, whoever they are, whatever their race, gender, sexuality, disability or beliefs. It means we design our services together with the people who use them. It means we stand up to the injustices that make life harder for people with mental health problems. It means we build on the incredible power of our local Mind network and our shops right across England and Wales.

It means, in short, that we never give up. And when a global pandemic suddenly strikes and creates a whole new level of anxiety – as happened right at the end of this review period – it means we act fast and do all we can to ensure everyone with a mental health problem gets support and respect.



This is why we won't stop...

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

The prevalence of common and severe mental health problems is increasing.

People from Black, Asian and Minority Ethnic (BAME) communities are more likely than white people to experience a mental health problem but less likely to get support.

40% of GP appointments now involve mental health.

This is what unstoppable looks like...

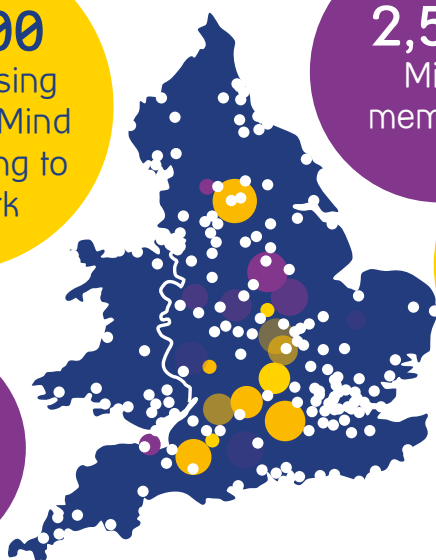
59,000
Mind
campaigners

100,000
people raising
money for Mind
and donating to
our work

101
local Minds
in England

2,845
volunteers in
our shops

20
local Minds
in Wales



2,500
Mind
members

321
paid staff
working in
our shops*

165
shops across
England and
Wales

422
paid staff
working
across Mind*

*Average full-time equivalent for 2019/20

Welcome from Stevie and Paul

In the final weeks of the period covered by this review, England and Wales went into lockdown as the coronavirus spread around the world. The pandemic created a mental health emergency. Then, just a few weeks later, the death of George Floyd sparked a global wave of anti-racism protests. It led many organisations, including our own, to question what we could do to more actively confront discrimination and foster greater diversity.

The seismic impact of both events has given us added impetus to reflect on our achievements and impact in 2019/20. There is much we should celebrate and build on from that period, but the coronavirus and the urgent need to tackle racial disparities within mental health will also now define our work going forward. Indeed, the theme of this year's review – the unstoppable determination of the whole Mind community – seems deeply relevant at this time. The context we are working in has changed completely, but our commitment to do everything we can to support better mental health has never been stronger.

It's been truly inspiring, for example, to see how staff and volunteers across the Mind network have responded since the coronavirus began to spread. Many local Minds swiftly began supporting people in their communities online, while existing digital services also continued to flourish – such as our Youth Voice Network, which brings together hundreds of young people to help influence and shape our work.

At the same time, we rapidly expanded and tailored our existing support in response to the pandemic's devastating impact on mental wellbeing. Our Frontline is a prime example of this. It's a round-the-clock support service for key workers, which we launched in coalition with a range of other mental health organisations within weeks of lockdown starting.

We also published a range of online information on coping with the coronavirus, which generated over 300,000 visits to our website in the first week of lockdown alone. And we did everything possible to care for the wellbeing of our own staff and volunteers too. We owe them a huge debt of gratitude for their truly unstoppable spirit at a time of profound anxiety for us all.

Of course, though, we must also acknowledge those areas where we need to keep improving, keep listening and keep learning as an organisation. You can read in this review about our latest support for young black men, for example, but we need to recalibrate the way we work to ensure we offer the most effective support for everyone while countering the entrenched issues of race in mental health. This proudly anti-racist stance will be a vital focus as we plan our new strategy, which launches in 2021.

The coming year – 2020/21 – will still be the final year of our current five-year strategy, but in truth so much has shifted in recent months that we have already transformed much of the work we expected to be doing. The onus now is on us to keep rising to each new challenge we face, following on from the wide-ranging achievements described in this review. With unemployment already increasing, for example, our focus on responding to its impact will also need to grow.

The Mind community – including our amazing supporters, fundraisers and funders – has always been unstoppable, and it's a quality that has never seemed more valuable. Thank you for your support at this uncertain time,

Stevie Spring, Chairman
Paul Farmer, CEO



Stevie Spring



Paul Farmer



Welcome from Katy

Unstoppable fundraisers like Katy power our work forward. In late 2019, she spent time in hospital after experiencing anxiety, panic attacks and psychosis. As soon as she was well enough to return home, Katy began planning an epic year of fundraising for Mind. Her incredible efforts were interrupted by the coronavirus, but she has no intention of giving up now.

I'm touched to have been asked to introduce Mind's annual review for 2019/20. It was a difficult year for me for a lot of reasons, but also one when I began to acknowledge that mental health problems are going to be part of my life. In fact, I've realised now that the more I speak about my mental health, the more I accept myself.

My anxiety reached an all-time high last year, and I was having panic attacks that lasted for hours. I'm generally able to keep functioning even when I'm really struggling. I put on a mask and show everyone what a bright, bubbly person I am. But last year I reached a point where I just couldn't keep that up.

I was admitted to an acute psychiatric unit. I was suicidal and diagnosed with psychosis. That was really scary. I had been hearing voices that made me doubt any decisions I made. I felt totally out of control.

When the voices started, before going into hospital, I spent a lot of time on Mind's website, reading the information pages, trying to come to terms with the turmoil in my head. I was worried about opening up about what I was experiencing because of the stigma attached to psychosis. Reading the information and other people's stories made a massive difference to me. I realised that other people had got through this.

So when I was well enough to leave hospital, I started thinking about fundraising for Mind. And I thought if I just did one thing it might not get noticed, so I planned a whole year of fundraising events instead.

Seven weeks after leaving hospital I completed my first challenge – a 10km run. I don't like running, but whenever I struggled I would think, 'This might be painful now, but it's nothing like as painful as a panic attack that lasts for hours, and it's nothing like as painful as a lot of the problems people are going through that the money I'm raising could help with'.

After that, I swam 20km before the start of 2020, and I was planning to do the Great North Run and climb the Three Peaks. I've had to put those plans on hold because of the coronavirus, but I'm now intending to just keep fundraising for Mind for the foreseeable future, however I can.

It was terrifying to open up about my mental health for the first time, but the support I've had from people since has been amazing. There isn't a fairy tale ending to living with a mental health problem, but I am better at managing my problems now, and I want to raise as much awareness and as much money as I can for people who might think recovery is impossible.

I hope you enjoy reading in this review about the many ways Mind is helping people find the support they need to begin their own recovery – just as it did for me.

Katy



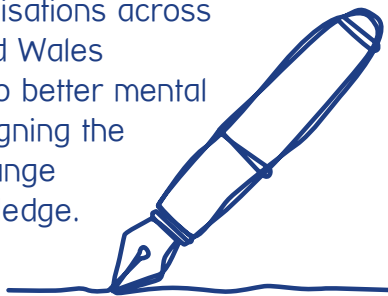
Katy celebrates after completing her first fundraising challenge for Mind – a 10km run just seven weeks after leaving hospital.

Unstoppable, even in uncertain times

2019/20 in numbers

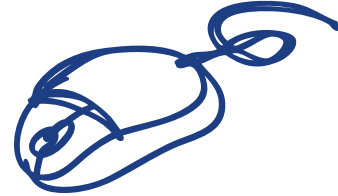
Almost **1,200** Time to Change
Champions tackled mental health
stigma in their communities, and

413 organisations across
England and Wales
committed to better mental
health by signing the
Time to Change
Employer Pledge.



In total in 2019/20, our mental
health information was
accessed over

18 million times.

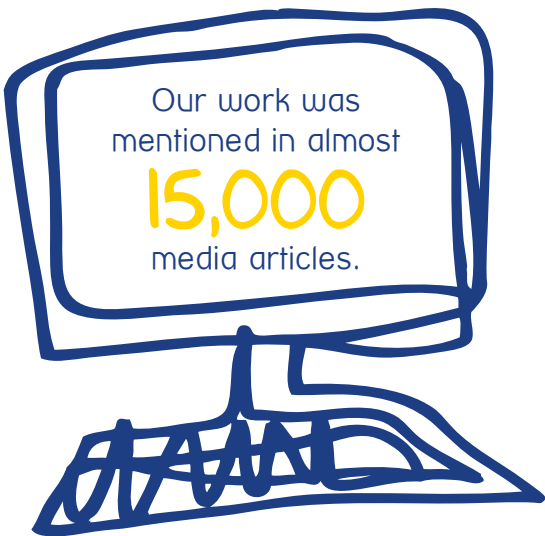


We sold almost

43,000,000

items in our shops.

Our work was
mentioned in almost
15,000
media articles.



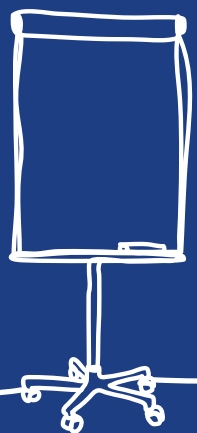
We responded to over

119,000

queries to our support
and information
helplines.



We reached over
1.5m
employees
through Mind's
workplace wellbeing
programmes.



Nearly
19,000
people

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

* This number is lower than in previous years as we moved away from surveys and began creating more opportunities for people with lived experience to play a shared, more meaningful role in our decision making.

Over
120,000
people



used our
online support
communities.

59,000
people

campaigned with Mind to improve
services and push for justice.

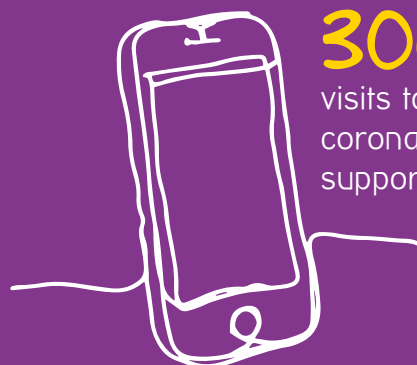
Our local Mind services supported



333,000 people.*

*This is a reduction compared with last year as a result of a change in the way we collect data.

In the first week of the
coronavirus lockdown,
there were



306,192
visits to our
coronavirus
support pages.

Goal A:
Helping people
to stay well

Unstoppable is... boosting mental health across universities

A 2019 survey of 38,000 UK students found that 22% had a current mental health diagnosis, while over half of all university staff described themselves as stressed in one 2015 study. In 2019/20, we launched our Mentally Healthy Universities Programme to support wellbeing right across university communities.

The aim of our work in universities is to prevent mental health problems from occurring in the first place, by giving people the skills to look after their own mental health, support each other and intervene sooner if people are struggling.

It's been an ambitious effort from the start, made possible by funding from Goldman Sachs Gives. We want to equip students with the knowledge and tools to manage their mental health during their studies and in future employment. But we also want to reduce stigma and increase peer support among staff, as well as making positive changes to the way universities as employers treat mental health.

The programme was developed in spring and summer 2019, based on ongoing consultation with students and university employees. We recruited ten universities to take part in our pilot, with six involved in the first year – the London School of Economics, Teesside University, University of Bath, University of Bristol, University of Cambridge and University of Greenwich.

Each was partnered with a local Mind, whose staff we supported to deliver face-to-face training for students. Local Minds trained staff champions with lived experience of mental health problems, who now raise awareness of mental health, fight stigma and provide peer support. And we are supporting each university to meet the Mental Health at Work Commitment for employers.

Feedback on the initial training workshops was excellent. Eighty-five per cent of students said they had a better understanding of mental health problems after attending our introductory course, and 90 per cent of those who came to our 'tools

and techniques' courses said they felt more confident looking after their mental health. A total of 139 staff also became mental health champions, compared to our target of 90 for the first year. At the University of Bristol, 180 staff applied for just 15 places.

In response to the coronavirus pandemic, we are now moving the programme online for the next academic year. Our determination to reach more young people is unstoppable, and we'll keep improving and expanding this work to make sure we reach that vital goal.

Over 90%
of staff who joined
our university
training courses
would recommend
them.

Local Mind staff
Charlotte and Sinéad
in a train the trainer
workshop for one of our
new courses for students.



Katie's story: "It gives you a real feeling of being valued."

Last year we also launched our Youth Voice Network to make sure young people aged 11 to 24 could play a genuine role in shaping our work. Katie was one of 500 volunteers who got involved.



Initially after joining the network I wrote some thoughts for Mind to quote on its website, about topics including understanding your feelings and looking after your wellbeing. I liked that you were asked to write as much or as little as you like – which I think gives you a real feeling of being valued, as Mind wants to hear what you have to say in any shape or form.

I then reviewed some of Mind's web pages for young people to suggest amendments to make the

information more accessible. I think even asking young people to do this is a real testament to the extent to which Mind cares about helping young people, as it's constantly looking for ways to improve – not just signing off an article as soon as it's written.

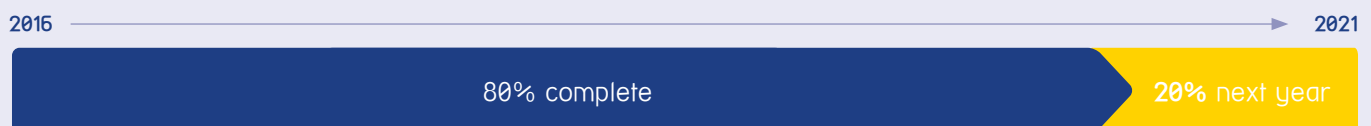
I've learnt a lot about mental health since joining the network and want to share this within my school. It's not only beneficial to Mind to hear the voices of young people; it's also beneficial for young people to hear more about Mind.

Also in 2019/20

- Our four-year Blue Light Programme to reduce stigma, promote wellbeing and improve mental health support for emergency services personnel ended. It had a significant impact on how people feel about mental health at work, with staff and volunteers now more likely to say their organisation encourages them to talk about mental health and offers effective support.
- We reached 250,000 young people through national events run as part of Time to Change, our anti-stigma campaign with Rethink Mental Illness.

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

Goal A: Helping people to stay well



Next steps

- Reach over one million people in workplaces, including offering a bespoke programme of support for key workers.
- Develop a new programme to support community resilience, in partnership with the Co-op.
- Support university students through our new Mentally Healthy Universities Programme.

Goal B:
Giving people
choice

Unstoppable is... helping women to support each other

In 2019/20 we partnered with Agenda, the alliance for women and girls at risk, to launch the groundbreaking Women Side by Side peer support programme. This work was made possible by a £1.8 million grant from the Tampon Tax Fund. It meant thousands of women across England and Wales could use their own experiences to help each other find hope.

Peer support is powerful. It supports mental health by giving people the chance to give and receive support in a safe space, where everyone feels accepted, understood and valued. Through the Women Side by Side programme, we funded 67 women's peer support groups across England and Wales last year. We also funded five regional hubs, run by women's organisations, to help groups learn from each other and offer effective support to women who have experienced trauma and abuse.

Through the programme, we particularly wanted to reach women who face additional issues – for example racial discrimination, homelessness and domestic violence – alongside mental health problems. One Women Side by Side group was based in a prison. Another worked with young girls in gangs. And there were groups that brought together people from Black, Asian and Minority Ethnic (BAME) communities.

Over 3,100

women took part in face-to-face peer support through Women Side by Side.

We wanted to build on the knowledge we gained from our original Side by Side peer support projects, which ran from 2015-17, and from our ongoing work in this area, which began in 2012. In the original Side by Side work, six values were identified that underpinned effective peer support: safety; choice and control; experiences in common; two-way interactions; human connection and the freedom to be yourself.

An independent evaluation published in 2020 found that all of these values were also important to the Women Side by Side groups, but the sense of safety and of having choice and control were singled out as the most powerful. Trust was also identified as an additional important value. Women told us that something unique and important happens when they are given the chance to share space and experiences.

Following on from Women Side by Side, around three-quarters of the groups we funded are now continuing to meet. We'll keep learning from their work and promoting peer support more widely, as we strive to help many more people find the mental health support that works best for them.



Anna's story: "Peer support creates an air of safety."

Peer support groups need to have a focus. Often people don't want to go into a room and talk about their feelings – that can seem overwhelming. At our group the focus is on Bollywood dancing and on people in the group taking it in turns to cook food at home for everyone to eat together. That makes the group a lot more accessible and also helps people to feel a sense of ownership, but still gives women the space to communicate and express themselves. I'm also trained as a counsellor, so I look at ways to help people have those conversations about mental health.

The group is for women from Black and Minority Ethnic communities living in Cardiff. At the groups, discussions will often be about the stigma surrounding mental health. It can be seen as something that is private or mental health problems can be seen as a punishment.

But peer support creates an air of safety, and mean we can talk about how every single one of us experiences low points and difficult times. Groups like this help to normalise mental health and help people learn from each other. There's a sense of, 'Oh, I've been through that too. It's not just me'.

Anna runs the Race Equality First peer support group as part of Women Side by Side

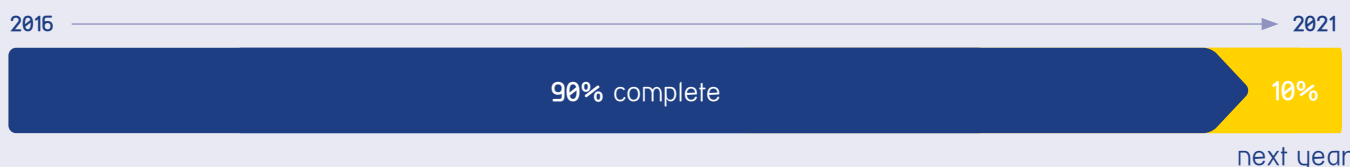
We would like to thank the Department for Digital, Culture, Media & Sport, Direct Line Group, The Mace Foundation, the National Garden Scheme and Premier Foods for their generous support of our work towards this goal.



Also in 2019/20

- We supported 119,599 people through our helplines, despite our contact centre flooding!
- We worked closely with users of our Elefriends online support community as we prepared to launch Side by Side online – a new, improved site for digital peer support.

Goal B: Giving people choice



Next steps

- Expand our information services to support more people, including producing resources on mental health and wellbeing during the pandemic.
- Launch and grow our new online peer support platform, Side-by-Side online, providing peer support to tens of thousands of people.
- Produce a set of information resources for younger people.

Goal C:
Improving
services and
support

Unstoppable is... helping local Minds deliver the services people need most

Local Minds are a truly unstoppable force, supporting hundreds of thousands of people across England and Wales every year. Last year, as we sought to make sure the services they offer keep on improving, our support for local Minds included £734,000 given through the Local Mind Grants Fund.

The Local Mind Grants Fund enables local Minds to set up the projects they know will make the biggest difference in their communities. In 2019/20, we encouraged local Minds to focus in particular on welfare services and talking therapies.

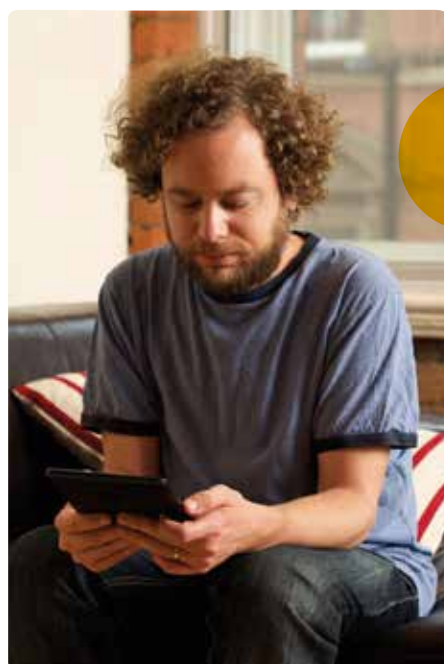
Many people tell us they find it difficult to get the welfare support they need because the true impact of mental health problems is misunderstood, and we also know that talking therapy projects can be hugely valuable but often struggle to attract funding. Through the Local Mind Grants Fund, we wanted to give local Minds the chance to innovate, develop new ideas and scale up what works to address both issues head-on.

The range of projects we funded as a result was truly inspiring – and the projects are already changing lives. On the welfare side, Bath Mind launched an appeal service to help people challenge incorrect decisions. Oxfordshire Mind, in partnership with the Oxford NHS Mental Health Trust, posted a benefits worker in four psychiatric inpatient wards. West Norfolk Mind began offering weekly benefits sessions in three different locations.

Across England and Wales, projects like these helped people with mental health problems to feel less alone – and the same is true of the talking therapy projects also funded in 2019/20. These ranged hugely, from Mind in Haringey launching a psychosis therapy project through to Cwm Taf Morgannwg Mind offering counselling to young people. Buckinghamshire Mind's new online counselling service was another example of innovative thinking – and one which is now more relevant than ever in the wake of the coronavirus.

Cwm Taf Morgannwg Mind's talking therapy pilot – funded by the Local Mind Grant Fund – involved offering **700 counselling sessions.**

Grants are given on the basis that local Minds work together to create support that can be replicated in different areas. That was the case last year for projects including Active Monitoring, which involves a local Mind practitioner working in GP surgeries to offer guided self-help. Active Monitoring was initially created by Tameside and Glossop Mind before being developed and adapted by local Minds in England and across Wales with help from the Welsh Government. Last year we gave grants to both Derbyshire Mind and Mind in Furness to replicate the approach in GP surgeries in their regions. It's the perfect example of how a vibrant network can keep pushing mental health support forward.



Buckinghamshire Mind's online counselling has become more valuable than ever as a result of the coronavirus.

"This journey has helped me cope."

Mind in Harrow's On Your Side project gave training to people with lived experience of mental health problems so they could help others navigate the welfare and mental health systems. The peer advocate volunteer who shared this story has asked to remain anonymous.



I have been on a wonderful journey with Mind in Harrow. The peer advocate training was excellent and I feel I gained the knowledge and skills needed to help clients express their wishes to professionals. This is something I would have been nervous about doing, but I now feel confident in my ability to empower clients.

The first person I worked with was nervous about a Personal Independence Payment appointment,

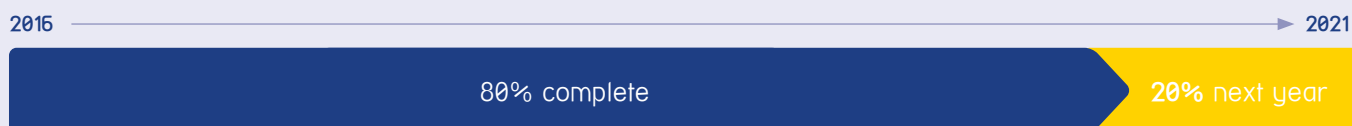
so I supported her to prepare for the appointment, making the journey with her and offering help afterwards. The next client wanted to be accompanied to a Care Plan appointment. I helped them to prepare and raise particular points, and am now working with them to ensure the Care Plan is an accurate description of what was agreed.

I am so proud of what I have helped Mind in Harrow to achieve. This journey has been instrumental in helping me cope better with my own mental health problems.

Also in 2019/20

- As a member of the Mental Health Policy Group, we continued to campaign for better access to high-quality mental health services. We published our 'Towards Mental Health Equality' report in 2019 to call for a much more ambitious cross-government approach to mental health, and followed this with our manifesto 'Towards Mental Health Equality' ahead of the December general election.
- We continued to hold the government and NHS leaders to account to deliver increased funding for mental health services, and published a guide setting out our priorities for local health systems and showcasing local Mind services and support.

Goal C: Improving services and support



Next steps

- Continue to influence government plans for mental health in England and Wales.
- Support local Minds to sustain and deliver even more high-quality services across England and Wales, with a focus on digital service delivery.
- Pilot new programmes of work, including an Active Monitoring service across Wales, supporting thousands of people with mild to moderate mental health problems.

Goal D:
Helping people
take part
in society
equally

Unstoppable is... making sure the voices of people with mental health problems are heard

When we see injustice that puts the rights of people with mental health problems at risk, we respond – guided by people's real experiences. In 2019/20, that meant taking a case all the way to the Supreme Court and pushing the UK government to deliver a fairer, more flexible sick pay system.

As a result of a ruling made in the Supreme Court in July 2019, hundreds of thousands of people with mental health problems are now entitled to extra financial support from Personal Independence Payment (PIP). Decisions like that underline why campaigning has always been right at the heart of Mind's work.

We intervened in the legal challenge, which was initially brought by a 47-year-old man known as MM, because of the wider issues it raised for people with mental health problems.

It's estimated
this legal challenge
has led to an additional
£2 billion
in benefit
payments.

Together with MM, we successfully challenged the way the points scoring system works in PIP assessments. We argued that the Department of Work and Pensions should provide PIP for people with mental health problems who need support to engage socially to avoid feeling isolated. Previously during PIP assessments, mental health problems that meant people needed this kind of help were often dismissed.

In the build-up to the case, we worked closely with service users at Bath Mind. Because the team in Bath run a benefits service in partnership with Citizen's Advice, they were able to put us in touch with people who had found themselves unable to claim PIP after their mental health problems were misunderstood. Their stories formed a key part of our legal case.

Also last year, we launched a campaign on Statutory Sick Pay (SSP), after we surveyed people with mental health problems and two thirds told us that receiving SSP caused them financial problems. One in four of these said this had made their mental health worse, slowing their recovery.

Fired up by the experiences of the people we exist to support, we worked with the disability equality charity Scope to write an open letter to the UK government, calling for a fair sick pay system that equals the minimum wage and is available from the first day people are unwell. A range of organisations and 34,000 Mind supporters signed this letter, massively increasing its impact.

Now, with this unstoppable army of campaigners behind us – and with the coronavirus only increasing concerns – we'll continue to press the UK government to reform a sick pay system that risks increasing poverty and forcing people to work when they are unwell.



Sally's story: "I believed I had a voice."

I have no doubt that the services offered by Mind in Bedfordshire, Luton and Milton Keynes (Mind BLMK) saved my life. When I hit rock bottom, it was the only place where I felt safe and normal. I'd been using the services at Mind BLMK very frequently for 18 months when I was asked if I wanted to be their service user representative. My initial response was 'Why me?' But I did get involved, initially working on a new mental health service that was completely co-commissioned. I sat with other service users and the local council and together we came up with questions we wanted organisations to answer when they applied to run the service.

That was transformative for me. Since then, with support from Mind BLMK, I've set up a peer support drop in. I've gained employment as a peer support facilitator for another co-produced service. I've participated in a research study on how people with disabilities can commission services. I've helped to organise a co-production festival to help everyone at Mind's head office think about how they can involve people with lived experience of mental health problems in their work. And I'm on committees to help link local Minds together and advise on the Side by Side peer support programme.

All this has happened because somebody believed I could be in those meetings with service commissioners and I had a voice. That made me believe that my voice was important. It made me



want to speak up for all the people I knew who weren't able to speak up for themselves.

Sally, inspirational expert by experience

Goal D: Helping people take part in society equally

2016

2021

80% complete

20% next year

Next steps

- Continue to influence the UK government to improve the benefits system, and increase our support for people to navigate the benefits system.
- Campaign for change in key areas including education, employment rights and social care.
- Develop and launch a new membership offer, giving members an increased role within Mind.

Goal E:
Making access
to services
equal for
everyone

Unstoppable is... breaking down barriers that stop people getting support

We know we have so much more to do. Improving treatment for people who experience discrimination alongside mental health problems is core to Mind's vision. It always has been. But while we continue to make progress in this area, we also need to achieve more, more quickly.



Shortly after the period covered by this review, the death of George Floyd led to a worldwide focus on systemic racism. It's an issue we have been working to address for many years. We know that people from Black and Minority Ethnic (BAME) backgrounds are more likely to develop a mental health problem as adults, compared to white people, but are less likely to receive support. We know people from BAME communities are four times more likely to be detained under the Mental Health Act than white people and yet less likely to receive support at an earlier stage.

People from
BAME communities are
four times
more likely to be
detained under the
Mental Health Act
than white people.

Through previous projects such as Up My Street, which focused on preventing mental health problems among young black men, and 300 Voices, which gathered the experiences of young black men who had used mental health services, we have tried to break through the barriers that stop people from black communities getting the right help. Last year, we launched a range of new projects to continue this work – and we'll do more in years to come.

Two of the new projects are based around peer support, with the aim of reducing mental health stigma and helping young black men to stay well and seek support. Both projects – one runs through Leeds Mind, another at Haringey Mind – involve young black men co-producing peer support groups that work best for them, helping to create a sense of ownership and make the groups more relevant.

Alongside the peer support work, we also launched a pilot programme last year across three local Minds. The pilot involves Mind staff offering intensive support to local teams to develop and test new services that build stronger links with black communities. As a result, staff at Lambeth and Southwark Mind have been working with young black men to develop a range of wellbeing support. Mind in the City, Hackney and Waltham Forest has co-designed a unique street therapy approach with young black men. And Coventry and Warwickshire Mind has recruited young black men and black parents to identify the specific support they need most.

Through more projects such as these – and by looking hard at ourselves as an organisation – we will continue to confront racism and discrimination, to ensure everyone with a mental health problem is truly guaranteed support and respect.

Michelle's story: "We look at gaps in the system and what changes might be possible"

As part of the Making Every Adult Matter (MEAM) coalition, we support local services to collaborate more effectively together to help people facing multiple disadvantage.



Delegates from across the country came together to improve local support at the 2019 MEAM conference.

MEAM is a coalition of the national charities Mind, Homeless Link, Clinks and associate member Collective Voice. Our focus is on people experiencing a combination of issues such as homelessness, substance misuse, contact with the criminal justice system and issues with their mental health. The MEAM Approach helps local areas design and deliver better coordinated services for people experiencing multiple disadvantage.

Haringey is one of the local areas using the MEAM Approach. Over the last year, a systems navigator has been working with a partnership of agencies that ranges from the police to housing associations to the local mental health trust.

One example of the change achieved is around access to healthcare. There was recognition in the local area that the need to have a GP referral to access mental health support was a problem. If you're rough sleeping, for example, or have moved multiple times, that can make it much more difficult to get the support you need.

So, working with this group, the MEAM systems navigator was able to create greater flex in the system. As a result, people can now be referred for mental health support by other frontline workers, not just GPs. That can make a profound difference to people's ability to get the right help at the right time.

Michelle is Partnerships Manager for London and the South East at MEAM

Also in 2019/20

- We kept pushing for a full response to last year's Mental Health Act review, in particular campaigning to address the racial disparity in the use of the Act.
- We moved up 45 places in the Stonewall Index, which stands up for LGBTIQ+ equality and inclusion practices. Benchmarking exercises like this help set an example to the communities and employers we work with.

Goal E: Making access to services equal for everyone



Next steps

- Deliver a new programme of support for young black men experiencing mental health problems.
- Continue to work through the Making Every Adult Matter coalition to support people with multiple complex needs.
- Ensure all our work – with employers, communities and the government – contributes to the fight against inequality.

Goal F:
Putting
excellence at the
heart of our
organisation

Unstoppable is... building a stronger, closer network

Back in 2017, we launched our Network Sustainability and Growth Plan to transform how we raise and share income and assets across our federation of 121 local Minds. Two years on, we're seeing the impact of working more effectively together.

Our federated structure is a big part of what makes Mind unstoppable. It means we can combine national recognition, services and influence with the ability to reach communities across England and Wales. Local Minds offer talking therapies, crisis helplines, drop-in centres, employment and training schemes, counselling, befriending and more.

To ensure local Minds can keep delivering the greatest possible impact, we set up our Network Sustainability and Growth Plan in 2017. Sixteen pilot initiatives have now been launched through the plan – and in total these have helped local Minds raise an extra £5.2 million for community-based mental health support.

Several of the initiatives are designed to build skills in vital areas. We've expanded our bid development team to help local Minds with scoping, commercial modelling and project planning. By using this support, staff can build confidence in responding to tenders and winning contracts for new services. Similarly, we also developed dedicated resources last year to support local Minds with local and regional trust applications.

57%
of Mind staff have
lived experience
of mental health
problems.

General fundraising has been a big focus too. Before coronavirus struck, Katie, our Fundraising Capacity Building Officer, was busy travelling across England and Wales to help local Minds develop their community fundraising. Since the pandemic, this work has continued online.

We've also focused on communicating the relationship between Mind and local Minds more effectively – for example on our website – so it's easier for local Minds to fundraise and clearer for supporters too.

And we've increased our digital skills training for local Minds – a strategic choice that has become more relevant than ever as the pandemic has forced services to move online.

Looking to the future, we will continue to listen to and collaborate with local Minds to develop the most valuable support we can. Everyone benefits when we work closely and successfully together, as we increase our impact on the lives of people facing mental health problems right across England and Wales.



Caroline's story: "We wanted to support our supporters."



In a cluster with three other local Minds, we took part in the regional community fundraising pilot as part

of the Network Sustainability and Growth Plan. It involved getting specialised support and resources from Mind's head office to give more structure and direction to our local community fundraising. We wanted to be sure we were properly supporting our supporters from the moment they contacted us and after they had fundraised too.

Together with Mind, we developed a new community fundraising strategy, and we would meet with the other local Minds every month to share experiences and learn about new resources that were available to us, which could be anything from marketing materials to fundraising procedures to email templates.

The digital fundraising support that was provided through the pilot was very helpful too. We had a health check of our website, which looked at the content and our marketing and identified some accessibility issues we needed to work on. It also

gave us wider knowledge about digital platforms and how we could enhance our services and marketing, which really helped us respond to the needs of our clients when lockdown started and we had to offer services virtually.

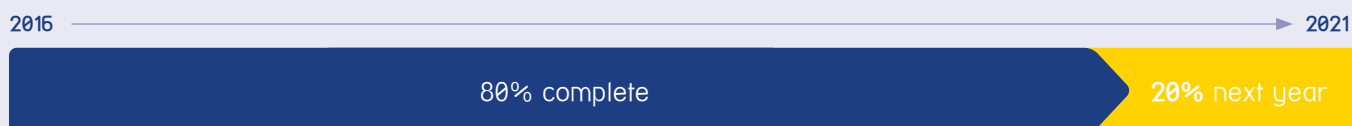
Caroline is the Community Fundraising Manager at the Hertfordshire Mind network

Also in 2019/20

- We reviewed 38 local Minds using the Mind Quality Mark, our framework to support local Minds to become sustainable, effective and influential.
- We introduced the Mind Excellence Awards to recognise and reward achievement cross the local Mind network.
- Over 290 delegates from 98 local Minds and many of our shops came together at our Network Leaders Conference, to share best practice and hear speakers from across the sector.
- We responded fast once the coronavirus hit to make sure staff felt supported and were in regular communication with their managers as we shifted to homeworking.

We would like to thank Allianz Insurance, The Haremead Trust and The Victoria Wood Foundation for their generous support of our work towards this goal.

Goal F: Putting excellence at the heart of our organisation



Next steps

- Work closely with people with mental health problems to develop a new 2021-24 strategy for Mind.
- Launch our refreshed brand to stay connected and help us reach more people.
- Work with supporters and funders to raise income and involve people in our work in new ways.
- Review our ways of working, so we can make the most of every pound next year and in the future.

How we raise our money

All of the work you can read about in this review was made possible by the unstoppable determination of individuals, grant funders and companies who are passionate about better mental health. We can't thank you all enough for your support.

More than a shop

Jonathan, who's pictured on the front of this review and is manager of the Mind shop in East Dulwich, began his Mind career serving customers at our Wandsworth Road shop as part of a community service order. Once that was complete, the shop manager encouraged him to apply for a role as assistant manager, and Jonathan has never looked back.

"No one has ever really given me a chance like that before," he says. "That meant a lot. A year later a manager role came up at the Fulham shop, and

Norman, the manager on the Wandsworth Road, said 'Go for it. I'll back you the whole way'. To this day, now I've moved on to East Dulwich, he still helps me. He's always on the other end of a phone."

There are Mind shops in around 165 communities in England and Wales, and last year they raised

a net profit of more than £3.2 million for our work. But our shops are more than a place to search for pre-loved clothes, games, books and gifts. For many customers they are a place to meet, find out about mental health and open up about what's on their mind.

Almost
2.7 million
customers visited
Mind shops in
2019/20.

"I love talking to the people who come in," Jonathan says. "A lot of people have a problem they want to talk about with someone, and maybe they don't have anyone to talk to. It's a great feeling to be able to give something back, because I've been in that position. I've had depression and anxiety attacks. I had counselling at my local Mind back then, so I know what it means to talk to someone."

As the coronavirus began to spread, Jonathan had to respond to all kinds of changes – from volunteers self isolating to the need to wear protective equipment. But his approach to running the shop and connecting with customers definitely isn't going to change. "I just try to stay positive and happy," he says. "I don't judge anybody. I don't know what's going on in anyone's life. I just try to create a place where people can shop, relax and have a breather if they're having a bad day."



Co-op aims to raise £6 million

We were delighted to enter our biggest ever corporate partnership in October 2019, with Co-op partnering with Mind in England and Wales, SAMH in Scotland and Inspire in Northern Ireland to raise £6 million. The focus of the partnership is on bringing communities together to improve mental wellbeing. With Co-op, we're supporting people to develop the skills they need to stay mentally well and help others do the same.

The Co-op is encouraging colleagues, members and customers to raise money for the partnership and help fund new research, services and advocacy activity. We are busy scoping out projects we can



pilot and learn from through the local Mind network, and the partnership has raised £1 million in the first six months alone. Steve Murrells,

the Co-op's CEO said: "We are looking forward to working with Mind, SAMH and Inspire to bring communities together to improve mental wellbeing".



Peer support participant Jennie Grace leads an upcycling session at our immersive peer support event.

Philanthropists get a taste of peer support

In November 2019, we invited philanthropists, supporters who give through trusts and our corporate donors to attend a very special event curated by people who run peer support groups at local Minds. All the curators had personal experience of mental health problems and wanted to give guests an insight into the power of peer support.

By taking a journey through three interactive rooms, guests could join in a peer support session based on people's real experiences, take part in a mindfulness session and find out about ecotherapy and upcycling. Everyone then came together to listen to the Mind & Soul Choir, Lambeth and Southwark Mind's peer support group. Guests also ate Arabic food cooked by Hear Women Foundation's Cook and Talk peer support group, which Mind has previously funded. The feedback after the event was excellent.

In total in 2019/20, we received over £1 million from philanthropic gifts for the first time. We'd like to thank everyone who helped us reach that landmark. Your unstoppable support drives us forward.

Funding local Minds to do more

We are so grateful to the trusts, foundations and special individual supporters who make much of our work possible. The Stone Family Foundation has pledged £510,000 since beginning to support Mind in 2016, and last year gave a generous gift of £150,000 to the Local Mind Grant Fund.

As we explain on page 16, the grant fund plays a vital role in helping local Minds to trial new approaches and services, invest in ways to have the greatest impact and share their learning and insights with other local Minds across England and Wales. In 2018/19, we were only able to support a third of local Minds who applied to us for funding, but the kindness of donors including the Stone Family Foundation enabled us to significantly increase our grants last year.

"We chose to support the Local Mind Grant Fund given its emphasis on supporting local initiatives and innovation in frontline organisations," explained Charlie Edwards, trustee of the Stone Family Foundation. "The Fund's support for pilots of new approaches and better infrastructure helps local Minds to improve their services and expand their reach – ultimately increasing the impact on the people they work with."



Pause gives supporters a little me-time

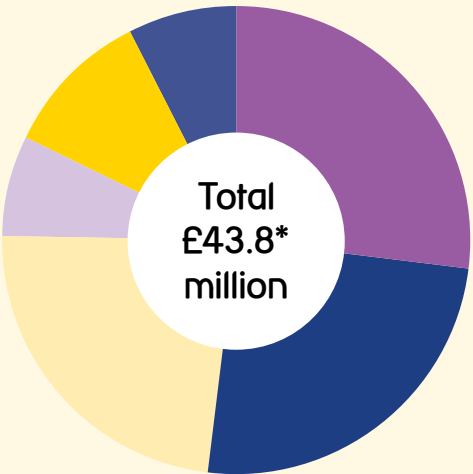
More than 7,000 people have now signed up to Pause, our new subscription service. In return for a monthly donation, supporters receive a box through the post containing an activity or gift designed to create a precious moment of calm. Recent packs have included everything from recipes to origami kits, with many supporters posting the results of their efforts on social media.

Pause is a new fundraising idea that's deeply aligned with our values, as well as generating vital income for people living with mental health problems. It even won a Gold Award at the 2019 Direct Marketing Awards.

Charlie, one Pause donor, said it's: "Always a lovely surprise when this comes in the post each month. A reminder to take some time out and pause. A treat for me and a donation to charity at the same time."

Where our money comes from

Thanks to the generosity of the public, companies and other funders, we raised £43.8 million in 2019/20. That's £1.3m more than last year – an increase of 3%. 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£11.8m/27%
- Grants from government, trusts, foundations and other bodies£11.0m/25%
- Donations£10.2m/24%
- Profit from shop sales and other income.... £3.2m/7%
- Legacies£4.5m/10%
- Fees and other income£3.1m/7%

£43.8m

* £58.3 million is our total income (shown on page 38) which includes £17.7 million income from our shops. If we consider just the net profit of £3.2 million from our shop sales and other retail income, together with income for Mind, we raised the £43.8 million shown above

How we spend our money

In 2019/20, we spent £45.2 million money on our work to make sure everyone with a mental health problem gets support and respect. This review has featured just a small selection of the unstoppable work this money made possible.

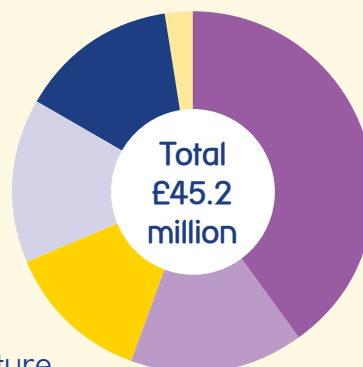
Overall, we spent £45.2 million in 2019/20 (on top of the £14.9 million we spent on running around 165 shops).

Of this, £38.3 million was used to directly support and advocate for people with mental health problems, which you can read more about throughout this review.

This is £2.7 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 decreased by £0.80 million to £13.8 million, which will still enable us to improve the lives of thousands of people with mental health problems next year.

This year, for every £1 we received, including profits from our shops, we spent 88p on our work supporting people with mental health problems. The rest goes towards running the organisation, including generating funds and planning for the future.

Thanks so much to everyone who has donated to Mind in 2019/20. You have helped us reach more people than ever.



Expenditure

- Helping people take part in society equally £18.1m/40%
- Improving services and support..... £7.0m/15%
- Giving people choice..... £5.8m/13%
- Expenditure on raising donations, legacies, events and organisational development £6.8m/15%
- Helping people to stay well £6.4m/14%
- Making access to services equal for everyone..... £1.1m/2%

£45.2 million



Our unstoppable people

These are the people who guide our work forwards – and who helped us respond fast to keep supporting others even as the coronavirus pandemic spread around the world.

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 ♣ ❖

Ian Ruddock

Vice Chair and Treasurer – Finance, Risk and Audit Committee and co-opted trustee ✕ ❖

Emrys Elias

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

John Wilderspin

Vice Chair -Network Committee 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 ●

Steve Gilbert OBE ♣

Nick Stafford ●

Independent members

Graham Clarke ✕

Chief Executive and Company Secretary

Paul Farmer CBE

Other trustees who served during the year to 31 March 2020

Valerie Harrison

Vice Chair – Network and co-opted trustee ● ❖

Peter Rodgers ♣ - elected trustee

Professional Advisors

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

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

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

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

Key to trustee sub-committee membership

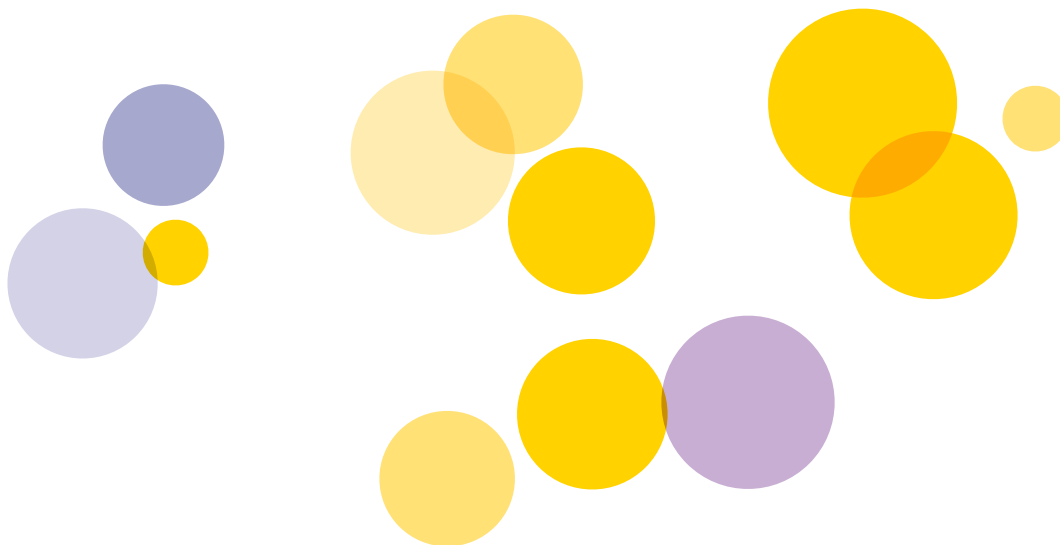
- ♣ Strategic delivery
- Network
- ✕ Finance, Risk and Audit Committee
- ✱ Pwyllgor Cymru
- ❖ Remuneration



Celebrity ambassadors

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

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



Thank you

These are uncertain times, but thanks to the kindness of everyone listed here – and to the many thousands of Mind supporters we sadly don't have space to mention – we will get through them together. Thank you so much for being with us.

Companies

Allianz Insurance
Baker McKenzie LLP
The BRIT Trust
BSS
CBRE
Childbase
Clintons
Co-op
Deloitte
Direct Line
EFL
ENGIE
Feel Unique
first direct
Goldman Sachs Gives
Headspace
HEINEKEN Race to the Tower 2019
HSBC UK
Informa Connect
Lloyds Banking Group
M&S Bank
The Mace Foundation
Marshalls Plc
Mazars
McVitie's
Moore Kingston Smith
ODEON
Premier Foods
RBC
Ricardo
Siemens UK
Softcat PLC
Temple Spa
The Trading Team at John Lewis
Utility Warehouse
Volkswagen Group UK
Wagamama
White Collar Fight Club
WHSmith PLC
World Duty Free

Trusts, foundations and special individual supporters

The 3 T's Charitable Trust
The Bergqvist Trust
Bupa Foundation
The Chillag Family Charitable Trust
Comic Relief
Ellerdale Trust
Garfield Weston Foundation
The Harry & Gylla Godwin Charitable Trust
The Good Things Foundation
The Haramead Trust
The John Horseman Trust
John Swire 1989 Charitable Trust
The Light Fund
Lyons Charitable Trust
The Marian Lowe Charitable Trust
Morrisons Foundation
National Garden Scheme
The P F Charitable Trust
Pavers Charitable Foundation
The Pemberton-Barnes Trust
The Pixel Fund
The Royal Foundation
Stone Family Foundation
The Thompson Family Charitable Trust
The Victoria Wood Foundation
WACL – Women in Advertising and Communications, London
Wyatt Wendels
Jim and Becky Wright
Wyseliot Rose Charitable Trust

Statutory bodies

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

A portrait of a Black man with a short beard and mustache, looking directly at the camera. He is wearing a dark grey button-down shirt over a purple crewneck sweater. The background is a blurred outdoor scene with green and yellow foliage. A large, light purple speech bubble with a white outline is positioned on the left side of the image, partially overlapping the man's face and shoulder. Inside the speech bubble, the text "Thank you to everyone who supported us in 2019/2020" is written in a white, handwritten-style font.

Thank you to
everyone who
supported us in
2019/2020

We're Mind, the mental health charity.
And, thanks to you, we're unstoppable.

Whatever the world throws at us,
we won't give in. Instead, we'll keep
doing everything we can to make
sure everyone with a mental health
problem gets support and respect.

If you are able to donate to our work,
it will make a huge difference – at
a time when more people than ever
need help with their mental health.

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

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

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London
E15 4BQ

020 8519 2122
contact@mind.org.uk

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

Mind Infoline: 0300 123 3393

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