

YOUNGMINDS



Impact Report

2018-2019

Welcome to our 2018-19 Impact Report



Content

- 1** Why we're fighting for young people's mental health
- 3** Youth Panel Introduction
- 5** Support for young people, by young people
- 9** A lifeline for parents and carers
- 13** Mental health support for the whole school
- 15** Changing the mental health system
- 17** Campaigns with real impact
- 21** Our 25th year
- 23** Thank you
- 25** Round up from our CEO and Chair
- 28** How our funds are spent

Why we're fighting for young people's mental health

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges.

We're here to make sure they get the best possible mental health support and have the resilience to overcome life's difficulties.

The crisis in children and young people's mental health is real and it is urgent. More children and young people than ever before are reaching out for help with their mental health. But for those who take that brave step, help is much too hard to find.

Together, we are changing this. We're there for parents when they have nowhere else to turn. We empower professionals on the front line of the crisis. We give children and young people a stronger voice in their future.

And their experiences, which we hear every single day, drive us to change things for the better.

We're fighting for young people's mental health.

Join our fight.



One in four children show some evidence of mental ill health.



Over a million young people have a diagnosable mental health problem, and the vast majority aren't able to access mental health support from the NHS.



Half of all mental health problems appear **before the age of 14**, with one in four enduring mental health conditions present **by the age of 24**.



Three in four children with a diagnosable mental health condition do not get access to the support they need.



Children's mental health receives around **8%** of the total amount the NHS spends on mental health.



The average maximum waiting time for Children and Adolescent Mental Health Services is **six months** for a first appointment and nearly **10 months** till the start of treatment.

Youth Panel Introduction

For young people, life can be difficult. Growing up has always been hard, but the pressures young people face are always changing.

In some ways it feels like there is more freedom now than ever before, but this is loaded with pressure and high expectations. Many of us are dealing with the overwhelming pressure to achieve highly in our exams or to choose the right career. We face pressure from the media and social media to be 'perfect' and to be more grown up from an earlier age.

And despite the progress we've made in growing the mental health conversation, young people are still facing stigma surrounding mental health and the support for young people is still too hard to find.

Too often, it feels like you have to hit crisis point before you receive help. And

even at this point, limited availability of services means long waiting times. Sometimes you're told that you need help, but you can't have it.

It is a positive thing that mental health is being talked about more and more. But the fight is only just beginning, and there's so much more to do.

By putting young people at the centre of their work, YoungMinds fights for what we really care about. The Activist Programme empowers young people to use their own experiences to support others who are struggling and to work alongside YoungMinds to campaign for change. And projects like YoungMinds Welcome give young people who've been through the most traumatic experiences the support they wouldn't have had otherwise.

YoungMinds thinks about the people closest to young people too. The work they do with parents and professionals is informed by the views and needs of young people themselves and equips them to create a better world for children and young people.

Young people are influencing the very core of YoungMinds, including helping to recruit the most senior staff and shaping the charity's plans. We're also included in the governance of YoungMinds, from planning and budgets to board meetings.

This is what makes YoungMinds so unique - it truly puts young people at its centre and this means we can always be confident that what we're doing is the most impactful to young people.

When we started on the Youth Panel, we were anxious about how it would work out. But the journey we've been on to understand how our voice matters, and how we can be part of a really exciting, important change, makes us more

resilient, more creative and more self-aware. We challenge each other and we challenge ourselves.

As YoungMinds moves towards a new chapter and continues to grow in size and influence, we know that young people like us will always be driving that change - and that's what makes YoungMinds such an exciting charity to be a part of.

“ This is what makes our charity so unique - it truly puts young people at its centre and this means we can always be confident that what we're doing is the most impactful to young people. ”



Support for young people, by young people



“Thank you so much for everything! It was genuinely amazing. The programme was so well set out and the ‘ice breakers’ really helped getting to know others.”

Youth Panellist

When a young person is struggling with their mental health, they need information and support that speaks to them as a trusted friend. Whether it's through our face-to-face workshops in schools, the straight-talking information we provide through our digital channels or the emergency support we provide through our crisis textline, we reach young people when and where they need it most.

All of this support and advice is informed, co-developed or fronted by the young people who work with us through our flagship youth engagement programmes – so it's created and delivered by young people, for young people.

We equipped 2,748 school children with the skills and understanding to find their feet when moving up to secondary school

Our Find Your Feet programme, funded by the ASDA Foundation and co-produced with school children, works with the whole school community to help children cope better with the difficult transition from primary to secondary school. 88.1% of pupils who took part agreed that they knew what to do if they were worried about moving to secondary school.

27 young people have participated in our Youth Panel this year, and 13 more have been recruited for the year ahead

Our Youth Panel ensures that young people are at the heart of how YoungMinds is run – from decisions about plans and priorities, to how we move forwards as a charity. They were directly involved in the recruitment of key roles in the charity, including for Emma Thomas, our new Chief Executive.

And our Youth Panel have developed as strategic leaders of the future. In fact:

- Before beginning their roles, 38% said they were confident being the leader of a team, rising to 75% after being in the role.
- Our Youth Panel is particularly likely to have a positive impact on how confident participants feel ‘meeting new people’, ‘putting ideas forward’ and ‘being the leader of a team’.

Over 1.4million people in the UK visited our website this year to find vital advice, information and support. This is a 27% increase compared to the year before

All of our information is co-created with young people and parents to be honest, accessible and practical. Our information and advice pages were viewed more than 4.6million times last year.

And we have significantly grown our social media channels to reach and support young people, parents and professionals more effectively. Our Instagram account, which primarily features supportive content created by young people for young people, has grown by an enormous 270% to 36,500 followers.



59 young people played an active part on our Activist programme

Our Activist programme empowers young people aged 14-25, with experiences relating to mental health, to join our fight.

Activists led our Wise Up campaign to make mental health a priority in schools, created a new campaign to help young people understand their anger, met the Prime Minister, delivered our #FightingFor petition to Downing Street, co-created new information resources for young people and even broke a Guinness World Record to raise awareness of mental health.

As well as helping us to achieve our vision of a future where all young minds are supported and empowered, whatever the challenges, our Activists themselves also developed through the programme:

- 100% said they feel confident they are able to inspire others through their activism
- 85% learned or developed new skills
- 86% said they were more able to speak about mental health in front of a group of people

“ I love this Instagram account because these people really understand what we’re going through. ”

YoungMinds
Instagram Follower



Our new YoungMinds Crisis Messenger service has been contacted more than 4,105 times by people in crisis

In partnership with Crisis Textline and Shout, we provide free, 24/7 support by text to young people going through a mental health crisis. 91% of high-risk conversations were responded to in under five minutes and 85% of people who responded to our survey described the service as helpful.

We worked with Activists, who had experienced inpatient care, to write a guide for young people who are about to go to hospital for their mental health

Going into inpatient care for your mental health can be scary for many young people. It is a time when they can feel especially vulnerable, and it is hard to know what to expect. Our new guide gives them all the information they wish they had had before going into hospital for their mental health. Special thanks to Andy Johnstone and Ellern Mede for funding this project.

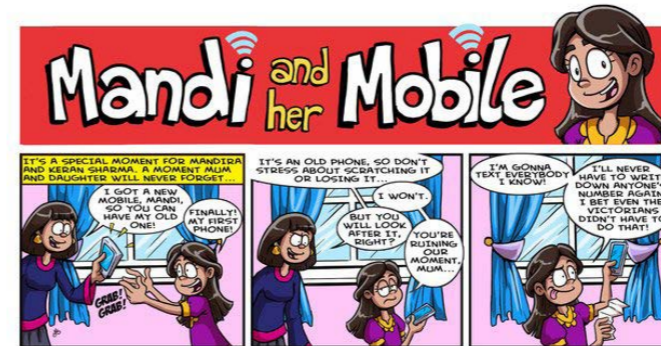
Influential YouTuber and ambassador, Daniel Howell, has helped us reach and engage thousands more young people across our channels



To celebrate our 25th Anniversary, Daniel kindly ran a prizewinners draw, giving fans the chance to win two tickets to his stage show Interactive Introverts, and the chance to meet him afterwards. Over 3,000 young people entered by posting a picture and telling us what they were #FightingFor.

Our partnership with Beano Studios has helped us reach 236,489 children with helpful advice and information about their mental health

Teaming up with their creative team, we created videos to help children prepare for secondary school and to deal with bullies. We even worked with them to create a new character, Mandi, whose stories deal with mental health concerns and who has become a regular feature in Beano comics.



Our HeadMeds website gave straight-talking advice and information on mental health medications to 75,000 people every month

With nearly 1.3million page views over the year, it helps many thousands of young people with questions about their meds that they don't want to ask their doctor.

To coincide with #HelloYellow, Daniel launched limited edition 'courage to exist' t-shirts and flags with IRL Merchandise, and raised a phenomenal £28,000 for us.

His support promoting #TellOfsted resulted in a huge surge in young people writing to Ofsted and telling them what they think needs to change.

Next year we will...

- Develop and pilot a new digital platform, so that wherever they are in the UK and however unwell they are, young people can use their experiences to shape our work and create change
- Redevelop our HeadMeds website, updating and improving the content to ensure it better integrates with the other support and advice we offer young people
- With support from the Generation Change Impact Accelerator, improve the way in which we measure the impact of our flagship youth programmes to ensure we can continue to improve them
- Support 12 Activists to develop the skills and confidence to speak to 200 young people in their communities about mental health, with thanks to funding from the Co-op Foundation
- With pro-bono support from Instagram, work with our Activists to create and launch a new campaign that will help thousands of young people to make sense of their anger
- Collaborate with Beano on their nationwide Lolz competition to find Britain's Funniest Class! Using jokes, we want to help children discover new skills and build resilience.

A lifeline for parents and carers



“ You went well above what I expected... you're amazing - you understood. ”
Parents Helpline Caller

“ Dad said that thanks to your call back he has been able to access the help he desperately needed and that he would not have been able to do this without your advice. He described you as being unbelievably excellent. ”
Son of Parents Helpline Caller

For so many children and young people, no one will play a bigger part in their mental health journey than their parents or carers. But sometimes it can feel impossible to know how to be there for your children when they are struggling, or to feel confident you are doing the right thing.

Our unique parent and carer services enable highly-skilled professionals and volunteers to work alongside those parents who need guidance, support or just a listening ear during a difficult time, so that they can be the best possible source of help to their children.

Our Parents Helpline made a huge impact this year with 11,557 parents and carers receiving high-quality support and advice from our helpline staff and volunteers

From a recent evaluation of our Parents Helpline, 89% of those surveyed felt that they were treated with care and concern and 87% felt listened to.

Over 77% of respondents said that they changed their approach to their child's behaviour or symptoms after speaking with a member of the Parents Helpline team, and 65% said their knowledge of their children's mental health had increased.



Our new Parent's A-Z Guide, providing expert online advice and information to parents, has been accessed 404,039 times

We developed the Parents' section of our website by creating 22 new web pages with advice and support for parents on specific conditions and building on our #Take20 content which includes tips, activities and conversation starters to help parents check in with children.



Parents Guide To Support A-Z

Our A-Z gives you advice on how to help your child with specific mental health conditions, and life events which might be negatively affecting their wellbeing. We'll also show you where you can get help.



“What’s reassuring is that I’m not on my own and someone else has been through this.”

Parent-to-Parent Service user

Our new Parent-to-Parent service provided reassuring emotional support to 144 parents going through a difficult time with their child

We launched a three-month pilot of our service where 10 parent volunteers provided a vital listening ear to other parents worried about their child. 77% of callers found the service helpful or very helpful and 54% said the call had a positive effect on their situation and ability to cope.



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Our Parents’ Lounge sessions, which provide parents with expert advice on common parenting challenges, were viewed 68,334 times

We delivered 10 Parents’ Lounges on Facebook covering topics like exam stress, depression, divorce and phobias. As part of our partnership with Beano Studios we ran a ‘Back to School’ Parents’ Lounge hosted by comedian Romesh Ranganathan, which was viewed 51,126 times on Facebook.



We developed our parent factsheets to reach more parents with additional expert mental health advice and guidance following a Parents Helpline phone call

Our factsheets provide parents and carers with expert information and tips on topics like depression, social media and gender identity. We created factsheets on 10 new topics and improved the quality of our information with the help of our parent advisors.



Next year we will...

- As part of BBC Children in Need’s national programme A Million & Me, develop early-intervention support for parents and carers to help them build resilience and support the emotional wellbeing of their children.
- Recruit 12 more volunteers, increasing our number from 20 to 32. This huge development will help us answer more calls than ever and provide support and guidance to the parents who need it most.
- Recruit five more professional advisers for our vital call-back service to ensure more parents receive expert advice and further support following their initial Helpline call.
- Develop 10 more factsheets on topics including gaming addiction to provide parents and carers with specific expert information relating to their unique call to our Helpline.

Mental health support for the whole school

We know how important the wellbeing of children and young people is to teachers and school staff. But schools are under so much pressure, 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.

We empowered 4080 professionals with the skills and confidence to make a difference through our training

As part of our 360° Schools' Programme, we offer practical training courses and bespoke training packages to upskill professionals on the front line of the crisis. We provide a collaborative space for them to share good practice from across the children and young people's mental health system.

98.8% of training participants said they would recommend our training to colleagues and 80.6% reported that they used the learning from the course in their practice.

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“Fantastic open and honest discussion regarding self-harm and how to support young people. The trainer was highly informative and ran the session with confidence and sensitivity. A great course and excellent value.”

Training participant

In partnership with Heads Together, The Anna Freud Centre and Place2Be, we provided 132,934 professionals with 800 quality-assured resources to help them support children's mental health and wellbeing

The Mentally Healthy Schools website, funded by the Royal Foundation, was created with the help of 50 schools across England and is already being used by hundreds of thousands of primary school teachers.

Our 360° Schools Programme supported 55 schools to put resilience and wellbeing at the heart of their whole school's improvement

We supported professionals in Nottingham to implement the Academic Resilience Approach in their schools. 98% of those professionals reported increased understanding of resilience and 100% reported an increased likelihood to take action on mental health and resilience in their schools

Our project in Sefton brought together 24 schools to introduce the Academic Resilience Approach into their schools. 100% of school staff who took part in the training reported an increased knowledge and understanding of mental health and resilience.

We worked alongside the Youth Sport Trust on a project in Haringey to improve mental health outcomes for BAME boys in secondary schools using sport and social action. All schools involved reported that their students had increased levels of confidence and self-esteem.

Our 360° Schools' Community supported 8,877 teaching professionals with mental health resources, tips and best practice.

We published six e-newsletters on themes including self-harm, transitions and exam stress. The free resources, which were informed by the insights and experiences of teachers, were downloaded over 20,000 times.

“Brilliant resources, I use them in our secondary school lots - really powerful but easy to use. Thank you.”

Kathryn, Teacher

“I love this email, especially the wellbeing advent calendar. Well done YoungMinds - we will certainly be using these tips with our students.”

Alyson, Pastoral Manager



YOUNGMINDS

360°

Changing the mental health system

We believe that mental health services deliver the best outcomes when they have been co-designed by the people who use them. That's why we work tirelessly to ensure that young people, parents and professionals all have a strong voice in the way those services are run.

Our participation and service design programmes, including our flagship YoungMinds Amplified programme, enable us to put young people's, parents' and professionals' voices at the heart of mental health services.

Our Amplified programme is giving a stronger voice to young people and parents in the mental health system

We've been working in partnership with NHS England to increase the participation of young people and their families at every level of the mental health system. This year we have worked with 12 Clinical Networks, six learning collaboratives and 13 Amplified trailblazer sites to support them to improve the way they include young people, parent and carers in the design of mental health services and wider systems.

We also built the confidence and skills of professionals through our Amplified webinars and training with 93% of participants saying they had an increased knowledge of participation as a result of attending.

youngminds.org.uk

“ I loved hearing from the youth participation advisor. Her experiences about participation gave me a lot to think about and context to the tools developed by yourselves. ”
Amplified Training Participant

We gathered vital insights from 153 young people, parents and professionals so we can improve the experience of young people transitioning between Child and Adult Mental Health Services in North West London

The project aims to understand local issues in order to create resources, bring professionals together through communities of practice and deliver impactful training to GPs and mental health professionals.

We upskilled 478 professionals to support the mental health needs of asylum seeking and refugee children

Through our YoungMinds Welcome programme, funded by the Linbury Trust, we delivered two conferences, 26 training courses and foster carer groups in Kent, Croydon and the North East of England. The project empowers professionals to have a positive impact on the mental health of some of the most vulnerable children in the country.



Next year we will...

- Reach more school staff with high-quality, practical mental health resources and develop our 360 Schools' hub to enable professionals to share examples of best practice and access the most relevant resources to them.
- Develop training and support for Mental Health Leads in Schools in response to the Government's Green Paper on children and young people's mental health.
- Continue to support the mental health and emotional wellbeing of children to help them cope better with the difficult transition from primary to secondary school with our Find Your Feet programme.
- Support a number of NHS Trusts who are trialling a four-week wait target for access to specialist NHS children and young people's mental health services.
- Partner on an exciting project with The Wildlife Trusts on the impact a natural education can have on mental health and resilience with over 150 schools nationwide.
- Develop communities of practice and deliver training to GPs and mental health professionals in North West London to improve the experiences of young people transitioning between Child and Adult Mental Health Services.

Campaigns with real impact

We know that one of the most important ways to create long-term change is to work alongside young people to fight for the improvements they want to see. Through our ambitious, bold and solution-focused campaigns, we have enjoyed success after success – whether that’s in protecting the most vulnerable young people from harm, increasing the priority of mental health in schools or securing much-needed funding for mental health services.

And our campaigns are truly co-produced and delivered with our Activists, and supported by thousands of young people, parents and professionals across the country, meaning that we are giving a real voice to those who most need to be heard.

We campaigned alongside charities, families and Steve Reed MP, for a new law that ensures greater accountability and training around the use of force in inpatient units

The Mental Health Units (Use of Force) Act is commonly known as Seni’s Law, named in honour of Seni Lewis, a young black man who died after being restrained in a mental health unit.

The law will ensure that it will be recorded whenever force is used in a mental health hospital. It will increase the training that staff get in de-escalation techniques and the psychological impact of using force on patients. And it will ensure that data is collected about the use of force relating to race and other equality characteristics, to start to tackle discrimination in hospitals.

We carried out detailed policy work to ensure the law addressed key concerns about young people’s rights. As well as this, over 1,000 of our supporters wrote to their MPs, urging them to ensure the law passed a key House of Commons vote.



We were the only young people’s charity working to support the Mental Health Act Review – and 80% of our recommendations to strengthen the rights and support for young people and their families were included in the review’s final report

If the Government accepts the report’s recommendations, young people will have a greater say in decisions about their care and treatment, young people will have improved rights to advocacy, and additional support will be provided to families, including financial and practical assistance when their children are placed far from home.

“I got involved in YoungMinds’ campaign because politicians need to hear our voices and listen to young people.”

Tom, YoungMinds Activist

Our #FightingFor campaign was instrumental in securing additional NHS funding and support for youth mental health

Following calls from YoungMinds, the Government and NHS England committed to include young people’s mental health as a priority in the NHS Long Term Plan. We used this opportunity to campaign for the vast increase in mental health provision that young people desperately need.

Through our campaign, over 3,000 young people took to Twitter to talk about the changes they were #FightingFor, and over 30,000 people signed our petition to the Prime Minister calling for radical improvements.

As a result of the campaign, we secured:

- significant new, ring-fenced funding for services, which will ensure an additional 345,000 children and young people can access support by 2023/24
- new service models to provide integrated care for children and young people from 0-25 years old, which will provide age-appropriate care for 16-25 year olds, and tackle the difficult service transitions that many young people face at 18
- a range of new services designed to improve support for young people experiencing a mental health crisis.

“The Wise Up campaign was one of the most important campaigns for young people to date. I feel privileged to have been part of the cultural shift the Wise Up campaign has begun, and look forward to seeing it grow in the future.”

George, YoungMinds Activist



Our Wise Up campaign has secured real, lasting changes to ensure mental health and wellbeing is a priority in all of our schools

Some of our campaign demands were met when, in July, the Government announced:

- funding for every school or college to have a trained senior lead for mental health
- mental health to be taught as part of the school curriculum
- £250 million of new funding for mental health support teams to be piloted across schools, to provide early interventions and quicker assessments

Since then, we have turned our attention

towards Ofsted, asking them to revise their inspection framework to have a greater focus on mental health.

20 of our Activists co-developed and led the campaign. These Activists:

- launched two films to highlight the reality of the mental health crisis in our classrooms. The films received a combined 1,081,293 views.
- ran two experiential events including a live illustration event and a parliamentary event to help MPs and Ofsted understand the issues they faced.
- delivered a letter, signed by 22,153 campaigners, to Ofsted, calling for change.

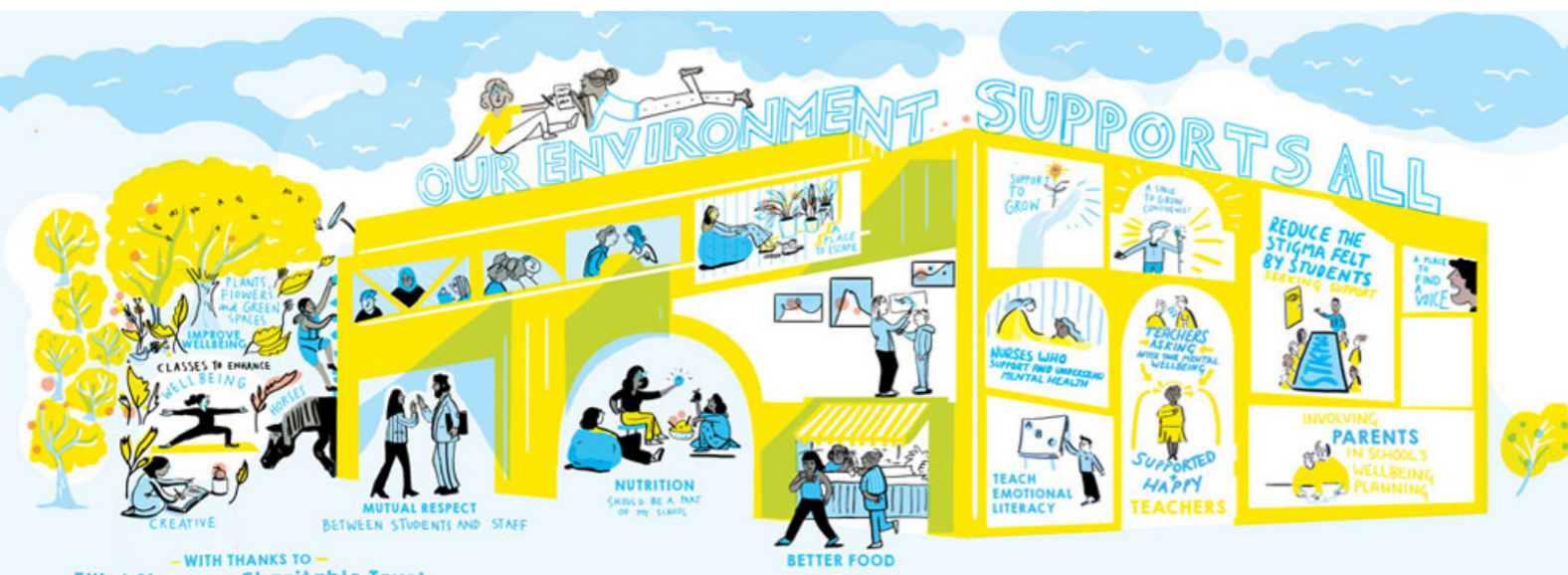
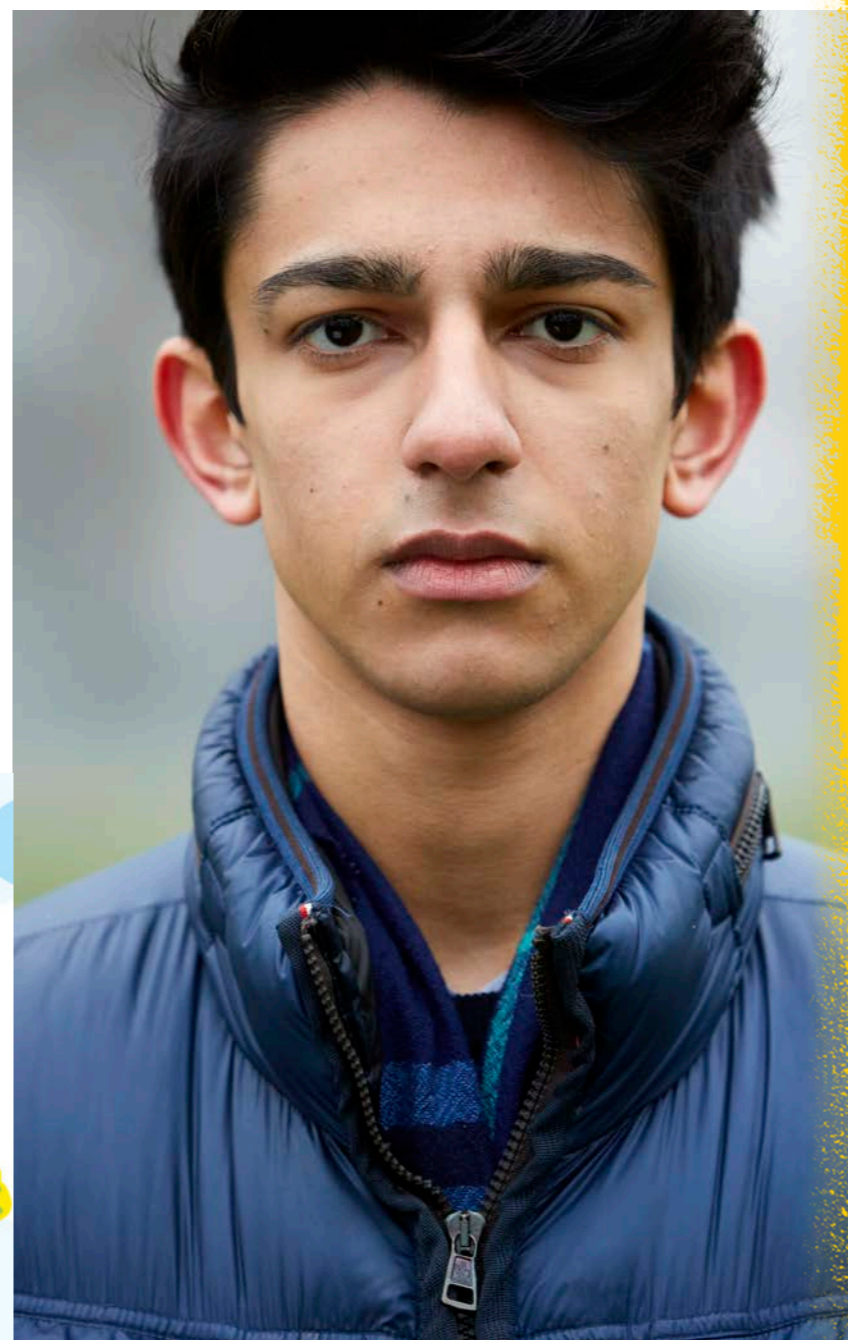
At the time of writing, we are awaiting the new Inspection Framework’s publication.

YoungMinds featured in over 5,000 media stories over the year, enabling us to promote our campaign messages, as well as advice for young people and parents, to an audience of many millions

Coverage included being selected for the Daily Telegraph’s Christmas Appeal, where 10 different features ran across December and January to promote YoungMinds and our messages.

Next year we will...

- Work hard to ensure that support for children and young people’s mental health and wellbeing is prioritised in the forthcoming Prevention Strategy and Government Spending Review.
- Make sure the needs of young people are represented in the next stage of the Mental Health Act review to improve the rights and safeguards for young people accessing inpatient care, and their families.
- Influence the White Paper on Online Harms to help children and young people navigate the online world in a way that positively impacts their mental health and wellbeing.



We challenged you to make our 25th year our biggest yet.

Here's how you joined our fight for young people's mental health...



13,300 of you got involved in #FightingFor young people's mental health on social media



Our amazing young Activists broke a Guinness World Record by creating the world's largest ultraviolet blacklight painting to shine a light on young people's mental health

Sidemen F.C. went up against YouTube Allstars to win 7-1, with 26,000 fans cheering from the sidelines at Charlton Stadium. It was also streamed by over 10 million people all around the world, with this charity football match raising £82,619 for us!

You smashed our 25th campaign target and raised a massive £2.5million for children and young people's mental health. Thank you!



Over 3,000 of you responded to our campaign with Dan Howell by telling us what you're #FightingFor when it comes to children and young people's mental health

30,000 of you signed our petition #FightingFor more investment in young people's mental health services, as well as as earlier support in local communities.



Over 120 young people attended our #FutureMinds event to design the future of young people's mental health and mark 70 years of the NHS and 25 years of YoungMinds



Thank you for #FightingFor young people's mental health

Thanks so much for all you do to raise funds for our work and fight for a future where all young minds are supported and empowered, whatever the challenges.



London Marathon 2018 was an incredible day for both our 49 runners and the volunteers cheering them on along the route! Thank you to our amazing #TeamYM for taking on the infamous 26.2-mile race and raising £103,000.



12-year-olds Isabella Martin and Cissy Marlow from Pennthorpe School were given a resourceful challenge – both receiving £10 each and three weeks to grow it! They created all sorts of items to sell and raised £150 for YoungMinds.



Hats off to the amazing St Mary's Primary School in the village of Haslemere who raised £8,000 for YoungMinds. The community worked really hard, and the parents even took part in a strenuous three peak climb of the mountains in Wales.

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You ran, jumped, bounced, swam and hopped for 10k Your Way raising over £17,000 and claiming your bespoke medals designed by our activists.



YoungMinds were chosen as one of the charities for the annual Telegraph Christmas Appeal. This campaign raised over £150,000 from Telegraph readers and featured us on 10 inspiring articles



Friends of Danes Hill (FODH) are so lucky to have such a dedicated PTA - they organised the Danes Hill Summer Ball in aid of YoungMinds and raised £39,000! Like so many other parents, they see the benefit of our Parents Helpline and asked that the funds be directed towards this invaluable project.



Outdoor enthusiast Abbi Naylor set herself a personal challenge to take on 30 events in her 30th year and raise £30,000 for YoungMinds. Abbie ran countless miles, cycled, climbed, swam, sailed and travelled as far as the Himalayas, all accumulating to the finale, a Charity Masquerade Ball!

As part of our two-year partnership with Mizuho, staff at the bank took part in the Tunbridge Wells Half Marathon, raising over £14,000 in the process.

At only seven years old, Elliott Gordon-Lee cycled 173 miles from Holyhead to Bishop's Castle with his dad Dan, raising awareness and funds for YoungMinds!



Since Wendy Jordan lost her son, she has raised an amazing £57,774 in William's memory. Wendy ran the Brighton Half Marathon and is also taking on the London Marathon for us.

YoungMinds joined The Royal Bank of Canada and other leading charities to raise awareness and funds for youth related causes in the UK. Thanks to the amazing work of their traders on Trade for the Kids day, we received a donation of £83,000.



Jitisha Nathwani and her family supported YoungMinds by climbing Ben Nevis raising £7,451 for us.

Sian Clayton took on the amazing challenge of cycling 308 miles over the course of four days from London to Paris in September 2018, and raised a fantastic £2,072 for YoungMinds.

#HelloYellow

This year, #HelloYellow raised over £120,000 and showed thousands of young people across the UK that they're not alone with their mental health

On World Mental Health Day, #HelloYellow brightened up thousands of offices, classrooms and Twitter feeds in support of young peoples's mental health.

4,659 people signed up to #HelloYellow and 11,253 posts and mental health stories were shared on social media.

"#HelloYellow has had such a positive impact on my class! They are openly talking about their feelings and ways to overcome any barriers."



Final word

This has been a momentous year in our fight for young people's mental health where, together with our supporters, we continued to be a powerful force for change.

So many of you have been a part of this change. From our staff, volunteers and partners, to anyone who has spoken up about their experiences, raised money for us or campaigned alongside us, you've all played a vital role.

We welcomed long overdue investment to improve and scale up mental health support for young people, with the Green Paper proposals for in-school support and the ambitious commitments within the NHS Long Term Plan. We also welcomed the commitment to far greater rights for young people as part of the Mental Health Act review and the new measures brought in to minimise the use of restraint through 'Seni's Law'.

But, for the 1.2 million young people living with a diagnosable mental health condition in the UK today, this is far too little too late. We are still facing a crisis, and we are still faced with the stark reality of hundreds of thousands of these young people unable to access the support they need right now.

We are still too dependent on a system that can't cope with the demands required of it. Support focuses on helping those who've reached crisis point rather than when problems start to emerge. And the result is that the pressure to support young people continues to fall to their parents, professionals on the front line, and organisations like YoungMinds.

Quite simply, we've never been more necessary. And this year we will continue to fight to address these gaps in support.

We will help more young people with our straight-talking advice and support on mental health through our new and improved digital information. We'll ensure more young people in crisis can access a quick, effective lifeline through our Crisis Messenger. We will support parents in need by developing our flagship Parents Helpline and Parent-to-Parent service. And, alongside school staff, support more schools to put wellbeing at their heart of what they do, through our 360° Schools' programme. And we'll work closely with partners, such as National Citizenship Service and the Princes Trust, to help those best placed to intervene early.

Through all our work, we will empower more young people to play a critical role in the change they need. We'll invest in digital innovations to help us scale our participation work and ensure more young people have a strong voice in their services and support. And we are increasing the role played by our Activists and Youth Panel members to ensure even more of our work is informed by or co-produced with young people.

Our work is only possible thanks to the individuals who go to such lengths to fundraise for us and those who have joined our fight in whatever way they could.

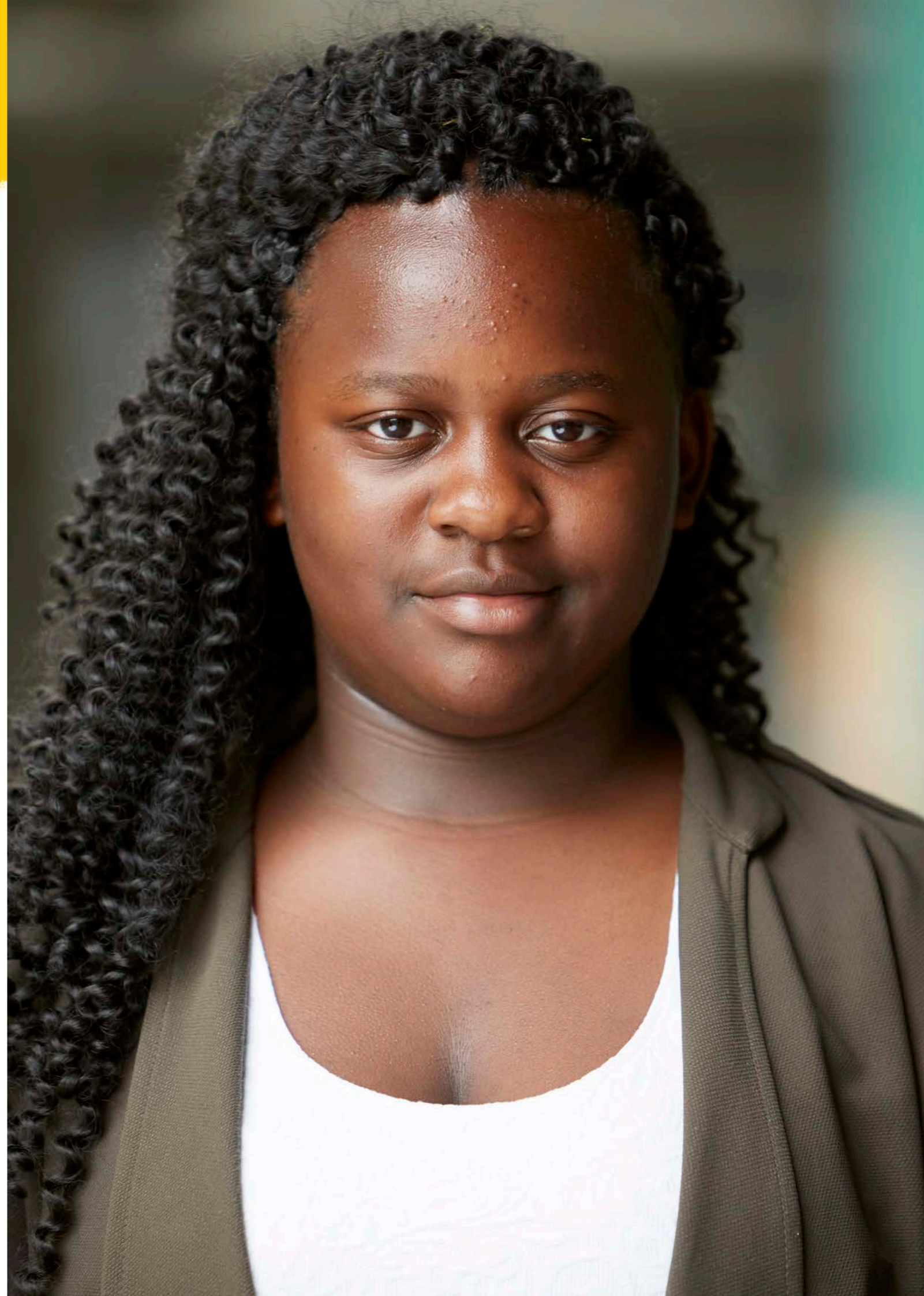
A huge thank you to everyone who has supported us on our journey so far.



Dr Elizabeth Vallance
Chair, YoungMinds



Emma Thomas
Chief Executive,
YoungMinds





Our funds

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 2018-19.

Our income in 2018-19	£'000	%
Projects and services (grant funding)	1,053	21
Donations	3,313	66
Training and consultancy	604	12
Other	64	1
Total income	5,033	100

For every £1 we spent on fundraising in 2018-19, we raised £5.37

How we spent the money we received in 2018-19	£'000	%
Advocacy and awareness	995	23
Training and consultancy	944	22
Youth engagement	829	19
Parents' services	786	18
Fundraising	814	18
Total expenditure	4,367	100

Our reserves	£'000	%
Unrestricted reserves	1,882	85
Restricted reserves	343	15
Total	2,225	100

We would also like to thank all those who currently and have previously given their time and support to YoungMinds enabling us to continue our work, including our founders Peter Wilson and Judith Trowell and Earl Listowel for his ongoing engagement with our charitable objectives.

- Adam Land
- Alexia Adrianopoulos
- Angle House Orthodontics
- Asda Foundation
- Barclays Plc
- BBC Children in Need
- Beacon Lodge Charitable Trust Ltd
- Brook Trust
- Cambridge Students' RAG Appeal
- Capital Generation Partners
- CLS
- Co-op Foundation
- Daniel Howell
- David and Wendy Aspinall
- Dean and Alana Stott
- Esmée Fairbairn Foundation
- Eton Action
- FHP
- Garfield Weston
- Graham Reid
- Hands Trust
- Health Education England
- Hugo Chittenden
- Jack Petchey Foundation
- JD Foundation
- Kenny Moriarty, Friends and Family
- Kind Natured
- Leathersellers' Company Charitable Fund
- Maggie Eisner and Sal Bham
- Megan Stevens
- Mizuho Bank Ltd.
- New North London Synagogue
- Newcastle City Council
- Northwick Trust
- Paul Hamlyn Foundation
- Pears Foundation
- Peter & Belinda Vernon
- Queen Elizabeth's Grammar
- Rayne Foundation
- Reta Lila Howard Foundation
- Royal Bank of Canada
- Rutland Partners
- Sam And Bella Sebba Charitable Trust
- Sarah Moore
- Savills
- Sea Meadow Trust
- Sean Fletcher
- Shoosmiths
- Simon V Horner
- Skyline Direct
- Sofatime
- Sport England
- St James's Place Foundation
- Stagecoach Theatre Arts
- Taylor Family Foundation
- The 3 T's Charitable Trust
- The Goldsmiths' Company Charity
- The Lawson Trust
- The Light Fund
- The Linbury Trust
- The Royal Foundation
- The Telegraph

About us

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges. We're here to make sure they get the best possible mental health support and have the resilience to overcome life's difficulties.

The crisis in children and young people's mental health is real and it is urgent. More children and young people than ever before are reaching out for help with their mental health. But for those who take that brave step, help is much too hard to find.

Together, we are changing this. We're fighting for young people's mental health. Join our fight.

T 020 7089 5050

Parents Helpline 0808 802 5544

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