

YOUNG MiNDS

Impact Report

How we made a difference to
children and young people in 2016-2017



As the Chair of YoungMinds it has been enormously encouraging to witness the seismic shift in the profile of mental health over the last year. The need to do more about the wellbeing of children and young people has been integral to this and is reflected in our exciting new partnerships.

YoungMinds is proud to be a partner of the fantastic Heads Together campaign, established by The Duke and Duchess of Cambridge & Prince Harry which has shone a bright light on the lives of those affected by mental health concerns, to end stigma and to help us all 'start the conversation'.

We enable young people and parents to join the conversation by promoting their voice through our new national scheme: Amplified. We are helping all mental health services engage young people and their families in their own care.

Evidence shows how increased engagement, better information and understanding lead to improved outcomes for young people.

YoungMinds was also delighted that the importance of young people's mental health was recognised by OBE awards to both Sarah Brennan (Chief Executive) and myself (Chair). With careers working alongside children and young people we know there is still a long way to go to improve children and young peoples' mental health.

This is confirmed every day by the carers and parents who use YoungMinds' unique telephone resource, the Parents Helpline. They are often desperate, struggling to understand the barriers to receiving mental health services for their children and meanwhile doing what they can to best support their children and continue to manage their own lives.

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We believe this moment in the spotlight requires YoungMinds to do more than ever to make the progress that is so needed. So, we commissioned an external review of our internal operations in order to increase our effectiveness and make us sustainable long into the future. Over the coming year we will implement the review's recommendations.

Enormous thanks to all who have supported YoungMinds during the year. I want you to know how much I appreciate your continuing involvement and look forward to working together to overcome the challenges which remain. I am enormously proud to be part of YoungMinds and know you will be too.

Carole

Carole Easton OBE
Chair, YoungMinds

"Meeting the young royals at Kensington Palace was surreal, amazing and an experience I will never forget. I left feeling very proud of myself and like I am making a real difference."

Jessica, YoungMinds Activist

Our vision and mission

YoungMinds is the UK's leading charity championing the wellbeing and mental health of young people.

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

We support parents to help their children through difficult times, we equip professionals to provide the best possible support to the young people that they work with, and we empower young people to change their world.

Our Strategic Objectives

- 1 We ensure the most vulnerable children and young people get help** by fostering innovation to meet their needs.
- 2 We promote good mental health** to more children and young people than ever before.
- 3 We empower young people and parents to be a force for change** by championing their voices to influence mental health policy and practice.
- 4 We help professionals provide excellent support** by inspiring excellence to achieve transformed, integrated services.

What's the problem?



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.



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



Children's mental health receives just over **6%** of the total amount the NHS spends on mental health.



The average maximum waiting time for Children and Adolescent Mental Health Services is **6 months** for a first appointment and nearly **10 months** till the start of treatment.



1. We ensure the most vulnerable

Mental ill health makes young people vulnerable. But, other vulnerabilities or adverse experiences such as abuse, family breakdown, racism and bereavement can also cause mental health problems. These young people have increased chance of experiencing poor mental health outcomes yet, too often, cannot access the right care.

“With YoungMinds I have pushed myself out of my comfort zone, giving speeches to businesses, potential backers and people willing to help the YoungMinds cause.

Working in a helpful, non-pressured environment has made the previously uncomfortable totally comfortable.”

Sam, YoungMinds Activist



children and young people get help

We are focusing our attention on these most vulnerable young people to make sure that when they need inpatient care, it works for them. If they need medication – they feel in control of why and what the effects are. And for those with complex needs, all children's services recognise and understand the impact on mental health.

9,000 people signed our Always campaign petition calling for the rights of young people and parents to be respected and enforced in inpatient care.

The rights set out in our Always Charter were co-developed with 55 young people, 41 parents and 14 services to be observed across inpatient settings.

1,193,380 people received straight-talking advice and information about mental health medication on our HeadMeds website.

Information about eight new medications has been added this year to make sure the content is up-to-date and relevant.

Our Beyond Adversity clinical summit brought together over 50 of the biggest names and organisations in trauma-informed care to share best practice.

The summit, along with our Beyond Adversity report, helped build support for our campaign for the Government to create a national focus on childhood adversity and trauma.

1. We ensure the most vulnerable

YoungMinds and our activists supported NHS England's **consultation on inpatient care**.

We supported young people and parents and carers to share their views about the updated service specifications for inpatient mental health services.

We put **young people's voices** at the heart of new mental health services in Yorkshire and Humber.

NHSE North commissioned us to gather insights from local young people and families with experience of mental health services. "It was a great experience working with YoungMinds... we know this is a model of participation that really does work." - Commissioner

Next year we will...

- Educate professionals and the children's workforce to understand more about trauma and how to make their services more trauma-informed through national conferences and training.
- Continue our Always Campaign for the NHS to uphold the rights of children who spend time in mental health hospitals, and those of their families.
- Build on our Beyond Adversity project to introduce trauma-informed care, and publish a collection of papers for local commissioners on good practice in addressing childhood adversity.
- Strengthen our case for increased CAMHS funding by analysing current spends and the level of priority given in commissioning plans.

children and young people get help


“I did two days of training which was eye opening. I was like: this is exactly what I want it to be.”

“The amount of times I’d tried to break out of this shell, talk about ‘I’m feeling a bit down’, ‘I’m feeling a bit scared’, I couldn’t do it. And now I can do it openly.”

Alex, YoungMinds Activist

2. We promote good mental health

We believe that to really improve children and young people's mental health, we have to prevent the escalation of early problems becoming serious illness. Services are already struggling and cannot cope.



"I found it very eye-opening... thank goodness [parents] do reach out to something like this." - Duke of Cambridge

"As a parent, having that feeling that there is somebody there that is non-judgemental and that can really provide a helping hand at a really difficult time, makes a real difference". - Duchess of Cambridge

to young people and parents

So we are helping children and young people understand their mental health, helping schools to develop young people's wellbeing, coping skills and resilience, and supporting parents in understanding how to best help their children and themselves.

Our Parents Helpline received a special visit from the Duke and Duchess of Cambridge.

The visit included an intensive training session, listening in to live calls, a debriefing session and meeting our volunteers. William and Kate spoke to a number of our Parent Helpline volunteers, who are themselves parents of young people who have experienced mental health issues, illustrating just how experienced and empathic our volunteers are.

11,748 parents received high quality support and advice from our Parents Helpline volunteers and advisers.

Our Parents Helpline, supported by the Department for Education and the Big Lottery Fund, has made a huge impact this year. 82% of callers noticed a significant improvement in their child's difficulties following the call, and 92% said they felt less isolated and stressed.

10,000 people signed our Wise Up campaign's open letter to the Prime Minister, calling for wellbeing to be made a priority in all schools.

The campaign report launched in Parliament to MPs and Peers. Our YouGov survey found that 82% of teachers agree that the focus on exams has become disproportionate to the wellbeing of students. 70% think the government should rebalance the education system to focus more on wellbeing.

2. We promote good mental health

We worked with **GirlGuiding** to launch a new **'Think Resilient' badge**.

The badge helped the Guides look after themselves and cope with stress and came with an activities pack to help build resilience. Over 7,000 Guides have now received it – making it their most popular badge!

We launched a new website, custom-built to ensure young people can easily find the support and information they need.

The new site also launched our fresh branding, co-developed with young people. Last year, we saw 2,416,874 visits to our website.

Our **#HelloYellow** campaign, to raise awareness of children's mental health on World Mental Health Day, reached over **250,000 people in 24 hours**.

This helped grow our reach on social media to 27,749 likes (a 20% increase) on our Facebook page and 89,808 Twitter followers (a 20% increase).

Next year we will...

- Introduce new digital platforms to increase accessibility for parents who need our help. Just under 20,000 people called the helpline last year.
- Continue our Wise Up campaign to rebalance the education system so that wellbeing is as much a priority as academic achievement.
- Hold our flagship fundraising day, #HelloYellow, on World Mental Health Day. People across the country will wear yellow and fundraise for us to show young people they're not alone when it comes to their mental health.

to young people and parents



“When our daughter was admitted to hospital under section, a call from your Professional Adviser kept me going and I still remember and replay her words, as times are still difficult. They will stay with me forever. I cannot express how much I needed your help that you gave. Thank you.”

3. We empower young people and

The best insights and most effective change agents are young people and parents who themselves have experience of mental health problems and the barriers they face.



“I have attended a number of conferences and events with YoungMinds. Telling my personal story to big rooms of people was terrifying but so worth it. I owe so much to YoungMinds for giving me these opportunities.”

YoungMinds Activist

parents to be a force for change

YoungMinds has led the way nationally for young people's and parents' participation to become central in government policy and service design. We are proud to have built on these foundations with new projects and increased reach last year.

We launched our Amplified programme to give a voice to young people and parents at every level of the mental health system.

The four-year programme, funded by NHS England, has already reached 1,640 young people, 645 parents and 400 professionals. Amplified is co-designed by young people and parents. It will increase participation in the decisions made in local and national NHS bodies, as well as in schools, mental health services, and youth and social services.

Our Wise Up campaign enabled 451 young people to have their say on a crucial Parliamentary inquiry into wellbeing in schools.

As part of our Wise Up campaign, we were asked by the Education and Health Select Committees to consult with young people as part of their research. Their views were reflected directly in the enquiry's influential report.

Our 70 incredible Young Activists continue to be front and centre of everything we do.

This year they've taken part in 79 different opportunities including speaking in the media 19 times, presenting in Parliament and at 13 professional conferences, helping with our recruitment, planning our campaigns and supporting our brand refresh.

3. We empower young people and

Our new Youth Panel ensures that young people have direct influence over our governance and strategy.

The panel's 12 young people have attended Board meetings, met regularly with Directors and the Chief Executive and informed strategic decisions as experts through experience.

Our parent peer-to-peer support pilots have reached almost **160 parents** in Sefton, Liverpool and Lewisham.

We trained fantastic parent volunteers to give other parents, whose children had experienced mental health problems, someone to talk to for advice and support in their local area.

Powerful speeches from a youth activist and a parent ambassador were the highlights of a Christmas reception with the Speaker of the House of Commons.

They were joined on the podium by the Secretary of State for Health, and spoke to an audience of over 150 MPs, Peers and influential guests.

Next year we will...

- Lead a pioneering three-year programme, funded by the Asda Foundation, to reach 75 schools in the UK. Resources for students, schools and parents will be designed, with young people, to help students cope with the changes they experience at school.
- Launch Transforming Together, an approach using participation to drive service improvement and local transformation.
- Grow our Amplified Digital Participation Network through which members will hear about opportunities and keep up to date with good practice. We will also develop free resources with a team of Participation Champions and Advisors.

parents to be a force for change



“Being an activist has opened up so many opportunities for me to really make a difference in something I am passionate about, and that affects me.”

Elizabeth, YoungMinds Activist

4. We help professionals provide

Thanks in part to our campaigning, it is now well recognised that children and young people need 'the right help at the right time'. The recent new funds and call for improvements to services are welcome. Yet we also know that service providers in all sectors are stretched and demands are changing.



excellent support

We are helping professionals better understand what children and young people need, increasing their skills and service quality and enabling commissioners to use their funds well through our respected and growing training and consultancy offer.

We worked with 963 schools to train 6,163 staff in children and young people's mental health, wellbeing and resilience.

Across professional sectors, our training reached 10,625 professionals, with 96% saying they would recommend the course to colleagues and 100% reporting an increase in their knowledge.

We have developed an accredited 'train the trainer' course, empowering people to expertly facilitate the Academic Resilience Approach (ARA) in schools.

Participants are able to support schools to take a 'whole school approach' with wellbeing. We worked with 87 schools on ARA over the year.

We trained 144 CAMHS Transformation Champions to improve mental health service delivery for children and young people.

Working with the Association for Child and Adolescent Mental Health and MindEd, we reached over 200 professionals at CAMHS transformation conferences, and developed e-learning modules to support service transformation.

4. We help professionals provide

We co-developed a children and young people's mental health training session with the Air Cadets to be rolled out to all Air Cadets staff.

The fully tailored training session will be received by staff working with over 40,000 young people across the UK.


We worked with Boots to develop a workshop on young people's mental health for their staff to deliver in Children In Need projects around the UK.

We worked alongside the Youth Sport Trust to develop a piece of e-learning for Boots staff to help them understand mental health and, using our handbook and workshop plan, deliver workshops on mental health directly to young people from across Children In Need projects.

Next year we will...

- Write an 'Introduction to Children and Young People's Mental Health' e-learning course for Educare and work with Pearson's to develop resources around exams and school stress.
- Work with schools across Nottingham to embed the Academic Resilience Approach by skilling up the local workforce to become accredited facilitators.
- Launch our new Schools Community inspiring professionals working in schools to improve the wellbeing of their students. Through this platform they can share information, top tips, best practice and provide and receive support from each other.

excellent support



“I have found the whole process very enlightening. Having been a former patient in a number of CAMHS inpatient settings, some of which were hundreds of miles away from home, I know how vital having an inpatient unit in the Humber region will be. So it was very valuable to me to express my opinion.”

Heads Together Partnership



As a charity partner for Heads Together, YoungMinds has played a vital role in transforming the national conversation on mental health and wellbeing and ensuring stigma no longer prevents anyone getting the help they need.

The London Marathon

The Duke and Duchess of Cambridge and Prince Harry joined two training days to help runners prepare for the marathon. Both were incredibly fun and our runners had the chance to take part in a relay race with the Royal Highnesses! Being part of the Heads Together campaign made this year's London Marathon the biggest for us so far. With **43** runners raising close to **£81,000**, we couldn't be more grateful for the efforts they all put into making this such an amazing year.





Father's Day

On Father's Day we celebrated the fathers and father figures in our lives that have had a positive impact on our mental health. Our Young Activist Harriet and her father Chris met Prince William for breakfast to discuss how dads can support their children through difficult times.

Conversation Videos

Young Activist, Alex, spoke to Will from YoungMinds about how being an Activist helped him open up: "Just that initial 'help'. That initial 'help me.' That can really kick-start any kind of help... it all starts with a conversation."

Catherine talked about how she became a Parent Helpline volunteer and about the time she called the helpline herself. "My eldest had been a victim of cyberbullying and I just said: 'that is where I have to go and volunteer.' From that point on it did change my life."



The videos received almost 28,000 views on Facebook.

Thank you for your fantastic

Thanks so much for all you do to raise funds for our work improving the emotional wellbeing and mental health of children and young people.



90 employees from **Mills & Reeve** climbed Ingleborough, the second highest mountain in the Yorkshire Dales, followed by a trip through the Long Churn Cave raising **£17,350**.

Supporting YoungMinds throughout the year and raising **£1,490** so far, **Reading School** have organised their own Christmas Market and FIFA tournament, took on the Green Park Challenge, hosted an own-clothes day and volunteered at Reading Half Marathon!



Our first year of the fantastic campaign **#HelloYellow** helped to raise awareness and **£6,500** to support young people. By wearing something yellow and donating to YoungMinds on World Mental Health Day 2016, thousands of people helped us to create a brighter future.



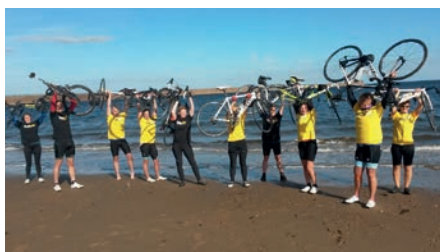
LABC fundraised for YoungMinds at their 12 Regional Award evenings with raffles and auctions raising **£30,471**.

Over 100 students, teachers and alumni at **Kingston Grammar School** took part in a sponsored 42.5 miles row along the River Thames in support of YoungMinds, raising almost **£22,000**.



fundraising

In memory of her son William, **Emily Brailsford** along with friends and family cycled the epic Coast-to-Coast challenge across the width of the country. Emily didn't rest for long as she took on the London Marathon 2017 to raise even more awareness and funds for YoungMinds, taking the total to **£11,104**.



Lord Mayor Geoff Reid chose YoungMinds to benefit from his 2016/17 Mayoral Appeal concluding with the epic Bradford Dragon Boat Festival! On top of fundraising at the festival, **tens of thousands** have been raised through raffles, curry nights, dinners and more.

Passionate supporter **Laura Vann** faced her fears to raise **£160** for YoungMinds, completing a bungee jump!



Alex Andreadis took on the Atlantic Coast Challenge, running 3 marathons (78.6 miles) in 3 days from Padstow to Land's End on the South West Coastal Path. For a bonus donation, he ran the whole thing in a pink tutu, bringing the total raised to over **£10,000!**



Rachel Wash and her daughter Charlotte took to the streets of London in the fun and fantastic Colour Run and raised **£200** for us!

Rachael, John and the whole **Banham family** supported YoungMinds as they cycled the 2016 RideLondon raising **£2,733** for us. Keep an eye out for Rachael and John on a tandem bike at the 2017 event, they will be supporting us again!

Text Anywhere donated 1% of their pre-tax profit for 2016 to YoungMinds and raised **£9,500**.



Alongside family and friends, **Richard Walker** organised the annual Charity Bike Ride in memory of his son, Lawrence. The team of riders managed to raise a total of **£4,278** for YoungMinds.

Amy Turner set a Guinness World Record for the fastest woman to cover a mile on a space hopper to raise awareness and **£1,095** for us!



Where we're going...

YoungMinds has never been more in demand, whether that's from young people wanting to be involved, parents needing our helpline, journalists and politicians seeking our expert opinion or education, mental health or social care professionals looking for our expertise and guidance.

But this great focus also brings challenges.

So, next year we will continue and grow the projects and campaigns started so successfully this year – like **Amplified, Wise Up, Always, Beyond Adversity and our work in Schools**. But, we will also develop internally, implementing many of the recommendations from our external organisation review. In this way we are future proofing YoungMinds and the work we do, making sure we have the systems, processes and skills to ensure we have greater impact, can help more young people and parents and families, and improve the mental health of children and young people in the UK.

Excitingly, we will continue our partnership with **Heads Together**, which will now focus on the implementation of nationwide projects and resources which both fill gaps and support the sector in delivering our work. We are assisting with the schools resource coming online next year.

We will reinvigorate our **offer to schools**, ensuring we are reaching as many school staff as possible, offering them an integrated, comprehensive package of the support they need the most. We will modernise our **Parents Helpline**, trialling new digital solutions to help us make sure fewer calls go unanswered. Through our **Amplified** programme, we will ensure that hundreds more young people have the opportunities to shape the mental health agenda across the country. And as **Westminster's policy agenda** puts more focus on young people's mental health, we will ensure that our young activists are at the heart of those debates.

We are learning from testing new models of working, for instance, our new commissioning support model **Transforming Together**; our **Parent Peer-Peer pilots** and our newly developed model for **Participation in Mental Health Services** will all be trialled and tested, before rolling out.

We hope you will continue to join us along our journey and help us reach our goals as we seek to increase our impact on what could be a crucial year for young people's mental health.

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



Sarah Brennan OBE
Chief Executive, YoungMinds

youngminds.org.uk



How our funds are spent

We are incredibly grateful to all of our supporters whose generosity enables us to help children and young people. Sadly we are unable to list everyone, but we would like to thank the following supporters who made significant grants or donations in 2016-17.

The 3 T's Charitable Trust
 Alexia Adrianopoulos
 Allen & Overy Foundation
 Alexander Andreadis
 ASDA Foundation
 The Batchworth Trust
 Big Lottery Fund
 Emily Brailsford
 The Brook Trust
 BUPA UK Foundation
 Capital Generation Partners
 Cheltenham Ladies' College
 Alice Cheshire
 John Coates Charitable Trust
 Copt Heath Golf Club
 Ecorys
 Department for Education (DfE)
 Esmée Fairbairn Foundation
 Sarah Finke
 Sean Fletcher
 Gresham's School
 Paul Hamlyn Foundation
 Hands Trust
 David and Claudia Harding Foundation
 Simon Vint Horner
 Kenny Moriarty
 Kingston Grammar School Rowing Club
 The Beatrice Laing Trust
 The Lancashire Foundation
 Local Authority Building Control
 Masonic Charitable Foundation
 Mills & Reeve
 The Monday Charitable Trust
 Colin Naules
 Nightscape Capital LLP
 Oak Foundation
 The Orp Foundation
 Pears Foundation
 Pharmaceuticals Marketing Society
 The Pickhaver Family
 The Pixel Fund
 Nora Priestley
 Rakuten Play.com
 The Royal Foundation
 Paul Scates
 Norman Scates
 Texel Foundation
 TextAnywhere
 Jane Tomlinson Appeal
 Uppingham School
 R & P Ware
 Watford Grammar School For Boys

Our income in 2016-17

	£'000	%
Projects and services (grant funding)	717	25
Donations	1,429	49
Training contracts	720	25
Other	45	1
Total income	2,911	100

For every £1 we spent on fundraising in 2016-17, we raised £5.23

How we spent the money we received in 2016-17

	£'000	%
Parents Helpline	597	19
Working with young people	155	4
Fundraising	410	13
Training and consultancy	1,106	35
Policy, information and research	903	29
Publications	11	0
Total expenditure	3,142	100

Our reserves

	£'000	%
Unrestricted reserves	1,186	78
Restricted reserves	339	22
Total	1,525	100

About YoungMinds

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

We support parents to help their children through difficult times, we equip professionals to provide the best possible support to the young people that they work with, and we empower young people to change their world.

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Registered charity in England and Wales 1016968
and Scotland SCO39700
Company limited by guarantee number: 02780643

