



For better
mental health

Do you mind?

Annual review **2008-09**

Mind's mission

Our vision is of a society that promotes and protects good mental health for all, and that treats people with experience of mental distress fairly, positively, and with respect.

The needs and experiences of people with mental distress drive our work and we make sure their voice is heard by those who influence change.

Our independence gives us the freedom to stand up and speak out on the real issues that affect daily lives.

We provide information and support, campaign to improve policy and attitudes and, in partnership with independent local Mind associations, develop local services.

We do all this to make it possible for people who experience mental distress to live full lives, and play their full part in society.

Our values

Diversity

We respect everyone's experience and ensure inclusion is at the heart of our work.

Partnership

We are committed to working with our networks and all who will help us achieve our mission.

Integrity

Our independence ensures our integrity – we are never compromised.

Determined

We will never give up challenging discrimination and campaigning for better mental health.

Informed

People with experience of mental distress drive all we do.

Patrons and trustees

Patron

HRH Princess Alexandra, The Hon. Lady Ogilvy GCVO

President

The Rt Hon. the Lord Bragg

Vice Presidents

Mary Applebey CBE

The Most Rev. and Rt Hon. Archbishop of Canterbury

Professor Alan Clark CMG

The Free Churches Moderator

The Very Reverend Chief Rabbi

Trustees as at 31 March 2009 and changes to 30 September 2009

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David Henry	Chair
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Ryan Campbell	Vice Chair-Networks
Michael Starkie	Treasurer (from 1 September 2009)

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Divya Gandhi (from 3 December 2008)

Kay Sheldon

Lesley Dixon (from 3 December 2008)

Neil Rodgers (from 3 December 2008, previously Chair of Mental Health Media)

Robert Williams (from 3 December 2008)

Steve Young

Trustees elected

Christina Richards

Eileen Wareham

Jane Ross

Liz Aram

Richard Jackson

Other trustees who served during the year to 31 March 2009

Maureen Dickson, Treasurer (to 26 March 2009)

Brian Lummis (to 1 December 2008)

Gillian Bausor (to 1 December 2008)

Keith Cornford, Vice Chair-Networks (to 1 December 2008)

Mike Walker (to 1 December 2008)

Chief Executive and Company Secretary

Paul Farmer

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The 2008 Mind Champion, voted for by visitors to Mind's website, was Liz Miller, a London GP who has spoken and written openly about managing her own bipolar disorder. She is co-founder of the Doctors' Support Network, a self-help group for doctors who are experiencing mental health problems.

“I'm very touched to receive the award. It's really important that we change attitudes about mental health, and a good starting point is changing attitudes within the medical profession.**”**

Introduction

It has been an extraordinary year. The economic recession and political situation have led to job losses and increased uncertainty. Mind's research into debt and mental health revealed the impact that financial institutions can have on the lives of people with mental distress. Just months after our publication, many more people were experiencing problems.

Yet, faced by these huge challenges, Mind has risen to the task. The issue of mental health is rarely out of the news – our Time to Change campaign is now highly visible, and, more importantly, beginning to have a real impact. The 23,000 fans on Facebook are a public expression of support for this major initiative to tackle stigma and discrimination. Our work in supporting local Mind associations around the country is helping hundreds of thousands of people to get the support they need, while the newly launched Legal Advice Service was working to full capacity within just three months of operation.

Thanks to the fantastic support of our donors and partners, along with prudent tightening of our budgets, we are weathering the storm. We are extremely grateful for all the support that thousands of people give us. But that support is more important than ever as the scale of our task becomes apparent.

This is the start of a period of major change. While we realise the scale of the challenge, we are better equipped than ever to meet it. Next year sees the start of our new three-year plan. We will significantly raise the profile of mental health, both through Time to Change and a campaign focusing on men and mental health. We are launching a new membership and involvement programme to increase the ways in which people can participate in our work. We will develop our expertise in the benefits of physical activity and mental health in a variety of ways. And we will undertake a major piece of work with our local Mind associations to help shape the support they need in the future. As technology plays an increasing part in all our lives, our revamped website and use of more digital outlets will help more people to benefit from our work and join our campaigns.

Our thanks to Mind's trustees, staff and volunteers, to all our supporters, partners and members. With your continued support, we can eradicate stigma and discrimination, and create a society where people who experience mental distress are treated as equal citizens.



Paul Farmer, Chief Executive

Do you mind?

that 104 people in the UK take their own lives every week

...every year 33 million prescriptions are issued for antidepressants

...by 2020 depression will be the second leading cause of disability worldwide



Working for change

In the red

Every year we run campaigns on the most pressing issues in mental health to lobby policy-makers and improve services. In May 2008 Mind launched its 'In the red' campaign to raise awareness of the high levels of debt among people with experience of mental distress. Just a few months later the collapse of Lehman Brothers ushered in the ongoing recession, underlining the timeliness of the campaign.

Our research for 'In the red' revealed a vicious circle of debt, poverty and mental ill health. People with mental health problems are particularly vulnerable to unscrupulous lenders and pressure from debt-collectors. This increases stress and can exacerbate people's conditions until their situation seems hopeless. Building on our findings, we have been working with banks and financial institutions to increase their understanding of mental health issues so that they can offer better support to people with experience of mental distress.

"People are often very distressed when they first contact us. They get to the point where creditors are calling them many times every day, at all sorts of hours. People tend to pay whoever's shouting at them the loudest. They don't know how to stop it so they agree to anything; they agree to pay more than they can afford, then they just end up in even more trouble."

Jo, adviser at Solent Mind's money advice service

With funding from the FSA, we have developed a web resource offering people advice and information on managing their money. The site has been a huge success, helping over 50,000 people between its launch in May 2008 and the beginning of this year.

We worked with our local associations to develop 'surgeries' where people could discuss their money problems and get advice on how to manage their finances, and we campaigned to increase awareness and understanding of the difficulties faced by people with mental distress among the financial sector, social care agencies and general public.

We used debt and poverty as the theme for our stands at the political parties' conferences and made politicians aware of the particular problems faced by people with experience of mental distress. The Government has since committed to incorporating employment and debt advisers within the Improving Access to Psychological Therapies (IAPT) programme and has opened the NHS Credit Crunch Stress-line.

People with mental health problems can now access advice and support about debt both directly and through mental health services.

Andrew Lansley, Shadow Health Secretary, visits Mind's stand at the 2008 Conservative party conference in Birmingham.

People with experience of mental distress are three times more likely to be in debt.



“
1 in 4 people, like me, have a mental health problem. Many more people have a problem with that.
”

Stephen Fry

Get Moving

Time to Change, the anti-stigma campaign led by Mind and Rethink, is driving a positive shift in public attitudes towards mental health problems. Funding of £16 million from the Big Lottery Fund and £4 million from Comic Relief allows us to run the most ambitious campaign ever to challenge stigma and discrimination. Launched in January, Time to Change has the support of all three party leaders and the active engagement of celebrities such as Stephen Fry, Ruby Wax and Alastair Campbell. The campaign has already reached millions of people.

Every October we will be organising Get Moving, a week of physical activity events to encourage everyone to socialise and learn about mental health while getting active for better mental wellbeing. Get Moving events bring together people with and without mental health problems, using fun physical activities as a way of increasing social contact and breaking down stigma about mental distress.

The first Get Moving week in 2008 brought people together across the country to do a spot of gardening, dance, walk, play football and softball and race space-hoppers. Exercise and being outdoors have been proven to increase everybody's wellbeing, regardless of their mental health, and this year's Get Moving week promises to be bigger and better, building on the fantastic enthusiasm of 2008.

Full lives,
equal

Everybody's business

We take for granted the need to train people in first aid and mouth-to-mouth resuscitation, but statistically you are far more likely to encounter someone with thoughts of suicide than someone having a heart attack.

Mind Cymru's Positive Choices Project aims to help reduce the suicide rate across Wales and to promote mental health by improving the professional and public response to the serious mental distress experienced by individuals with thoughts of suicide. Funded by the Big Lottery, the project engages with voluntary and statutory sectors as well as the wider community to raise awareness of suicide, break down stigma and raise awareness that suicide is everybody's business.

Three local associations – Mind Aberystwth, Torfaen Mind and Vale of Clwyd Mind – run a two-day course

on ASIST (applied suicide intervention skills training) giving intensive training for frontline workers and community members. They learn to recognise someone at risk of suicide and are given the skills and confidence to intervene. Last year we trained 904 people and building on this success, the programme will be extended to medical students at Cardiff University.

At the same time, we recruited and trained 846 people from across Wales to teach mental health first aid (MHFA) with funding from the Welsh Assembly Government. MHFA covers crisis first aid for suicidal behaviour and common mental health problems including depression, anxiety and panic attacks, and self-harm. It aims to help preserve life where a person may be a danger to themselves or others and provides help to prevent the mental distress developing into a more serious state.

chances

“

I wanted to let you know how much your training helped me today. I was on the train home when I saw that the lady sitting opposite me was crying. Normally I wouldn't have said anything, scared that someone would think I was interfering, but as I sat there I kept remembering how on the ASIST course we had learned about how important it is to follow your gut instinct – I mean, she just looked so upset... today I might have just saved a life.

”

Information

This year MindinfoLine provided mental health information and support to 27,466 enquirers. In July 2008 we started the Legal Advice Line and by the end of March 2009 it had already received and answered over 4,000 phonecalls, letters and emails.

Mind is the primary source for accurate, independent and unbiased information on mental health. We are continually adding new titles, and revising existing booklets and factsheets, to provide accessible and relevant mental health information in print and online. Last year our website received 3.4 million visitors.

“Excellent, calm, clear advice. Thank you so much. I am overtired looking after parents with mild dementia and I am 62 myself. I understand the reasons, but was caught by surprise tonight with awful panic attacks. Now I feel calmer. Thanks.”

At MindinfoLine we provide support to concerned family members and to individuals experiencing mental distress. When a person contacts us the first and most important thing that we do is to listen. Nearly everyone who contacts our service says that feeling that their story is being heard and that they are treated with respect is the most important thing.

Many people who contact us are feeling overwhelmed by their experiences and the problems that are confronting them. What we are able to do is to show that there are options for people to overcome their problems and that they are able to take control in choosing their own way forward.

We also understand the difficulties experienced by carers – all those people who try to support those with direct experience of mental distress. If they contact us we talk through concerns and options for the person experiencing mental health problems, but also try to make sure that carers take care of themselves.

“The help I received from Mind not only provided the support I needed with my daughter’s mental health issues, but also encouraged me to improve her life by enlisting other people to become involved with her care. I can’t thank you enough. Without Mind we would not be where we are now. She continues to have difficulties but at last we have accessed the correct services. I now promote Mind as much as I can – at work, and through my daughter’s friends. Thank you.”

“Being outside relaxes you, and it gets you thinking about different things, it broadens your horizons. There’s no doubt that it’s an immense benefit to everyone who takes part.”

Participant in a Pembrokeshire Mind green exercise group



The green agenda

Local Mind associations across England and Wales run a large number of thriving ‘green’ projects, including walking, gardening and conservation work. The thousands of people involved are overwhelmingly positive about the benefits these projects bring to their mental health and wellbeing. Participants say they feel fitter and more confident. They forge new social connections and enjoy the satisfaction of making a real contribution to local communities and the environment.

In 2007 we launched the ‘Ecotherapy’ campaign. Based on the experiences of local Mind associations and research we commissioned from the University of Essex, we are working for green exercise to be

recognised as an accessible, cost-effective and natural addition to existing treatment options for mental distress.

Ecominds is the natural next step. It is a revolutionary £7.5 million grant scheme run by Mind and funded by the Big Lottery. Ecominds will create 121 new projects which focus on improving the environment and which involve people with experience of mental distress at all levels. In March the first nine projects were awarded a total of £1 million.

The projects being funded are helping people integrate into their local community and challenging mental health stigma, while recognising the role played by our environment in mental health and wellbeing.

Giving people a voice

I am able to speak English well

“ Stigma is the biggest problem. Getting people to talk about mental health is very difficult, but this course has really helped... [it] increased my knowledge of mental health services and how the system works and I can now confidently apply what I learned. ”



Peace of mind

Every year thousands of people arrive in the UK seeking sanctuary. Fleeing conflict, political upheaval and persecution, they have often experienced extreme levels of trauma and loss. Many have been imprisoned and tortured, subjected to rape or sexual violence and have watched their friends and family die.

We spent a year talking to 150 refugee community groups in England and with service providers across England and Wales to find out the mental health needs of refugees and asylum seekers. We asked how services are helping or failing them and how we can surmount the cultural and language barriers that prevent them from seeking or receiving effective support.

Once here their problems are often far from over. They face the uphill battle of gaining permission to stay in the country. Separated from their friends and family, refugees and asylum-seekers may feel very isolated and this isolation is often compounded by hostility, misunderstanding and destitution.

We developed a new mental health training course for refugee community workers and worked with our own local associations to increase their understanding of the barriers that prevent refugees from accessing support. The courses trained advocates within different communities to raise awareness and break down the reluctance many have talking about mental health issues and seeking help

The combined impact of these experiences on the mental health and wellbeing of refugees and asylum-seekers can be devastating. Many need support to enable them to move on with their lives and integrate into UK society. The challenge for mental health services in England and Wales is to meet the needs of this diverse group.

In the public eye

Media coverage about mental health problems has a direct effect on public attitudes and beliefs. Positive media portrayals can make a huge difference to people's lives by reducing stigma whereas bad reporting contributes to misunderstanding and negative attitudes towards people who experience mental distress. Last year we worked hard to get out fair and accurate stories about mental health and reached audiences as varied as those for *Country File* and Radio 1's *Sunday Surgery*.

Our campaigns such as 'In the red' achieved significant exposure with articles in the *Daily Telegraph*, *Daily Mirror*, the *Independent* and *Metro*, while celebrity supporters Stephen Fry and money-saving expert Martin Lewis helped us further raise the profile of mental health. We also secured the support

of Olympic medallists Phillips Ildowhu and Cassie Patten for Time to Change's first ever Get Moving week.

Mind's network of media volunteers have frequently spoken out in the press about their own experiences – people like Pam Hutton and Derek Roachford who appeared on *The Paul O'Grady Show* to talk about the problems they have faced and how Mind helped them through some difficult times.

This year also saw the very first TV advertisement tackling mental health discrimination as part of the Time to Change campaign. Our first hard-hitting ad was aired during Coronation Street and showed how being told to "pull yourself together" or rejected by family and friends can be incredibly damaging to people experiencing mental ill health.

Mental Health Media

At the end of 2008 we were delighted to announce a merger with Mental Health Media (MHM), one of our partners in the Time to Change campaign. For 45 years Mental Health Media has played a key role in changing the way in which mental health is presented, discussed and understood, and the merger brings expanded resources and infrastructure to help take this work forward.

MHM has given people with experience of mental distress the confidence and resources to challenge discrimination and speak out about their experiences. Its work includes the annual awards ceremony, the Mental Health Media Awards, which celebrate the best portrayals and most sensitive reporting in broadcast media. These will be held again in 2009 as the perfect counterpart to the Mind Awards.

We want people to listen to the truth about mental health, understand the issues and respond in a positive and informed way. Central to this is the groundbreaking project Open Up, which plays a key role in the Time to Change campaign's efforts to end mental health discrimination. The project brings people with experience of mental health problems together so they can support each other to come up with positive and constructive ways of raising awareness and tackling prejudice.

MHM adds its expertise in user involvement to Mind's determination to have all our work driven by people with direct experience of mental distress. We know that the best way to create real change in attitudes towards mental health is for people with first-hand experience of living with a mental health problem to speak out for themselves.

A still from BBC One's *Criminal Justice*, shortlisted for best TV drama at the 2008 Mental Health Media Awards.

Stronger than ever

Mind communities

At the core of Mind's work is our network of over 180 local Mind associations (LMAs). Last year, LMAs worked with over 220,000 people running around 1,600 services across England and Wales including supported housing, crisis helplines, drop-in centres, employment and training schemes, counselling and befriending.

Each local Mind association is an independent charity run by local people, for local people. Each is responsible for its own funding and the services it provides, but all are affiliated to Mind and follow the same quality management system endorsed by the Charity Commission. All over England and Wales our services adhere to the same values and high standards of service delivery in order to meet the needs of the local community.

“
Mind wants to ensure that when someone uses a Mind service, from Cornwall to Cumbria, or Hull to Aberystwyth, they can trust they are receiving the best possible service... We owe it to people with experience of mental distress to ensure we provide the best possible support to them.

Lee Smith, Director of Network Support



Boxercise

Mind in Croydon is leading the way in 'beating' mental health problems. Boxercise is a partnership between Mind in Croydon and the former world champion boxer Duke McKenzie, with funding from NHS Croydon and Time to Change. Under Duke's instruction people with mental distress learn boxing techniques to help improve both their physical and mental wellbeing. The scheme can help people recover their confidence and self-belief in other ways than more conventional mental health support – take Leigh, for example.

Leigh first attempted suicide at the age of 17. He couldn't explain why he had done it and his family didn't understand, thinking that the man in their family had let them down. Ignoring his feelings meant that by the age of 22 he had another breakdown. He was put on medication but what really helped was signing up to the boxercise course.

“
I lost everything, and now I've got back on my feet through support from friends and family, therapy from Mind and exercise. I regularly exercise now and it means that I eat and sleep better and have confidence and better self-esteem. It also gave me a support network. If one of us is feeling down then we help each other through it. Exercise gives you motivation, and the feeling that you're worth something.



Do you mind?

“

My girlfriend Hetta was bipolar, she died last June. Het was an incredibly special person, so vivacious and kind – she lit up the lives of her friends and family. She loved running, and wanted to raise money for Mind, but never quite got the chance – these races are just to say thank-you for all that she gave to me.

”

With your



Mind's supporters

Nearly all of Mind's work is funded by voluntary donations and we are grateful to all the individuals, companies and trusts who have supported us this year. Our independence from the pharmaceutical industry and government allows us to speak out on issues that affect everyone's mental wellbeing and to provide unbiased information through our publications, website and telephone helpline.

Every year thousands of people take part in events to raise money for our work. Many of these dedicated people have personal experience of mental distress, or have witnessed how mental ill health has affected someone close to them.

This year Tom Nicholson completed the Flora London Marathon with a fantastic time of three hours and 36 minutes. And he already has his sights set on his next race. The marathon was just the first leg of an incredible 100 miles that Tom is running to raise money for Mind in memory of his girlfriend Hetta who took her own life.

Tom has already smashed his fundraising target, having raised nearly £7,000 to fund Mind's work in improving the lives of people with mental distress. After the marathon Tom said: **"It was a great day, although it was very, very hard. The atmosphere was simply incredible. I'm already giving some thought to doing it again, I just need to wait for the pain to subside!"**

help

Thanks to...

Without the generous support of charitable trusts and foundations, companies and organisations and individuals, we would not be able to continue our vital work improving the quality of life of people who experience mental distress. We would like to thank and make special mention of the following:

Trusts and foundations

Albert Hunt Trust
Alice Ellen Cooper Dean Charitable Foundation
Batchworth Trust
Beatrice Laing Trust
C L Hill Trust
Cadogan Charity
Cheruby Trust
City Bridge Trust
Comic Relief
Compass Group Foundation
Constance Travis Charitable Trust
Cor Trust (Trustees of the Awareness Charitable Trust)
David Uri Memorial Trust
Donald Forrester Trust
Esmee Fairbairn Foundation
Gerald Micklem Charitable Trust
Gilbert Edgar Trust
GMC Trust
Grand Charity of Freemasons
Gunter Charitable Trust
Hope Trust
I Vassiliou Charitable Trust
Inman Charity
J E Posnansky Charitable Trust
J P Jacobs Charitable Trust
John Cowan Foundation
Jonathan Greig Charity
Jusaca Charitable Trust
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Marjorie & Edgar Knight Charitable Trust
Miss E A Pemberton Barnes Will Trust
Northern Rock Foundation
Norton Rose Charitable Foundation
Nyda & Oliver Prens Foundation
Peter Storrs Trust

Plato Trust
Rev. W M Monteith's Charitable Trust
Roger Vere Foundation
Smith Charitable Trust
Souter Foundation
Thames Wharf Charity Ltd
Tolkien Trust
Towry Law Charitable Trust
Usborne Foundation
Wright Trust
Wyseliot Charitable Trust

Companies and organisations

Baringa Partners
Capital International Limited
CB Richard Ellis Limited
Clifford Johnston & Co
Harper Collins
Johnson Matthey
N M Rothschild & Sons Ltd
Royal Bank Of Scotland
Simplyhealth Group
St Georges Hospital Medical School
Viasat

Other grant-giving bodies

Big Lottery Fund
Department of Health
Financial Services Authority
Her Majesty's Revenue and Customs (HMRC)

Individuals

Many individuals remember us in their wills by leaving Mind a legacy and families donate to us in memory of a loved one. Those who had the foresight to think of Mind have helped us to continue to provide vital services today and well into the future.



Financial notes

Mind's turnover was boosted to a record £25 million in the year thanks mainly to £5 million from the Big Lottery Fund and Comic Relief for the Time to Change anti-stigma campaign. In a more difficult fundraising environment, donations have dropped slightly although income from challenge events was good and legacy income reached £3 million. This voluntary income remains crucial to maintaining Mind's independence as a campaigning charity. Because of the stigma surrounding mental health we work hard to raise this income. Fundraising costs at 25 per cent of voluntary income are comparable with those of other charities that carry out similar fundraising activities. Once again the Minds Matter charity shops achieved record sales and profit for Mind.

Charitable expenditure increased by 64 per cent over the previous year to £13 million. Mind achieved many other successes in our charitable work as noted in this Review and in the trustees' report within the full financial statements. We planned to spend more than we received in the year, but with the notification close to the year end of some larger legacies and a one-off VAT claim, we reported an unrestricted

surplus. This boosted our general reserves to £5.5 million at 31 March 2009 which would fund 10 months of charitable activity. While exercising some caution given the ongoing recession, we have planned increased expenditure on our strategic goals in the current year which will reduce our reserve levels.

Mind's independence is reflected in our policy of not accepting funding from pharmaceutical companies, and also in our ethical investment policy of not investing in the pharmaceutical industry.

This financial information is derived from the full audited financial statements for the year ended 31 March 2009 on which we received an unqualified audit report. It may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information the full financial statements should be consulted. These were approved on 30 September 2009 and have been filed with Companies House and the Charity Commission, and are available on Mind's website at www.mind.org.uk or from Mind, Granta House, 15-19 Broadway, London E15 4BQ.

On behalf of the Council of Management



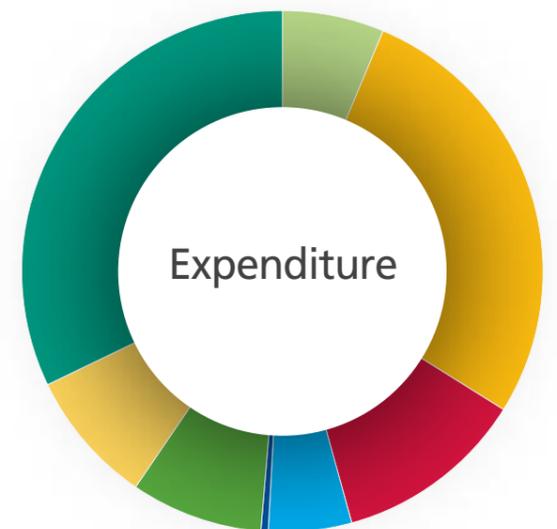
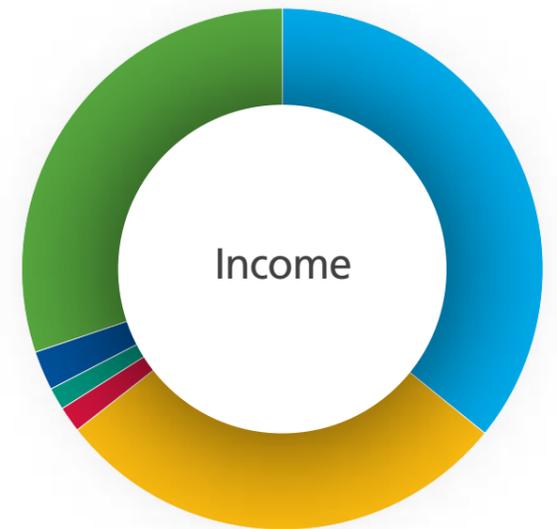
David Henry
Chair



Mike Starkie
Honorary Treasurer

Income	£'000	
Shop sales and other activities	8,899	36%
Grants	7,097	29%
Publication sales	398	2%
Fees and other income	342	1%
VAT recovered due to change in law	605	2%
Voluntary income	7,489	30%
Total income	24,830	100%

Expenditure	£'000	
Changing society	1,429	6%
Changing public attitude	6,229	28%
Stronger LMA network	2,675	12%
Expert by experience	1,166	5%
Full lives	1,853	8%
Governance costs	102	1%
Cost of voluntary income	1,883	8%
Cost of shop sales and other activities	7,266	32%
Total expenditure	22,603	100%





For better
mental health

For details of your nearest local Mind association and of local services, contact Mind's helpline, *MindinfoLine* on 0845 7660 163, Monday to Friday 9.00am to 5.00pm. Speech impaired or deaf enquirers can contact us on the same number (if you are using BT Text direct, add the prefix 18001). For interpretation, *MindinfoLine* has access to 100 languages via Language Line.

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Mind is a partner in

time to change

let's end mental health discrimination