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YoungMinds Trust
Annual Report
Year Ended 2013-14

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Report of the Trustees

The Trustees, who are also the directors of the company for the purposes of the Companies Act, present their annual report and the audited financial statements for the year ended 31 March 2014. The Trustees have adopted the provisions of the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in March 2005 (SORP 2005) in preparing the annual report and financial statements of the charity.

YoungMinds is the national charity committed to improving the mental health of all children and young people.

INTRODUCTION FROM THE CHAIR

I am delighted to welcome you to this year's report of our activity during 2013-14 and introduce you to the activity for the coming year.

As Chair of YoungMinds it remains a privilege to work with an energetic and committed team of staff, trustees and volunteers who share a passion for achieving the mission to improve children and young people's mental health and emotional well-being.

There was a staff re-structure during the year which was successfully implemented and has helped create a more co-ordinated and streamlined team. It has already resulted in improved and effective project management and consistent branding and marketing.

The training and consultancy team are reaping the benefit of the re-structure and demand for their service has increased as has their income generation.

The Chief Executive, Sarah Brennan, and her team have been extremely effective in maintaining and growing excellent working relationships with ministers from all political parties, key government departments and bodies such as the Royal Colleges.

Youth Engagement work is central to YoungMinds and an exciting new project was launched in this field, which received much media coverage. YMV is a campaign which is growing from strength to strength and mobilizing young people across the country to be "activists". The Board and the senior team will be reviewing our youth engagement activity and addressing how young people are engaged with YoungMinds own governance and planning and ensuring this is in line with the standards recommended to others.

YoungMinds launched, in March, a new information service: HeadMeds. It is a ground-breaking resource for children and young people, providing them with easy to understand and reliable information about medications that are prescribed in relation to mental health. The information will be regularly reviewed and updated.

There remain many challenges throughout the UK in delivering the needed level of children's and mental health services. YoungMinds has convened a working group to explore existing provision and to consider whether there are other services that are needed to supplement what is currently available. YoungMinds has also been a member of the Children's Health Outcome's Forum where the provision of services is also a focus and has influenced new initiatives such as the IAPT (Improving Access to Psychological Treatment) for children and young people.

Critically the challenge for YoungMinds remains funding for key services. Once again we face the ending of Department of Education funding for the Parent's Helpline services in March 2015. In 2014 we have been exploring alternative routes of funding and planned the launch of a major fundraising appeal. We also conducted a thorough evaluation which has demonstrated without a doubt the difference it makes to parents and children. I very much hope that we can ensure the long term security of a unique service.



Dr. Carole Easton
Chair, Board of Trustees

STRATEGIC PLAN 2013-15 VISION, MISSION & KEY PRIORITIES

Vision Statement

YoungMinds vision is of a society which is active in building the emotional resilience of children and young people, and which responds caringly and effectively when necessary so that we create emotionally strong, healthy, contributing and independent adults, families and communities.

Mission

Improve the emotional resilience and mental health of children and young people throughout the UK by informing, influencing and actively engaging with children, young people, parents, policymakers and professionals.

Overarching Priority

Build children and young people's emotional resilience

Key priorities

- ◆ Inspire excellence in children and young people's services
- ◆ Improve self-harm responses
- ◆ Increase the influence of the voice of young people and their families
- ◆ Advance our understanding of how the internet and social media can be a positive tool for building emotional resilience

We will work with our Stakeholders and Partners to:

- ◆ Lead the promotion of children and young people's emotional resilience nationally and internationally
- ◆ Speak out loudly about the needs of children and young people's mental health
- ◆ Promote excellence in practice and policy to deliver good mental health and build emotional resilience at all times
- ◆ Have a strong, clear evidence base for all we say or do
- ◆ Deliver outstanding, cutting edge learning and training
- ◆ Collaborate wherever possible to create powerful solutions
- ◆ Ensure the voice of children and young people and their families is at the heart of all we do

Strategic Enablers

- ◆ Secure increased business through excellent delivery and successful marketing
- ◆ Provide a financially sustainable environment through diversified income generation
- ◆ Practise our philosophy promotion emotional wellbeing and participation
- ◆ Attract and retain staff and volunteers with the skills and support to eliver high standard performance
- ◆ Deliver effective standardised procedures to manage our work efficiently
- ◆ Manage risk, costs and resources to deliver our strategic priorities

STRATEGIC PLAN 2013-15 VISION, MISSION & KEY PRIORITIES (continued)

What is Mental Health?

Mental Health affects all aspects of a child's development including their cognitive abilities, their social skills as well their emotional wellbeing. Building emotional resilience is key and we believe there are core attributes seen in mentally healthy children and young people:

- The capacity to enter into and sustain mutually satisfying personal relationships
- A continuing progression of psychological development
- An ability to play and to learn appropriately for their age and intellectual level
- A developing moral sense of right and wrong
- The capacity to cope with a degree of psychological distress
- A clear sense of identity and self worth

What is the problem?

- Approximately 850,000 children and young people have a clinically significant mental health problem
- 1 in 10 children 5-16 years, or 3 in every classroom experiences mental health problems which doubled between the 1980s and mid 2000s
- More than half of all adults with long term mental health problems were diagnosed in childhood. Less than half received treatment at the time.
- 1 in 12 young people self harm and since 2002 there has been a 68% increase in the number of hospital admissions of young people self harming
- 60% of Looked After Children have emotional or mental health problems and are 6 times more likely to have a conduct disorder and 4 times more likely to attempt suicide
- 95% of imprisoned young offenders have a mental health disorder

There has been progress in children and young people's mental health services in the last ten years, but it remains under-researched and under-resourced and only receives 0.7% of the total NHS budget. YoungMinds spotlight on the importance of children and young people's mental health and psychological wellbeing is essential – the evidence increasingly demonstrates this is the key to the full range of life outcomes.

The cost in human distress and economic loss is huge; the lifetime costs of a one year cohort of children with conduct disorder is estimated at £5.2billion, total costs of mental ill health are estimated at £105 billion. More than half of all adults with long term mental health problems were diagnosed in childhood, yet less than half received treatment. Improving access to the right care for young people could therefore save billions.

STRATEGIC PLAN 2013-15 VISION, MISSION & KEY PRIORITIES (continued)

YoungMinds mission is to improve the emotional resilience and mental health of children and young people throughout the UK.

We achieve our mission by informing and actively engaging with children, young people, parents, policymakers and practitioners.

HOW we deliver our mission

Giving practical help

Activities

- ◆ Parents Helpline
- ◆ YoungMinds website
- ◆ Training
- ◆ Briefings and publications

Beneficiaries

- ◆ Parents and carers
- ◆ Children, young people, parents and professionals
- ◆ Professionals
- ◆ Voluntary and Community Sector Organisations (VCSO)

Influencing for change

Activities

- Young campaigners
- Policy and research
- Online and offline media
- Campaigns

Beneficiaries

- Professionals, SENCO's and headteachers
- CAMHS, politicians and policy makers
- Commissioners, clinicians, practitioners, and service providers
- The wider public

Working hand in hand

Activities

- YoungMinds in Schools
- Youth engagement
- Consultancy and service development
- BOND

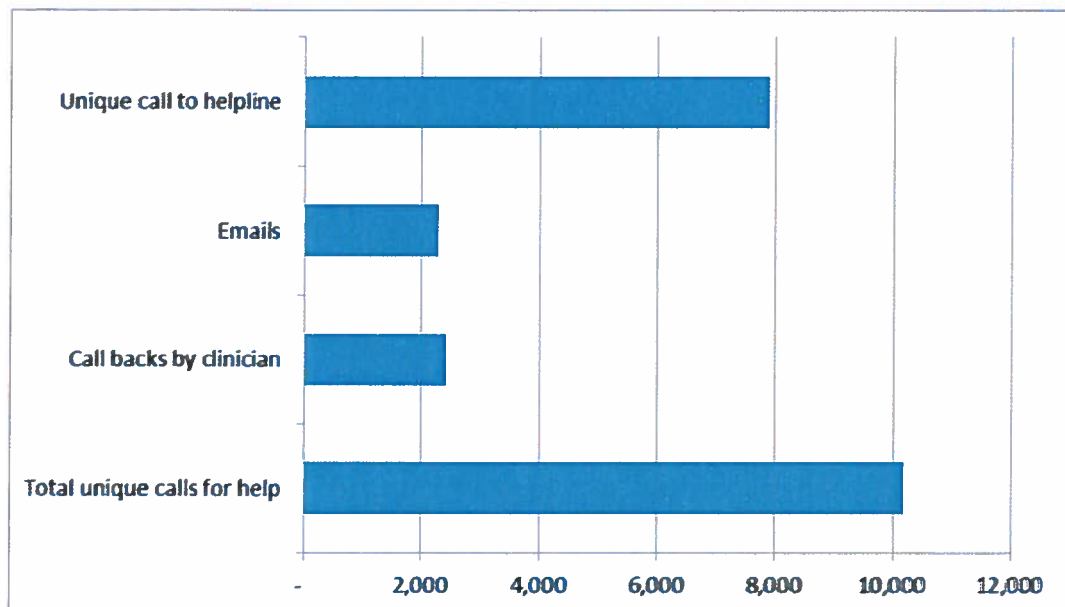
Beneficiaries

- Teachers, pupils and parents
- Children and young people
- Professionals and services
- Commissioners, VCSO's and professionals

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR

Parents' Helpline

In common with recent years' experience, greater numbers again have been helped in the past year. As you can see, our services are able to help those in great need and very complex cases.



Demand for our parents helpline services is increasing each month. This year 33,239 calls were made to the helpline, 11,483 were unique callers. This has created capacity issues for us, in particular in relation to our call answer rate. We do not want parents being unable to get through to the service when we are open. For this reason improving capacity was a key objective in the year.

The parents area of our website was used by 191,413 people during the year – more than ever before (167,220 last year). This year, YoungMinds Parents' Helpline has helped 11,483 parents and carers who are worried about their child. We have heard about very serious concerns, including self-harming, depression, behavioural problems and severe anxiety. The number of calls regarding safeguarding or children at risk have been significant this year and is of particular concern for YoungMinds.

Many parents tell us they are struggling with their children's aggressive and violent behaviour. Others are desperately worried about how to help their children who have low self-esteem, have stopped going to school or are suicidal. These parents are trying their utmost to help their children. But many find the systems and services confusing or hard to access, or are told that their children's problems are not 'bad' enough to receive help.

Our helpline service has helped to reassure them and given reliable, accessible information. We have offered clinical support with strategies and behaviour, and given expert advice how to get the best help for their child. With many services under pressure, and the difficulties mounting for children and young people, YoungMinds Parents Helpline is needed more than ever. The top key concerns of parents remain the same, with slight variation. Both the gender and age split remain fairly constant:

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Top 5 issues in parents calls (figures for 2012/13 are in brackets)

- Behaviour disruptive/aggressive/antisocial **1417** (1292)
- Self-harm **1357** (1012)
- Anxiety **1278** (1384)
- Depression **1150** (1013)
- Behaviour management **1037** (1008)

Gender

Girls 52%

Boys 48%

Ages

0-5 years 10.4%

6-11 years 25.6%

12-'18 years 56.6%

19-25 years 7.4%

Our online and telephone give parents and carers:

- An understanding of the behaviour of their child
- Tailored information about their specific concerns
- Strategies to effectively access and negotiate the help available.
- Practical and clinical steps to move forward

Some comments from parents illustrate the value and importance of this service:

"Thank you for the great advice and support. You are the first people who are on my side."

Parent of Abby (aged 13)

"All the best and thanks again for offering such an amazing service, YoungMinds provides a real life line and has helped me to think clearly at a time when lots of emotions were swimming around in my head"
Carer of John (aged 8 years)

"Just wanted to say thank you so much to the lady I spoke to last Thursday who gave me brilliant advice, loads of information and enabled me to move forward with my fight to get help for my son. What a fantastic organisation you are, really friendly and helpful in a world which can feel very lonely and hostile when you have a troubled child."

Improving Capacity

As mentioned above, one important objective this year has been improving capacity. We have achieved this through reviewing our practices to improve efficiency, and by recruiting more volunteers to ensure sufficient advisers available to answer calls.

In the year we amended rota cover to ensure busiest call times are covered and amended our administration to maximise adviser availability to answer calls. We are also pleased to report we now have a steady team of 24 volunteers plus two supervisors who also take calls and respond to e-mails.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

External Evaluation of the Parents Helpline

Fiveways, experts in Advice Lines were commissioned to undertake an independent evaluation of our parents helpline services. We wanted to assess the impact and quality of the service in helping parents help their child or young person in distress.

The evaluators concluded that:

“the research has illustrated that the YoungMinds Parents’ Helpline is being used by extremely worried parents who need information or advice on how to change a situation relating to their child. Behind the statistics, the picture is of parents who are often facing desperate situations, who feel extremely isolated, and who have no idea how to get the help they need. For the families who contact the helpline that call or email is the first step in resolving or improving the situation”.

Looking to the Future – 2014-15

Last year we reported that we are exploring new ways of funding this important and unique service. Currently the Department for Education funds the service to the end of March 2015. This is a serious threat to the continued existence of the help we are able to provide for parents. So we have taken action in a number of ways:

1. A major **Parents Helpline Appeal** has commenced, we have the support of celebrities: Michelle Collins, Professor Tanya Byron and Claire Skinner who have made videos which are online, plus a pledge of a major donation of £100,000. The formal launch will take place in September 2014 to raise £600,000 per year to enable us to meet the increasing demand for our help and to upgrade our now out of date equipment to support the service appropriately.
2. We have carried out a pilot with schools to explore the viability of a fee paying service to support school staff concerns about pupils mental health and behaviour. The evaluation will be available in September when we are holding two focus groups with Headteachers, Deputy Headteachers and Heads of Inclusion. From the information gathered we will make further decisions.
3. We continue to appeal to the politicians to continue the funding for this vital service which has been supported successfully for seven years.

We anticipate that accreditation of our Volunteer Training will be achieved through Canterbury University by next year. Furthermore, having submitted our application for re-accreditation by the Helplines Association of our Helpline Quality Standard, we hope to have this confirmed shortly and renew our quality mark.

Training and Consultancy

The Objectives, Activities and Impact of our training

YoungMinds is leading the field in training and consultancy to improve the mental health of children and young people. We help strengthen planning, clarify priorities, increase knowledge and skills and improve services. Training and Consultancy has been a focus for development – both in terms of increasing skills, knowledge and understanding but also to strengthen our long term sustainability. This year has seen the first full year of a dedicated team delivering open access courses as well as in house bespoke training.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

We deliver training to a wide range of staff, volunteers and parents and in a wide range of venues. Staff may be teachers, school support staff, social workers, mental health workers, youth workers, sports coaches, nurses or primary care staff. We have a specific strand of work with schools but otherwise deliver our training on site at YoungMinds London offices and across the whole of the UK.

Our training & consultancy offers:

- A comprehensive understanding of the latest research, and best practice.
- Effective tools and techniques endorsed by practitioners
- Insights from young people.

Open access courses are run from YoungMinds London office. We held 15 courses last year attended by 186 participants. We were also commissioned to deliver standard and bespoke training all over the UK. In 2013/14 we delivered 150 days of training or 110 courses to over 4,800 delegates. Evaluation forms are completed for each course and some of the feedback we have received include:

"I feel less worried and scared of the topic"- Self Harm Course- March 2014

"Just the right pitch - interesting and held focus"- Teens, Turmoil and Transition- March 2014

"This is very good training which should be offered to professionals and children/young people regularly"- Self Harm 2014

- Over 98% say it's relevant to their work
- 96% would recommend as a colleague
- 85% rate as good or excellent

Our current open access training courses on offer are:

- CAMHS Outcomes based commissioning
- Anxiety Disorders, Sexuality, Gender Dysphoria and Mental Health
- Eating disorders; improving professional responses
- Perspective on self-harm
- Understanding and supporting the mental health of looked after children and young people
- Understanding and supporting the mental health of Young Offenders
- Teens, Technology and Mental Health
- Parental mental health
- Bullying and mental health
- Autistic Spectrum Disorder
- Working Collaboratively: The wider system
- Promoting positive mental health in the early years
- Resilience: Ordinary magic and learnable skills
- Teens, Turmoil and Transition: Adolescent Mental Health
- Introduction to children and young people's mental health
- Language Difficulties & Mental Health and Distress

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Looked After Young People Training for Professionals

"Moving On"; the three year Comic Relief funded project, focusing on improving the mental health needs of Looked After Young People and Care Leavers through increased skills, knowledge and understanding amongst their carers and staff, completed its final year of delivery in April 2014.

Over the course of the project,

- 1500 people attended specialist courses, workshops, presentations
- 23,000 visits to the Looked After Children section of website
- 50 young people and 20 professionals took part in research

YoungMinds continues to deliver the training by request and the Toolkit for staff and carers working with looked after young people developed by the project is now available for free download on the YoungMinds website.

CASE STUDY:

Cumbria Six Month Training Support Programme

YoungMinds undertook a 6 month training support programme for Cumbria County Council and their partners in the children and young people's mental health system locally.

The aim was to improve the confidence and competence of staff in working to promote children and young people's mental health and emotional wellbeing and support children and young people experiencing mental health problems

YoungMinds developed a bespoke 6 day course that was delivered 11 times over 6 months, covering core modules: *An introduction to children and young people's mental health* and *Thinking and working together for children's mental health*. A selection of 4 further modules from a menu covering subjects such as Self Harm, Attachment, and Parental Mental Health was available and the final choice of modules was: *Building resilience; Tackling bullying; Parental mental health and the effect on children; Impact of the Internet Age on young people's mental health*.

- 220 people trained over 71 training sessions
- 100% rated the course 'relevant to my work'
- Over 96% rated the courses as good or excellent

'The course challenged my thinking about mental health and young people. An excellent introduction with lots of research-based examples. Very relevant.'

"I found the resilience and attachment information particularly interesting. Both have a huge impact on the children and families"

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Training for schools

The Training Team were commissioned to deliver 32 days of training to schools last year, attended by 819 school staff.

One example of training delivered was Haringey Council: As part of their Healthy Schools Programme, Haringey Council Public Health Department commissioned a series of bespoke training for primary and secondary schools. The training was designed to equip education professionals with the key knowledge they need to promote a whole school approach to emotional wellbeing and affirm their skills in supporting children experiencing or at risk of mental health problems.

The training built upon work undertaken by our earlier “YoungMinds in Schools” project. It was delivered to 67 primary schools and 70 secondary schools – all at no cost to them. The training was compiled of:

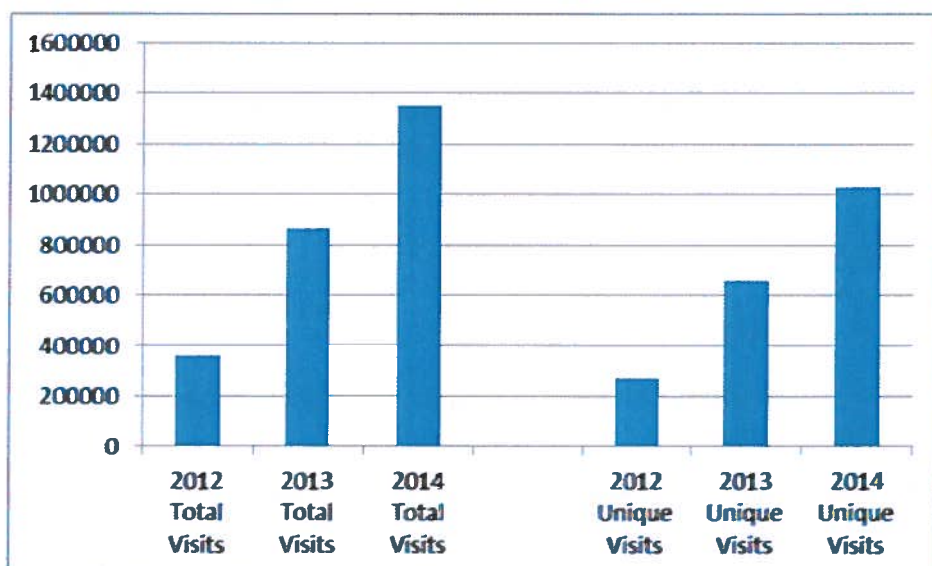
- Four one-day training courses for up to 3 staff members across 21 primary schools
- Three programmes of Therapeutic Story Writing for primary schools delivered over 9 days
- Three one day course for secondary schools
- Twilight sessions for staff unable to make a full day of training

Connecting Digitally

YoungMinds Website

Our Website is an important resource for information, help and advice for children and young people, parents and carers and professionals alike. The revised website was completed in July and we have seen a steady month by month increase in visitors to our website and engagement with YoungMinds activities.

1 April 2012 – 31 March 2014



REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Social Media

The purpose of our social media presence is to engage with and communicate with our various audiences and stakeholders, raise awareness of our work and acknowledge the amazing work of our fundraisers. Again – the last year has seen an incredible increase in the number of people engaged with us online:

	April 2012	April 2013	April 2014
Twitter followers	6,976	16,225	32,314
Facebook likes	930	2,294	4,748

Headmeds (previously known as ‘Medfacts’)

We are delighted that **HeadMeds**, our unique website about mental health medication for young people, launched in March 2014 to much acclaim. This groundbreaking online resource was funded by Comic Relief and the Nominet Trust. It launched with the 21 most common mental health medications for young people. We have found that professionals and families are equally grateful for this high quality, reputable source of accessible, easily understood information, stories and experiences to learn about medications they or someone close to them, has been prescribed. The site has been endorsed by the Royal College of GPs, the Royal College of Paediatrics and Child Health, and College of Mental Health Pharmacy.

At the start it became clear of the sheer scale of the task we had undertaken. The site has over 100 pages of content, had to balance young people friendly content with expert reliable, factually correct medical information and have clarity about legal issues such as only being able to offer general information not medical advice.

We are very proud of the result, and delighted that it has received such support and acclaim. For 2014-15 the project has the ongoing challenge of dissemination, sustainability and development. However, YoungMinds has developed excellent dissemination channels and evidence of the increasing web visits demonstrates this. We have applied for development funds to Nominet Trust and will hear later this year.

Influencing Policy and Practice

Media highlights

YoungMinds has worked to raise the issue of children and young people’s mental health in the media over many years. The purpose of media coverage is many fold: to increase public understanding and awareness, to raise the profile of the need for increased services and investment in children and young people’s emotional wellbeing and mental health, to encourage public debate of the often hidden issues. We have a proactive and reactive media strategy and have been again very successful as gaining media attention for the issues YoungMinds believe are crucial.

Particular issues this year have included YoungMinds Freedom of Information (FOI) on cuts to services in Child and Adolescent Mental Health Services (CAMHS) by local authorities and Clinical Commissioning Groups, our call for a routine prevalence of mental health problems in children and young people survey by ONS, call for investment in early intervention services, and to draw attention to the lack of coordinated care pathways and appropriate inpatient care.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Media coverage included a total of 1,300 comments, interviews or young people's case studies from YoungMinds. The range of serious issues demonstrates how children and young people's mental health and emotional resilience has greater public interest now along with frustration at the lack of adequate responses as illustrated by the examples of our media involvement below:

- 'The troubled teen epidemic' – Fabulous Magazine (The Sun)
- 'Mental health: Young at suicide risk as health cuts bite' – The Mirror
- 'Self-poisoning is on the rise, according to the NHS' – BBC Radio 1 Newsbeat
- Unhappy teens need sympathetic ear – Press Association
- Put mental health on timetable, schools urged – BBC
- Study reveals a third of young people have contemplated suicide by the age of 16 and one in five are depressed during childhood – Mail on Sunday
- Robbed of hope: Young with poor exam results 'fear scrap heap' – Metro
- Call to address child depression - Press Association
- Children as young as five suffering from depression - Daily Telegraph
- Nearly half UK children are so stressed they can't sleep – and a quarter are worrying about careers – The Independent
- Hundreds of 'mentally ill' children put behind bars because 'there's nowhere else to take them' - The Mirror
- Hundreds of mentally ill children 'locked in police cells', some for over 24 hours - The Independent
- Stress: Children Growing Up 'In Toxic Climate' – Sky News
- Stressed pupils 'need more support' at school and college – BBC
- Hundreds of children with mental health problems treated on adult psychiatric wards – The Mirror
- Mobile porn access 'damaging' children and teenagers – BBC
- Children admitted to adult mental health wards 'rising' – BBC
- Self-harm sites and cyberbullying: the threat to children from web's dark side - The Guardian
- Mentally ill children locked up in JAIL because of "woeful lack" of facilities - charity claims – The Mirror

In the year ahead we will continue to exert pressure on the media to raise our profile and keep children and young people's mental health in the public eye.

Policy & research

Influencing Government national, regional and local policy is a key activity of our work. Some of the ways that YoungMinds continues to inform and help shape Government policy are through membership of key policy forming or influencing committees and alliances such as:

- The Ministerial Advisory Group on the Mental Health Strategy
- The Children and Young People's Health Outcomes Forum
- Children and young people's Mental Health Intelligence Network and the Child & Maternity Intelligence Network both hosted by Public Health England
- The Joint Commissioning Panel
- The Children and Young People's Mental Health Coalition
- Consultation responses and submitting evidence to enquiries such as the enquiry into CAMHS by the Health Select Committee and the enquiry into Personal, Social and Health Education (PSHE) by the Education Select Committee.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Freedom of Information – on cuts

YoungMinds has carried out a Freedom of Information (FOI) request for the past two years in an attempt to monitor the impact of financial cuts and efficiency savings on CAMHS.

The FOI request was sent to every local authority, health trust and PCT and the returns analysed. We established that it is a very complex picture and often trusts and local authorities cannot identify what exactly the CAMHS budget is!

However, it has been possible to confirm that two thirds of the local authorities that provided us with information had reduced their CAMHS budget, some very significantly i.e. 50-100% since 2010.

YoungMinds contributes to other campaigns, policy work and guidance. For instance the Coalition for Children and Young People's Mental Health where the Director of Policy and Campaigns is Vice Chair, the Mental Health Alliance.

Young Offenders and their Mental Health Needs

In December YoungMinds and the Transition 2 Adulthood Alliance in partnership with City University launched a report that revealed that despite numerous reports, enquiries, policy documents, expert reference groups, working parties, consultations, white papers, Bills, Acts of Parliament and changes of government, very little has changed in the last twenty years for young people lost in between mental health services and the criminal justice system.

The 'Same Old' report revealed that:

- **Waiting lists are too long resulting in young people self-medicating with drugs and alcohol**
- **Rigid criteria for mental health services** means young people have to be enduring a severe and debilitating mental illness before they can access any type of help or support.
- There is still a gap in service provision between child and adult mental health services meaning **many young people are slipping through the net and lacking support at a vulnerable time in their adolescence.**
- If a young person manages to receive support, it is largely centred around medication.
- Following prescription, **young people are left lacking medication reviews, support or intervention.**
- In the rare occasions where intervention extends beyond medication, professionals have little time for young people and a high turnover of staff means a lack of staff continuity making it **difficult for the young person to establish rapport or trust** - the core component for positive progress.

The report was launched at a parliamentary event hosted by Lord Ramsbotham, the Ex-Chief Inspector of Prisons and attended by politicians, civil servants, clinicians and charities and now stands as an authoritative piece of work into how we are failing young people in touch with the criminal justice system with mental health needs.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Youth Engagement at YoungMinds

Our **youth engagement work** is an important way of influencing both the development of government policy and implementation at regional and local level. This is why our training of young people as leaders, trainers and young campaigners is so essential. YoungMinds also contributes to other campaigns, policy work and guidance and we are members of the We Need To Talk Coalition, the Anti-bullying Alliance, the Children's Charities Coalition for Internet Safety and The T2A Alliance.

YouthMinds Vs: young people's campaign for change

Growing out of our 'Very Important Kids' (VIK) project, which ran from 2009-13 and reported on last year, we launched a new ambitious campaign run by and with young people called YoungMinds Vs in January 2014. The campaign and parliamentary event have received impressive support e.g. front page coverage on the Metro and Independent, celebrity and cross party senior ministerial support. The latter consisted of Frankie Sandford from the Saturday's; Ed Miliband, Leader of the Labour Party; Nick Hurd, Minister for Civil Society and James Morris; Chair of the All Party group on Mental Health who all spoke at the event. We also held a young people's event with music from a range of up and coming music stars.

Through VIK, over 5,000 young people changed how mental health services are run. The project trained 386 CAMHS and impacted the lives of 30,000 children and young people who access those services. YoungMinds Vs will build on these achievements, aiming for a mass movement of young people to fight the pressures they experience today.

We wanted our YoungMinds Vs campaign to truly reflect young people's priorities so we asked **5,756** 11-25 year olds what we should campaign about. Through polls, focus groups and surveys we learned that :

- Over half of children and young people believe they will be a failure if they don't get good grades
- Over half of 11-14 year olds have viewed online pornography with four out of ten believing it has affected their relationships
- Half of children and young people have been bullied
- Four out of ten children and young people skip meals to stay thin
- One-third of under 18's don't know where to turn to get help when they feel depressed or anxious.

These findings have formed the basis of what our YoungMinds Vs campaign is fighting for to address the top five issues young people have told us affect their mental health:

- bullying,
- sexual pressures,
- school stress,
- unemployment
- lack of access to help

We have high ambitions – to gain the support of over 50,000 young people demanding change through an online campaign, to have 1,500 young people taking action for change across the country about supporting young people facing difficulties, and 300 Young people developing and contributing to the campaign and our programme of youth engagement work.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Frankie Sandford of The Saturdays said:

"I get to talk to a lot of young people and I know there are so many young people who are really suffering and struggling with life.

"That's why I really support the YoungMinds Vs campaign because it's raising awareness of the importance of young people having good mental health and everything that can be done to make that happen, including young people getting access to help when they need it.

"I also think it's great that the campaign is being led by young people-it's all about their experiences and their voices are at the heart of it. That's why this campaign is different from others and that's why I support it."

The **YoungMinds Creative Advisors** are a team of **twelve young people** from across the country who are working in partnership with us and other young people to plan and deliver the campaign at a local and national level.

We're committed to making sure that the **hardest to reach** young people have the chance to get involved in positive activities around their emotional wellbeing. Of the young people we've reached this year:

- 43% were black, Asian or from another minority ethnic group
- 13% said they had a disability
- 21% are LGBT

Reaching young people where they are

The Youth Engagement Team is out and about every day visiting young people in schools, youth groups, youth councils and wherever else they are getting them talking about mental health. This year **almost 500** young people have got involved in campaigning about mental health through our hubs in Newcastle, Leeds and London and we've reached **over 1,000** young people through work with over 40 schools, colleges, universities and youth groups to raise awareness about school stress and accessing help with mental health.

A louder voice....

We know that young people are the experts when it comes to their mental health so we support them to speak out at a local, national and international level. A handful of the events our young campaigners have had a platform at this year are:

- International Association for Young People's Mental Health conference
- Cabinet Office event about youth campaigning
- Royal College of GPs conference on adolescent mental health
- National 'Promoting mental health in schools' conference
- Mental Health Network national conference

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Awards

In the north east YoungMinds has a long-running partnership with Youth Focus North East and together we run a young people's mental health board which enables young people to initiate peer support programmes; develop training and influence local health bodies. We are thrilled that this year the innovative work of this partnership was recognised with the **Young Partners Award** at the **National Council of Voluntary Youth Services awards**. We are now replicating this model in Leeds and London as part of our YoungMinds Vs campaign.

Young campaigners leading change

This year we've delivered campaign and media training to **over 100** young people. We've also developed in partnership with young people a **leadership programme** to prepare young people to influence health bodies and a **facilitation training** programme so young people can deliver training to their peers and adults.

Some of the fantastic campaigning actions young people have undertaken include:

- Writing to a head teacher of their old school and securing more mental health support for current pupils
- Organising a fashion show to promote positive body image
- Securing and attending a meeting with the Deputy Prime Minister about mental health
- Developing an interactive theatre installation about teenage emotional wellbeing
- Becoming Healthwatch ambassadors
- Volunteering as a Young Governor of a mental health trust

Young voices improving services

We **consult** regularly with children and young people on a wide range of issues related to their mental health. Some of this is to inform our own work and some is commissioned work for partner organisations. Some of the issues we've held **focus groups and workshops** about with young people this year include:

- To contribute young people's experiences to the Chief Medical Officers Report
- Academic resilience
- How young people should be engaged in decisions about their care and treatment
- Impact of unemployment on mental health
- Experiences of young people in PRUs
- Service specifications for low secure accommodation
- Experiences of young people who are detained under the mental health act
- Online counselling
- What young people would like from tier 3 services

Over the coming year we're excited about working with the CYP and Families faculty of the British Psychological Society and NHS England to help young people have a greater say in their activities.

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

Making an impact

Since January 2014:

- 1,324 people have pledge support to Vs
- 226 organisations have pledged support
- Over 700 young people have got involved as campaign activists
- Almost 200 young people are trained to represent YoungMinds in the media and are influencing local and national policy and services around CYP mental health

We also wanted to find out what impact YoungMinds Vs is having so we commissioned an external evaluator to review it after the first and second year. At the end of year 1, the evaluation found that:

- 72% felt the campaign had empowered them to have a voice
- 73% said they had learnt new things by engaging with the campaign
- 82% said they were more confident to speak out about mental health and that the more young people had engaged with the campaign, the higher they rated feeling able to speak out

Our engagement work with young people includes:

- Young website moderators and bloggers, tweeters
- Co-production of resources and campaigns
- Conference speaking by young people/staff
- Training and workshop young facilitators
- Online surveys with young people
- Online ideas sharing and discussion with young people
- Develop youth advisory groups for services, commissioners, local authorities
- Support young people's involvement in research
- Focus groups and one-to-one interviews on specific issues or developments
- Young people and their families in the Media
- Work nationally, regionally and locally in partnership with other agencies groups
- Develop participation groups for other organisations
- Develop curriculum content for training of professionals

BOND (Better Outcomes through New Delivery)

YoungMinds led the BOND Consortium which ended on 31 January 2014. The programme was funded by the Department for Education.

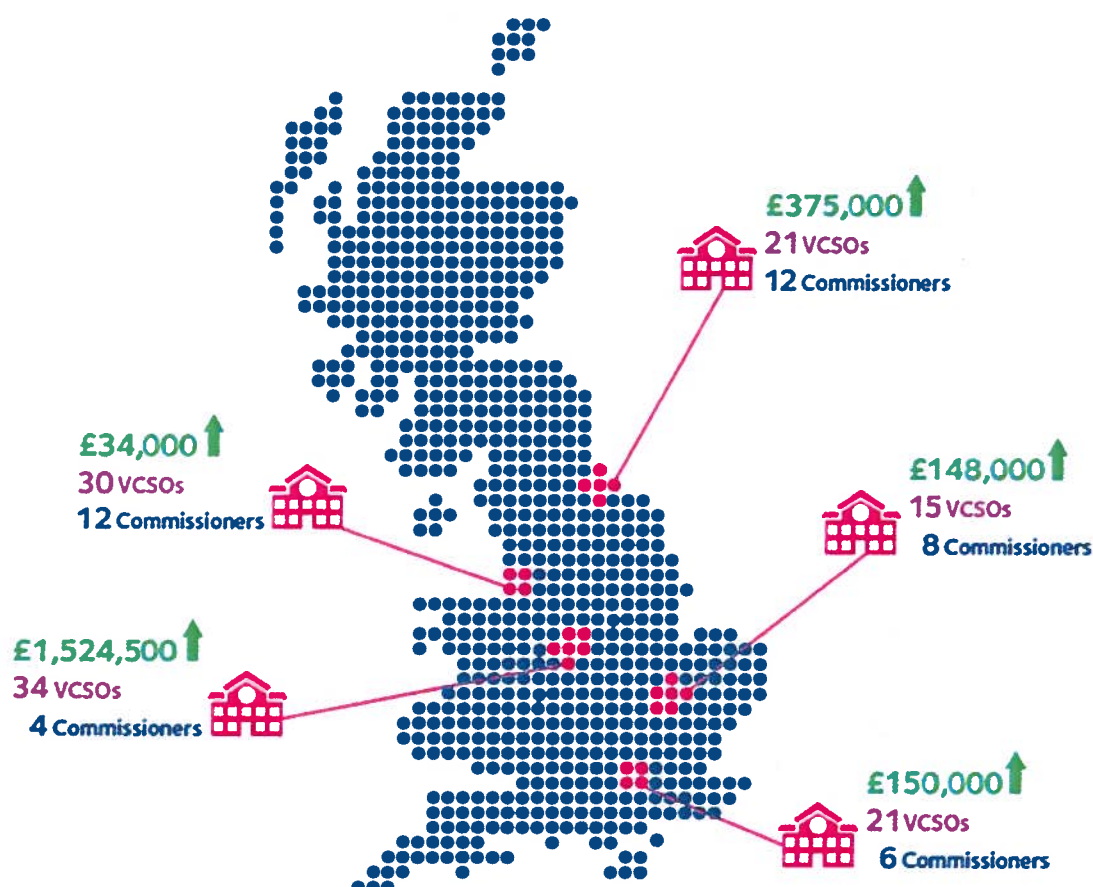
In just over 2 years, the BOND programme:

- Developed a whole systems approach as an improvement programme targeted at local partners including the voluntary and community sector (VCS), schools, local authorities and the NHS
- Helped increase the availability of effective, high quality, young person friendly services to address mental health problems earlier

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

- Shared best practice with over 350 professionals at 9 regional workshops and over 150 professionals at our national conference in November 2013 (there is a film of this for an interactive version)

Map showing increased investment, number of VCSOs and Commissioners by area



Plus there were **national strands** of work that could be incorporated in the graphic around the Map:

- BOND has engaged with over 700 individuals from more than 440 organisations since it began in November 2011
- 5 Learning Exchanges have brought together 30 commissioners and 15 local infrastructure bodies to share problems, practice and solutions
- Additional work in Surrey involving schools, commissioners & VCS that led to an additional £660,000 investment in VCS provided early intervention CYP mental health services

REVIEW OF THE PAST YEAR AND PLANS FOR NEXT YEAR (continued)

- BOND delivered 18 Masterclasses on specialist topics such as working with schools, youth counselling and commissioning and early intervention mental health support for Looked After Children and young offenders to over 200 participants from VCOS
- Bi-monthly newsletter with over 750 subscribers
- Over 60,000 individuals accessed over 50 BOND resources published on the YoungMinds website which include
 - Sustainability, collaboration & tendering guides for voluntary and community organisations
 - Cost Benefit Analysis tool
 - Commissioning support resources

Commissioning Support in the future

YoungMinds are exploring how to continue to offer support to commissioners building on the learning developed through the BOND pilots, as a paid for consultancy model.

This systems improvement offer will provide a menu of interventions/support with a "whole system approach" to help local areas deliver higher quality, better value, mental health services for children and young people.

BOND worked in five local areas: Tees Valley, Liverpool, Knowsley & Sefton, Cambridgeshire, Staffordshire and South West London to develop the role of the voluntary and community sector (VCS) in the delivery of early intervention mental health support for children and young people.

In the Pilot Areas, the 8 BOND Consortium members have used their knowledge and expertise to create measureable change across the whole local system of mental health support for children and young people. This has been delivered through a mixture of workshops, bespoke learning groups, communities of learning and practice and one-to-one support.

BOND National Conference:

In November Norman Lamb, Edward Timpson and Andy Burnham all spoke in support of the work and outcomes of the BOND (Better Outcomes through New Delivery) national conference. Organised by the BOND project team with consortium members the conference showcased the findings and outcomes of the programme. Attended by 150 delegates the workshops and discussions sparked great interest.

REPORT OF THE TRUSTEES

Review of past year and plans for next year.

The achievements against objectives for the year ended 31st March 2014 together with the plans for the coming year are set out on pages 6 to 20.

Public benefit

YoungMinds exists to serve the public and ensure that children, young people, their parents and families as well as professionals working in the field of mental health benefit from our work and services. In particular our free Parents' Helpline is open from 9.30am – 4.00pm every work day and is available for any parent or adult worried about the behaviour of a child or young person. Our evaluations show that 97% of parents who call us are satisfied with our service.

YoungMinds produces a wide range of printed and electronic information available for purchase or free download from our website. The information is aimed at helping children, young people and parents understand specific mental health issues, how to help and how to access services. Our website provides information in plain English about treatments options available and the evidence of their outcomes and side effects. Also available is a wide range of research and policy for all members of the public, and in particular anyone who chooses to become a member of YoungMinds.

Printed materials include reports, studies, booklets and leaflets about children and young people's mental health and emotional wellbeing.

In addition YoungMinds has a Training and Consultancy service. The service offers training to anyone working with children and young people, about mental health and creating healthy schools, colleges or communities or workplaces.

YoungMinds operates across the UK though some funding restrictions mean certain services are available for England only.

Risk management

The Chief Executive works together with the trustees, to analyse the major risks to the charity, evaluating and identifying significant risks. This includes the assessment of external factors, the organisation's development plan and other areas such as:

- Governance-for example: ensuring the trustees have the relevant skills and experience to drive the charity forward
- Financial-for example: ensuring the charity has adequate liquid resources
- Operational-for example: ensuring key staff are retained
- Regulatory-for example: ensuring that all Companies Act and Charities Act requirements are met.

These risks are included in the Risk Register, which is updated on a regular basis.

Financial Summary

Our restricted income decreased by 41% to £1,516,294 due to the ending of our VIK project in March 2013 and the BOND project in January 2014. Our unrestricted income increased by 20% to £942,714 (including a second tranche of the previous year's unexpected legacy of £226,666) compared to the previous year. Restricted income now accounts for 62% (2013 77%) of our total income. .

59% (2013 78%) of our total income came from grants for projects and services, 7% (2013 2%) came from consultancy and training services, 27% (2013 16%) came from donations 2% (2013 2%) came from membership and publications and 5% (2013 2%) from other sources.

REPORT OF THE TRUSTEES (continued)

Our total expenditure in the year (including fundraising and publicity costs) was £172,066 more than our total income due primarily to the timing difference of spend v income for the BOND project. 4% (2013 1%) of total expenditure was spent on consultancy and training services, 2% (2013 2%) was spent on policy, information and research, 13% (2013 17%) was spent on running the Parents' Helpline, 10% (2013 36%) was spent on running our youth engagement project, 59% (2013 34%) was spent on support for professionals and organisations, 1% (2013 3%) was spent on publishing information materials, 10% (2013 7%) was spent on fundraising and publicity and 1% (2013 1%) was spent on other expenditure.

During the year our volunteers gave 885 (2013 653) days of time Parents' Helpline.

Policy on reserves

The Board of Trustees annually reviews YoungMinds' policy on reserves so to ensure the charity's financial stability and ongoing development. In 2014 the Trustees elected to establish unrestricted reserves to invest, restructure or reposition the organization in the short to medium term (1 – 3 years) in order to secure alternative major future funding streams and therefore ensure the long term financial viability of the charity. At 31 March 2014 unrestricted reserves stood at £962,577. The trustees also designated £380K of reserves as a Strategic Development Fund. This fund will be allocated toward new projects and to invest in the staff and volunteer structure needed to deliver the new strategic plan.

Investments

The Board of Trustees has considered the most appropriate policy for investing funds and decided that funds should be kept on short-term deposit in high interest current accounts to enable quick access to cash.

Structure, governance and management

YoungMinds Board of Trustees is legally responsible for the strategic direction of the charity, meeting every two months to monitor progress, take strategic decisions and deal with emerging challenges. Lead trustees have been appointed to oversee key areas of work. During the year two board members left and two joined. The Board of Trustees reviews the skill set of its members regularly and whenever a vacancy arises. Vacancies are advertised externally and also among trustee's personal contacts. Once appointed new trustees are inducted by the Chief Executive.

Senior Management Team

Day to day operation of the organisation is delegated to the Chief Executive Officer (CEO) and her Senior Management Team (SMT).

Patrons

Our patrons are, Lord Francis Listowel and Lorraine Goddard.

Vice Presidents

Professor Judith Trowell and Peter Wilson are our Vice Presidents.

Statement of Trustees' Responsibilities in Relation to Financial Statements

The trustees (who are also directors of YoungMinds Trust for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable

REPORT OF THE TRUSTEES (continued)

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.

In so far as the trustees are aware:

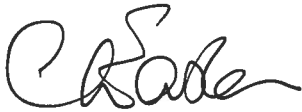
- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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

Auditor

Baker Tilly Audit Limited ceased trading on 31 March 2014. The Trustees, having been notified of the cessation of trade of Baker Tilly Audit Limited, appoint Baker Tilly UK Audit LLP as auditor on 1 April 2014 to fill the casual vacancy. In accordance with the Companies Act 2006 a resolution proposing the appointment of Baker Tilly UK Audit LLP as auditor will be put to the members.

This report was approved by the Board of Trustees on 16th July 2014 and signed on behalf of the board by:



Dr Carole Easton

Chair

REFERENCE & ADMINISTRATIVE INFORMATION

YoungMinds Trust, Registered Charity

Registered charity number 1016968; OSCR Number SC39700 governed by Memorandum & Articles of Association

YoungMinds Trust, Company Limited by Guarantee. Company number 2780643; incorporated in England

and Wales on 18 January 1993. Company secretary: Sarah Brennan

Registered Office	Auditors	Principal Bankers	Legal Advisors
Suite 11 Baden Place Crosby Row London SE1 1YW	Baker Tilly UK Audit LLP 25 Farringdon Street London EC4A 4AB	CAF Bank Limited Kings Hill West Malling Kent ME19 4TA	Russell-Cooke, Solicitors 2 Putney Hill London SW15 6AB

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES AND MEMBERS OF YOUNGMINDS TRUST

We have audited the financial statements of YoungMinds Trust for the year ended 31st March 2014 on pages 25 to 32. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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, and to the charity's trustees, as a body, in accordance with section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005, and regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended). Our audit work has been undertaken so that we might state to the charitable company's members and the charity's trustees 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, and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' responsibilities set out on pages 22 to 23, 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.

We have been appointed auditors under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at <http://www.frc.org.uk/auditscopeukprivate>

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31st March 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Charities and Trustee Investment (Scotland) Act 2005, regulation 10 of the Charities Accounts (Scotland) Regulations 2006 (as amended) and have been prepared in accordance with the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

- the charitable company has not kept proper and adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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 exemption from the requirement to prepare a strategic report or in preparing the Trustees' report.

Baker Tilly UK Audit LLP

29 August 2014

Malcolm Pirouet
Senior Statutory Auditor
for and on behalf of Baker Tilly UK Audit LLP
Statutory Auditor

25 Farringdon Street
London
EC4A 4AB

Baker Tilly UK Audit LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

**STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2014**

	Notes	2014 Unrestricted Funds £	2014 Restricted Funds £	2014 Total Funds £	2013 Total Funds £
Incoming resources					
<i>Incoming resources from Generated Funds</i>					
<i>Voluntary Income</i>					
Donations	3	625,593	50,000	675,593	540,172
<i>Incoming Resources from charitable activities</i>					
Income for projects and services	2a	-	1,466,294	1,466,294	2,635,950
Contracts for Training	2b	170,627	-	170,627	48,792
Membership and Publications		47,788	-	47,788	80,351
<i>Investment Income</i>					
Bank interest		11,933	-	11,933	7,073
<i>Other incoming resources</i>		86,773	-	86,773	58,835
Total incoming resources		942,714	1,516,294	2,459,008	3,371,173
Charitable Expenditure					
<i>Cost of charitable activities:</i>					
Training and Consultancy		116,240	-	116,240	13,731
Membership and Publications		35,047	-	35,047	73,025
Parents' Helpline		19,914	325,303	345,217	384,004
Youth Engagement Projects		15,625	255,252	270,877	787,995
Support for Prof and Org		89,402	1,459,163	1,548,565	744,028
Policy, Information & Research		2,880	46,567	49,447	9,362
		279,108	2,086,285	2,365,393	2,012,145
Cost of Generating Voluntary Income					
Fundraising & Publicity		137,554	114,572	252,126	153,938
Governance Costs	4	8,555	5,000	13,555	12,995
Total Resources expended	14	425,217	2,205,857	2,631,074	2,179,078
Movement in total funds for the year					
Net income for the year		517,497	(689,563)	(172,066)	1,192,095
Total funds brought forward		825,049	808,496	1,633,545	441,450
Total funds carried forward	13 & 15	1,342,546	118,933	1,461,479	1,633,545

The statement of financial activities includes all gains and losses recognised in the year.

All incoming resources and resources expended derive from continuing activities.

The notes on pages 27 to 31 form part of these financial statements

YoungMinds Annual Report 2013-14

BALANCE SHEET
AS AT 31 MARCH 2014

	Notes	2014		2013	
		£	£	£	£
Fixed assets					
Tangible assets	8		43,456		38,018
Current assets					
Stock		9,461		10,390	
Debtors and prepayments	9	254,229		330,073	
Cash at bank and in hand		1,570,359		1,791,563	
		<u>1,834,049</u>		<u>2,132,026</u>	
Creditors: amounts falling due within one year	10	<u>(416,026)</u>		<u>(536,499)</u>	
Net current assets			1,418,023		1,595,527
Net assets			<u>1,461,479</u>		<u>1,633,545</u>
Reserves					
Unrestricted general funds	13		962,577		545,049
Designated fund	13		379,969		280,000
Restricted funds	15		118,933		808,496
			<u>1,461,479</u>		<u>1,633,545</u>

The notes on pages 27 to 31 form part of these financial statements

The financial statements were approved and authorised for issue by the board of trustees and were signed on its behalf on

28-08-14



Carole Easton
Chair



Andrew Cottrell
Honorary Treasurer

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2014

1. Accounting Policies

Format of accounts

The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities: Statement of Recognised Practice" published in March 2005 and applicable accounting standards.

Accounting convention

The financial statements have been prepared under the historical cost convention and comply with the Companies Act 2006.

Income

Income from grants, donations, membership and magazine subscriptions is recognised when the cash is received or committed. Income that is received in advance for a future accounting period is deferred.

Income derived from trading activities including training and consultancy services is recognised on an accruals basis. Amounts received in advance relating to such income are shown as deferred income. Income from sales 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.

Expenditure

Expenditure is allocated against direct charitable and other purposes directly where possible.

Non-specific expenditure is allocated on the basis of staff hours worked in each area.

Liabilities are recognised in the year to which they relate as soon as they are known.

Cost of generating voluntary income- fundraising and publicity

Fundraising and publicity costs include the salaries, direct expenditure and overhead costs of the staff who promote fundraising and the activities of the charity generally.

Governance costs

Governance costs of the charity include:

- The salaries and associated costs of the staff who have responsibility for the governance of the charity
- The costs that are required to maintain the charity's statutory responsibilities. This will include the costs of the annual audit, the Annual General Meeting and any costs associated with meetings of the charity's trustees and Policy, Strategy and Advisory Group.

Fixed assets

Depreciation has been provided so as to write off the cost of each asset over its estimated useful life, as follows:

Fixtures and fittings	10% straight line
Computer equipment	25 -33% straight line

Assets costing more than £1,000 are capitalised,

Operating leases

Operating lease payments are charged to the Statement of Financial Activities on a straight line basis over the life of the lease.

Pension costs

The company makes contributions to certain employees' personal pension or stakeholder schemes. These are included in the Statement of Financial Activities on an accruals basis.

Stocks and work in progress

Stocks and work in progress are valued at the lower of costs and net realisable value. Those items held in stock for the delivery of the activities of YoungMinds are valued at cost and recognised as expenditure at the time of delivering the service.

Funds

Funds held by the charity are either:

- Unrestricted funds – which can be used in accordance with the charitable objects at the discretion of the trustees
- Designated funds – which are set aside by the trustees out of unrestricted funds for specific future purposes
- Restricted funds – which can only be used for particular restricted purposes within the objects of the charity, either when specified by the donor or when funds are raised for particular restricted purposes.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014 (continued)

2a. Income for Projects and Services

	2014 £	2013 £
Grants were received during the year from:		
Department for Education (Parents' Helpline)	262,519	308,846
Department for Education (BOND)	713,550	1,284,129
Comic Relief (Moving On Project)	36,500	37,125
Comic Relief (Headmeds)	27,340	18,900
Comic Relief (YMs)	184,720	-
Big Lottery (YMs)	138,665	-
John Ellerman	30,000	-
Barrow Cadbury	13,000	-
The Henry Smith Charity	-	50,000
Esmee Fairbairn	-	30,000
Big Lottery (VIK Project)	-	667,628
Department for Education (YoungMinds in Schools)	-	157,650
Various Other Funders	37,967	-
	<u>1,444,261</u>	<u>2,554,278</u>
Plus deferred released from 2012/13	60,000	96,000
Less deferred to 2014/15	(37,967)	(60,000)
	<u>1,466,294</u>	<u>2,590,278</u>

2b Contracts for Training

Training and Consultancy	222,958	60,254
Plus deferred released from 2012/13	13,442	1,980
Less deferred to 2014/15	(65,773)	(13,442)
	<u>170,627</u>	<u>48,792</u>

3. Donations

	2014 £	2013 £
<i>Donations were received during the year from:</i>		
Capital Generation Partners	24,000	24,000
Rakuten Play.Com	7,541	12,446
Simon Horner	7,000	7,000
Kofia Trust	50,000	-
Bank Of America	4,621	-
Freemasons' Grand Charity	-	30,000
Garfield Weston Foundation	-	25,000
Anton Jurgens Charitable Trust	-	10,000
Pixel Fund	-	10,000
Donald Forrester Trust	-	5,000
Goldsmiths Co	-	3,000
Zurich Community Trust	-	3,000
Other donors (donations less than £5,000)	329,740	195,726
Legacies	232,691	250,000
	<u>655,593</u>	<u>575,172</u>
Plus deferred released from 2012/13	35,000	-
Less Deferred to 2014/15	(15,000)	(35,000)
	<u>675,593</u>	<u>540,172</u>

4. Governance Costs

	2014 £	2013 £
Salaries and office costs	5,000	4,500
Other costs	915	855
Audit	7,640	7,640
	<u>13,555</u>	<u>12,995</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014 (continued)

5. Staff Costs

	2014	2013
	£	£
Wages and salaries	953,277	1,103,680
Social security costs	97,276	112,662
Pension costs	8,859	10,307
	1,059,412	1,226,649

One employee was paid between £80,000 and £90,000 (2013 One £70,000 and £80,000)

No Trustee received any remuneration in 2014 or 2013. One of the trustees, in each year, was reimbursed for expenses incurred in attending meetings amounting to £379 (2013 £370)

6. Staff numbers

	2014	2013
The average number of full time employees during the year was:	28	33

7. Taxation

The company is a registered charity and income is not liable to taxation.

8. Tangible fixed assets

	Computer Equipment £	Fixtures & Fittings £	Total £
Cost			
At 1 April 2013	32,752	61,469	94,221
Disposals			
Additions	17,580	9,986	27,566
At 31 March 2014	50,332	71,455	121,787
Depreciation			
At 1 April 2013	30,302	25,901	56,203
Disposals			
Charge for the year	5,199	16,929	22,128
At 31 March 2014	35,501	42,830	78,331
Net book value			
At 31 March 2014	14,831	28,625	43,456
At 31 March 2013	2,450	35,568	38,018

Capital Commitments

There were no capital commitments at the end of the financial year.

9. Debtors

	2014	2013
	£	£
<i>Due within one year:</i>		
Trade debtors	130,133	219,050
Accrued income	78,826	69,361
Deposits and prepayments	45,270	41,662
	254,229	330,073

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014 (continued)

10. Creditors

	2014	2013
	£	£
<i>Amounts falling due within one year</i>		
Trade creditors	158,989	98,509
Other Taxes and Social Security	19,327	148,273
Accruals & Other Creditors	119,449	130,325
Deferred income	118,261	159,392
	416,026	536,499

11. Deferred Income

	2014	2013
	£	£
Balance at 1 April	159,392	109,980
Amount released to incoming resources	(159,392)	(109,980)
Amount deferred in year	118,261	159,392
Balance at 31 March	118,261	159,392

Deferred income represents grants and donations which span our year end together with training courses invoiced this year but will be delivered in 2014-15.

12. Operating lease commitments

The annual amounts payable in respect of operating leases for which the charity was committed as at 31st March 2014 are shown below, according to the expiry date of the leases:

	Equipment		Land and buildings	
	2014	2013	2014	2013
	£	£	£	£
Less than one year	-	-	-	-
Between two and five years	4,480	4,480	57,126	57,126

13. Analysis of net assets between funds

	Unrestricted Funds	Restricted Funds	Total
	£	£	£
Fixed assets	36,095	7,361	43,456
Current assets	1,525,935	308,114	1,834,049
Current liabilities	(219,484)	(196,542)	(416,026)
	1,342,546	118,933	1,461,479

14 Resources Expended

	Staff Related	Direct Costs	Irrecoverable VAT	Support Costs	Depreciation	Total
	£	£	£	£	£	£
Training & Consultancy	67,820	48,420	-	-	-	116,240
Membership & Publications	6,580	28,467	-	-	-	35,047
Parents' Helpline	215,803	84,734	5,391	29,398	9,890	345,216
Youth Engagement Projects	191,175	62,177	5,959	4,929	6,638	270,878
Support for Prof and Orgs	373,182	1,109,587	8,342	51,944	5,510	1,548,565
Policy, Information & Research	7,124	41,728	263	242	90	49,447
	861,684	1,375,113	19,955	86,513	22,128	2,365,393
Fundraising & Publicity						252,126
Governance						13,555
Total Resources Expended						2,631,074

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2014 (continued)

15. Restricted Funds	At April 2013	Incoming Resources	Resources Expended	Transfers	At March 2014
	£	£	£	£	£
Parents' Helpline					
Parenting Fund	-	262,519	(262,519)	-	-
Kofia Trust	-	50,000	-	-	50,000
Overheads	-	67,500	(67,500)	-	-
	-	380,019	(330,019)	-	50,000
Youth Engagement					
YMs Project	-	323,385	(274,554)	-	48,831
	-	323,385	(274,554)	-	48,831
Support for Professionals and Organisations					
Capacity Building	50,209	-	(50,209)	-	-
Moving On	840	36,500	(37,340)	-	-
BOND	719,063	713,550	(1,432,613)	-	-
	770,112	750,050	(1,520,162)	-	-
Policy, Information and Research					
Barrow Cadbury	8,775	13,000	(16,847)	-	4,928
Headmeds	18,065	27,340	(37,592)	-	7,813
	26,840	40,340	(54,439)	-	12,741
Fixed Assets	11,544	-	(4,183)	-	7,361
Core Support	-	22,500	(22,500)	-	-
	808,496	1,516,294	(2,205,857)	-	118,933

Parents' Helpline

The Parents' Helpline is a free telephone and online advice service for parents and carers concerned and very often distressed about the mental health of a child or young person. It is the only free national helpline of its kind. The DfE supports its running costs, along with multiyear grant from The Henry Smith Charity. The Kofia Trust donation is for the development of the helpline.

Youth Engagement

Our young people's participation project is funded by the Big Lottery and Comic Relief. Young people are experiencing increased pressure and stress whilst growing up. The project is creating a mass movement of children and young people campaigning for better mental health and wellbeing.

Support for Professionals & Organisations

Capacity Building was funded by the DfE and is being used to develop our Training and Consultancy service. Moving On is a three-year Comic Relief-funded project providing mental health training to professionals and carers supporting looked-after young people. BOND is a major two-year DfE-funded that increases the level of commissioned mental health services from the voluntary sector. BOND works with 500 commissioners, schools and charities.

Policy, Information and Research

The Barrow Cadbury-funded research project investigates the link between mental health and criminal offending. Headmeds is a lively and no-nonsense online resource for young people on how prescribed drugs influence mental and physical health. It is funded by Comic Relief and launched in March 2014.

Fixed Assets

The Clothworkers Foundation gave a grant towards the upgrade of our IT Systems and office relocation.

Core

A grant from Esmée Fairbairn Foundation supports our core costs.

16. Controlling Party

The company is limited by guarantee and does not have share capital. Each member gives a guarantee to a sum not exceeding £1 to the company should the company be wound up. No one individual member has control.

TRUSTEES, PATRONS AND MEMBERS

Trustees of YoungMinds

Dr Carole Easton (Chair)
Ms Rebecca Ashton
Ms Julie Brandrick
Mr Andrew Bell
Professor David Cottrell (Vice Chair)
Mr Andrew Cottrell (Appointed 15/05/14)
(Honorary Treasurer)
Mrs Helene Denness (Appointed 06/03/14)
Ms Lis Dunning (Resigned 22/05/14)
Dr Peter Hindley (Appointed 06/03/14)
Mr Peter Jenkins (Appointed 06/03/14)
Ms Maria Kane
Dr Duncan Law (Resigned 01/12/13)
Mr Robert Mack (Appointed 06/03/14)
Mr David Redfern (Appointed 06/03/14)

Policy and Advisory Group members at 31 March 2014

Association for Child and Adolescent Mental Health
Association for Family Therapy
Association for Infant Mental Health
Association for Psychoanalytic Psychotherapy
Association for Child Psychotherapists
Association of Educational Psychologists
British Association of Art Therapists Ltd
British Association for Counselling and Psychotherapy
British Psychotherapy Foundation
British Psychological Society
Caspari Foundation
Play Therapy UK
Royal College of General Practitioners
Royal College of Nursing
Royal College of Paediatrics and Child Health
Royal College of Psychiatrists
Social Emotional Behavioural Difficulties Association

Patrons

Ms Lorraine Goddard
Lord Listowel

Vice-Presidents

Professor Judith Trowell
Mr Peter Wilson

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Parents' Helpline 0808 802 5544
www.youngminds.org.uk

This Annual Report is available to view and
download from our website

