

A close-up photograph of a young man and a young 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

Contents

Introduction	4
Who we are	6
The view from young people	8
OUR IMPACT 2019/20:	10
Giving young people a powerful voice	10
Advice and support for young people	12
Campaigning for change alongside young people	14
Supporting parents and carers	16
Supporting schools to be there for their pupils	18
Systemic change for young people	20
Thank you for raising vital funds	22
#HelloYellow	24
Our new strategy	26
Final word	28
Our funds	29
Our supporters	30



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!

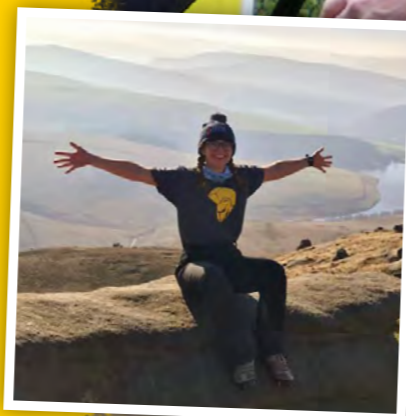
At only 14 years old, **Leo Homewood** decided he wanted to support YoungMinds. Visiting 60 football grounds in 60 hours with his dad and his best friend Cael, they travelled far and wide, ending their challenge at Fratton Park, the home of Portsmouth FC, who they are big supporters of!

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
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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





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