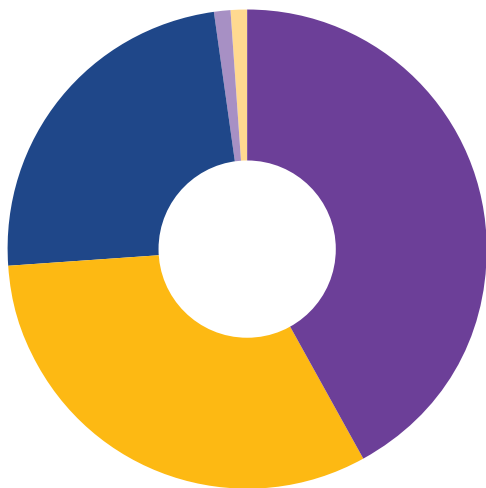




Annual review  
2012/13

# Financial information

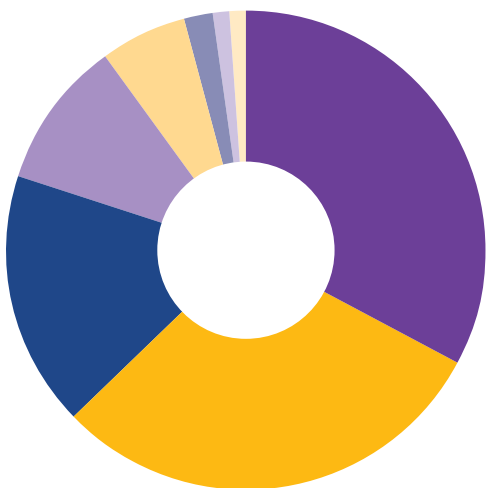
Once again, despite the challenging economic climate, Mind had another good year, leaving us in a strong financial position to face the future. Expenditure was slightly greater than income due to restricted funds for charitable activities received in 2011/12 and spent in 2012/13.



## Income

Shop sales and other activities.....	42%
Grants .....	32%
Voluntary income.....	24%
Publication sales.....	1%
Fees and other incomes .....	1%
<b>Total.....</b>	<b>£29,074,000</b>

April 2012 marked the beginning of the first year of our new 2012-2016 strategy, *Unstoppable Together*, so we've outlined our expenditure against our goals.



## Expenditure

Cost of shop sales and other activity.....	33%
Enabling social participation .....	30%
Improving support and services .....	17%
Empowering choice .....	10%
Cost of voluntary income.....	5%
Removing inequality of opportunity.....	2%
Governance costs .....	1%
Staying well .....	1%
<b>Total.....</b>	<b>£30,395,000</b>

We continue to rely heavily on voluntary, shop and grant income to carry out our charitable activities. We work hard to raise this crucial funding – it means we can maintain our independence as a campaigning charity.

To read our accounts in full, visit [mind.org.uk](http://mind.org.uk)

# Foreword

It feels like this is a time of great potential in mental health, and it's certainly been an excellent year for us at Mind, in England and Wales. We've seen more and more public figures talking openly about their own experiences, from celebrities like Stephen Fry, who hosted our Media Awards this year, to MPs in the Houses of Parliament. Finally, mental health is being recognised as the important issue it is, affecting the lives of millions. Mind has been at the forefront of that shift in public attitudes.

But there's still much to do. We know it's difficult to access the right support at the right time and we want to see that change. We know that too many people living with a mental health problem also have to live with damaging stigma and discrimination - and that's not acceptable.

This year was the first of our new strategy: *Unstoppable Together*. Developed after detailed consultation with our beneficiaries, supporters and partners it's helped us focus on the work we do that really makes a difference for everybody living with a mental health problem.

We've already achieved a lot, and we couldn't have done so without the support of everyone who supports us; our members, campaigners, donors and fundraisers as well as our network of local Minds, our staff and our volunteers. Thank you to each and every one of you.



Paul Farmer,  
Chief Executive

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**Mind brought me back from the edge. Without them, I don't know how I would've found a way out. They helped me change the course of my life.**

Laura

# Excellent local services and support



We want anyone to get the right services and support at the right time to help their recovery and enable them to live with their mental health problem. We want public-funded services to be truly in line with people's needs, available as soon as they are needed and of a consistently high quality.

## Crisis care

**It feels like I literally have to have one foot off the bridge before I can access service.**

In summer 2012, we used the Freedom of Information Act to ask mental health trusts in England to tell us about the services they provide for people in crisis. Later that year we surveyed almost 1,000 people about their experience of crisis care too.

### We found:

- you might not be able to get help immediately, with only one-third of people using NHS crisis care services being assessed within four hours
- if you manage to get help, there may not be enough staff to care for you, with 4 in 10 mental health trusts having staffing levels well below established benchmarks
- and, you may not be offered any choice in the treatment you get, with only 23 per cent of people in crisis getting a choice of treatment.

**Support the crisis teams – if they are in crisis themselves they can't help us.**

In November 2012, we raised our concerns with all clinical commissioning groups (CCGs) in England. We told them crisis care services were under resourced and over stretched. We asked them to do more to raise the standard of crisis care in their area and commission the things people told us they need. In addition, we put our research findings on our website so people could find out the state of crisis care in their area. After reading the results, 340 people emailed their MP to ask them to champion crisis care with their clinical commissioning group (CCG). We reached 40 per cent of MPs in England.

**I needed a safe place – somewhere where I could not seriously harm myself.**

### In early 2013, we went back to each CCG and:

- 65 per cent said they were aware of our campaign
- and almost half of them said they wanted to make improvements.

Since then, there has been increasing national debate about access to crisis care. Our evidence has been instrumental in prompting a national commitment to change and the beginning of better local responses to crisis care.



We want local Minds to lead the way in creating excellent local services, reaching more people across England and Wales than ever before with a wide range of high quality services.

Our goal for excellent local services and support includes our local Minds too. Our local Minds make the world of difference to the people they support. As one person told us, they regained many things with support from their local Mind.

**The ability to engage with life again. Management of my recurrent depression. My confidence and self-esteem. Participating in meaningful activities. Getting back into paid work. Feeling that I make a contribution. Being able to function. Enjoying simple pleasures. An absence of fear. Feeling ok about being me. Learning to accept the fact that I have had depression and that it was not my fault.**

We have over 150 local Minds in England, Wales and the Channel Islands supporting over 1/3 of a million people, including:

- 109,000 through information services
- 57,000 through psychological therapies
- 21,000 through advocacy.

Our local Mind Chief Executives are responsible for over 2,000 members of staff and 8,000 volunteers. We're supporting our Chief Executives to make sure they can continue to deliver excellent services.

In November 2012, they gathered in Birmingham to learn from each other and hear from external experts at our fifth annual local Mind Chief Executives' conference. Meeting together helps local Minds find new ways to support more people in their local community.

**By coming together and sharing good practice, we are definitely stronger.**

**The feeling of being a part of something much bigger and that it is making positive changes to the lives of millions, not just our small if amazing corner, is fantastic.**

Tracey Price, Director of Mind in Pembrokeshire and Carmarthen

Thanks to corporate partnerships, local Minds are being supported to develop, grow and secure new funding too so they can help more people than ever before. For example, in Cumbria and the North East, continued funding from the Northern Rock Foundation helped support 15 local Minds to develop their services. It's led to Tyneside Mind securing funding to work with more young people, and in Darlington and Ulverston they've been able to pilot new ways to stop people's mental health deteriorating.



# Enabling social participation



We're opening doors for anyone with mental health problems so they can participate fully in society by reducing stigma and increasing opportunities to get involved. We want anyone with mental health problems to be equal citizens in our society, and to be confident in disclosing their mental health problem too.

## By fighting discrimination...

Time to Change is our joint anti-stigma campaign with Rethink Mental Illness and is funded by the Department of Health, Comic Relief and the Big Lottery Fund. Now into its second phase, Time to Change continues to change public attitudes and behaviour, and works with thousands of people with mental health problems.

The Institute of Psychiatry, King's College London, recorded an 11.5 per cent fall in average levels of discrimination that people with mental health problems reported from 2008 to 2011. This time period covers the whole first phase of Time to Change's work. It's great news, but, as expected, there is still a long way to go.

As well as working with members of the public, Time to Change is working with the media too. Following a series of conferences for people working in industries including broadcasting and journalism, over three quarters of the 255 people who attended said they would discuss and report on mental health more accurately as a result.

## Sharing your experience...

It's not just Time to Change that's helping people to get involved. An incredible 27,674 people with mental health problems influenced Mind's work in 2012/13 by generously sharing their experiences via advisory groups, surveys and social media.

## Help from our members...

Some of these experiences came from our members. They continue to play a vital role in shaping everything we do. Mind members give a voice to the millions of people in England and Wales who live with mental health problems. Getting involved in this way has a huge impact.

**Through Mind membership, I had the first opportunity to talk openly about mental illness with others who had experienced the same things as me.....  
... a life-changing experience.**

Felicity, a Mind member from London

## Using the Welsh language...

Mind works in England and Wales, and it's essential that we're talking in a language everyone understands. We make sure that we include Welsh speakers too. One way we do this is by producing bilingual documents, but another is by using Welsh to train media volunteers. Thanks to funding from Estyn Llaw, 11 people now have the confidence to speak out in the media in Welsh. We have over 250 media volunteers in England and Wales who talk about their experience to journalists.

## In government...

It was a proud and historic moment when four Members of Parliament, who we've worked with closely, bravely talked about their own mental health in the House of Commons in June 2012. Since speaking out the MPs have continued to work with us on our campaigns. In Wales, four Assembly Members initiated a debate in the Senedd too.

Both events helped to show that mental health problems can happen to anyone, regardless of their class or job. We hope more people will be encouraged to talk about their mental health more openly in the future as a result.

Another pivotal moment in Parliament came in February 2013 when the Mental Health Discrimination Bill became an Act – made possible because so many Mind supporters joined our campaign for change. The Act abolished laws preventing people with mental health problems sitting on a jury, being an MP or a company director.

## In fields, parks and allotments...

Away from Whitehall, in green spaces right across England, we've been funding 130 projects through Ecominds - our Big Lottery Fund supported grants scheme that aims to improve mental health using ecotherapy.

Ecotherapy improves mental and physical wellbeing by supporting people to be active outdoors doing gardening, farming, food growing, exercise, art and craft, or environmental conservation work. In March 2013, we received independent evaluation findings from the University of Essex, showing some impressive results:

- over 12,000 people have looked after their mental health by joining an Ecominds project
- seven out of 10 people experienced significant increases in mental wellbeing by the time they left an Ecominds project
- the scheme helped 254 people find full-time work, and 356 people find part-time work.

**It helps just by being outdoors in a beautiful place surrounded by wildlife, but then I'm also able to contribute something and I feel like it's being valued. I'm not treated like a social outcast, I am respected and encouraged in all that I do here, and I love working with all the different groups.**

## And, by opening new Mind charity shops...

We provided more than 1,850 volunteers, many of whom have mental health problems, with the opportunity to build their confidence and gain new skills. Our shops raise valuable funds by selling clothes, shoes, and household bric-a-brac that's generously donated by members of the public. We opened 12 more shops in 2012/13, in areas including Rawtenstall, Sheffield, Durham and Ware. We ended the financial year with 134 shops in total.





# Empowering choice

We're empowering anyone with a mental health problem to make informed choices about how they live and recover. We're doubling the access to our information and support services, and supporting anyone with mental health problems to support each other so that people are empowered in making choices.

## Knowledge is power...

Our information on mental health is independently assessed as accurate, balanced, based on evidence and up-to-date.

In 2012/13:

- we made our online information easier to read and download
- the mental health information on our website was looked at 5.8m times
- we started giving away our information booklets in our shops and via our local Minds, free of charge
- we distributed over 230,000 booklets for people in need
- our helplines gave out advice and support to over 40,000 queries!

And the result:

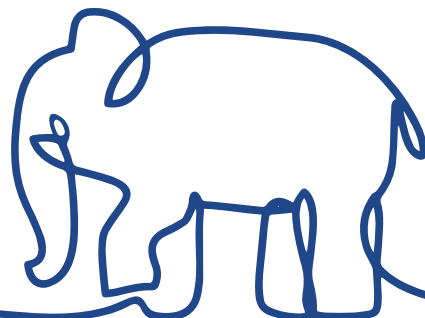
- 91 per cent of people who used our information were satisfied with it
- 73 per cent said they felt empowered to make an informed decision about their next steps as a result.

**I have received some booklets free of charge to help me understand my psychological problem well. I found the booklets extremely helpful and I am finally starting to understand why things have been going so badly in my life.**

**I feel stronger in myself. I have found out a great deal more about my symptoms, others' experiences, how to get legal advice and the important campaigns which are so necessary for raising awareness and increasing understanding of mental health issues. Thank you.**

## A little help from our friends...

It's not just information that helps people make informed choices. Talking and sharing are important too, particularly if it's with someone who has been through a similar experience. We call this peer support and we want everyone to have access to it. With funding from the Social Action Fund, we worked in partnership with members of our Elefriends Facebook community to design a new space to exchange online peer support. We supported the 'elefriends' to participate in designing and testing a stand-alone social network which launched in February 2013. Elefriends.org.uk is now providing a safe place to listen, share and be heard for thousands more people struggling with their mental health. Elefriends supported each other 30,307 times during 2012/13 – that's over 14,279 hours of support.



Elefriends.org.uk





## Staying well

We're supporting people who are more likely to develop mental health problems to stay well. We want to help over one million people to stay well as a result of our resilience work.

For the first time ever, we're bringing together our work to help people build resilience in the workplace, and supporting groups at risk. In 2013 we surveyed 2,000 people about stress at work and discovered:

- one in three people (34 per cent) said their work life was either very or quite stressful
- one in five (19 per cent) had taken a day off sick because of stress
- one in ten (9 per cent) had resigned from a job due to stress.

Our Taking Care of Business (TCoB) campaign, which aims to improve workplace wellbeing, held its first interactive webinars – they have been watched by more than 1,000 line managers and HR professionals.

The webinars featured a panel of experts giving advice on making workplaces more mentally healthy and are still available on our website along with downloadable resources for staff and managers.

We provided training too. Thanks to Mind Workplace 4,440 employers and employees were trained on topics including mental health

awareness, anger management, confidence and self-esteem.

- 97 per cent of the people we trained said they knew more about mental health because of the training.
- and 83 per cent who attended training said they would make positive changes to their wellbeing as a result.

In Wales, over 10,000 people have now been trained in Mental Health First Aid (Wales) since Mind Cymru started delivering the programme in 2008. People who train in Mental Health First Aid can provide initial help to anyone experiencing a mental health problem at home, at work or out and about in the community in everyday life.

Outside the classroom, thanks to funding from the People's Health Trust, we're supporting our network of local Minds to work with groups of people who are more likely to have poor mental health.

For example, we're working with unemployed men and also women in the later stages of pregnancy to help them build their mental resilience and stay well in the future. We'll be able to share the results of this work in 2013/14.

# Removing inequality

We're working to make sure that people who experience both mental health and other forms of discrimination are treated equally.

Almost 20 per cent of people supported by local Minds are from a Black and minority ethnic community. We've been helping seven local Minds to work more closely with people from diverse groups.

In Suffolk our local Mind has been finding new ways to work with the local Muslim community to make sure mental health information is presented in a culturally appropriate way – we want everyone to get the support they need in a way that's best for them.

In other areas, we've been addressing some of the challenges faced by young African Caribbean men –

a group who are often significantly over-represented within parts of the mental health system. In Manchester and London this work has seen local Minds working with young African Caribbean men at risk of involvement with gangs. In Birmingham they have been working to support young African Caribbean men who've had contact with the criminal justice system, or problems with housing.

We'll share the results of this work in 2013/14.



# Organisational excellence

We're making the most of our assets by building a culture of excellence and working with our partners to create an unstoppable momentum for better mental health.

A commitment to diversity, equality and full involvement of people who have experience to share is at the heart of everything we do.

## Working with our partners...

We built a wide range of successful partnerships across 2012/13, and were chosen as Charity of the year by Moneysupermarket, PTS, BMJ and Women in Advertising and Communications London (WACL). WACL members raised an incredible £102,000 for Mind at a series of gala dinners.

In addition, we secured sponsors from organisations including Friends Life, AXA and

Havas Worldwide for the Mind Media Awards in 2012. The awards were our most successful yet, with over 450 guests, including Mind President and host Stephen Fry.

We continued to work with successful partnerships with the likes of London Wasps, Baringa, and Marsh and were supported by celebrities including How Clean is Your House star, Aggie MacKenzie, who cycled from London to Paris in aid of Mind and Frankie Sandford who joined us as a new ambassador in January 2012.

# Thank you to our supporters

Thanks to the following organisations and individuals for their very generous support and to everyone who donated to Mind in 2012/13.

## Companies

AXA PPP healthcare, Baringa Partners LLP, British Medical Journal, Friends Life, Havas Worldwide London, IRLA - Insurance and Reinsurance Legacy Association, London Wasps, Marsh, Rouge Events, The Royal Bank of Scotland Group, Veolia Environmental Services (UK) plc, WACL (Women in Advertising and Communications London), Waterstones.

## Trusts and foundations

Avenal Charitable Trust, Champion Charitable Foundation, Comic Relief, Ian Mactaggart Trust, Kenrob Charitable Trust, Mactaggart Third Fund, Marsh UK, Northern Rock Foundation, People's Health Trust, Rev W M Monteith's Charitable Trust, Smith Charitable Trust, Stavros Niarchos Foundation, The 1970 Trust, The Albert Hunt Trust, The Albert Reckitt Charitable Trust, The Chapman Charitable Trust, The Cheruby Trust, The Constance Travis Charitable Trust, The Empire Schizophrenia Trust, The Gilbert Edgar Trust, The Hospital Saturday Fund, The John and Margaret Wootton Charitable Trust, The John Cutforth Charitable Trust, The Jusaca Charitable Trust, The Kinsbourne Trust, The Marjorie & Edgar Knight Charitable Trust, The Miss W E Lawrence Charitable Trust, The Newhope Trust, The Orr Mackintosh Foundation, The P F Charitable Trust, The Robert and Rena Lewin Charitable Trust, The Sir Cliff Richard Charitable Trust, The Souter Charitable Trust, The Toler Foundation, The Wyseliot Charitable Trust, UKEAPC.

## Statutory bodies

Big Lottery Fund, Cabinet Office, Department of Health, National Assembly for Wales.

## And with particular thanks to

The Maynard School and Mrs P Abraham.

## Mind's Patron and Trustees

### Patron:

HRH Princess Alexandra,  
The Hon. Lady Ogilvy KG GCVO

### President:

Stephen Fry

### Vice Presidents:

Professor Alan Clark CMG,  
The Free Churches Moderator,  
The Very Reverend Chief Rabbi

### Chief Executive and Company Secretary:

Paul Farmer

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Ryan Campbell - Chair and elected trustee ◆◆◆◆◆◆◆◆◆◆

Alison Cowan - Vice Chair ◆◆

Lesley Dixon - Vice Chair ◆◆

Ian Ruddock - Treasurer and co-opted trustee ◆◆◆

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Charlotte Venkatraman ◆ (from 1st December 2012)

## Key

Sub-committee membership of Council of Management

◆ External Relations

■ Pwyllgor Cymru

◆ Networks & Communities

◆ Audit

\* Business Management

\* Remuneration

## Other trustees who served during the year to 31 March 2013

Kate Watts (to 1 December 2012) David Henry (to 30 November 2012) Michael Starkie (to 13 March 2013)

We won't give up until everyone experiencing a mental health problem gets both support and respect.

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 Facebook.com/mindforbettermentalhealth

Mind Infoline: 0300 123 3393

Mind's registered charity number is 219830.

#### Support us

You can support our work by donating, leaving a legacy in your will or by working with us in partnership. Find out more by visiting [mind.org.uk](http://mind.org.uk) today.