

Company number: 02780643
Charity number England & Wales: 1016968
Charity number Scotland: SC039700

Young Minds Trust
Annual Report and Accounts
Year ended 31 March 2020

YOUNGMiNDS

Young Minds Trust
Annual Report and Accounts for the Year Ended 31 March 2020
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A close-up photograph of a young man and woman smiling and looking towards the right. The man is on the left, wearing a blue puffer jacket over a blue and green patterned scarf. The woman is on the right, wearing a dark jacket with a fur-lined collar. The background is a soft, out-of-focus outdoor setting.

YOUNGMiNDS

**IMPACT
REPORT**

2019/20

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YoungMinds is needed more than ever

Imagine being school-aged and wanting your life to end.

Imagine feeling this hopeless, this desperate, this lonely. Imagine the courage it takes to tell someone and to ask for help. Imagine the devastation when, having reached out, the support you need just isn't there.

Thousands of young people living in the UK don't need to imagine – this is their reality.

We live in a country where the number of young people presenting at A&E with urgent mental health needs has tripled in the last ten years, where a quarter of young women have a diagnosable mental health problem and where suicide is the single biggest killer of boys and young men.

And these figures do not yet factor in the devastating impact of the coronavirus pandemic and the tsunami of mental health struggles we anticipate as a result.

The crisis in young people's mental health is well publicised. But behind each and every one of these statistics is a real life – a young person who urgently needs help. Far, far too often, these young people are simply not getting that help. And for many, it is already too late.

**Through our work,
we are changing this.**

Who we are

OUR PURPOSE

To stop young people's mental health reaching crisis point

Every young person whose mental health ends up in crisis is a young person who has been failed. We know that the earlier young people can access the right help, the more likely it is that they can avoid these crises.

OUR VISION

A world where no young person feels alone with their mental health

We want to see a world where every young person who is struggling feels able to reach out, and has people and services around them who can really help.

OUR MISSION

To make sure all young people can get the mental health support they need, when they need it, no matter what

Whether they need a reassuring conversation, specialist mental health support, or simply the knowledge that they are not alone in how they are feeling, we will make sure that all young people get support that meets them where they're at as quickly as possible.

OUR VALUES

We're not afraid to speak up for what's right

We know what needs to change because young people tell us. If they raise their voices, so do we.

We're optimistic

Things get tough, but we never forget to celebrate progress and never stop looking for practical ways to make things better.

Kindness is our strength

Everything we do, we do with love, care and compassion.

We celebrate what makes you you

Whoever you are, we welcome you and we always encourage you to be true to yourself.



The view from young people

Our Youth Panel – the young people who work with us to make the big decisions at YoungMinds – wanted the opening say in this report. Here is their view on the big issues affecting young people’s mental health today.

It’s the pressure...

“The job market is very scary. And poverty is increasing – the use of food banks, and parents losing jobs all adds to pressure young people are feeling at the moment” – Imaan

“There’s increased tensions in school and home environments because of the increased tension in the world in general” – Sofia

“Magazines and social media make young people feel they need the perfect appearance” – Elsa

“There is so much pressure from school and exams” – Jordan

“Young people are having to figure out everything on their own, and lots of us don’t see ourselves represented anywhere” – Sofia

“The constant exposure to the news, immediately available on your phone. And there’s a lot to be worried about, from climate change to the economy. It’s overwhelming” – Ash

Public attitudes still need to shift

“Young people find it hard to reach out for help” – Ash

“Young people, particularly young men, find it hard to express our emotions because of this whole ‘be a man and suck it up’ culture” – Jordan

“Young people’s mental health is still so misunderstood and it worries me” – Elsa

The coronavirus pandemic has made things harder still

“COVID-19 has taken away our freedom” – Jordan

“Lots of us haven’t been able to see our friends” – Alex

“We’re really worrying about the future and feeling a bit lost, particularly coming out of this pandemic” – Elsa

And too often, the support young people need just isn’t there

“There just isn’t enough funding for the mental health services young people need” – Alex

“Support is hard to access and often isn’t the appropriate kind of support” – Sofia

“There aren’t enough mental health professionals available” – Ash

“There just isn’t enough funding for the mental health services young people need.”

– Alex

“There’s a lot to be worried about, from climate change to the economy. It’s overwhelming.”

– Ash

YOUNG MINDS

fighting for young people’s mental health



Giving young people a powerful voice

We know that the only way we can deliver our mission is to work alongside young people. Our flagship youth social action programmes build the skills and confidence of young people to tell their stories and use their lived experience of mental health to change the world they live in.

YoungMinds Activists

Our Activists are the heartbeat of YoungMinds. Aged 14 – 25 and bringing their experiences of living with mental health problems directly to our charity, they inform and co-create nearly everything we do. Not only that, but they act as spokespeople for YoungMinds in the media, in Parliament, and at meetings, roundtables and events.

Activists have often had a very difficult time with their mental health before they join us. They are motivated to take part because they don't want other young people to go through what they did – they want to help change things. But being an Activist is often life-changing for Activists themselves.



Our Activists in numbers:

83%

of Activists said they felt more confident to speak out about mental health issues

63 Activists participated in a total of

293 programme opportunities

93% said they had increased their activism skills

97% said they had better knowledge of their own mental health

Youth Panel

15 incredible young people got involved in our Youth Panel last year. They bring a youth perspective to the governance of our charity, playing a crucial role in our strategic decision-making and oversight, and making sure we always stay true to our purpose.

Collectively, they took part in **118 opportunities** throughout the year, from developing our ethical fundraising policy to refreshing our brand – and they played a critical role in our strategic review.

“The support I got from YoungMinds was unreal! Now I am back fighting stronger than I ever have, I know that this is my time to make my mark on the world. I was just proud of myself, after so long of being told I am not good enough and I will never be what I want to be. I have proved them all wrong.”

Activating Change in local communities

We trained up **12 of our Activists** to deliver Activating Change workshops to local schools and youth groups, helping over 200 young people better understand how to look after their mental health and how to reach out for help.

Participating Activists reported an increase in life satisfaction from an average of 6.5 to 8.2 on a scale of 1-10, demonstrating the positive impact the programme had had on their wellbeing.

Our prototype smartphone app

We know that for every young person who wants to get involved in the Activist or Youth Panel programmes, there are 20 who we can't accommodate – so we've started building a prototype smartphone app to allow young people to give us their views and co-create campaigns and content.

180 young people signed up to test the prototype, using it over **1,000 times**. Watch this space for 2021!

A voice for thousands of young people

Thousands of young people have joined our movement for change in other ways.

Young people participated over **23,000 times** in our policy research by telling us their views and experiences in surveys.

Young people also supported our campaigns **38,139 times** by signing petitions or writing to their MP.

Advice and support for young people

The online world is full of mental health information and advice, but not all of it is helpful, easy to understand, correct or even safe. That's why our website, social media and Crisis Messenger service are an invaluable beacon of trusted mental health support and guidance for young people, as well as for the parents, carers and professionals in their lives.

Our website helps millions

We're constantly updating and improving our site in response to user feedback and input from our Activists. This year we've made the site faster, easier to navigate and added new features like interactive quizzes and image galleries. We've also made changes to ensure that we appear high up in relevant Google searches.

Here are some more highlights:

We published 101 blogs written by young people under 25 about their experience of mental ill health and recovery.

We co-created eight new information pages, including two fun quizzes to help young people make sense of their mental health.

We created 11 IGTV episodes for young people.

In November, we launched a new medications section with youth-friendly information on 32 commonly-used mental health medications.

Our website in numbers:

Our 'Find Help' pages had **3,391,550** visits, a 40% increase on last year

2,455,673
UK users visited our website (59% more than last year)

In the UK, our webpages had **5,512,097** views (56% more than last year)

Social media

Our social media communities have continued their extraordinary growth and helped us reach more people than ever before with our messages of hope and support for those who are struggling.

- **Twitter grew by 16%** from 148,601 to 172,154 followers.
- **Instagram grew by 107%** from 38,595 to 79,947 followers.
- **Facebook grew by 50%** from 54,200 to 81,143 followers.

"I actually needed to read this post today because I've been so scared to ask for help."

YoungMinds Crisis Messenger

Our text support service, powered by the incredible team at Mental Health Innovations, is open to any young person in the UK experiencing a mental health crisis.

Last year we had **16,764 conversations** with **6,751 texters** through the service, with **242** of those conversations leading to an active rescue. **83%** of users said the conversation they had was helpful.

#OwnYourFeed

We worked with O2 and our Activists to create a January campaign designed to help young people improve their relationship with social media and have a more positive time online. The Instagram campaign included video tips, a host of information and advice on our new webpage, and an interactive quiz offering personalised tips for improving your social media usage.

Our campaign reached **1.1million** and engaged over **500,000 14-25 year-olds**. **198,000 young people** took steps for a more positive time online and 24,000 took our quiz.

#ListenToAnger

We worked in partnership with Facebook's #HackForGood programme and LadBible, to create an Instagram campaign to improve young people's understanding of the link between anger and their mental health. We worked with Activists to create a series of videos of young people sharing their experiences and interviews with social media influencers.

The campaign reached 4.5million **14-25 year olds in the UK** and had **685,000 engagements**. **25% of young people** who remembered seeing the campaign agreed that it improved their understanding of anger.

Campaigning for change alongside young people

When young people tell us they aren't getting the support they need, we raise our voices with them to call for change. With around two-thirds of young people who are referred for support being turned away, there is a mountain to climb before we fulfil our mission – that all young people get the support they need, when they need it, no matter what. Until that time comes, we will continue to speak out, and to work with the Government, the NHS, the media and companies to ensure young people's views are heard.

Act Early

When young people get the help they need, it can be life-changing – and often life-saving. But because of the immense pressure on NHS mental health services for young people, far too many who desperately need that help end up on a waiting list for weeks, months or years – and, all the while, their needs are likely to be getting worse.

That's why in September we launched our Act Early campaign. Alongside thousands of parents, professionals and young people, we demanded a new cross-government strategy for young people's mental health, with an emphasis on the kind of early intervention support that is so often unavailable.

Act Early proved instrumental in getting significant commitments in election manifestos across the major parties, and ultimately paved the way for some of the major funding and policy announcements for young people's mental health we are now seeing in 2020. The Government has now put in place a cross-government mental health taskforce – the main ask of our campaign.

Act Early in numbers:

OVER 750,000

watched the #ActEarly launch film, co-created by our Activists

7,000
young people and
1,000
GPs told us about
their experiences

The campaign
reached over
3.5m
people through our
digital channels

70,000
people signed our
campaign petition,
delivered to political
party headquarters by our
Activists in the run-up to
the General Election

Britain Get Talking

Alongside Mind, we were partners in ITV's Britain Get Talking campaign, one of the biggest mental health campaigns the country has ever seen. Beginning with an audacious stunt where Ant and Dec announced a 'silence' during a prime-time Britain's Got Talent show, the aim was to get families to talk more openly to each other about mental health.

An incredible **42% of the UK population** either saw or heard about the launch of the campaign – and **2.8 million people** said they had started a conversation, or had a more meaningful conversation, with their children, family and friends as a result of the campaign. Additionally, **4.5 million people** said they would prioritise talking and listening having seen the campaign.

A powerful voice in the media

YoungMinds is a crucial voice in the media, providing advice and information to those who need it, challenging misinformation and stereotypes where we see them, and using our platform to call for the changes young people want.

YoungMinds and our messages were included in an incredible **5,600 pieces of media coverage** over the year, including flagship current affairs shows like Dispatches, the Today Programme and Channel 4 News. We also launched a new training programme to help young people speak more safely and confidently in the media.

Influencing Instagram

We supported our Activists to help Instagram understand young people's experiences of self-harm, eating disorders and suicide. Through workshops and direct conversations with Instagram's global CEO, Adam Mosseri, our Activists were able to give their recommendations for change directly to the top of the organisation, and explain how they could build safer experiences for young and vulnerable people.

As a direct result, Instagram have made policy changes, for instance on diet teas and cosmetic procedures, and they have strengthened their approach on content related to suicide and self-harm.

"In February, we prohibited graphic images of self-harm and built new technology to find and act on this type of content, and we have worked to ensure that this sort of content, and those accounts sharing it, are not recommended."

– Instagram policy team

Supporting parents and carers

It is amazing to watch your children grow and become independent. Parents and carers are one of the most vital sources of support for young people, but we know parenting isn't always easy. When a young person starts to act out of character, or show signs that they are struggling with their mental health, it can be hard to know whether this is a normal part of growing up, or whether they need extra support. Parents can feel overwhelmed, overstretched and afraid of judgement. That's why we support parents and carers through our Parents Helpline and online through our website.

Our incredible Parents Helpline

If you are one of the thousands of parents whose children are on a waiting list for support, it can be a frightening and isolating time. Our free, unique Parents Helpline service is a lifeline for parents, carers and families, providing them with expert, non-judgemental advice and guidance, so they feel more confident and better equipped to support their young person.

We take insights from young people and what they tell us about what it's like growing up today and the new challenges they face, as well as insights from other parents and mental health experts. We deliver supportive and practical advice for parents and carers to make sure they don't feel alone, and we offer a tiered service, ensuring that parents can access specialist professional advice when they need it.

"You helped me talk to my daughter and for that I will always be grateful."

We're proud of our brilliant Parents Helpline staff, trained volunteers and clinical advisors who help parents who often have nowhere left to turn.

"Thank you for the support when I didn't know how to help my son. I have followed your advice on how to manage the situation, and it helped so, so much. He is happier than ever and he has a great relationship with us, his family. Thanks especially to the lady that I spoke over the phone with."

"Thank you... You were a life saver and the helpline was a lifeline that day. I have been telling others to contact you and cannot believe how much the advice worked."

Our Parents Helpline in numbers:

This year we supported **11,959** parents and carers in the UK, including nearly **8,000** calls and over **4,000** emails

We were able to give **2,983** parents a 50-minute follow up consultation with a mental health professional

89% of callers felt that they were treated with care and concern.*

77% of respondents said that they changed their approach to supporting their child following their Helpline call.*

Fiona's story

Fiona** was having difficulty supporting her son Eli** to manage his anger. During a serious argument, she asked her son to leave home prematurely.

Our Parents Helpline helped Fiona to focus less on Eli's angry behaviour, and to try to understand what was causing him to feel angry instead. She was able to think about his underlying emotional issues, such as anxiety and trauma. The advice from our Parents Helpline helped her take her son back home and she told us that she felt like she more confident in knowing how to manage his behaviour and that she now understood who else she might be able to turn to for support.

Supporting parents online

1,098,217 UK users visited the For Parents help and support section of our website (this is up a whopping 71% on last year).

744,766 UK users browsed our Parents A-Z guide, featuring advice on dealing with specific symptoms and behaviours.

Over **11,000 people** read our Parents Survival Guide.

We also created **10 new advice videos** for parents.

A Million & Me

As part of BBC Children In Need's programme for young people's mental health, we worked with **56 parents and carers** of 8-13 year-olds to take and learn approach to co-designing a new intervention to help parents recognise when they need help, know where they can go to get it, and feel more confident in managing their child's mental health or behaviour.

85% of parents who took part in the pilot felt the service had helped their family to cope better and 100% said they would recommend the service to a friend. The learnings from this project are proving invaluable in informing our future plans for parent support.



Supporting schools to be there for their pupils

We know how important the wellbeing of children and young people is to teachers and school staff. But schools are under so much pressure and can't be expected to be mental health experts. They need practical, easy-to-access support that really works for the young people they teach.

YoungMinds' 360° Schools' programme of support builds the skills and confidence of school staff so that they can put mental health at the heart of their whole school improvement.

Practical training that builds confidence

Our training has the power to change lives. The professionals who come to us often work in schools, but also in youth work and other sectors. They usually reach out to us because they are worried about the children and young people they work with.

Those young people may be self-harming or suicidal, they may have experienced trauma and adversity, or they may be struggling with depression or anxiety. Whatever the reason, these professionals really want to help, but don't always know how.

Our training is grounded in real-life experiences – from our work in schools, from listening to our Activists, from calls to our Parents Helpline – and is focused on providing practical, actionable ideas and techniques that can give them the confidence to give the young people they work with the support and reassurance they need.

We delivered **40** 'open access' TRAINING COURSES | Reaching **327** PROFESSIONALS

We supported **70** schools and organisations with tailor-made in-house training

Our training in numbers:

97% of trainees rated our training course excellent or good

2/3 said it would change how they worked for the better

Transforming schools across communities

Some of our most important work is when we work across whole local authority areas, working with groups of schools to create systemic changes to the way in which young people's mental health is recognised and supported.

For our Resilient Rutland project, we worked in all six of Rutland's secondary schools to embed our Academic Resilience Approach to building emotional resilience across their whole school. In Nottingham County Council, we built on the past two years of implementing our Academic Resilience Approach programme in Nottinghamshire schools, working with a further 13 schools and training 137 members of staff. 90% of staff said that the training will improve their practice for the better.

360° Schools: community of support

In one year, our 360° Schools' Community has almost doubled in size. We now support **15,490 teaching professionals** with mental health resources, tips and best practice. We send themed resources direct to their inboxes, on topics like anger, transitions, school goodbyes and positive mental health. This included **20 new, free mental health resources** which were downloaded **32,859 times**.

Helping children find their feet

Entering secondary school can be a scary and daunting experience for many children. It's a time when a lot of mental health problems can start to emerge, so additional support during this time is essential. **1,958 pupils** took part in our Find Your Feet programme, funded by the Asda Foundation, which aims to provide that support as children transition from primary to secondary school. We also supported parents/carers and school staff, equipping them with the tools to provide the wellbeing support children need at this time.

After taking part in the programme, **90% of primary school pupils** knew what to do if they felt worried about the change to secondary school, with **87%** using the tools they learnt through our sessions. **95% of the parents** who participated had greater understanding of resilience, while **87% of staff** felt they had more skills to support their pupils.

Beano x YoungMinds

Through our partnership with Beano Studios, we developed new storylines for Beano's Mandi character, to address issues like exam stress and body image. We also created six resilience lesson plans, which were shared with over **13,000 primary schools**.

Systemic change based on young people's real lives

When a young person reaches out for support, the help they receive needs to be right for them. As with all of our work, we know that the more you involve young people and their families or carers in the way services are designed and delivered, the more likely it is that those services will meet those young people's needs.

Through YoungMinds' expert training, service design and participation teams, we build the knowledge, confidence and skills of professionals across the mental health system and the youth sector. As a result, young people are more likely to encounter services and professionals that really work for them.

Amplifying young people's voices in the NHS

Our incredible Amplified programme – funded and supported by NHS England – delivered its third year of systemic change, supporting and building participation in the children and young people's mental health system.

This year, the Amplified team focused on Strategic Clinical Networks, the NHS groups that have been set up to improve the quality of local NHS services. We facilitated 28 workshops for Clinical Networks, with over 95% of respondents rating the workshop they attended as either 'excellent' or 'good'. We also supported nine Clinical Networks to carry out participation audits, analysing the way they involve young people, parents and carers in the design and delivery of local services.

And our fantastic Amplified Youth Advisers, the young people who work alongside our staff on the programme, designed and delivered workshops at two major national NHS events.

"The workshop has helped me to understand exactly what we mean by participation. I feel that I have more clarity about what I would like to implement within my service, and I feel that this workshop has given me the confidence to try." – Amplified workshop participant



Helping refugee and asylum-seeking young people feel welcome

Our YoungMinds Welcome programme focuses on the mental health needs of refugee and asylum-seeking children, making sure that professionals working with this extremely vulnerable group of children understand their mental health needs within the context of the trauma they have experienced.

We delivered **28 in-house training courses to 15 organisations**, and **16 training courses to 165 members** of the children's workforce. We also developed a toolkit for foster carers of asylum-seeking and refugee children. **97% training participants** rated the training good or excellent with **97%** also saying that the training would impact their professional practice.

"I now feel much more aware of what asylum-seeking and refugee children are going through."

– Children's workforce practitioner

Better service transitions in London

The journey young people make from children's to adults' services is often problematic and challenging – for both the young people and the professionals involved. That's why we took on a pioneering project to support eight Clinical Commissioning Groups across North West London to develop an intervention to improve the experience of young people leaving Child & Adolescent Mental Health Services (CAMHS) at age 18, including those who transition to adult services and those who don't.

We created Communities of Practice for CAMHS, Adult Mental Health Services, GPs and education professionals to generate stronger relationships and share solutions. We also co-produced essential new resources to help adult services improve the transition from child services for young people.

"The resources are amazing and are warmly welcomed"

– NW London Commissioner

Partnership with the National Citizen Service

The National Citizen Service (NCS) works with thousands of 16- and 17-year-olds to help them feel clearer about their futures.

In April, we delivered 'train the trainer' sessions for **82 NCS staff members** so that they could cascade mental health training across the NCS workforces. **99%** rated the training excellent or good and **92% trainees** said their objectives had been fully or mostly met.

Thank you for raising vital funds

Thanks so much for all you do to raise funds for our work. You continue to help us get closer to a world where no young person feels alone with their mental health.

We wish we could name each and every one of our amazing fundraisers, but here are some of the incredible things you've done.

Cecilia Feely (right, top) embarked on an adventure across the Pacific Crest Trail – 2,653 miles, walking, eating and camping on the terrain between Mexico and Canada! She supported YoungMinds along the way and raised £1,132.

In May 2019, the **WalkWithMe walking group** undertook a 26-mile walk in the Oxfordshire countryside to support YoungMinds! Their wonderful efforts raised £10,619 towards our Parents Helpline.

Jamie and George Oyebode (right, middle) supported YoungMinds for a second year through their Soulstice Festival in August 2019. Situated in the Surrey Hills, they showcased the freshest soul, funk and disco music going!

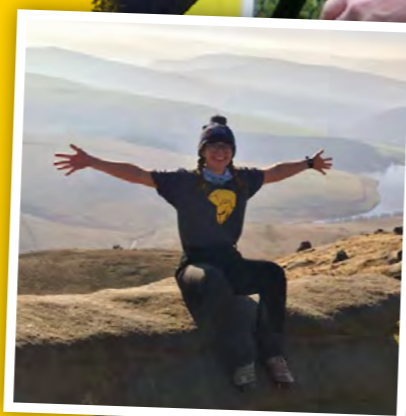
At only 14 years old, **Leo Homewood** decided he wanted to support YoungMinds. Visiting 60 football grounds in 60 hours with his dad and his best friend Cael, they travelled far and wide, ending their challenge at Fratton Park, the home of Portsmouth FC, who they are big supporters of!

Paula Henley and Emma Burke created the incredible #KickUpChallenge, asking supporters to film themselves doing 10 kick-ups with a football and donate to YoungMinds. The response was amazing, with hundreds of people taking part, including football stars such as Harry Redknapp and Tyrone Mings.

Gresham's School has supported us four years in a row and 2020 was no exception. Pulling out all the stops with a team of 83, they walked 13.1 miles, raising £6,000 for YoungMinds.

Paying tribute to their good friend, **Will**, a **Berkhamsted School** group (main picture) decided to run a half marathon in the fastest time possible – managing to beat all their personal bests and raising £3,000 for YoungMinds. Huge congrats to **Ben, Alfie, Ethan, Will, James and Will**.

Cycling 70 miles a day for 14 days, **Netty, Isi and Izzy** (right, bottom) – three amazing women from **St Catherine's School** made the journey from Lands End to John O'Groats totalling 1,114 miles – not to mention the challenge of the hills of Cornwall and Cairngorms. Raising for YoungMinds and another charity, their efforts raised £7,000 in total.



Our biggest ever corporate partnership

This year saw us form a ground-breaking partnership with Wickes, who have pledged to raise an immense £1,000,000 for us.

This is the biggest corporate partnership we have ever had!

It is very clear to us that our cause really resonates with the Wickes staff, and this has ultimately led to a great start. Across the business, colleagues have relished the opportunity to put on a yellow outfit and have already delighted us in their various forms of fundraising.



Thank you for making #HelloYellow 2019 the biggest yet!

Every year on World Mental Health Day, thousands of you rock neon yellow socks, bold banana suits and #HelloYellow wristbands to brighten the day and show young people they're not alone with their mental health.

This year, 11,359 of you signed up to brighten up offices and classrooms across the UK, raising a total of £349,716 for #HelloYellow. Not only did you smash our target, you raised nearly three times more than the year before! Social feeds were also shining with positivity - #HelloYellow was mentioned nearly 22,000 times in October and Twitter saw #HelloYellow trend at #4 in the UK on the day.

You are true stars. You raised vital funds and had fun doing it! Thank you so much for your support.

After taking part in #HelloYellow...

1 in 5 teachers said a student or students reached out to them or another member of staff for mental health support

91% of teachers said #HelloYellow helped raise awareness of mental health and wellbeing in their school

99%

of teachers said that #HelloYellow had a positive impact on their school



Our new strategy

Since we launched our most recent strategic plan in 2016, there have been huge changes in the world of young people's mental health. The pressures young people face have changed; awareness of the issues has grown but social stigma and misconceptions remain; and although the prevalence of mental health problems has increased, accessing services is as hard as ever.

YoungMinds has also changed. We're a bigger, braver, more confident charity. We have a decisive view from a detailed strategic review of what needs to change and the role we can play in making that change.

Our new strategy was developed alongside our Youth Panel, with involvement from young people, parents and professionals. It reflects these changing and uncertain times, as we continue to endure the impact of the coronavirus pandemic on top of the crisis in young people's mental health that was already present.

We have a new purpose: to stop young people's mental health reaching crisis point. A new vision: that no young person feels alone with their mental health. And a new mission: to make sure young people get the support they need, when they need it, no matter what.

These are huge ambitions, but we are confident we can make them a reality. To get us there, we have organised our work into three programmes, allowing us to focus on where we can have the greatest impact for young people.

PROGRAMME 1

Helping young people to look after their own mental health

We will provide young people with reassurance and advice to help them make positive choices for their mental health and know what to do next if they are struggling.

"Everything can change so quickly, so it's important that we ensure the advice and help we are giving is relevant to what young people might be facing right now."

Elsa, Youth Panel

PROGRAMME 2

Making sure young people have adults around them who can really help

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

"More adults need to be educated on mental health so that they can offer appropriate support if a young person close to them reaches out for help."

Sofia, Youth Panel

PROGRAMME 3

Building a youth-led movement to make sure support is there for anyone who needs it

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

"I'm proud that YoungMinds genuinely uses the voice of young people to guide their approach as a charity and change the misconceptions around mental health."

Alex, Youth Panel



Final word

A message from our Chief Executive, Emma Thomas and our Chair, Caroline Hope.

Writing this in the middle of the coronavirus pandemic and all the disruption, turmoil and grief it has brought, the year just gone feels a century ago. The world we live in has changed forever, and in ways we may not fully understand and appreciate for a long time.

At YoungMinds, we have also dealt with personal tragedy. Our dedicated Chair, Dr Elizabeth Vallance, sadly died. A passionate advocate for mental health throughout her career and hugely committed to young people, Elizabeth will be missed by us all.

Shocks like these can really bring things into focus, forcing us to think about what really matters – what’s most important to us. With that focus, we look back at our charity’s extraordinary work from 2019/20 with great pride.

At YoungMinds, we did what we do best – and then some. We provided advice and information to more young people than ever before. We were a guiding light of hope for parents with nowhere else to turn, and the human, practical support for professionals who want to do the best they can for young people. We campaigned for major policy change at the highest level. And we did more than ever to bring young people’s voices to the heart of decision-making across Government and the NHS.

This year, as we all make sense of this new world we live in, it makes us incredibly proud that the work we are doing is as relevant and important as ever. In fact, it has never been more needed.

We know that too many young people are reaching crisis point with their mental health. Why? Because that support that they so clearly needed when they were first struggling just wasn’t there for them. At YoungMinds, we are determined to change this. And, through months of hard work, we now have the clear, single-minded, ambitious strategy we need to do so.

We can only do what we do thanks to the generosity of those who support us, so however you got behind YoungMinds last year, we cannot thank you enough. And as we enter the uncertain waters of the post-COVID-19 world where our work will be needed more than ever, we are so grateful for those that are continuing to do so.

Caroline Hope 

Caroline Hope
Chair, YoungMinds



Emma Thomas
Chief Executive,
YoungMinds



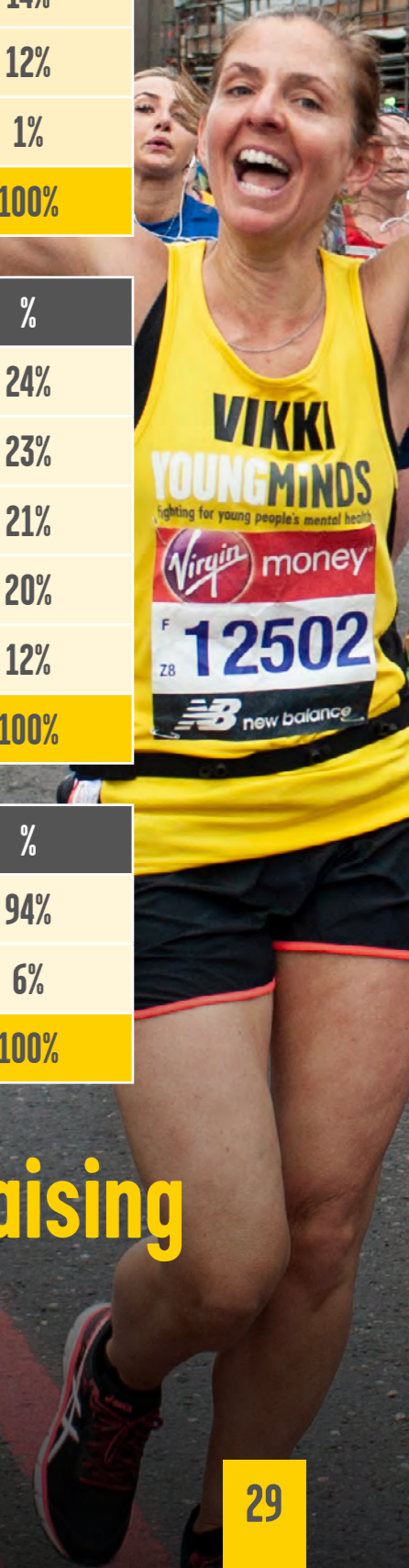
Our funds

Our income in 2019-20	£'000	%
Donations	4,020	73%
Projects and services (grant funding)	768	14%
Training and consultancy	668	12%
Other	45	1%
Total income	5,501	100%

How we spent the money we received in 2019-20	£'000	%
Training and consultancy	1,295	24%
Information, advice and campaigns	1,225	23%
Supporter engagement and fundraising	1,130	21%
Working with young people	1,099	20%
Parents' service	678	12%
Total expenditure	5,427	100%

Our reserves	£'000	%
Unrestricted	1,704	94%
Restricted	102	6%
Total reserves	1,806	100%

For every £1 spent on fundraising in 2019-20, we raised £4.24



Our supporters

We are incredibly grateful to all of our supporters for their generosity. Sadly we are unable to list everyone, but we would like to thank the following supporters who made significant grants or donations in 2019-20.

29th May 1961 Charitable Trust
Adam Land
Anne and Fraser Harding
Asda Foundation
Axa
Bank of England
BBC Children in Need
Beder
Berkhamsted School
Burnham Beeches Golf Club
Chris Skidmore
Co-operative Foundation
Dan Middlehurst
Dune
Esmee Fairbairn Foundation
Etc. Venues
Garfield Weston Foundation
Georgina Williams
Goldsmiths Company Charity
Gwyneth Forrester Trust
Hands Trust
Health Education England
James Aldridge
JD Foundation
Jessica Mathers Trust
Karen Worthington
Kirstie Mycroft
Knight Frank
Leathersellers
Linda Gasson
Maggie Eisner
Mizuho

Nicholas Edmondes
Nominet Trust
Nottinghamshire County Council
O2
Oak Foundation
Oaklin
Pamela Wild
Paul Hamlyn Foundation
Pears Foundation
Peter Owens
Pixel Fund
Rayne Foundation
Reta Lila Howard Foundation
Royal Bank of Canada
Rutland Partners
Sam and Bella Sebba Charitable Trust
Satveer Dosanjh
Savills
Sport England
St James Place Foundation
Susan Weaver
The 3 T's Charitable Trust
The Health Foundation
The Light Fund
The Linbury Trust
The Royal Foundation
Uppingham School
Wendy Jordan
Wickes
Yasmin Wong



Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2020

The Report of the Trustees should be read in conjunction with the Impact report on pages 1 to 31 which includes the Trust's Strategic Review. Further information can be found on the Young Minds website (youngminds.org.uk).

Reference and administrative information set out on pages 65 and 66 forms part of this Report. The financial statements comply with current statutory requirements, the Articles of Association and the Statement of Recommended Practice by Charities: SORP applicable to charities preparing their accounts in accordance with FRS102.

Objectives and activities

The purposes of the charity as set out in in the schedule to the Articles of Association dated 24 July 2008 (revised 26 September 2018) are as follows:

- the advancement of education of the public, in particular bodies and agencies, about the emotional and psychological disturbances and mental distress experienced by children, young people and families, and about the alleviation and prevention thereof; and
- the relief of children, young people and families who are experiencing or are affected by, or who are at risk of experiencing or being affected by, emotional or psychological disturbances or mental distress.

We exist so that young people have the strongest possible voice in improving their mental health. We strive to make sure everything, from Government policy to practice in schools and services, is driven by young people's experiences and aspirations.

We support parents to help their children through difficult times through our free to access Parents' Helpline; we equip professionals to provide the best possible support to the young people that they work with; and we empower young people to change their world.

In developing our new strategy we have set out not just what we will do, but also how we will do it. Our values make it clear exactly what matters to us and our expectations for how we will behave in pursuit of our goals:

- We're not afraid to speak up for what's right. We know what needs to change because young people tell us. If they raise their voices, so do we.
- We're optimistic. Things get tough, but we never forget to celebrate progress and never stop looking for practical ways for things to get better.
- Kindness is our strength. Everything we do, we do with love, care and compassion.
- We celebrate what makes you you. Whoever you are, we welcome you and we always encourage you to be true to yourself.

Public benefit statement

The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning YoungMinds future activities. In particular, the Trustees consider how planned activities will contribute to YoungMinds charitable purpose.

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Contribution made by volunteers

We rely on the generous support and expertise of 120 amazing volunteers and want to thank them for their incredible contribution.

The majority of our volunteers are young people who work alongside us in a number of different ways. Our Youth Activists ensure young people are an integral part of our work to influence and campaign for changes and raise awareness of young people's needs, meeting ministers, health leaders as well as speaking at conferences and events and appearing in the media. Our Youth Panel plays a direct role in shaping the organisation's strategy as well as our governance, participating in every Board meeting and ensuring young people are at the heart of our work.

We also run a range of programmes and initiatives directly involving further young people in our work. This includes our Amplified project with NHS England which has developed a network of young people giving their input on how mental health services are delivered to young people. Over 180 young people were involved in supporting and inputting into the development of our engagement app. In addition, our campaign activities allow thousands of young people to add their voice and activism to our work to influence change, with over 7,000 young people contributing to our surveys to share their experiences and young people accounted for 36,646 of the 70,000 people who supported our Act Early campaign, signing the petition.

We couldn't run Parents Helpline without the 32 volunteers who following rigorous training, volunteer alongside our Helpline Advisors to offer help and advice to parents or others worried about the mental health of a child or young person. Our Helpline volunteers are integral to maintaining this valuable service and our ability to continue to evolve the support and scale of our work

Every year hundreds of people generously give their time to raise funds for YoungMinds and help make people aware of what we do. In schools, young people run fun events to generate donations – cake sales, non-uniform days, games days and even karaoke. And it isn't just students who get involved, teachers and parents also join in the fun. This year our supporters ran marathons, trekked up mountains, cycled across Britain or simply arranged collections and events in their workplace. Other volunteers turned out in all weather conditions to support our fundraisers.

In addition, we receive pro-bono support from professional services firms who support us with a range of services including legal services and advice.

Financial review

Results for the year

We are pleased to report that 2019/20 was another positive year financially, with total income of £5,500,638, representing a 9% increase on 2018/19 income of £5,033,256.

The charity achieved an overall surplus of £73,547 (2018/19: £665,925) and a net surplus on unrestricted funds of £314,417 (2018/19: £536,131). Total fund balances retained at 31 March 2020 were £2,298,282 (2018/19: £2,224,735), of which £101,649 (2018/19: £342,519) was held as restricted funds, and £2,196,633 (2018/19: £1,882,216) as unrestricted funds.

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Income

The overall growth in income was driven largely by strong fundraising performance with income from donations and legacies increasing from £3,313,344 in 2018/19 to £4,019,589 – an increase of £706,245 or 21%.

Income from charitable activities fell from £1,052,762 to £767,990 – a decrease of £284,772, or 21%. Income from trading activities increased by £64,654 or 10%.

Expenditure

Total expenditure in the year was £5,427,091, representing an increase of £1,059,760 or 24% on 2018/19 expenditure. Of this, charitable expenditure in the year totalled £4,296,908 (2018/19: £3,553,581) including support costs of £1,569,338 (2018/19: £1,137,567).

During the year, we also invested over £500k in capital expenditure arising from our planned office relocation and our IT infrastructure to support a more collaborative and flexible working culture.

Funds

Total funds at 31 March 2020 were £2,298,282 (2018/19: £ 2,224,735).

Restricted funds, which have been given for a particular purpose and therefore not available for general purposes of the charity, totalled £101,649 (2018/19: £342,519).

Designated funds comprises the fixed assets fund, representing the net book value of tangible fixed assets, including the investment in office fit out costs and furniture. At 31 March 2020, the value of this fund was £492,461.

After making an allowance for any restricted funds, and the amount of designations, or the carrying amount of functional assets which the charity held, the charity's free reserves at 31 March 2020 were £1,704,172 (2018/19: £1,810,932). This represents 5 months' applicable expenditure (2018/19: 7.4 months) – within the range of the trustees' policy for reserves.

Investments policy

Based on a review of cash balances and cash flow projections, the Board of Trustees considers the most appropriate policy for investing funds is to use short-term deposit accounts with reputable banks maturing at regular intervals to enable flexible access to funds whilst ensuring modest returns.

Reserves and reserves policy

The trustees aim to maintain a sufficient level of free reserves in unrestricted funds to ensure the delivery of our services for those who need us and enable investment into service development and innovation to deepen our impact, when appropriate outside of income patterns and funder dependencies.

The Board of Trustees reviews reserves annually to ensure that there are sufficient funds to maintain the charity's financial stability and ongoing development. The current policy, approved in March 2020, requires target free reserves to be maintained within a range of three to six months' unrestricted operational expenditure.

As is common practice across the charity sector and in order to segregate unrestricted funds which are not easily realisable from those which are 'free' reserves, the trustees have also

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established a new a new designated 'Fixed assets fund', representing amounts invested in fixed assets for use by the charity.

Fundraising

Supporters from across the country join us to help reach more young people. From running the London Marathon, to organising their own bake sale, cycling their local park or making a regular gift – each supporter's contribution makes a huge difference. Alongside them stand the companies, trusts and foundations who partner with us to fight for young people's mental health.

We believe supporters have a right to know about how their gifts are spent, but never wish to overwhelm them with information they do not want, so we have processes in place to ensure this. Throughout 2019/20, we did not buy any data lists and we never sell our supporters data.

We believe in adhering to the highest standards of fundraising practise, and our fundraising activities are led by a Director of Development, who is responsible for registering us with the Fundraising Regulator and ensuring all fundraising follows the standards in the fundraising code. Particular care is taken to protect vulnerable supporters, and every fundraiser undergoes annual training in this area. We received no complaints about our fundraising this year.

We also pay close attention to the changing regulatory environment to ensure we are compliant with best practice and that our fundraising is transparent, honest and non-intrusive. We do not employ professional fundraising agencies with the majority of fundraising activity planned and delivered by our small in-house fundraising team. Where we do work with commercial participators, we have agreed contracts in place, which are monitored on an ongoing basis.

Principal risks and uncertainties

The Audit & Risk Committee has responsibility for reviewing the risk management process and regularly reviews the Strategic Risk Register and monitors progress on strategies to mitigating risks. The committee reports on the risk management process to the Board annually.

Our Strategic Risk Register identifies the likelihood and impact of each risk, alongside the risk appetite of the organisation and velocity with which the risk could escalate, allowing risks to be ranked by priority. Ownership of each risk is assigned to a member of the senior leadership team who is responsible for ensuring mitigation policies and procedures are operated and improved.

These policies and procedures include internal controls for safeguarding the charity's assets and are designed to provide reasonable assurance against material financial misstatement or loss to the charity. Insurance cover is reviewed annually. Linked to this, and escalated onto the Strategic Risk Register is our Operational Risk Register, providing oversight across the breadth of our work and projects, overseen by our Project Management Office and reviewed with respective teams regularly.

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Our key risks at this time include:

1. Ongoing implications of Covid-19

Like so many other charities, this has affected our ability to deliver services and creates huge uncertainty regarding our finances, whilst also increasing demand for our support, as the impacts of lockdown, the pandemic and wider consequences are affecting young people's wellbeing and mental health.

Our work and services adapted to virtual and increased digital delivery rapidly including aspects of our training and participation work. Through this, we have been able to increase our support and meeting increased demands. Our policy and influencing work has been vital and, as part of this, we have increased collaborative working with others in the sector, and seen positive responses to our calls for funding and support for young people as we move to 'recovery stage'. We continue to call for the investment needed to renew rather than return to pre-Covid approaches, given the increased numbers of young people dealing with distress and anxiety directly relating to the pandemic, on top of the gaps in provision before.

Given the financial uncertainty, we have reduced costs and used the Jobs Retention Scheme, as well as established scenarios and regularly review these and re-forecast income. In prioritising young people's needs, this has in turn enabled the charity to secure emergency funding for our response. In addition, with support from funders and creativity by our Fundraising Team, to move events and activities to digital, our position is significantly stronger than forecast at the start. Our financial monitoring and review continues and we are downgrading our previous growth plans to ensure we manage the ongoing uncertainty and challenges into future years.

2. Impact of Brexit

Although the UK left the EU on 31 January 2020, there is still a great deal of uncertainty about the future relationship between the UK and EU. The threat of a no-deal Brexit has not been removed entirely and the UK reverting to World Trade Organization (WTO) rules in 2021 is still a possible scenario.

While it is hard to predict what the long-term impact of Brexit will be for the economy, we can assume that in the short term, this will compound the uncertainty and economic volatility caused by Covid-19, affecting our income from individuals, corporate and government.

We are also mindful that in times of economic uncertainty, need increases and so we must remain financially robust in order to maintain the ability to cope with the needs of beneficiaries and support young people.

3. Ensuring appropriate safeguarding for those we support and staff

As a charity supporting young people, safeguarding is of critical importance to us. We are committed to protecting all young people who are involved with our charity alongside staff, volunteers, trustees, partner agencies and the community with which we work. Due to the nature of our services, safeguarding is a day-to-day consideration in our activity and we work closely with child protection agencies where needed.

In 2019-20, we reviewed our safeguarding practices across the charity and updated our safeguarding policy and processes to ensure we adapt and continuously monitor and improve the way in which we safeguard people. This included creating a safeguarding framework for all our safeguarding work, revising the way we handle safeguarding concerns on our Parents

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Helpline, appointing a dedicated Safeguarding Manager role and re-training our Designated Safeguarding Leads.

4. Managing our data and cyber security

With cybercrime increasing all the time, failure to secure our information systems from attack could lead to loss of service, loss of data and even put people at risk, leading to reputational damage, regulatory breach and fines.

The Audit & Risk Committee provides oversight of our data and cybersecurity risk management and all our staff and volunteers are required to follow IT policies and procedures. There are regular updates on cybersecurity risks and online data protection training is mandatory for all staff. We also undertake regular testing of IT security through third party consultants and continue to review our systems, policies and procedures to ensure a privacy-led culture is embedded across the organisation.

Plans for future periods

This year saw the last year of our four-year strategy. We have undertaken a strategic review, involving our staff, youth panel, further young people, and our Parents Helpline volunteers, members of our Teachers Insight Group and engaging over 60 external stakeholders. With the prevalence of mental health problems among young people at its highest, too many are unable to access the support they need. We sought to establish a clear purpose for YoungMinds over the next ten years and a clear three-year plan to work towards this.

Our new strategy has created a single-minded purpose of what young people need from us now: to stop young people's mental health reaching crisis point. Every young person whose mental health ends up in crisis is a young person who has been failed. We know that the earlier young people can access the right help, the more likely they can avoid these crises. To deliver this, we have a new mission: to make sure all young people can get the mental health support they need, when they need it, no matter what.

As we looked to launch our strategy, we faced the reality of the Covid pandemic and the impact of lockdown. We have had to move to remote working and adapt even more of our work to digital, meet huge increased demand for support and face uncertainty over our the impact on our income. Yet, what the pandemic did show was that our strategy was even more relevant. Research, including our own, has shown the increased levels of distress and deteriorating mental health for young people; but this doesn't need to lead to lasting mental health issues. And YoungMinds has sought to respond in our services, support and influencing, to ensure we tackle the risk of lasting consequences. This has meant that we have pivoted, adapting our original plans for the year and changing priorities to respond and ensure we are making a difference at such a critical time.

As a result, the key plans for the next year across the three key programmes of our strategy now include:

Programme 1: Helping young people to look after their own mental health.

We will provide young people with the reassurance and advice to make positive choices for their mental health and what to do next if they are struggling.

Whether a young person is just starting to feel low or anxious, is going through a traumatic experience like a bereavement, or has enduring needs and wants to understand what to expect

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from inpatient care or medication, their starting point is to search online. We know that what young people want is practical, accessible advice, from a trusted voice and from other young people that can help them understand what they're going through and find a way forward.

Our plans include:

- Increase our work with young people to create further digital content and share stories that are grounded in their experiences, and filled with practical tips to help their peers navigate some of the key [challenges arising from the pandemic](#), as well as developing further content including practical advice on self-care.
- Ensure it is as easy as possible for young people to find the help they need. This includes our digital hub which houses all of our coronavirus related content. It includes trusted information, advice and practical support on a wide range of mental health problems, such as tips for coping with OCD, managing an eating disorder, and what to do if you are 'feeling anxious all of the time'. We are also making sure our presence on social media is stronger than ever, as this can be the avenue through which young people first find us. And we will further invest in our search optimisation to increase awareness and enabling young people to get to the help they need as quickly as possible.
- We will also begin re-development of our site starting phase one with the update of our content management systems and changes to onsite navigation to ensure young people and wider audiences, are able to find what they need quickly and easily.

Programme 2: Making sure young people have adults around them who can really help.

Whenever a young person opens up about their mental health to an adult they trust, we want them to find someone who really gets it and can respond positively.

An adult who can provide a listening ear, advice and support can be life-changing. But many adults simply don't know what to do when a young person speaks up, or when they notice that something's wrong. We want to give the adults who young people are most likely to turn to – whether family members, teachers, youth workers or anyone else – the tools and the confidence to respond quickly and effectively, to help that young person with what they are dealing with, and to know how to access professional help when that's the right next step.

Our plans include:

- Continue to develop our Parents Helpline; a lifeline to those who have nowhere else to turn when supporting their child's mental health. We are seeking to develop the technology and systems to adapt the service and increase the number of parents we can be there to help.
- Increase our online support for parents and carers, including a digital hub for coronavirus related content, creating resources that will help families through the pandemic, from practical information about supporting a child both through the Covid-19 crisis to responding to challenging behaviour and supporting young people back into education. We will trial a web-chat service, and develop it to help more parents and carers get the support they need
- Develop further trauma-informed resources for the key adults in young people's lives, focusing on schools, to ensure they are able to support young people's mental health as they return to education

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- Adapt our training and consultancy services where appropriate to digital delivery to provide support for professionals throughout the pandemic, as they carry out their vital roles in supporting young people
- Start to develop our support for adults supporting young people in their community, undertaking practical research and taking a test and learn approach, in partnership with relevant organisations, to identify how we can adapt our support and training to enable an effective first response to young people struggling with their mental health within the community.

Programme 3: Building a youth-led movement to make sure support is there for anyone who needs it.

By building a movement for change, through which young people can create the societal changes they want to see, we know that far more young people will get the support they need.

We know that creating the society we are striving for cannot be achieved alone. We also know that our most powerful advocates for change are young people themselves. YoungMinds has always believed in putting young people's voices at the heart of our work. Through our new strategy, we are taking this much further. Across Government and the NHS, business and media, charities and youth groups, we will extend existing partnerships and build new ones. And by mobilising thousands of young people, through our face-to-face and digital participation programmes, our aim is to make sure that the passion, ideas and needs of young people are the driving force behind the decisions that impact on their mental health.

Our plans include:

- Evolve and re-model our youth engagement programmes, to ensure young people are involved across all three YoungMinds strategic programmes, increasing their work alongside us, yet also to give them a greater voice in the change they want to see. This includes developing a new media spokesperson programme for Activists, designing and implementing new ways to bring young people's voices to parliament and increasing their presence in our media work. We will also trial a prototype Youth Engagement app, as a platform for scaling and diversifying the engagement and input of young people.
- We will do everything in our power to ensure we play a key role in keeping the national mental health and youth sector ecosystems going in the face of substantial financial pressures. Building on our campaign in response to the mental health implications of the pandemic, Beyond Tomorrow, we will retain pressure on the implementation of positive commitments so far, and build the case to invest in earlier intervention support for young people.
- Retain the voice of young people and enable their direct involvement in mental health service design as part of our major Amplified project with NHS England, supporting this through the pandemic with virtual engagement with NHS services across the country
- And we will ensure that the ideas and needs of young people are the driving force behind the decisions that impact on their mental health, such as Government policy. We want to continue to do this collaboratively with others in the sector and beyond, to have a more unified and stronger voice for mental health consequences of the pandemic and secure the response is an increasingly integrated health and mental health approach and we seek to adopt a renewal approach rather than revert to levels of support pre-Covid.

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In delivering our new strategy, we have developed a new theory of change and strategic impact framework to increase our ability to effectively evaluate and understand the impact of our work. We know that our staff and culture are critical to achieving this impact and we continue to develop a holistic culture of care across our commitment to safeguarding staff and those we exist for, our HR policies and practices and our commitment to staff wellbeing.

We recognise that we haven't done enough to ensure we are representing the diversity of young people we exist to support within the organisation and our work. We are committed to implementing an action plan to embed and celebrate a culture of Antiracism, Justice, Equity, Diversity, and Inclusion (AJEDI). We recognise we have a long way to dismantle the ways racism, discrimination & oppression show up in our work and in the way we deliver our work. We are working with our Accountability Network Group to ensure this remains an ongoing priority, implementing immediate opportunities for change as well ensuring structural changes in the longer term.

Structure, governance & management

Legal structure

Young Minds Trust was incorporated as a company limited by guarantee on 18 January 1993 and registered as a charity in England and Wales on 2 February 1993. The trust registered as a charity in Scotland on 2 July 2008. Young Minds Trust operates under the name "YoungMinds".

The governing document is the Articles of Association, which were updated in line with the Companies Act 2006 in September 2018. The Board of Trustees comprises the Directors of the company who are also the members of Young Minds Trust.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The only Members during the year were the Trustees. The total number of Member guarantees at 31 March 2020 was eight (2019: eight).

Governance

The Trustees who have served during the year and those appointed before the date of this report are listed on page 65. No member of the Board or Committees receives any remuneration for their services. The Board met four times during the year (2019-20: five).

Committees report to the Board and comprise the Audit and Risk Committee which meets at least three times each year and the People and Governance Committee which meets at least three times each year.

A Remuneration Committee, which meets annually to oversee remuneration and executive pay awards, and a Nominations Committee to oversee Trustee appointments, which meets as determined by the respective recruitment process. The members of these committees are listed on page 65.

Charity Governance Code

Following the introduction of the new Charity Governance Code in July 2017, the Board of Trustees has reviewed YoungMinds' compliance with the code in March 2019 and the extent to which existing policies and practices demonstrate our application of the recommended

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practice. The Board of Trustees consider our compliance with the Code to be high. Against 76 principles the Board has applied 61 of them with a further 1 not applicable to YoungMinds based on our governance structure. The Board has explained its practice in one area where it continues to review the need for a trading subsidiary subject to ongoing increases in trading income.

The Board identified 13 principles where action is needed and relate to the Board's diversity and inclusion as it looks to add to its capability, skills, experience and performance going forward. As well as considering the performance and effectiveness of the Board on a formal and informal basis. The People and Governance Committee have been leading developments in these areas with changes being introduced during 2020 and the appointment of our interim Chair, will be to prioritise this work and have a specific role to drive the work on our diversity across the organisation, including at the Board.

Management

The Board of Trustees is legally responsible for the strategic direction of the charity including approving the annual plan and budget. The Board monitors risk and progress against these plans and budgets and it makes decisions about the appointment of trustees and senior staff. Lead trustees are appointed to oversee key areas of work as needed.

The organisation was deeply saddened by the death of our Chair Dr Elizabeth Vallance in July this year. In considering the ongoing leadership of the Board, the Trustees made the decision to appoint a replacement Chair from within the Board for a period of up to a year. This reflects the critical time of the pandemic and the aim to provide the support and stability for the staff and organisation at this time. The appointment of Caroline Hope as Interim Chair also reflects her focus to continue to lead the board effectiveness and inclusion work already underway and as dedicated Board lead on our Antiracism, Justice, Equity, Diversity, and Inclusion (AJEDI) commitments.

Day-to-day operation of the organisation is delegated to the Chief Executive, Emma Thomas, and the Senior Leadership Team.

Remuneration policy

YoungMinds aims to ensure that all staff are paid appropriately according to the nature of the work and the experience, knowledge and skills needed to carry out their job, in line with our organisational grade and salary bands. We aim to remunerate at a median level when benchmarked against the sector. The charity is committed to principles ensuring that pay and conditions of employment do not discriminate unlawfully and are free from bias.

In determining the salary for the Chief Executive and Directors, responsibility is delegated to the Remuneration Committee, which seeks to pay a fair salary to attract and retain a skilled and expert senior leader for the organisation. To achieve this the Remuneration Committee aims to:

- Pay the median range for similar organisations in the UK Charity sector;
- Consider the ratio of the CEO remuneration against the lowest and average salaries of the organisation to ensure the ratio is in line with best practice guidance;
- Monitor charity sector and outside trends including any average earnings adjustments; and

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- Ensure performance is reviewed and reported at least annually to the Remuneration Committee by the Chair of the Board of Trustees.

Gender pay gap

Although YoungMinds employs fewer than 250 staff and is therefore not required to publish gender pay gap information, we are committed to doing so. As at April 2020, the charity's overall median gender pay gap was 7.5 % (2019: 14.8%) compared with a national average of 17.3%¹ and charity sector average of 6.8%². The charity monitors pay levels and practices and whilst clear there is no gender bias, seeks to continuously consider ways to take action to reduce this. We are also committed to additionally reviewing and publishing our ethnicity pay gap next year.

Recruitment and appointment of Trustees

The Board of Trustees reviews the skill set of its members regularly and whenever a vacancy arises. Vacancies are advertised on our website and through our channels as well as externally on relevant trustee and other platforms. Appointments are overseen by the Nominations Committee and once appointed by the Board, new Trustees are inducted by the Chief Executive and other relevant staff members. Trustees are given information on the legal duties and expectations of a Trustee and invited, on an ongoing basis, to attend Trustee training events funded by YoungMinds.

Trustees retire at the end of their third year following their initial appointment but are eligible for re-election by an ordinary resolution by the Members. Trustees must then retire at the end of every third year following reappointment and are eligible for re-election for a period not exceeding a maximum of 9 years. In exceptional circumstances, a retiring director who has completed nine consecutive years in office may be re-elected for a further year by a resolution passed by at least 75% of the members present.

During this year, the Board have recruited two young people, aged 16-25 to increase the diversity of the Board and to have further involvement of young people in the charity's governance, in addition to our Youth Panel. Initially, they are invited to attend the trustee meetings in an advisory capacity and to experience the workings of the Board, in order that when appropriate processes have been undertaken, they will be appointed as trustees.

Connections to a wider network

Collaboration is integral to YoungMinds' approach and how we tackle the scale of need amongst young people today. We are an active member of 40 prominent networks, enabling us to collaborate with hundreds of organisations a year.

Our Chief Executive is a member of the steering group of the Children and Young People's Mental Health Coalition, member of the NHS England Independent Advisory & Oversight Group and NHS Long Term Plan steering group, which brings together leading experts to oversee the delivery of the current mental health long term plan. She also sits on the National Suicide Prevention Strategy Advisory Group, the NHS Advancing Mental Health Equalities Taskforce, the Children's Commissioner's Inpatient Taskforce Oversight Board and the ITV Mental Health Advisory Group. Through mechanisms such as these and other informal

¹ October 2019 Office for National Statistics (ONS) Annual Survey of Hours and Earnings (ASHE)

² <https://blogs.ncvo.org.uk/2019/07/22/gender-pay-gap-in-large-charities-findings-from-the-latest-data/>

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2020

networks, we hope to collaborate more effectively to realise change – particularly joining together around policy and practice.

YoungMinds is proud to continue to be one of eight charities partnering the Royal Foundation Heads Together campaign. The campaign has played a vital role in transforming the national conversation on mental health and continues to be a critical part of raising awareness and tackling stigma. As part of our work with the Royal Foundation and the other charities we have been part of the Mentally Health Schools initiative and will continue to support this indirectly as it moves to being owned and led by the Anna Freud Centre. We chaired a roundtable of leading youth organisations with HRH Duke of Sussex to explore the needs of young people and further opportunities. We are proud of our partnership with Mental Health Innovations to provide support for young people through Shout, the crisis messenger services and continue to plan and collaborate on activities within the Heads Together initiative.

Statement of Trustees' responsibilities

The Trustees (who are also directors of Young Minds Trust for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2020

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Auditors

A resolution to re-appoint Haysmacintyre LLP as the charity's auditors will be proposed at the annual general meeting.

The Trustees' report (including the impact report) was approved by the Board of Trustees on 20 October 2020 and signed on its behalf by



Caroline Hope
Chair of the Board of Trustees

Independent Auditors' Report to the Members and Trustees of Young Minds Trust

Opinion

We have audited the financial statements of Young Minds Trust for the year ended 31 March 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2020 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 36, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Independent Auditors' Report to the Members and Trustees of Young Minds Trust

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

Independent Auditors' Report to the Members and Trustees of Young Minds Trust

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charity Accounts (Scotland) Regulations (as amended) require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kathryn Burton (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP,
Statutory Auditors

10 Queen Street Place
London
EC4R 1AG

Date:

Young Minds Trust
Statement of Financial Activity (including the income and expenditure account)
For the Year Ended March 2020

	Notes	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £	Total funds 2019 £
Income from:					
Donations and legacies		3,873,132	146,457	4,019,589	3,313,344
Charitable activities		-	767,990	767,990	1,052,762
Trading activities		699,021	-	699,021	634,367
Investments		12,595	-	12,595	11,533
Other		1,443	-	1,443	21,250
Total income	2	<u>4,586,191</u>	<u>914,447</u>	<u>5,500,638</u>	<u>5,033,256</u>
Expenditure on:					
Raising funds		1,130,183	-	1,130,183	813,750
Charitable activities:					
Training and consultancy		980,276	315,089	1,295,365	943,842
Information, advice and campaigns		1,224,773	-	1,224,773	995,213
Working with young people		758,478	340,444	1,098,922	829,017
Parents' services		178,064	499,784	677,848	785,510
Total expenditure on charitable activities	3	<u>3,141,591</u>	<u>1,155,317</u>	<u>4,296,908</u>	<u>3,553,581</u>
Total expenditure		<u>4,271,774</u>	<u>1,155,317</u>	<u>5,427,091</u>	<u>4,367,331</u>
Net income for the year		<u>314,417</u>	<u>(240,870)</u>	<u>73,547</u>	<u>665,925</u>
Transfers between funds		-	-	-	-
Net movement in funds		<u>314,417</u>	<u>(240,870)</u>	<u>73,547</u>	<u>665,925</u>
Total funds brought forward		1,882,216	342,519	2,224,735	1,558,810
Total funds carried forward		<u>2,196,633</u>	<u>101,649</u>	<u>2,298,282</u>	<u>2,224,735</u>

All amounts relate to continuing activities. The Statement of Financial Activities includes all gains and losses recognised in the year. The accompanying notes are an integral part of this Statement of Financial Activities.

Young Minds Trust

Balance Sheet

As at 31 March 2020

Company number: 2780643

	Notes	£	2020 £	£	2019 £
Fixed assets					
Tangible assets	8		492,461		71,284
Current assets					
Stock	9	16,613		5,672	
Debtors	10	577,127		687,242	
Cash at bank and in hand		2,456,100		2,303,534	
		<u>3,049,840</u>		<u>2,996,448</u>	
Current liabilities					
Creditors: amounts falling due within one year	11	<u>(1,085,686)</u>		<u>(827,997)</u>	
Net current assets			<u>1,964,154</u>		<u>2,168,451</u>
Total assets less current liabilities			2,456,615		2,239,735
Creditors: amounts falling due after one year	12		(158,333)		(15,000)
Net assets			<u>2,298,282</u>		<u>2,224,735</u>
Funds					
Restricted funds	14		101,649		342,519
Designated funds	14		492,461		-
General funds	14		1,704,172		1,882,216
Unrestricted funds			<u>2,196,633</u>		<u>1,882,216</u>
Total funds	15		<u>2,298,282</u>		<u>2,224,735</u>

The financial statements were approved and authorised for issue by the Board of Trustees on 20 October 2020 and were signed on its behalf by:



Caroline Hope
Chair of Board of Trustees



Jenny Clayton
Chair of Audit & Risk Committee

Young Minds Trust
Cash Flow Statement
For the Year Ended 31 March 2020

	Notes	2020 £	2019 £
Cash flows from operating activities			
Net cash provided by operating activities	A	681,389	497,172
Cash flows from investing activities			
Interest income		12,596	11,533
Proceeds from sale of property, plant and equipment		6,195	-
Purchase of property, plant and equipment		(547,614)	(28,171)
Net cash (used) provided in investing activities		(528,823)	(16,638)
Change in cash and cash equivalents in the reporting period		152,566	480,534
Cash and cash equivalents at the beginning of the reporting period		2,303,534	1,823,000
Cash and cash equivalents at the end of the reporting period	B	2,456,100	2,303,534

NOTES TO THE CASH FLOW STATEMENT

A. Reconciliation of net movement in funds to net cash flow from operating activities

	2020 £	2019 £
Net income for the reporting period	73,547	665,925
Adjustments for:		
Depreciation	117,233	67,876
Loss on disposal of property, plant and equipment	3,009	-
(Increase)/decrease in stock	(10,941)	3,694
Decrease/(increase) in debtors	110,115	(88,190)
Increase/(decrease) in creditors	401,022	(140,600)
Interest income	(12,596)	(11,533)
Net cash provided by operating activities	681,389	497,172

B. Analysis of cash and cash equivalents

	2020 £	2019 £
Cash at bank and in hand	2,456,100	2,303,534
	2,456,100	2,303,534

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

1. Accounting policies

(a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP 2015 (Second Edition, effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

YoungMinds meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

(b) Legal status of the Charity

The charity is a company limited by guarantee and therefore has no share capital. The liability of each member in the event of winding up is limited to £1.

(c) Going concern

The coronavirus 2019 (COVID-19) pandemic and its affect on the UK economy has impacted the charity's ability to generate income from fundraising and trading activities; however, having taken into account all of the available information about the future which is at least, but not limited to, 12 months from the date when the financial statements are authorised for issue, the trustees have concluded that there are no material uncertainties that call into doubt YoungMind's ability to continue in operation existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

(d) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds of the charity set aside at the discretion of the trustees for particular purposes. Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure which meets these criteria is identified to the fund, together with a fair allocation of management and support costs. The aim and use of each material restricted fund is set out in the notes to the financial statements.

(e) Income

All income is included in the statement of financial activities when the charity is legally entitled to the income, the amount can be measured with reasonable accuracy and its receipt is probable.

Where relevant, grant income is accounted for as the charity earns the right to consideration by its performance. Where the grant is received in advance of performance its recognition is deferred and included in creditors. Where entitlement occurs before the grant is received, it is accrued in debtors.

Gifts in kind are recognised at reasonable estimates of their gross value to the charity or the amount actually realised.

Income derived from trading activities including training and consultancy services is recognised when the service is provided. Amounts received in advance relating to such income are shown as deferred income. Income from the sale of publications is recognised when the goods are dispatched.

Income derived from trading relates to primary purpose trading which is acceptable under charity law and exempt from taxation.

Income from legacies is recognised when there is reasonable certainty of the amount and timing of receipt.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

1. Accounting policies (continued)

(f) Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required, and the amount of the obligation can be measured reliably. All expenditure is accounted for on an accruals basis under the following headings:

- Costs of raising funds comprises fundraising costs incurred in seeking donations, grants and legacies. Fundraising costs do not include the costs of disseminating information of support of the charitable activities.
- Expenditure on charitable activities includes the Costs of activities undertaken to further the purposes of the charity and their associated support costs.

Support costs comprise those costs which are incurred directly in support of expenditure on the objects of the charity and include governance costs finance and office costs. Governance costs are those incurred in connection with the compliance with constitutional and statutory requirements of the charity.

Where possible, expenditure is directly allocated against charitable activities or the costs of raising funds. Support costs are allocated to charitable activities and the costs of raising funds on the proportion of direct costs.

(g) Volunteers

The value of the services provided by volunteers is not incorporated into these financial statements. Further details of their contribution is provided in the trustees' report.

(h) Tangible Fixed Assets

All assets costing more than £1,000 are capitalised at their historical cost when purchased.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life on a straight line basis as follows:

- Fixtures and fittings - 10%
- Computer software and equipment - 33%
- Leasehold improvements - 20%

(i) Stock

Stock of publications and merchandise are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

(j) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income and tax recoverable is included at the best estimate of the amounts receivable at the balance sheet date.

(k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

(l) Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

1. Accounting policies (continued)

(m) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

(n) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions. Additionally the charity makes contributions to certain employees' personal pension schemes. These are included in the Statement of Financial Activities on an accruals basis.

(o) Operating leases

Payments under operating leases are charged to the Statement of Financial Activities on a straight line basis over the life of the lease.

Young Minds Trust
Notes to the Financial Statements
For the Year Ended 31 March 2020

2. Analysis of income

Current year	Unrestricted funds 2020 £	Restricted funds 2020 £	Total funds 2020 £
a. Donations and legacies			
Donations and gifts*	3,199,503	14,254	3,213,757
Grants	658,529	132,203	790,732
Legacies	15,100	-	15,100
Total donations and legacies	3,873,132	146,457	4,019,589
<i>* includes related Gift Aid</i>			
b. Charitable activities			
Government grants and statutory funding:			
Health Education England	-	32,765	32,765
Other grants to directly support charitable activities:			
The ASDA Foundation	-	180,392	180,392
The Linbury Trust	-	165,000	165,000
BBC Children in Need	-	138,882	138,882
St James Place Foundation	-	50,000	50,000
The Light Fund	-	50,000	50,000
Co-op Foundation	-	40,000	40,000
Sam And Bella Sebba Charitable Trust	-	30,000	30,000
Sport England	-	19,982	19,982
The Royal Foundation	-	4,590	4,590
Other	-	56,379	56,379
Total income from charitable activities	-	767,990	767,990
c. Income from trading activities			
Training and consultancy	668,422	-	668,422
Publications and merchandise	30,599	-	30,599
Total income from trading activities	699,021	-	699,021
d. Investment income			
Bank interest income	12,596	-	12,596
e. Other income	1,443	-	1,443
Total other income	1,443	-	1,443
Total income	4,586,192	914,447	5,500,639
Included in the above is income from fundraising activities (including, donations, legacies and income from charitable activities) of	3,873,132	914,447	4,787,579

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

2. Analysis of income (continued)

Prior year	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
a. Donations and legacies			
Donations and gifts*	2,369,781	233,578	2,603,359
Grants	510,209	176,499	686,708
Legacies	23,277	-	23,277
Total donations and legacies	<u>2,903,267</u>	<u>410,077</u>	<u>3,313,344</u>
<i>* includes related Gift Aid</i>			
b. Charitable activities			
Government grants and statutory funding:			
Health Education England	-	32,765	32,765
Other grants to directly support charitable activities:			
The Linbury Trust	-	197,116	197,116
The ASDA Foundation	-	194,953	194,953
BBC Children in Need	-	105,662	105,662
St James Place Foudnation	-	102,000	102,000
The Elliott Simmons Charitable Trust	-	85,000	85,000
The Royal Foundation	-	70,348	70,348
Sport England	-	65,275	65,275
The Light Fund	-	50,000	50,000
Co-op Foundation	-	40,631	40,631
The Newcastle Fund	-	37,012	37,012
Sam And Bella Sebba Charitable Trust	-	30,000	30,000
The Haskel Family Foundation	-	11,250	11,250
Other	-	30,750	30,750
Total income from charitable activities	<u>-</u>	<u>1,052,762</u>	<u>1,052,762</u>
c. Income from trading activities			
Training and consultancy	603,502	-	603,502
Publications and merchandise	30,865	-	30,865
Total income from trading activities	<u>634,367</u>	<u>-</u>	<u>634,367</u>
d. Investment income			
Bank interest income	11,533	-	11,533
e. Other income			
Rent income	18,316	-	18,316
Other income	2,934	-	2,934
Total other income	<u>21,250</u>	<u>-</u>	<u>21,250</u>
Total income	<u>3,570,417</u>	<u>1,462,839</u>	<u>5,033,256</u>
Included in the above is income from fundraising activities (including, donations, legacies and income from charitable activities) of	<u>2,903,267</u>	<u>1,462,839</u>	<u>4,366,106</u>

Young Minds Trust
Notes to the Financial Statements
For the Year Ended 31 March 2020

3. Analysis of expenditure

Current year	Salaries, NI and £	Other direct costs £	Support costs £	2020 Total £
Cost of raising funds	565,566	229,505	335,112	1,130,183
Charitable activities:				
Information, advice and campaigns	653,446	184,141	387,186	1,224,773
Parents' services	300,515	199,269	178,064	677,848
Training and consultancy	559,399	404,507	331,459	1,295,365
Working with young people	569,620	191,786	337,516	1,098,922
Total expenditure on charitable activities	<u>2,082,980</u>	<u>979,703</u>	<u>1,234,225</u>	<u>4,296,908</u>
Total expenditure	<u>2,648,546</u>	<u>1,209,208</u>	<u>1,569,337</u>	<u>5,427,091</u>
Prior year	Salaries, NI and £	Other direct costs £	Support costs £	2019 £
Cost of raising funds	491,109	74,037	248,604	813,750
Charitable activities:				
Information, advice and campaigns	516,145	217,790	261,278	995,213
Parents' services	389,922	198,205	197,383	785,510
Training and consultancy	512,453	171,980	259,409	943,842
Working with young people	337,589	320,537	170,891	829,017
Total expenditure on charitable activities	<u>1,756,109</u>	<u>908,511</u>	<u>888,961</u>	<u>3,553,581</u>
Total expenditure	<u>2,247,218</u>	<u>982,548</u>	<u>1,137,565</u>	<u>4,367,331</u>

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

4. Analysis of support costs

Current year	Finance, IT and Admin £	Human Resources £	CEO and Governance £	2020 Total £
Cost of raising funds	245,134	48,561	41,418	335,113
Charitable activities:				
Information, advice and campaigns	283,224	56,107	47,855	387,186
Parents' services	130,253	25,803	22,008	178,064
Training and consultancy	242,461	48,031	40,967	331,459
Working with young people	246,891	48,909	41,716	337,516
	902,829	178,850	152,546	1,234,225
Total support costs	1,147,963	227,411	193,964	1,569,338
Prior year	Finance, IT and Admin £	Human Resources £	CEO and Governance £	2019 Total £
Cost of raising funds	166,420	49,275	32,909	248,604
Charitable activities:				
Information, advice and campaigns	174,904	51,787	34,587	261,278
Parents' services	132,131	39,123	26,129	197,383
Training and consultancy	173,653	51,417	34,339	259,409
Working with young people	114,397	33,872	22,622	170,891
	595,085	176,199	117,677	888,961
Total support costs	761,505	225,474	150,586	1,137,565

All activities are undertaken directly.

Support costs are allocated on the proportion of direct staff costs associated with the activity.

5. Net income/(expenditure) for the year

Net income/expenditure for the year is stated after (crediting)/charging:

	2020 £	2019 £
Operating lease rentals:		
Property	317,697	259,357
Equipment	7,046	10,476
Auditors remuneration:		
Statutory audit fee - current period	11,930	10,845
Depreciation	117,233	67,876
Loss on disposal of fixed assets	3,009	-

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

6. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

7. Analysis of staff costs, trustee remuneration and expenses, and the cost of key

	2020 £	2019 £
Wages and salaries	3,010,348	2,548,596
Social security costs	295,980	251,596
Defined contribution pension scheme contributions	101,586	50,793
Temporary staff and contractors	60,557	42,127
	<u>3,468,471</u>	<u>2,893,112</u>

Redundancy and termination costs, included above, amounted to £13,940 (2019: £15,100) of which £Nil (2019: £Nil) was provided for at the year-end.

The key leadership personnel of the charity comprises the trustees and the Senior Leadership Team. The total amount of any employee benefits paid to key leadership personnel for their services to the charity, including salary, employer's National Insurance and employer's pension contributions, was £471,352 (2019: £475,250). The cost of key leadership personnel employed as contractors on an interim basis during the year was £33,563 (2019: £45,127).

No trustee received any remuneration or benefit in kind during the year (2019: £Nil). Travel and subsistence expenses incurred by one (2019: one) trustee on Board business amounted to £133 (2019: £680) during the year.

Key management personnel do not receive any benefits not available to all employees. All employees have access to a pension scheme with an employer contribution of up to 5%.

The number of employees whose total employee benefits (excluding employer pension costs) fell within each band of £10,000 from £60,000 upwards was as follows:

	2020 Number	2019 Number
£90,000 to £99,999	2	-
£80,000 to £89,999	-	1
£70,000 to £79,999	2	1
£60,000 to £69,999	-	3
	<u>2</u>	<u>5</u>

The average monthly head count was 107 staff (2019: 87 staff) and the average monthly number of full-time equivalent employees (including casual and part-time staff) during the year and analysed on a functional basis was as follows:

	2020 Number	2019 Number
Charitable services	53	44
Fundraising	13	12
Support services	15	12
	<u>81</u>	<u>68</u>

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

8. Tangible Fixed Assets

	Computer software & equipment £	Fixtures & fittings £	Leasehold Improvements £	Total £
Cost				
As at 1 April 2019	256,142	92,428	-	348,570
Additions	139,032	73,532	335,051	547,614
Disposals	(50,274)	(92,429)	-	(142,702)
As at 31 March 2020	<u>344,900</u>	<u>73,531</u>	<u>335,051</u>	<u>753,482</u>
Depreciation				
As at 1 April 2019	195,361	81,925	-	277,286
Charge for the year	71,161	6,154	39,918	117,233
Eliminated on disposals	(50,274)	(83,224)	-	(133,498)
As at 31 March 2020	<u>216,248</u>	<u>4,855</u>	<u>39,918</u>	<u>261,021</u>
Net book value				
As at 31 March 2020	<u>128,652</u>	<u>68,676</u>	<u>295,133</u>	<u>492,461</u>
As at 31 March 2019	<u>60,781</u>	<u>10,503</u>	<u>-</u>	<u>71,284</u>

All tangible fixed assets are used for operational purposes.

9. Stock

	2020 £	2019 £
Publications and merchandise for sale	16,613	5,672
	<u>16,613</u>	<u>5,672</u>

10. Debtors

	2020 £	2019 £
Due within one year:		
Trade debtors	251,417	358,894
Accrued income	146,820	228,027
Prepayments and other debtors	178,890	100,321
Total debtors due within one year	<u>577,127</u>	<u>687,242</u>

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

11. Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	88,892	79,065
Taxation and social security	146,087	127,572
Accruals and other creditors	369,347	110,044
Deferred income	481,360	511,316
	<u>1,085,686</u>	<u>827,997</u>

12. Creditors: amounts falling due after one year

	2020 £	2019 £
Deferred income	158,333	15,000
	<u>158,333</u>	<u>15,000</u>

13. Deferred income

Where income is received that relates to a contract or a grant that extends over more than one accounting period, the element that relates to future periods is deferred. The movement in deferred income is as follows:

	2020 £	2019 £
Opening deferred income	526,316	648,942
Released in the accounting period	(511,316)	(633,942)
Deferred to future periods	624,693	511,316
Closing deferred income	<u>639,693</u>	<u>526,316</u>
Analysed as deferred income falling due:		
within one year	481,360	511,316
after one year	<u>158,333</u>	<u>15,000</u>

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

14. Statement of funds

Current year	Balance at the start of the year £	Income £	Expenditure £	Transfers £	Balance at the end of the year £
Restricted funds					
Parents' Helpline	189,717	211,734	(401,451)	-	-
Find Your Feet	26,415	180,390	(155,089)	-	51,716
YoungMinds Welcome	88,109	165,000	(213,517)	-	39,592
A Million & Me	-	98,333	(98,333)	-	-
Digital Participation Platform	-	83,995	(83,995)	-	-
YoungMinds Activists	-	68,049	(68,049)	-	-
Activating Change	-	40,000	(33,311)	-	6,689
Workforce training	32,765	32,765	(65,530)	-	-
Action to Achieve	-	19,892	(16,240)	-	3,652
Nature Friendly Schools	-	8,194	(8,194)	-	-
Mentally Healthy Schools	-	4,590	(4,590)	-	-
360° Schools	-	1,505	(1,505)	-	-
Newcastle Schools Hub	5,513	-	(5,513)	-	-
Total restricted funds	342,519	914,447	(1,155,317)	-	101,649
Unrestricted funds					
Designated funds:					
Fixed assets fund	-	-	-	492,461	492,461
General fund	1,882,216	4,586,192	(4,271,775)	(492,461)	1,704,172
Total unrestricted funds	1,882,216	4,586,192	(4,271,775)	-	2,196,633
Total funds	2,224,735	5,500,639	(5,427,092)	-	2,298,282
Prior year	Balance at the start of the year £	Income £	Expenditure £	Transfers £	Balance at the end of the year £
Restricted funds					
Parents' Helpline	173,686	536,890	(520,860)	-	189,717
YoungMinds Welcome	14,087	197,116	(123,094)	-	88,109
Find Your Feet	11,912	194,953	(180,450)	-	26,415
Wise Up	3,694	103,500	(107,194)	-	-
YoungMinds Activists	-	97,895	(97,895)	-	-
Mentally Healthy Schools	4,976	70,348	(75,324)	-	-
A Million & Me	-	67,267	(67,267)	-	-
Action to Achieve	-	65,274	(65,274)	-	-
Newcastle Schools Hub	-	37,012	(31,499)	-	5,513
Workforce training	-	32,765	-	-	32,765
Capture Change	4,369	30,631	(35,000)	-	-
360° Schools	-	19,188	(19,188)	-	-
Activating Change	-	10,000	(10,000)	-	-
Total restricted funds	212,724	1,462,839	(1,333,045)	-	342,519
Unrestricted funds					
General fund	1,346,086	3,570,417	(3,034,287)	-	1,882,216
Total unrestricted funds	1,346,086	3,570,417	(3,034,287)	-	1,882,216
Total funds	1,558,810	5,033,256	(4,367,332)	-	2,224,735

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

14. Statement of funds (continued)

Purposes of restricted funds

The charity's funds comprise amounts restricted to specific activities and not yet spent.

Parents Helpline

The Parents Helpline is a free telephone and online advice service for parents and carers concerned about the mental health of a child or young person under the age of 25.

Find Your Feet

The ASDA Foundation provided funds for a 3-year programme supporting the delivery of training and youth engagement resources to improve and protect the mental health and wellbeing of children as they enter secondary education.

YoungMinds Welcome

The Linbury Trust provided funds for a project which aim to build skills and capacity within the children's services workforce and help professionals to support the mental health needs of asylum seeking and refugee children in East Kent, Croydon and Teeside.

A Million & Me

As part of a national programme around children and young people's mental health, BBC Children in Need are funding a project to help support for parents and carers of 8 to 13 year olds to help children develop emotional wellbeing.

Digital Participation Platform

The Oak Foundation provided funds towards to developing a pioneering digital platform to redefine the way young people with lived experience of mental illness can influence positive change to improve outcomes for their peers.

YoungMinds Activist Program

The YoungMinds Activist Program is a three year program for young people aged 14 to 25 from across England who have experience related to mental health (including personal experience or caring for someone with a mental health problem).

Activating Change

Building on the success of the Capture Change project, the Co-op Foundation #iwill fund provided continuation funding for a two-year Community Workshops project to support young people with experience of mental health problems build their confidence and skills to deliver peer education sessions in their local communities.

Workforce training

Health Education England provided funds to deliver transformative workforce training to professionals to raise awareness of the impact of childhood trauma and adversity on young people's mental health amongst children's services. This work is being carried out in 2019/20.

Action to Achieve

In partnership with Youth Sport Trust with funding from Sport England, this project continued to deliver a new approach to increase social action amongst boys aged 10-14 from black and minority ethnic communities in Haringey, London, as a means to improve emotional resilience, and mental health and wellbeing.

Nature Friendly Schools

In partnership with the Royal Society of Wildlife Trusts, and with funding from Department for Education, the Nature Friendly Schools project aims to transform the lives of thousands of children and young people by helping schools bring students closer to nature.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

14. Statement of funds (continued)

Purposes of restricted funds

Mentally Healthy Schools

In partnership with The Anna Freud Centre and Place2Be, and with funding from the Royal Foundation, Mentally Healthy Schools ensures all staff working in primary schools have access to the best mental health and wellbeing teaching resources, all on one quality-assured website.

360° Schools Programme

YoungMinds 360° Schools is our one-stop shop for mental health, wellbeing and resilience for schools across the country, provided school staff with free teaching resources, tips and advice.

Newcastle Schools Hub

With funding from Newcastle City Council, this project provided free training on children and young people's mental health in the Newcastle area. Some of the delivery has continued into 2019/20.

Wise Up

The charity received funds from various donors to deliver our Wise Up campaign, which calls on the Government to rebalance the education system to make the wellbeing of students as important as academic

Capture Change

With funding from the Co-op Foundation's #iwill fund programme, this project helped young people from Southwark to build their understanding of mental health, explore belonging within their local community and develop peer education skills.

Purposes of designated funds

Fixed assets fund

The trustees have created a fixed assets fund, that is not part of free reserves, equal to the net book value of the charity's tangible fixed assets. The transfer into the fund represents capital additions less disposal proceeds and depreciation.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2020

15. Analysis of net assets by fund

Current year	Unrestricted funds £	Restricted funds £	Total funds £
Fixed assets	492,461	-	492,461
Current assets	2,948,191	101,649	3,049,840
Current liabilities	(1,085,686)	-	(1,085,686)
Non-current liabilities	(158,333)	-	(158,333)
Total	<u>2,196,633</u>	<u>101,649</u>	<u>2,298,282</u>
Prior year	Unrestricted funds £	Restricted funds £	Total funds £
Fixed assets	71,284	-	71,284
Current assets	2,653,930	342,519	2,996,448
Current liabilities	(827,997)	-	(827,997)
Non-current liabilities	(15,000)	-	(15,000)
Total	<u>1,882,217</u>	<u>342,519</u>	<u>2,224,735</u>

16. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases for each of the following periods are as follows:

	Land and buildings		Equipment	
	2020 £	2019 £	2020 £	2019 £
Falling due:				
Not later than one year	336,810	96,600	5,903	9,603
Later than one year and not later than five years	1,066,565	-	7,379	-
	<u>1,403,375</u>	<u>96,600</u>	<u>13,282</u>	<u>9,603</u>

17. Related party transactions

During the year, the charity employed Katharine Calcutt, the wife of Alex Calcutt, one of charity's trustees. The total salary paid to Katharine Calcutt for her services to the charity was £562. No amounts were outstanding at the year-end.

There were no other related party transactions.

Young Minds Trust

Reference and Administrative Details

For the Year Ended 31 March 2020

Company number	02780643	
Charity number	1016968 (England and Wales) SC039700 (Scotland)	
Registered office and operational address	Fourth Floor, India House 45 Curlew Street London SE1 2ND	
Website	youngminds.org.uk	
Trustees	The Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:	
	Dr Elizabeth Vallance	Chair of Board of Trustees (resigned 9 July 2020)
	Caroline Hope	Chair (appointed 14 July 2020)
	Simon Major	Vice-Chair (appointed 22 October 2019)
	Alex Calcutt	
	Jenny Clayton	
	Meryl Davies	
	Julie Dodd	
	Robert Mack	
Audit and Risk Committee	Jenny Clayton Alex Calcutt Dr Elizabeth Vallance Meryl Davies	Chair (resigned 9 July 2020) (appointed 14 July 2020)
People and Governance Committee	Caroline Hope Robert Mack Simon Major Meryl Davies	 (resigned 14 July 2020)
Remuneration Committee	Meryl Davies Jenny Clayton Dr Elizabeth Vallance Caroline Hope	Chair (resigned 9 July 2020)
Nominations Committee	Dr Elizabeth Vallance Julie Dodd Caroline Hope Simon Major	Chair (resigned 9 July 2020)

Young Minds Trust
Reference and Administrative Details
For the Year Ended 31 March 2020

Senior Staff	Emma Thomas Phil Hall Dr Marc Bush Deirdre Kehoe Tom Madders Jason Cater Vanessa Longley	Chief Executive Chief Operating Officer (until 13 December 2019) Director of Evidence and Policy (until 2 January 2020) Director of Training and Services Director of Communications and Campaigns Interim Director of Development (until 25 July 2019) Director of Development (appointed 16 July 2019)
Company Secretary	Emma Thomas Phil Hall	(appointed 13 December 2019) (resigned 13 December 2019)
Principal Bankers	CAF Bank Limited Kings Hill West Malling Kent ME19 4TA	
Solicitors	Barlow Robbins The Oriel Sydenham Rd Guildford GU1 3SR	
Auditors	Haysmacintyre LLP Chartered Accountants 10 Queen Street Place London EC4R 1AG	



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Parents Helpline 0808 802 5544

Email [ymenquiries@youngminds.org.uk](mailto:yemenquiries@youngminds.org.uk)

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youngminds.org.uk

Registered charity number: 1016968

Company limited by guarantee number: 02780643

