Mental Health UK

Protecting the nation's mental health

2021-2022 Impact Report

mentalhealth-uk.org

What's inside?

5 A message from our Chief Executive
6 Who we are and what we do
8 Our impact and values
10 Objective 1 - Increasing knowledge and understanding
14 Objective 2 - Delivering programmes
18 Objective 3 - Adapting and using technology
22 Objective 4 - Growing at pace to better support people
24 Building partnerships
26 Fundraising and thank you
28 Diversity, inclusion and sustainability

For more information please visit mentalhealth-uk.org

© Mental Health UK, 28 Albert Embankment, London, SE1 7GR.
Registered Charity no. 1170815

At Mental Health UK our mission is to help everyone live their best possible lives.

A message from Brian Dow, Chief Executive at Mental Health UK

As the shadow of the Covid-19 pandemic lengthened over the course of the year our mission felt, at times, more distant as people struggled with all of the mental health aspects of living lives in isolation and being worried about jobs, friendships, money and indeed physical health. Yet it is also a truism that the more impossible a mission seems, the more it is probably needed.

The litmus test for this could easily come from employers, many more of whom have approached us for our support in helping their employees understand and create a positive culture around mental health.

As one leader put it to me "if we don't prioritise our staff's mental health after this, we never will". And the insight behind that comment is occurring to millions of people across the world as they reprioritise their life choices.

In a sense, everything that we do at Mental Health UK is about supporting that principle. Supporting young people to build their resilience through our Bloom programme, which we delivered at scale digitally over the course of the year; providing a platform for people to share their experiences of mental health challenges through our peer-support service, Clic.

And finally, but arguably most importantly as we leave a global pandemic and enter a cost-of-living crisis, helping those whose mental health and money problems are creating a vicious life-cycle via our Mental Health & Money Advice service.

During the past year we've been working to better understand and dismantle the barriers that many people face when accessing care and support. In particular, people in rural communities, people from Black, Asian and Minority Ethnic communities, young people and carers.

It's been heartening to see the team's commitment to putting equity, diversity and inclusion at the heart of everything we do, getting us one step closer to becoming a truly inclusive workplace where everyone can thrive.

Our impact report shows where we can work with others to bring about the most positive change and I am hugely proud of all my team and the partners we have worked with for their own commitment to our very human mission.

Looking forward, the next 12 months is about restoring, rebuilding and relaunching for a post-Covid world, ensuring that we can continue to deliver for the people who need us.

With new challenges such as the spiralling cost of living and the climate crisis set to further impact on all our lives, we are needed now more than ever.

Who we are and what we do

With 50 years' heritage, we are the only mental health charity working UK-wide, delivering both national and local services that enable and empower people to understand and manage their mental health in a person-centred and empathetic way.

We focus on:

Increasing
knowledge and understanding on how to protect and maintain mental health for everyone in the UK

Delivering
programmes that support people with complex mental health needs

Adapting
so that we continue to meet people's mental health needs and take advantage of innovation and technology

Growing
at pace so that we can better support everyone with their mental health

We provide support and services for some of the biggest societal challenges that pose a threat to people's mental health, including:

- **Money problems**
- **Navigating through the system to the right support**
- **Understanding mental health**
- **Loneliness and isolation**
- **Resilience in young people**

For more information please visit mentalhealth-uk.org

Mental Health UK · Rethink Mental Illness. · support in mind scotland · ADFERIAD RECOVERY · Mind Wise

Our Impact at a glance

357,647
downloads of our information guides and factsheets

£8,206
the average gain for each individual supported by Mental Health & Money Advice

986 people received 1-2-1 support from our advice service

1,517 teachers
trained to deliver Bloom, our resilience programme for young people to more than

82,761 students
at secondary school and college

Bloom

Over 8 million
views of our advice, information and support web page

390 people supported
with their housing, money, employment, physical wellbeing, and social connections by our Community Mental Health Navigators

Clic

9,690
registered users on Clic, our online peer support platform growing by +55% this year

7,167 calls emails and webchats
responded to by our advice and information helplines

100%
of patients supported by our Community Mental Health Navigators said they would recommend the service

128
mental health training courses delivered to 4,177 participants

Our Values

Our values are so much more than words – they're the character, integrity and essence that make up who we are.

Collaborative
We foster partnerships to help everyone in society to understand and manage their mental health.

Empowering
We want to increase people's resilience and ability to navigate life's challenges which pose a threat to our mental health.

Inclusive
Everyone has a role to play in helping us achieve our vision and we won't turn anyone away.

Supportive
We'll provide everyone with the tools they need to live their best possible life.

Practical
We're tackling the biggest societal challenges of our time by being solutions focused.

Expert
Knowledge is power, but we'll use our near 50 years' worth of sector experience to usher in awareness and understanding.

Objective No.1

We increase knowledge and understanding on how to protect and maintain mental health for everyone in the UK

Our goals

- People across the UK have an increased awareness of mental health conditions and how to protect and preserve their mental health.
- People across the UK have better access to high quality, evidence-based advice, information and support on mental health conditions and how to take care of their mental health.
- Environment creators (i.e. employers/teachers/coaches) in the UK have established mentally healthy environments where stigma is reduced and participants (employees/students) are supported and encouraged to look after their mental health.

Our projects

- Advice, information and helplines
- Training and Workplace Mental Health
- Young people's programmes

The world we want to see

A society where people in the UK have the knowledge and understanding they need to confidently protect and maintain mental health, as well as work and learn in mentally healthy environments where stigma is reduced and they feel supported and encouraged.

This year...

How our advice and information increase society's knowledge of mental health

Access to up-to-date information and support is the first step in protecting out mental health, and that of the people we know, love and work with. Whether you're living with a mental health condition or supporting somebody who is, it's crucial that people understand different mental health conditions and what kind of help is out there. Last year there were **over eight million views of the advice, information and support pages on our websites** with our mental health conditions pages making up nearly **46% of total pageviews** on Mental Health UK's website. There were **357,647 downloads** of information guides and factsheets, showing the great need for current information, even as we recover from the worst of the Covid pandemic.

Our advice and information helplines offer practical information on living with a mental illness, your rights, the financial support available, and more. They are a lifeline to thousands of people across the UK. In 2021, **7,167 calls, emails and webchats were responded to by our trusted advisors** who are on hand to listen, assist and set out your options for getting to the right support when you need it.

7,167 calls, emails and webchats were responded to by our trusted advisors

The language we use around mental health is important

We know that words can be stigmatising and that incorrect or flippant use of language can make people living with a mental health condition feel like they are being labelled or defined by their illness.

Rather than saying that someone is "schizophrenic", we talk about them "living with schizophrenia" and rather than saying someone "suffers with depression", we can say they "experience depression". We want to avoid determining people's future or making drastic assumptions in our language. Using pejorative language about mental health can rob people of respect and dignity, and make them feel like they don't have the ability to change their lives. That's why, we've made a collective effort to educate our audiences through internal writing workshops and external communications that promote the use of considered language in our work.

Our aim is to combat stigma and make a positive difference in public perception of mental health. It has been great to see our audiences already applying sensitive language when covering mental health topics.

This year...

Bloom and Your Resilience our young people's programmes

Bloom and Your Resilience are our UK-wide programmes that supports 14-18 year olds to develop mental health resilience. Delivered in schools and colleges, Bloom equips young people with the tools and knowledge to maintain their mental health through life's transitions.

Your Resilience has the same aims, but works with young people in alternative environments such as those on elite sports pathways, or who are known to Children and Adolescent Mental Health Services (CAMHS) but not receiving support.

In 2021, we trained **1,714 teachers, coaches and professionals** to deliver the programme to **more than 83,693 young people,** over **two thirds of whom feel more resilient as a result of their participation in the programme**.

Sustainability is built into both Bloom and Your Resilience with teachers, coaches and professionals empowered to deliver the programme to other young people in the future, creating a ripple effect for future generations.

Mark's story: supporting young women's mental health through Your Resilience

Earlier this year, we delivered our Your Resilience programme to Manchester United's women's team to promote mental resilience among young women on a professional football pathway. Our Training Associate, Mark, shares his experience, reflecting on the growth he witnessed among the young women.

For the past 30 years, I've seen how the 'power of sport' can transform lives and have a positive impact way beyond what any individual or team can achieve on the pitch. Within the Manchester United team culture, there's a clearly defined purpose for developing the person behind the player in the most natural way.

The first week of the programme was focused on introducing the fundamentals to the coaching department, so it was very encouraging to see that additional staff members had signed up for the session. This immediately gave me the impression that there was a key commitment from within the club to fully embrace our support.

Week two was when I got to meet the girls. I cannot speak highly enough of them, in terms of their attitude and dedication. From the get-go, the girls have engaged with the programme and, most importantly, encouraged each other to share ideas and explore the challenges that teenagers face in the modern day.

Let's not forget that they are attempting to succeed in one of the most competitive industries out there. So they must learn effective ways to juggle their intense training schedule with their academic aspirations, while managing the ever-changing social dynamics within their own friendship circles.

When I reviewed the team's feedback it brought the biggest smile to my face because it confirmed what I already knew – self-aware individuals fully capable of articulating their opinions with confidence and clarity. One girl from the U14 teams said "I have learnt that mistakes are positive things and that they help you grow. [The programme] also taught me how to be organised and when to balance schoolwork and football."

The workshop was a resounding success and we're so pleased that the Manchester United women's team have signed up to four more workshops in late 2022.

Creating mentally healthy work environments and connecting people in rural areas

Living and working rurally can bring added challenges to how we feel at work and our susceptibility to loneliness. Our training team worked with Creatomatic, a web design and development agency in rural Scotland, to help increase mental health awareness, address isolation and bring mental health to the fore in rural areas. We spoke to Iona from Creatomatic about their experience of the training programme, which was funded under our Rural Connections project.

What challenges do you think living rurally brings to your wellbeing and the wellbeing of your team?

Getting together as a team outside of work can be tricky because of our rural location and what's on offer locally. Things like rural broadband, poor public transport options and the reliance on driving or having a car mean that things which might be second nature to those living in a city are often hurdles we have to navigate.

That being said, there are plenty of positives to living rurally too! The ability to get out into the countryside and the fresh air is something that we all take advantage of regularly, whether it's on foot or two wheels, and we were able to get to know our region during the time spent at home during the pandemic.

How has the pandemic affected your staff team, in particular with regards to isolation and connections?

We work in a creative industry and not being able to get into the office was one of the things that had been impacted the most with working from home — the organic ideas and conversations that come from being part of a team.

The pandemic and home working has meant it was harder to notice when people weren't feeling themselves, but we meet regularly online, aim to check in with each other as often as possible and have a very open-door policy, even if that door has had to be virtual over the past couple of years!

Why did you decide to take part in the training?

Taking part in the mental health training seemed like a logical step as we learn how different working environments suit different people, and how everyone has different needs when it comes to work.

It was also something that we thought would be useful on an individual level too, giving people the opportunity to recognize any patterns in their workload and stress levels, as well as what they could do independently and what we could do as employers to help manage that.

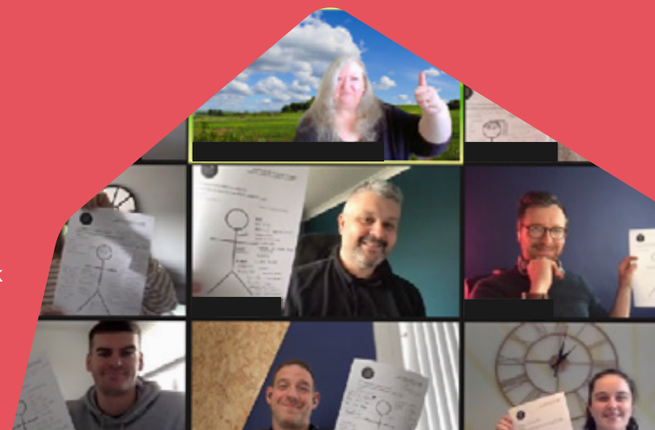
What were the key things that you learned in the course?

Some of the key things we learnt on the course were that perhaps not everyone has or will ever have a diagnosed mental health condition, and that sometimes issues can be situational, but for those that do it's important that they are able to talk about it and ask for help without stigma.

One of the big takeaways seems obvious, but the importance of listening and having supportive conversations. Sometimes the best thing to do is to listen to someone and for them to know you're there and you hear them, rather than trying to offer up help and solutions.

Any other thoughts or comments about the mental health training course?

Using the training course as a starting point for conversations is a great way to let people know that their mental health is a priority. Everything we learned on the course can be taken outside of the workplace and implemented in conversations with family and within the local community.



Objective No.2

We deliver programmes that support people with complex mental health needs

Our goals

People living with mental health problems across the UK:

- Are supported to navigate through the system to the right support in the community, reducing pressure on frontline clinical services.
- Are supported to better understand and manage their money.
- Have increased awareness, skills and access to support and services in the community and online.
- Have improved access to mental health services that respond to people's needs and support Covid recovery.

Our projects

- Mental Health Navigators
- Mental Health & Money Advice
- Rural Connections
- Helping Communities Prosper

The world we want to see

Everyone living with a mental illness in the UK has access to non-clinical support that ensures they stay well, and out of crisis.

This year...

Navigating through the system to the right support

At Mental Health UK, we believe that with the right support at the right time, people living with mental health problems can truly thrive in their community.

Our Navigators programme is all about supporting people who experience mental illness with their non-clinical needs, and helping them on their journey towards personal recovery. Last year, **390 people** worked with our mental health Navigators in Grimsby, Bridgend, Stranraer and West Belfast. Across **3,380 one-to-one appointments**, people like Hannah (whose story you can read below) were empowered to access support for things like their housing, employment, money and benefits, getting physically active and socialising in the community.

100% of people who used the Navigators service said they would recommend it to others

93% of clinical professionals said the service has enabled them to spend less time on patients' non-clinical needs, reducing pressure on the healthcare system

How our Navigation service helped Hannah carve a path to her future

Hannah* was referred to the Mental Health Navigation service as she was not getting the support she needed. She was in a place where she felt stuck. Her sole goal was to get better, but she didn't know how to.

She was also scared to leave the house unless she had to and had recently left a women's refuge when she was first referred to the Mental Health Navigator.

Hannah said she received contact from her Mental Health Navigator straight away after the referral. Initially, given her fear of leaving the house, their appointments would be in Hannah's home. She was a little unsure of what the support would be like but described it as having a helping hand. She explained that together they developed steps and small goals to work towards. The first area they looked at was supporting Hannah to have coping mechanisms and keep herself safe. This involved a referral to a local counselling service.

Together they worked on several areas of her life. Hannah explains that the Mental Health Navigator supported her to complete a welfare assessment and they set achievable goals, such as joining a gym, paying off her debt and having their appointments outside of Hannah's home.

Hannah managed to achieve these goals and went on to share with us that she volunteers now and even had a job interview recently. She will be discharged soon and she told us that she has really enjoyed working with her Mental Health Navigator.

Reflecting on her journey of recovery, she shares that while before her only goal was to get better, now she wants a job and a boyfriend and sees having children in her future. She now has a comfortable home environment, confidence, and independence as well as the tools she needs to support her mental health on a daily basis.

**Names and identifying features have been changed to protect identities.*

Mental Health & Money Advice

96% (373) of our Navigators' clients needed additional support to manage their money and many were referred to our Mental Health & Money Advice service. Established in 2017 to help people better understand, manage and improve their financial and mental health, the service delivers support to everyone who needs it. Help is available through the website, as well as a UK-wide helpline that is open to our support services and other referral partners such as StepChange and the National Debt Line.

In 2021, demand for the service continued to grow. **986 people were referred to the helpline** for personalised support, **a 7% increase on 2020** while the **Mental Health & Money Advice website saw over 780,000 visitors, a 95% increase on the previous year**. The surge in people seeking support via the website reflects growing concerns about rising energy bills, the increase in the cost of living, and the impact on people's financial wellbeing and mental health.

Mental Health & Money Advice continues to deliver for service users like Jamal with the **average financial gain for those referred to the helpline standing at £8,206 per person**. With one in five people experiencing a mental health problem also facing money issues, it is vital our support is sustainable, providing people with the confidence and tools to manage their mental health and money in the future. **81% of service users report increased wellbeing** after engaging with the service, while **89% say they have improved capacity to manage their money**.

We will continue to deliver Mental Health & Money Advice in 2022. The website will support everyone to better manage their money and mental health with a **Cost-of-Living hub** established in response to the current crisis. We're looking to expand the service by working with organisations who recognise the impact that rising costs will have on their customers and want to support them during these challenging times.

Helping Jamal get back on track

Jamal* has a diagnosis of emotional unstable personality disorder and has previously attempted suicide.

He had a work capability assessment and is in receipt of Employment and Support Allowance, however the DWP were asking him to apply for jobs that would have a bad effect on his mental health – for example jobs in target-driven environments. Jamal was referred to Mental Health & Money Advice by his support worker from one of Rethink's employment services.

Jamal's adviser worked with him to understand what he wanted to achieve – to have a steady income where he could afford to pay his bills, but eventually to move into work that was appropriate for his disability.

Jamal's adviser completed a budget sheet with him and found that his income was not enough to meet his outgoings and after discussing the effect that his mental illness had on him – suggested he might be able to apply for Personal Independence Payment (PIP). Jamal had tried to apply for PIP before but had been turned down and so did not feel hopeful about this.

The adviser used her specialist knowledge of the benefits system and how it relates to mental illness to help Jamal complete a PIP application. She helped him get supporting medical evidence from a healthcare professional.

Jamal was eventually awarded PIP which would leave him around £4,800 a year better off which meant he could balance his budget sheet. Alongside this, she remained in touch with his support worker at the employment service – gently encouraging him to stay engaged with that service which eventually led to him starting a college course that he really enjoys.

**Names and identifying features have been changed to protect identities.*

Meeting rural communities' needs

2021 saw the launch of our Rural Connections project which aims to overcome some of the barriers to accessing mental health support faced by rural communities across the UK. Funded by Neptune Energy, the project takes a different approach in each nation depending on the local context, needs and issues identified by our research.

Across Scotland, we have delivered mental health awareness training to **130 people from 42 rural workplaces and community organisations** like Creatomatic, while in Somerset and North Wales, we have built links with other third sector organisations, councils and the local health board to identify and document mental health and community services across the region. These links have already enabled our services in both places to refer people to the right support. In 2022, we will scale up the level of support we are able to offer to individuals in both places, providing either peer support or a mental health Navigator to ensure they are accessing the services that meet their requirements.

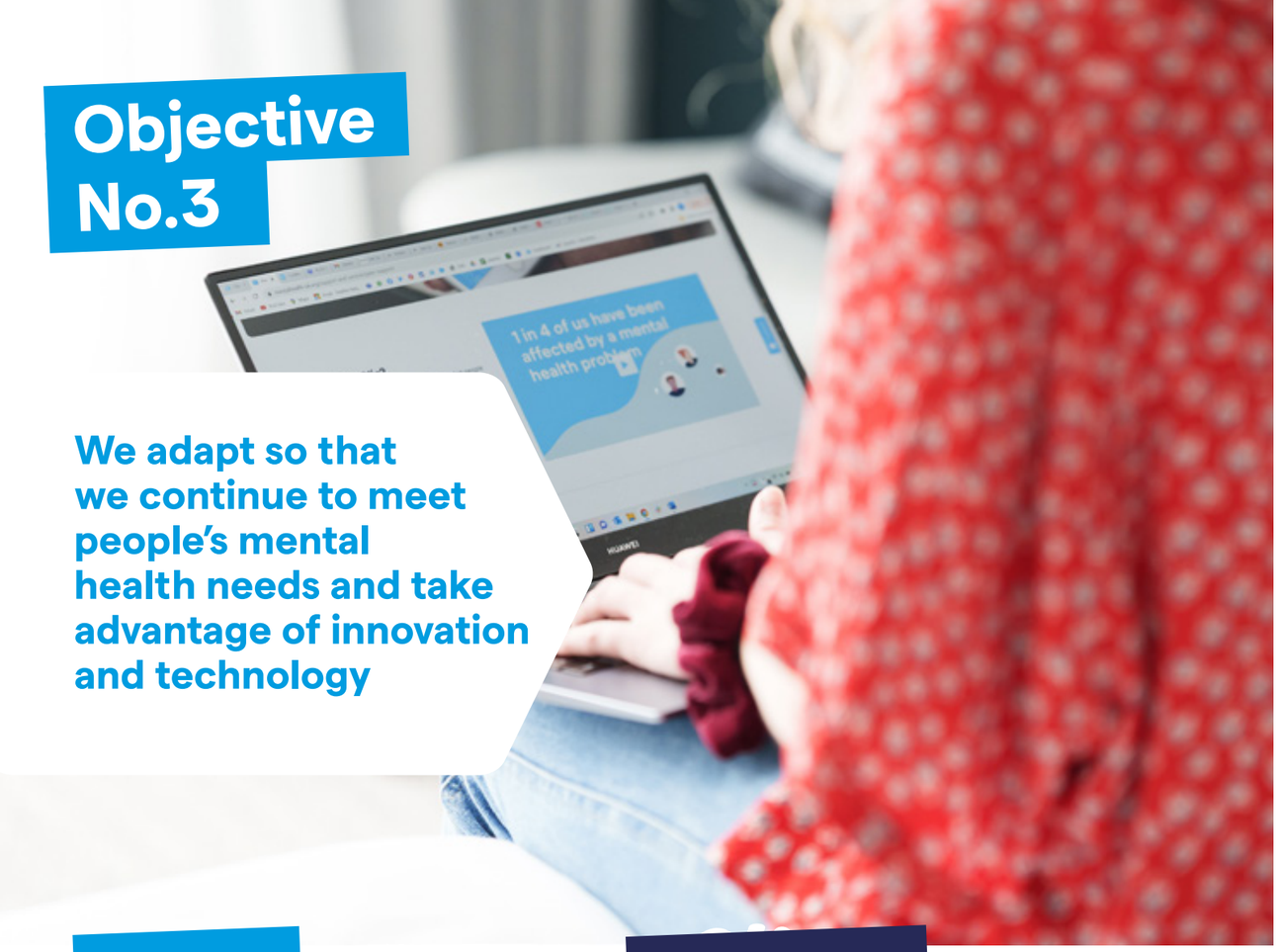
Rebuilding mental health services post-Covid

In January 2022, we entered our sixth year of partnership with Lloyds Banking Group aiming to rebuild mental health services for a post-Covid world and help communities across Britain prosper.

As part of the Helping Communities Prosper programme, community services delivered by our four founding charities have been given funds to carry out repairs and upgrades, plan trips and make purchases which will benefit staff and service users alike and improve the support they offer those with complex mental health needs. We have also launched seven 'signature' projects in Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Halifax and London, delivering a variety of new services targeted at underserved communities and existing service users who have been most impacted by the global pandemic. These include Black, Asian and Minority Ethnic communities in Bristol and Cardiff, Gypsy, Roma and Traveller communities in Birmingham, and primary school children in Belfast.

Later in 2022 we will also be launching five 'innovation' projects to pilot new ways of delivering services. The various projects under the Helping Communities Recover banner will be reported on in next year's impact report.

Objective No.3



We adapt so that we continue to meet people's mental health needs and take advantage of innovation and technology

Our goals

People affected by mental health problems across the UK:

- **Have a safe place to connect, access resources and receive support online 24/7.**
- **Feel connected to others and less lonely and isolated online.**

Our projects

Clic — Clic, our online support community

The world we want to see

People living with mental health problems across the UK are supported to stay well and out of crisis via innovative and technology-driven programmes.

This year...

A friendly online community of likeminded people

At Mental Health UK we believe that no one need be lonely or isolated. Through **Clic**, our free, online peer support community, we are here around the clock to support adults across the UK with their mental health.

Users simply need to sign up to the site, fill in a few details and they are ready to chat to others at any time of the day. Clic is here for everyone, regardless of their previous experience of mental health conditions.

The platform aims to reduce the loneliness and isolation experienced by people with poor mental health and their carers by providing a safe, supportive online community where people can connect with others on the things that matter to them.

How Clic works

Clic has a 'quick chat' service and online forums for people to chat about how they're feeling and build connections with other people who they relate to. Live Q&As provide users with expert advice on relevant issues and topics such as mental health and money, while our information and support section hosts a wealth of mental health tools, tips and resources to signpost people to key services in their local community.

We want Clic to be a safe space for people to bring their whole selves to and share what they're going through. That's why Clic is moderated 24 hours a day by our staff moderators. This role allows moderators to get to know the people on Clic and build good rapport with them.

What Clic has achieved

The year 2021-22 saw our **Clic community grow by 55%, bringing the total number of users on the platform to 9,690**. The means we have been able to help thousands of people to feel less isolated and find the information they need to move forward.

Since using Clic, **77% of users have told us it has made them feel less isolated**. Feedback from users also revealed that for a number of them, this is the first time they're seeking support, and if they had not come to Clic they would have 'had nowhere to go'.

Diversifying Clic

During the last year Clic has expanded to diversify its offer, with the launch of our new community, the **Parenting Hub**. Created in partnership with SC Johnson, the Parenting Hub is a space for parents and carers to connect with other parents. It's a safe environment to share information and advice to support your child's mental health, as well as your own. The community provides access to expert advice, videos on topics such as 'Creating a good environment for discussions' and what to do 'If your child shares that they're struggling' and other resources on how to better support your child.

Clic has extended its reach further, through its new **Homes for Refugees** community. Hosting a refugee or asylum seeker can be an amazing, challenging and life-changing experience, both for hosts and those being hosted. It's an experience that inevitably comes with highs and lows due to the nature and unfamiliarity of the situation. That's why it's paramount when looking after others, to also consider and look after our own health.

Homes for Refugees offers support to households across the UK who are hosting refugees or asylum seekers, or thinking about doing so. This safe community exists to so that they can access practical information, share their experiences with fellow hosts, and receive peer support.

What Clic meant to me during a dark time

This is Jacqueline from Warwickshire. She is 56 and a lifelong wheelchair user with Cerebral Palsy. Connecting with people on Clic during a really difficult time for her has had a lasting impact as she describes below:

My mental health journey began as a teenager when I developed anorexia. With each of my pregnancies I also developed postnatal depression – this meant I required the support of a mental health nurse specialising in pre and postnatal symptoms.

I was diagnosed with post-traumatic stress disorder in my thirties after experiencing abuse in my childhood. One of my brothers sadly took his own life as a result of the abuse faced by my siblings and I. Losing him to suicide meant I learnt to hide a lot of my emotions because of the stigma surrounding his death.

Before the first lockdown began, I was in a loving relationship, I was active in my community, I had family to support me and felt as if I was the most emotionally stable I'd ever been. I was happy and glad to be living my life.

When lockdown happened, my partner and I decided that I'd be safer if I left my wheelchair adapted bungalow and moved in with him temporarily. We'd never lived together despite being a couple for ten years but I was glad that we could survive lockdown together.

What I hadn't realised was the price I'd pay with my emotional stability. After about a month, I realised I was crying every day and had begun to dread waking up. My body was physically struggling to cope in a non-adapted environment, I'd lost my independence and I was missing having my own things around me.

My partner did everything in his power to make life easier for me, but my triggers were getting harder and harder to keep down. Eventually, I realised my thought processes were getting darker and I knew it wasn't a cry for help. I genuinely didn't want to be alive anymore because I couldn't see an end to lockdown. At that point, I had to tell my partner how I was feeling because I didn't want him to go through the pain of losing a loved one to suicide.

It was a devastating conversation to have, and I felt so ashamed to admit how low I'd got. I'm so grateful that he took me seriously and mentioned it to his daughter who sent me a link to Clic.

Clic made a big difference. Being believed and having my feelings understood was a huge relief. I stopped feeling guilty and I gave myself permission to keep breathing because I knew I'd get better again even when I had bad days.

Since then, I've moved into an assisted living flat around the corner from my partner and we are closer than ever because I'm honest with him if I start to struggle. I'm active in my community again and life is good.

If I hadn't been given that link to Clic, I'm not sure I'd be here now and I always tell people it got me through a dark time. I needed to feel like I wasn't imagining things or that I wasn't going mad. Clic gave me room to breathe and helped me find my feet again.

Tackling loneliness through Clic: Arif's story

Arif lives in the north of England, the gateway to the Dales, and works for our partner Skipton Building Society who help to fund Clic. He first heard about volunteering for Clic when his senior leader sent out some information on it in December 2021. It piqued his interest and he decided to become a volunteer. Here he shares insight into how the service reduces isolation and has impacted his own wellbeing.

Mental health is a subject I've been learning a lot about with the exposure it's getting in news outlets recently. With the world as it is, I've had friends and colleagues whose mental health has taken a hit so I wanted to put myself out there to try to help others.

My social connections before and after Clic have changed slightly – before Clic, I just had a normal routine of going to work in the office and mainly having social connections with my colleagues. Similarly, outside of work I had social connections to an extent, doing things with my family (as I still live at home) or watching my local football team at the stadium where I engage with fellow football supporters.

When I started to get involved in the forums, I found it really insightful to see what others were going through and how they help support each other.

Since volunteering for Clic I've been regularly getting onto the forums early in the day, actively reading the comments which people write and showing my understanding. I also talk to other Clic users whenever I feel comfortable to do so.

I've managed to make several interactions through Clic and I've already created several relationships within the network. I really enjoy the fact we can share stories and posts, and communicate about common interests. This has helped me too.

It makes me happy to see how very helpful Clic has been to its users. I have noticed tremendous patience and empathy from other users, which has really restored my faith in people.

Thankfully at the moment my mental health is in a good place but I understand this can switch at different stages and events in life. I've seen first hand the benefits that Clic has given others and I feel like it's a safe community where I could share my concerns and worries too one day.

For anyone who is feeling a little worried about their own lives or about things going on in the world, it really is true what people say when it comes to talking to others. It can sometimes be too much to talk to people close to you, but services such as Clic gives you access to people who genuinely want to help and listen to your story. I couldn't recommend it enough.

Once I had more exposure to the service, it inspired me to further my education and understanding of mental health. That's why I have proactively put my name forward to join a Mental Health First Aid course and I'm now eagerly awaiting confirmation!

Objective No.4

We grow at pace so we can better support everyone with their mental health

Our Goal

Mental Health UK and our four founding charities have built our capacity in order to better support people with their mental health.

Our approach

- Partnerships & Fundraising
- Diversity and Inclusion
- Sustainability

The world we want to see

People across the UK, no matter their background, are better supported with their mental health.

This year...

There's no doubt that the negative impact of the Covid-19 pandemic on people's mental health led to an increase in the number of people who need support. Across Mental Health UK and our four founding charities, more than 1,000 staff and volunteers have worked tirelessly, both during the pandemic and in the aftermath, to meet this need.

We couldn't have done it without you, our supporters. Businesses, organisations and individuals from right across the country recognised the scale of the challenge and mobilised to support the nation's mental health through Mental Health UK.

If 2021 was about ensuring people could continue to access information and resources, support and services, both online and in the community, then the next 12 months is about restoring, rebuilding and relaunching for a post-Covid world, ensuring that we can continue to deliver for those who need us. Especially as new challenges, such as the spiralling cost of living and the climate crisis, starts to impact on all our lives.

At Mental Health UK, we have already started that journey, creating new tools and resources such as our Mental Health & Money Advice Cost of Living Hub, enabling more parents and teachers to learn how they can better support young people's mental health, and launching new projects across the UK, many of which target underserved communities who have been most impacted by poor mental health, historically and during the pandemic.

What will your unique contribution be?

Building partnerships

AG Barr

Together with our partner AG Barr, we launched and ran the first ever IRN BRU 32 Challenge in June 21, where over 100 colleagues ran, cycled, hula-hooped, baked and more, and raised £17,000. AG Barr donated **over £80,000** through 2021/22.

Skipton Building Society

In December 2021, Skipton Building Society did some research into UK adults' mental health over the festive period, and found that 1 in 3 Brits claim their mental health takes a nosedive over the Christmas period. Along with this research, Skipton Building Society donated a staggering **£200,000** to Mental Health UK to enable us to be there for people over winter.

ISG

In 2021, ISG worked with us to encourage its staff to Pause for Mental Health. Together we created an opportunity for all staff to step away from their work and reflect on their mental wellbeing for 30 minutes. From this, the Pause for Mental Health video was born. **This inspiring video** featured frank conversations from senior management which were instrumental to progressing the conversation around mental health at ISG.

More recently, our workplace mental health team supported ISG's Pause for Safety event in London. Engagement from staff was fantastic and everyone we spoke to talked of the positive mental health culture at work which is really heartening, coming from an industry that has historically struggled to engage a largely male workforce in mental health-related conversations.

SGN

In early 2022, we partnered with energy supplier Scottish Gas Network (SGN) to support customers who are experiencing poor mental health in the wake of the cost-of-living crisis and rising fuel poverty. SGN's engineers are in people's homes day in, day out.

They noticed a growing trend of conversations with customers around mental health. Together, we have developed a referral pathway to direct customers to our Mental Health & Money Advice service and have trained their engineers to be able to identify those customers who could be helped by it. We have been able to support around **20 people** with a holistic suite of advice, including income maximisation, welfare rights, debt advice, housing advice, energy efficiency, carbon monoxide awareness and access to additional energy services.

Lloyds Banking Group

Colleagues at Lloyds Banking Group continued to show their trademark passion and enthusiasm in supporting Mental Health UK.

The Walk the Talk tradition – started in the early years of the partnership – continued with the most ambitious distance yet: **384,400 kilometres to the moon!** Colleagues across the business engaged in a variety of physical and mindful activities from walking and running to reading and meditation, in an attempt to rack up enough steps to reach the moon before the end of June. Almost 400 budding astronauts joined the challenge, raising **over £10,000 to support young people's mental health.**

In early autumn, hundreds of colleagues took to the hills and skies on an Epic Adventure for Mental Health UK. From exhilarating skydives to gruelling treks, colleagues came together once more to make a vital contribution to mental health.

Taking on an Epic Adventure for Mental Health UK

Natalie Wilson, Senior Lawyer, Lloyds Banking Group

In 2021 Natalie Wilson, a Senior Lawyer at Lloyds Banking Group, took on an 'Epic Adventure' for Mental Health UK. Together with a colleague, she fundraised **over £2,500** and smashed the challenge. Here, she shares her motivation for taking on the trek and fundraising for us.

What made you sign up for the challenge?
In 2020, I slipped and fell on the stairs at home, and suffered a badly broken leg. The recovery period from my accident was tough, physically and mentally – especially the isolation it caused. In time, I recovered.

I then spotted the 'Epic Adventures' supporting Mental Health UK, and saw that the Edinburgh 7 Peaks trek was to take place on the anniversary of my accident. I signed up to test myself – I knew it would be a huge challenge for me physically and mentally, but I wanted to prove to myself that I was recovered. I was nervous but excited and determined to take part.

What was the challenge like for you?
We joined a fabulous group of colleagues from across Lloyds Banking Group and together, completed 19 miles and around 2,200 feet of ascent and descent on the day. We were sore all over by the end, but it was a wonderful and thoroughly enjoyable day. The achievement brought me closure at the end of what had been a difficult year.

Why is mental health and our partnership important to you?
As well as the incredible work of Mental Health UK, I feel that the enduring nature of the partnership has also helped to evolve the culture at Lloyds Banking Group to one where it is safe to speak about mental health, and you're encouraged to bring your whole self to work. I think that the impact on both organisations, our colleagues, and the beneficiaries of our partnership is so positive.

Fundraising

2021 was another challenging year for fundraising under the long shadow of the Covid-19 pandemic.

Despite a unique and challenging year for fundraising, our supporters continued to rise to the challenge and in October we were able to host our first ever home-grown event GLOW, a 20km night walk through London. The event not only created a safe place for people to come together and talk about mental health, but also raised **just under £23,000** for the charity.

Prison, probation and youth justice staff from the Butler Trust took part in a national charity challenge 'Hidden Heroes' for Mental Health UK. Bake sales, raffles, beard shaves, sky dives and much more raised **over £60,000** making the event an outstanding success.

Finally, in September 2021 we launched a new regular giving lead generation campaign on Facebook, where we offered new supporters a pack of encouraging greetings cards using inspirational quotes from people who have used our services in the UK. Between September and March, **447 people signed up to give via direct debit at an average of nearly £3 per month**.

To everyone who raised money, a heartfelt thank you! We couldn't do it without you!

Diversity, inclusion and sustainability

Our work on diversity and inclusion is, as it should always be, ongoing. We are striving to ensure that through our work, everyone has access to the support they need, in a way that works for them.

Through this year and next, we are conducting a series of structured conversations with designated members of staff from each of the four charities as well as from the Mental Health UK leadership team, to establish views about scope of action, national agendas, operating environment, existing practice and capacity to deliver. From this our delivery map is growing.

In 2021, Mental Health UK worked with Our Carbon to establish our baseline carbon footprint report, reporting on our greenhouse gas emissions for the first time. Understanding our impact on the environment is a vital first step for us as an organisation to explore ways in which we can reduce and offset our emissions.

Our total emissions by scope is presented below. Our full report can be viewed **on our website.**

Total Emissions by Scope

Scope	2022 Emissions (tonnes CO^2e)	%
1 (Direct emissions)	4.09	15.67
2 (indirect emissions)	1.26	4.83
3 (other indirect emissions)	20.75	79.5
Total emissions	**26.10**	**100**

A day in the life of... Rich from our Partnerships Team

What is your role?

I'm the Partnerships Assistant at Mental Health UK.

What does your job at Mental Health UK involve?

I split my time between managing small to medium organisations we are partnered with and assisting my team in a variety of ways; whether that's helping to arrange meetings, proofreading documents for the wider team or being on hand to support my colleagues with their work. I feel like I'm always changing which hat I'm wearing, but it's a great opportunity to hone my time-management and prioritisation skills. While admin work is a regular feature of my day-to-day, I can flex my extrovert muscles with partner meetings, conferences, and networking at events. I feel very lucky that I'm simultaneously developing new and old skills and capabilities while doing work that I'm proud of with people I respect and admire.

What is the best thing about working at Mental Health UK?

The people I get to work with. It's a cliché, but it's true. The amount of compassion, care, and genuine interest we have in each other's lives and wellbeing is something I feel tremendously grateful for. Additionally, one of the bonuses of my role is that I get to collaborate and work with many people across multiple teams, so I am constantly learning from colleagues with different backgrounds and levels of experience. I'm also thankful that, while being the most junior member of the Partnerships team (at least professionally!), I'm treated as an equal, and my voice is heard alongside everyone else's. It's a rare thing to work somewhere that makes you feel good about yourself while knowing you're making a difference to people's daily lives living with mental illnesses.

What do you do to look after your own mental health?

It's something that I'll be learning for the rest of my life but communicating when I need help. It's easy to tell other people to reach out but doing it yourself is another kettle of fish. But, if you're able to confide in someone you trust and share how you're truly feeling, it can make a massive difference in your ability to bring your whole self to work. As someone who lives with **obsessive compulsive disorder (OCD)**, this is really important to me.

Outside of my job, I'm an avid reader, video gamer and jogger. I'm still working up to calling myself a runner and owning it, but I'll get there! I'm taking on the London Marathon for Rethink Mental Illness this year, so being out in nature and using my body to propel me about the place is featuring heavily in my life at the moment!

With special thanks to our Corporate Partners...

mentalhealth-uk.org

© Mental Health UK, 28 Albert Embankment, London, SE1 7JR.
Registered Charity no. 1170815