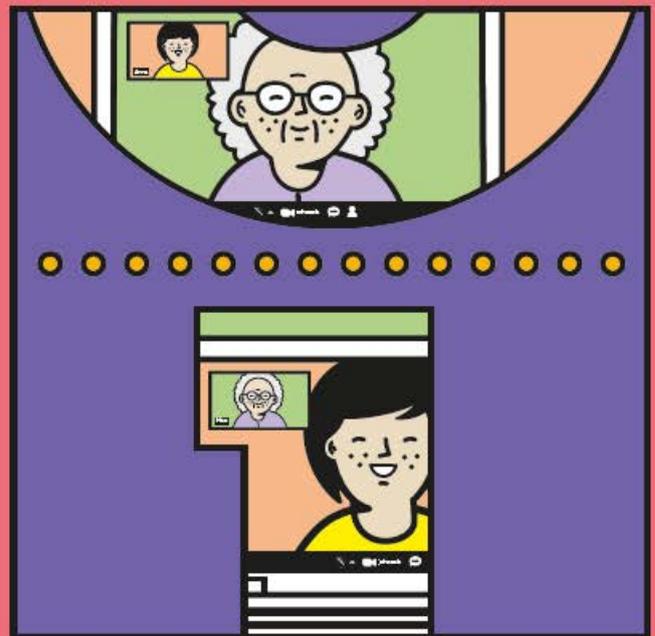
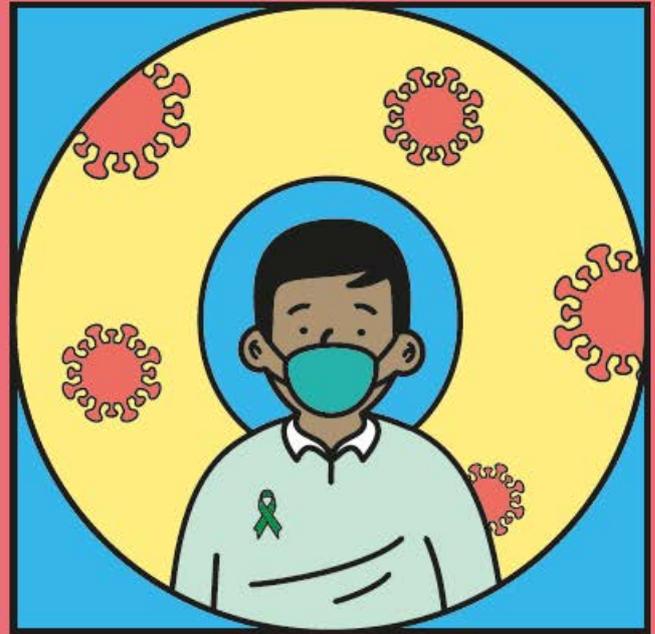


IMPACT REPORT

2020-21



Making prevention happen



The last year will be forever remembered for the global pandemic – a seismic event in all of our lives with impact in every area of our society.

Thousands of people have lost their lives, and millions of people have been directly affected by COVID. The long-term consequences of both the virus, and the national effort required to manage the pandemic will have a lasting impact on the lives of individuals and communities, and in the choices available to governments and organisations.

The pandemic has brought a new awareness of public health into our lives and into the decisions our leaders make. Up and down the country people have become aware that to address the public health challenges of our time will take political leadership, individual action, and collective belief. Our own research also tells us that more people than ever have become aware of their own mental health, through the challenges and opportunities they've faced. In this context, and at this time, the need for a charity focused on the prevention of poor mental health has never been clearer.

When we launched our new strategy in 2020, we set out to demonstrate that people's mental health is determined not just by chance, but by a range of factors that can be changed. We made the case that preventing mental ill-health was not just possible but urgent - and would need a radical shift in thinking to achieve. We remain all the more committed to this view.

Good mental health is important for individuals, communities, and nations - and from individual wellbeing to national policy, we can do better. As it stands, the people least likely to enjoy good mental health are the ones who face the greatest challenges and inequalities in life, and that must change.

People living with mental health problems face some of the most challenging inequalities in our society and we need to ensure anyone who needs help can get effective, compassionate, person-centred support. But a public health approach insists we must address the causes of poor mental health as well as the symptoms, especially in the pandemic recovery. We have recognised that our mental health does not operate in a vacuum. During the pandemic we have been active in calling for joined up action to address issues like homelessness, loneliness, crime, poverty, racism, and economic inequality to see a sustained reduction in levels of diagnosable mental ill-health.

It will require sustained action nationally, locally, and individually to achieve the transformation necessary for future generations to reach their potential.

As a charity, we have a vision of good mental health for all. We exist to demonstrate how we can effectively improve people's mental health and remove the barriers that put people's mental health at risk. It is a big mission, and we all have a part to play.

Please join us.

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Introduction



BY AISHA SHEIKH-ANENE, **Chair of Trustees**
& MARK ROWLAND, **Chief Executive**

The 2020/21 financial year started just two weeks into the first UK lockdown of a global pandemic that would go on to become the greatest public health challenge in living memory.

In April we were about to press go on an ambitious expansion of our staff capacity – firing the rockets that would move us into a new orbit as a charity, and boldly set us on the path to making prevention happen in mental health.

Instead, we had to hold that future focus whilst diverting some of our efforts towards ensuring we could continue our mission, supporting staff to work from home and reframing our work to deliver within the operational and mental health challenges of the pandemic.

Our programmes rapidly adapted and rolled out new ways to deliver our work - from delivering art materials by bike to isolated older people, to training teachers online and connecting people through online peer support groups. Our subsidiary Mental Health at Work CIC took their face-to-face workplace programmes online, with a major development in content to meet the challenges of remote working to mental health – with an increase in reach and income from clients across the UK and beyond.

Due to the generosity of our supporters, we were able to play a full part in efforts to support the mental health of the nation, developing one of the UK's leading COVID information hubs and launching a major longitudinal study with four university

partners on the impact of COVID on the UK population. That study has delivered multiple waves of data and has been used directly by the UK and devolved governments for planning.

The study data has directly informed the development of our COVID Response Programme - a major investment of our charitable funds, to provide support directly for some of the communities most affected by the pandemic – it is a new model for us and a major step forward taking primary research into practise.

Mental Health Awareness Week took place in May 2020 – and we made the early decision to change the theme from Sleep to Kindness – a critical commodity as the impact of lockdown was felt. The theme captured the public mood and was one of the most popular in the twenty-year history of the week.

Throughout the pandemic we have placed the wellbeing and psychological safety of our staff at the centre of our attention – with peer support, coaching, enhanced wellbeing

days and leave backed up with investment in technology for home working as well as a priority on balancing personal and home demands, such as home schooling with work delivery. We developed and launched a new set of values based on both the strategy and the aspirations of our people, setting out to become a great place to work, where people do great work.

From the board down, we made a commitment to examine and address our approach to racial justice in our organisation and our work. This review, and the counsel of our Colourful Perspectives staff engagement group has enabled us to develop a clear plan for improving our practise and setting a course as an anti-racist organisation.

As the year progressed, we welcomed people to permanent new roles across the UK, supporting our growth with new and refreshed skills and increased capacity for programme delivery, communications, fundraising and business support.

Our programme of digital transformation continues and in the coming year we will see progress on the redesign of the charity's online presence, enabling us to reach more audiences with relevant content.

As we look ahead – to the coming year and the years beyond we do so with humility and hope. The pandemic has challenged us all in ways we couldn't imagine, but it has also demonstrated the best of humanity, and the central role mental health plays in our lives. With a renewed clarity of purpose, and strong foundations we are energised for the tasks that lie ahead.

Who we are



Our vision

Our vision is good mental health for all.

Our mission

The Mental Health Foundation works to prevent mental health problems. Helping people understand, protect and sustain their mental health.

We will drive change towards a mentally healthy society for all, and support communities, families and individuals to live mentally healthier lives, with a particular focus on those at greatest risk.

The Foundation is the home of Mental Health Awareness Week.

The practical things we do



1. Tell the world - why prevention is fundamental to effectively addressing the mental health crisis



2. Find solutions - innovate universal and targeted evidence-informed community programmes for large numbers of people, generating and sharing evidence of what works in practice to prevent mental health problems, rooted in lived experience



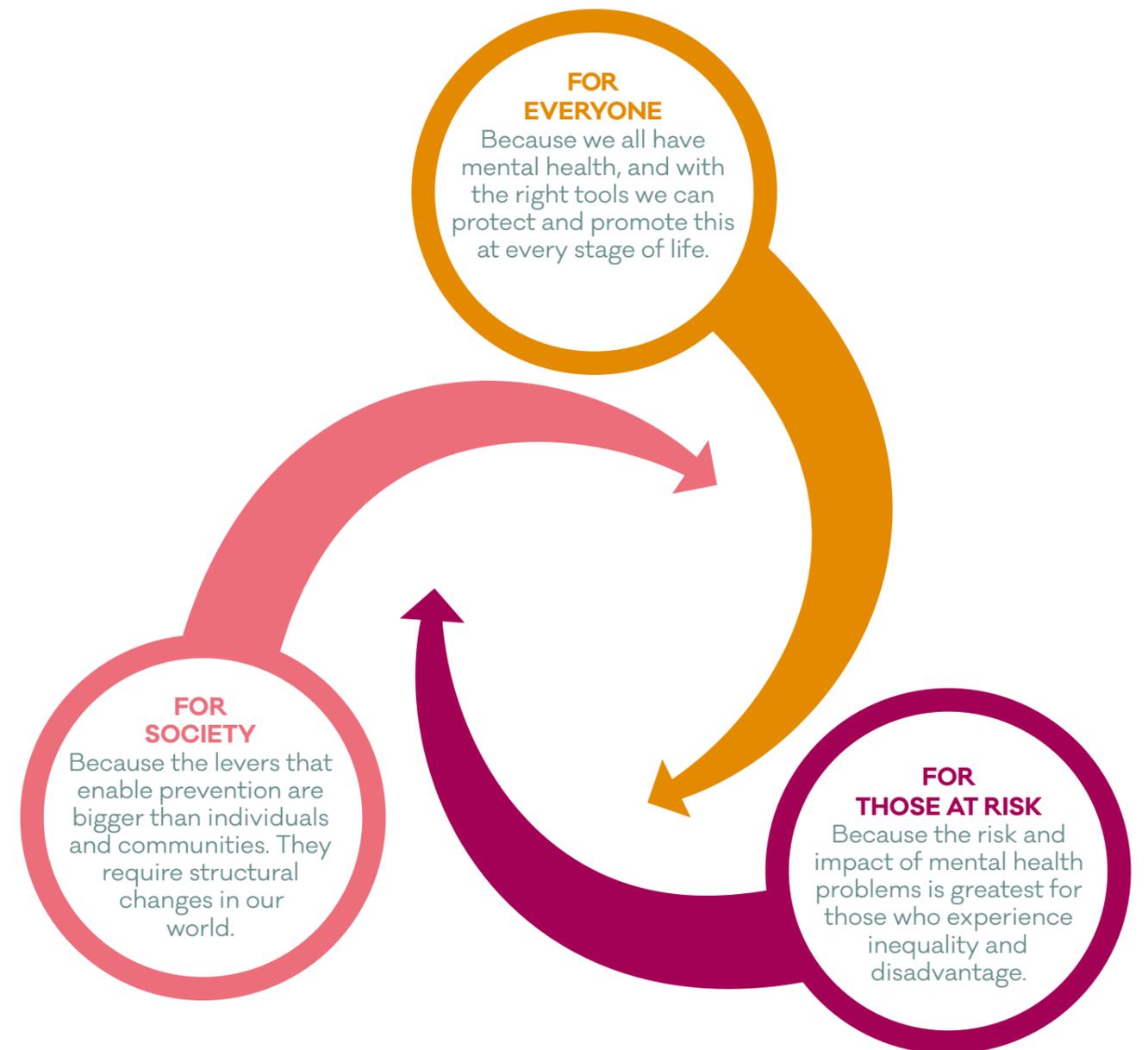
3. Inform and empower - enable mentally healthier lives through public information and engagement



4. Change policy and practice - build alliances and champion prevention in policies and changes to society that are adopted by Government and organisations

Our prevention approach

Our strategy commits us to the development of prevention solutions – informed by the best evidence. We're placing this search for solutions in three key frames



Our values

To help us stay true to our mission and vision we have worked together to define our values – Side by side, Determined pioneers, Making a difference and Walking our talk.

They are who we are and who we strive to be. Working together in unison, they inspire us to be the best we can be and help us to make good decisions while building the foundations for a mentally healthier tomorrow.

And in everything we do we aim to bring these values to life, to create a world where good mental health is for all.

Side by side

We achieve through working together. We pursue connection and shared understanding. We embrace difference and lived experience. We trust our people and partners, and make space for reflection, fun and personal growth. We recognise, and own our power and privilege, and act with humility.

Determined Pioneers

We are passionate, committed, strive for excellence and rigour. We wrestle with tough issues and topics, willing to hold tension and complexity. We search for new approaches, challenge convention and push boundaries.

Making a difference

We are passionate about the role we can play in achieving positive change. We are about the outcome, not the glory. We generate and share evidence of what works. We are creative and action focused.

Walking our talk

We embrace diversity and operate with openness, prioritising the mental health of our staff and supporters. We recognise and learn from our mistakes and seek honest feedback, without spin. We recognise the need to keep listening and acting with authenticity.



Objectives & achievements

1

Tell the World

Why prevention is fundamental to effectively addressing the mental health crisis

LAST YEAR

Led on the UK-wide Coronavirus: Mental Health in the Pandemic study with the University of Cambridge, Swansea University, the University of Strathclyde and Queen's University Belfast.

Published a state-of-the-generation report, providing the latest evidence on the mental health of adults during key life transitions and how problems can be prevented.

Held an important conference on Mental Health and Prevention in partnership with the King's Fund.

Launched OPEN in April 2021; a diverse, digital community of 2,900 people, across four nations, who have signed up to support our work by sharing their views, experiences and feedback. We have gathered 1,668 individual responses for nine different projects, including the Government's women's health strategy, informed our Mind Over Mirror body image work which received extended media coverage, and helped to make our popular A-Z guides more accessible.

Launched Thriving Learners – a longitudinal study on student mental health and wellbeing funded by Robertson Trust in partnership with Universities Scotland and all of Scotland's higher education establishments. With over 15,000 respondents from learners studying in a Scottish higher education institution this is developing into

one of the most significant national studies of its kind.

Published reports from an exciting research collaboration with Barnardo's Strategic Partnerships for Children and Young People's Mental Health & Wellbeing. Alongside two scoping reviews, the most recently published baseline report provides insights into what supports systems change within children services in Scotland, England and Northern Ireland.

Published our multi-year evaluations from See Me, Scotland's national anti-stigma programme, which was presented at a national conference and has helped to secure a further five years of funding.

Completed a large-scale youth prevalence study for Northern Ireland with the Universities of Queens and Ulster, which we helped launch with NI Government and over 200 stakeholders.

Partnered with Queens University Belfast and the Department of Health in Northern Ireland to produce three reviews of evidence: on international policy and guidance in response to the COVID pandemic, international learnings from recent mental health policies, and transforming mental health services, which helped to inform the NI draft mental health strategy for 2021-31.

PLANS FOR THE YEAR GOING FORWARD:

We will be engaging OPEN members to gather powerful case studies.

We will complete an important study on the key drivers of poor mental health.

We will complete our Coronavirus: Mental Health in the Pandemic study through gathering insights on its impact on society and mental health. We will be forming recommendations for better mental health for all based on the learning from our data.

We will lead a national mental health stigma scorecard in Scotland based on the Australian model to shape future policy and practice.

We will publish Thriving Learnings Higher Education Student Mental Health and Wellbeing report and launch the second phase with a focus on student mental health and wellbeing within further education colleges.

We will partner with the London School of Economics to produce an up-to-date review of the evidence for the cost of mental illness to the UK and the cost-effectiveness of preventative interventions.

We will conduct research to investigate the relationship between welfare benefit conditions faced by lone parents and the mental health of themselves and their children.

We will complete a ground-breaking study of the impact of poverty shame and stigma on mental health across Scotland. This is part of a strategic partnership with the Poverty Alliance.

Objectives & achievements



Find solutions

Innovate universal and targeted evidence-informed community and peer programmes

LAST YEAR:

As COVID struck we pivoted our programmes to deliver them through online and blended approaches.

.....
Responded to the COVID pandemic by bringing together funders to create our COVID Response Programme. This has worked with funders to develop projects across the UK that will support some of those most affected by the pandemic.

.....
Adapted the well-established KidsTime Workshops for online-only delivery format due to COVID, which included the provision of tablets to families and re-writing programme curriculum.

.....
Expanded our community development programmes with refugees and asylum seekers across Scotland and Wales, who have experienced extreme pressures during COVID. This included adapting our Community Conversation to an online model.

Completed direct delivery projects in Wales – one addressed the isolation faced by the older adult (Standing Together Cymru), and the other addressed the emotional transition of becoming a father using the game of football (Kicking Off Fatherhood).

.....
Renewed our leadership of See Me, Scotland’s national anti-stigma campaign, (which we manage with SAMH) for the next five years, evolving the programme into a capacity-building model.

.....
Initiated our Becoming a Man programme through partnerships within Lambeth Council and started delivering work in schools with at risk boys.

PLANS FOR THE YEAR GOING FORWARD:

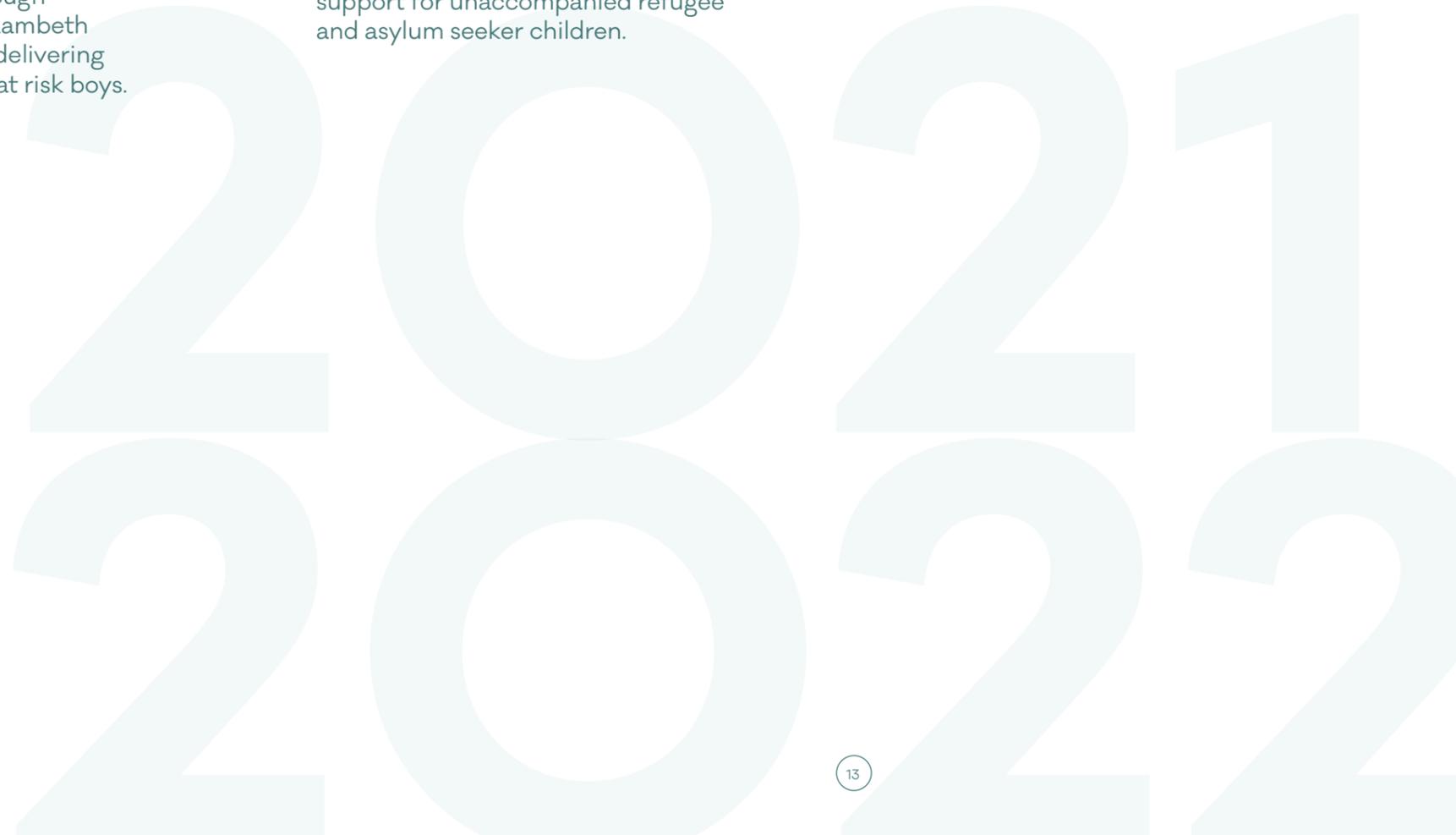
Implement our COVID Response Programme through building the capacity of organisations to better respond to the mental health and wellbeing needs of lone parents, people with long term conditions and black and minority ethnic communities.

.....
Implement our ‘Stress Less’ resource with over 3,000 disadvantaged young people in Edinburgh City and mainstream training with over 70 staff working with 20+ statutory and community-based organisations in partnership with Edinburgh Thrive.

.....
Work with Edinburgh Council to implement a new programme of support for unaccompanied refugee and asylum seeker children.

Expand our Peer Education Project and our peer-led mental health work in universities through partnerships at a national level in England.

.....
Scale our Young Mums Connect programme - a peer support model which uses a creative, psychoeducational, whole-family approach to mental health prevention within community settings and workforce training - borough-wide in the Royal Borough of Greenwich and city-wide across Nottingham City.



Objectives & achievements



Inform and empower

Enable mentally healthier lives through public information and engagement

LAST YEAR:

Launched a COVID Resource Hub to provide advice to the public on looking after their mental health during the pandemic. Including support based on the latest evidence, translated into many languages spoken in UK.

We ran a UK-wide campaign on Kindness during Mental Health Awareness Week, and produced a guide to show the positive impact helping others can have on mental health, including some tips on acts of kindness.

Published 'Thriving With Nature' guidebook with WWF, recognising the important role that nature plays in supporting positive mental wellbeing.

We made advice and support available through our multiple digital channels in the form of articles, podcasts, blogs and campaigns. This includes multi-lingual resources with tips on supporting mental health during the pandemic.

Hosted Voices of Experience, Scotland's national mental health advocacy organisation, to support hundreds of members through the pandemic.

Sourced funding and led 'More Than A Condition' a co-produced digital campaign across Scotland for and by young people experiencing long-term health conditions. With leadership from five young people with long term conditions, the final #MoreThanACondition campaign directly engaged just under 2,500 people online and was seen by an estimated 100,000 people.

PLANS FOR THE YEAR GOING FORWARD:

Support Voices of Experience to grow so that they can expand their membership and provide expanded support and advocacy for people across Scotland who live with long term and enduring mental health conditions.

Develop and launch a new website that supports the needs of our audiences and helps us reach our ambition to be become the leading digital destination for mental health.

We will produce in partnership with Children's Health Scotland, Digital Bricks and Scottish Government an online professional learning resource for all teachers and staff working in Scotland's schools to provide flexible training and learning on mental health and wellbeing, including important topics such as understanding emotions, talking to children and young people about mental health and body image.



Objectives & achievements



Change policy and practice

Build alliances and champion prevention in policies and changes to society that are adopted by Government and organisations

LAST YEAR:

Our findings from our UK-wide Coronavirus: Mental Health in the Pandemic study was presented at government level with particular engagement from the Scottish Government, Welsh Government, Northern Irish Assembly and UK Cabinet Office. Public Health England (PHE) has been using our reports in briefings about mental health in the pandemic and linked users to the advice we give.

Worked to advocate for appropriate arrangements for future public (mental) health improvement functions for England after the abolition of PHE was announced in August.

In March, we successfully advocated for the inclusion of refugees and asylum seekers in the Government's COVID Mental Health and Wellbeing Recovery Action Plan, as well as the inclusion of specific recognition of the importance of our Mental Health Awareness Week theme of Nature.

As a member of PHE's Prevention and Promotion working group, we provided expert advice on the development of the guidance for the Prevention Stimulus Fund in England. This £15m one-year fund was made available to some of the most deprived local authorities in England to address mental health inequalities, as part of England's COVID Mental

Health and Wellbeing Recovery Action Plan.

In consultation with our stakeholders in Wales, we developed a policy influencing strategy for Wales and a dedicated policy post.

We developed and launched our manifesto, Making Prevention Happen, for the Senedd 2021 Elections.

Renewed Scotland's Mental Health Partnership, taking over the chairing including developing a co-ordinated manifesto and campaign to feed into the Scottish election.

Developed, in consultation with supporters, and launched our manifesto campaign for the Scottish election – **#Wellbeing Society** – to influence party manifestos.

Continued to act as sponsor for Action 4 as part of Scotland's National Suicide Prevention Leadership Group. This includes taking a lead role in the development of the new pilot service for people bereaved by suicide.

Strengthened the prevention and inequalities focus in the Scottish Government's COVID Transition and Recovery Plan.

PLANS FOR THE YEAR GOING FORWARD:

Influencing work on the future of state public mental health functions in England.

Continue to Chair Scotland's Mental Health Partnership (comprising 17 mental health charities and professional bodies) to collectively influence policy.

Advocate for our recommendations to feature in each of the five main Scottish political parties' election manifestos, and to be translated into the new Programme for Government.

Achieve impact on the Northern Ireland Executive's new 10-year mental health strategy to ensure a prevention focus.

Develop a diverse reference group of citizens who will feed into and shape Scottish Government mental health policy.

Advocate for the Westminster government to commit investment in prevention work, in a sustainable Prevention Fund and increase in the Public Health Grant as part of the three-year Spending Review.

Continue to work in coalition with the Mental Health Policy Group and other mental health leaders in England to advocate for a comprehensive cross-government plan for preventing mental health problems.

Continue to provide advice to government on its development of a Mental Health Policy Tool, which is being designed for government departments to use for assessing the impact of new policy and legislation on people's mental health.

Continue to take a strategic role in suicide prevention in England through membership of the National Suicide Prevention Strategy Advisory Group, and in Scotland with oversight of Scotland's new bereavement support service and membership of National Suicide Prevention Leadership Group. As well as advocate for green social prescribing through membership of the Westminster government's advisory group on the Green Social Prescribing pilots.

Lobby for stronger provisions in the Online Safety Bill. This historic piece of legislation has the potential to legislate against content that is harmful to mental health, especially content related to suicide and self-harm and body image.

Continue to advise on and support the refresh of the Prevention Concordat for Mental Health through membership of PHE's advisory group.

Influence key stakeholders in Wales on our manifesto commitments, in particular, our calls for a national prevention strategy that tackles inequalities.

Continue to work with the Wales Alliance for Mental Health to influence key decisions.



Spotlight on...



Responding to COVID

The emergence of COVID led to massive change, more uncertainty and new challenges for many of us. We have been part of the national mental health response during the coronavirus outbreak.

We were one of the first charities in the world to launch a dedicated microsite, the COVID Resource Hub with evidence-based content and advice, updated weekly by drawing on our public health expertise. We also quickly launched a major UK-wide research study Coronavirus: Mental Health in the Pandemic to understand the impact of the COVID crisis on the nation's mental health and how to respond effectively.

The study focused on how the Pandemic is affecting the mental health of people across the United Kingdom. We were able to start collecting data before the lockdown was implemented, as well as set up a strong UK-wide partnership alongside the University of Cambridge, Swansea University, the University of Strathclyde and Queen's University Belfast. Our research has generated data from over 45,000 individuals from across the UK and we hold over 1 million lines of evidence on the key drivers of poor mental health and ways of coping during the pandemic.

The study has played an important and strategic role in connecting the physical impacts of a pandemic with its mental health effects, bringing focus to key areas such as loneliness, suicidality and not coping well with stress.

The study is likely to become one of the most publicised pieces of academic research in the UK this year. With over 4,300 separate media mentions. It has been covered across the BBC and ITV as well as The Sunday Times, Daily Mail, Financial Times and The Guardian, as well as internationally in the New York Times.

From the outset the study was designed to research the pandemic over time, identify a need and then respond with action. As such the project was directly linked with the COVID Resource Hub where we have had over 860,000 users and critically supported the creation of our COVID Response Programme to respond effectively to the mental health and wellbeing needs of some of the most affected communities, including lone parents, people with long-term conditions and black and minority ethnic communities.

OUR YEAR IN NUMBERS



over
46,000

people's mental health safeguarded through our programmes.

over
45,000

people contributed to our Coronavirus: Mental Health in the Pandemic study.



2,900

members in our OPEN (Our Personal Experience Network) network.



£307,000

donated via cash gift.

£420,000

donated via Direct Debit.

£6,322,000

donated via facebook.



Almost

8 million

website hits.



666,184

People connected via social media.

10,000

people participated in events during Scottish Mental Health Arts Festival

Fundraising & communications



2020 - 2021

Digital Transformation

Throughout the year, we have continued our work to achieve our ambition of becoming the UK's leading digital destination for mental health. We've grown our digital team and established strong governance structures to ensure that we have the capacity to deliver on our ambition; undertaken audience research so that we can better understand and address what our users want from our website; and selected a partner agency we'll be working with to build our new website platform. Over the year our audiences, both on our website and our social media channels, have continued to grow, and our advice and tips on looking after our mental health are reaching more people than ever before.



Public Fundraising

We continued to connect with not just our wonderful existing but also new supporters in a range of ways throughout the pandemic. When lockdown started, as a team we responded by developing a special 'Thinking of You' postal mailing, so that our less digitally connected supporters did not miss out on our resources and tips on looking after their mental health.

We quickly adapted our fundraising campaigns to be online so that we could continue to reach people who wanted to support our life-saving work. As well as ensuring that we were able to connect safely with people face-to-face, it meant we could continue recruiting hundreds of regular supporters. We launched a new campaign to engage our supporters on the telephone, helping to ensure a strong financial foundation.

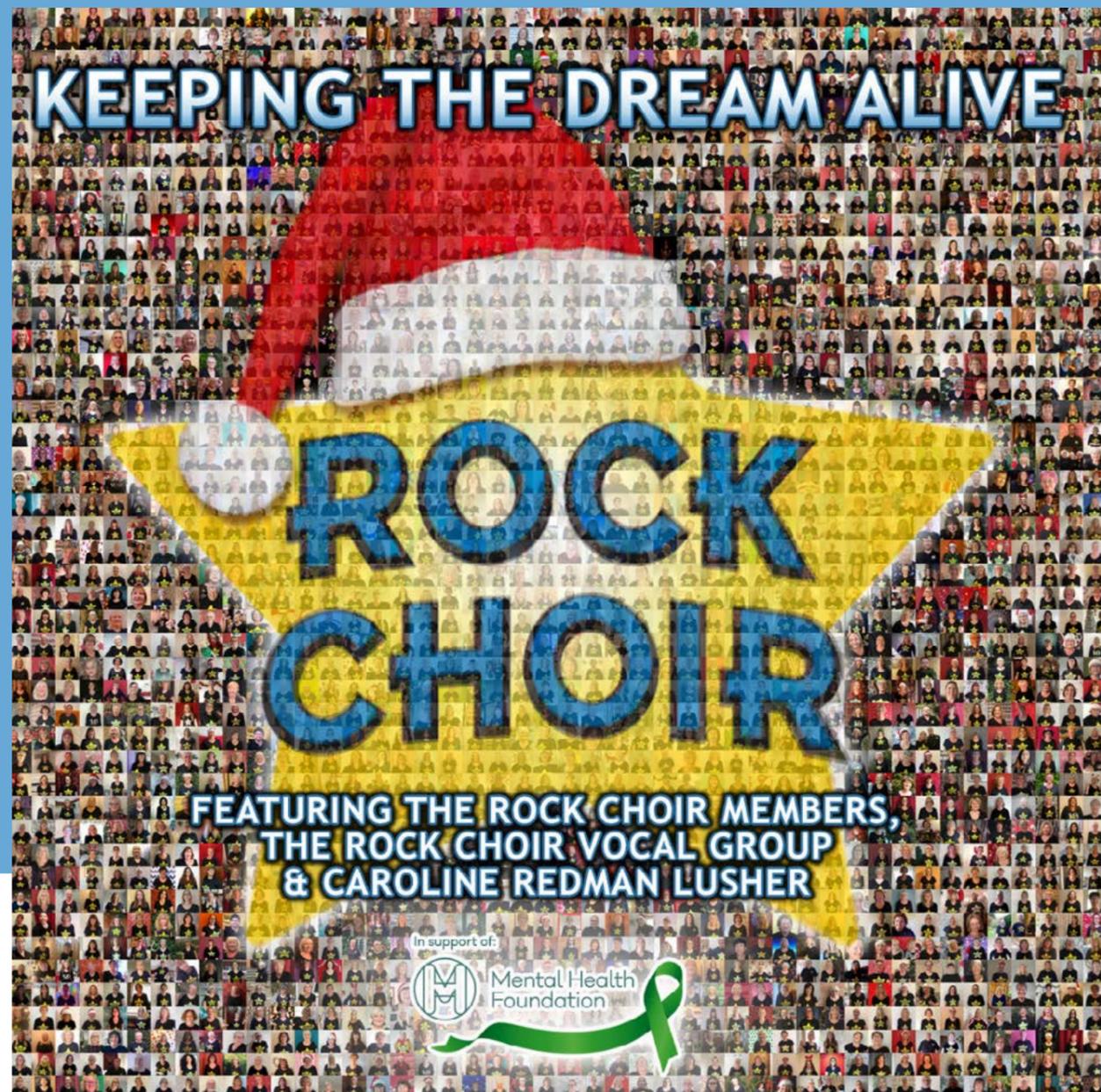
Community Fundraising

Our community fundraising income remains strong, despite the challenges faced with restrictions making it difficult for people to carry out their events in person. Supporters just like you quickly adapted to a new, virtual way of fundraising including taking part in our new event Take Action, Get Active. You also blew us away with your innovative ideas for supporting our work: from quizzes, to live DJ sets streamed online, to virtual Yoga sessions – you name it, you did it!

We have also launched a new fundraising initiative, MHF Live. We recognise music as a powerful tool - not only can it lift moods, but it can also help to break down stigma, encourage conversation and promote positive mental health for all.

// We often say Rock Choir should be prescribed by the NHS as for some it can be completely life-changing. The vital work and research that the The Mental Health Foundation do to help prevent mental health crisis is something we are therefore truly proud to support. //

CAROLINE REDMAN LUSHER
Creator and Creative Director, Rock Choir



Rock Choir



We would like to shine a light on the fantastic support that Rock Choir has given the Mental Health Foundation in the last 18 months.

Rock Choir is the world's largest contemporary choir and when COVID hit, the team swiftly moved all of their members online and began a FREE weekly live singing tutorial for the Great British Public via their Facebook page called 'Keep Britain Singing' to help to lift the nation's spirits. This continued for 106 consecutive days and reached five million households!

In May 2020, as part of Mental Health Awareness Week, the Rock Choir Team hosted a 24-hour back-to-back music and well-being online event called 'Rock Choir 24', which raised over £45,000 for the Mental Health Foundation. Group-singing improves people's wellbeing by building their self-confidence, self-esteem and in turn improving their mental and general health.

Supporting mental health awareness did not stop there, as last Christmas, thousands of Rock Choir members from across England, Wales and Scotland came together as one choir for the first time since lockdown began and recorded their vocals virtually on a national Christmas single, 'Keeping the Dream Alive.' The single was a hit, reached number 1 in the official iTunes download singles chart and raised over £5,000 for MHF.



Caroline Redman Lusher, Creator and Creative Director of Rock Choir said;

"We have been delighted to support the MHF. There is great synergy between us as we both work towards improving the mental health of the British public. Singing in Rock

Choir is proven to positively enhance our members' mental health and leads to a natural high and positive change of mood which in turn have enormous health and social benefits. Rock Choir is built on an uplifting ethos of family, fun, friendship and community spirit and for many thousands taking part, it's a lifeline! Not only does Rock Choir improve lives, but some members have reported that they've

stopped taking anti-depressants, found new confidence in themselves and discovered pure happiness."

Rock Choir is such a good fit for us and we are extremely grateful for the support they have given us. Not only have they raised over £50,000 but they have also raised crucial awareness of mental health.

Fundraising & communications



Corporate partnerships

Corporate Partnerships pivoted its focus during the pandemic. Our newest and largest partner Zizzi had to temporarily close its doors along with many others from the hospitality sector and many of our partners had to furlough employees and switch to working from home. Our planned expansion of the team was put on hold whilst we weathered the pandemic.

We focused our efforts on providing information and advice to employees in our partner companies. Home working for many became the norm. Tips on how to best manage this and sustain good mental health coupled with signposting for those who needed additional support meant Mental Health Foundation resources were shared widely across our partner companies.

£200,00

**RECEIVED TOWARDS
A PROJECT TO
UNDERSTAND
GAMING AND MENTAL
HEALTH**

A welcomed high point in the year was the annual Jingle Jam, the world's biggest charity gaming event. We were delighted to have been chosen again as one of the beneficiary charities and as ever the event was an astounding success.

We received almost £200,000 enabling us to initiate a research project to better understand gamers' relationship with their mental health. We plan to create solutions to promote and protect players mental health in the coming year.

Corporate supporters we would like to thank include, Lloyd's, Jingle Jam, Hearst UK, Zizzi Restaurants Ltd, Manolo Blahnik, XPS Pensions Group, Withers LLP and Brookfield Asset Management.

Spotlight on...



Lloyd's

Many UK companies acted quickly during the pandemic, recognising the need for immediate action to provide additional support to UK charities and those most impacted by the crisis.

As part of Lloyd's support for UK charities, Mental Health Foundation received £300,000 over two years, enabling us to reach 26,400 pupils per year through our peer education programme. It is delivered in secondary schools and provides young people with the tools they need to safeguard their mental health.

In addition they funded Picture This, a project for 120 older people in later life housing. We will create connections for isolated older people who are struggling with loneliness and provide them with training, wifi and equipment, so they are able to access a range of digital and online support, creating connections and improving their wellbeing.

Mental Health at Work

Our subsidiary, Mental Health at Work CIC, adapted rapidly to meet client needs around workplace mental health training as the pandemic changed working lives for most people. This involved changing content and structure to enable virtual delivery through facilitated workshops and webinars.

Over this period we directly reached 6,941 individuals, a 40% increase over the previous 12 months, directly working in over 50 corporate clients.

Clients included **Anglian Water, Coca Cola, Dell, Mizuho, Unicef** and **Which?**. Virtual delivery brought new business opportunities, enabling more people to be reached and has opened up the global market place for mental health and wellbeing.

In early 2021 work began on global programmes for **MediaCom, WPP** and **Coca Cola**, using research and scoping to ensure that customised content is relevant to each marketplace.



£436,425

**RAISED THROUGH CORPORATE
PARTNERSHIPS 2020/2021**

Mental Health Awareness Week

We have hosted Mental Health Awareness Week (MHAW) since 2001, with its purpose to highlight and promote a universal public mental health message. In previous years, we have examined how anxiety, stress, relationships and body image can impact on our mental health. In response to the lockdown, we decided to change the theme to Kindness to connect with the mood of the nation and provide a message of hope.

Usually, MHAW is a chance for events to take place in schools, universities, clubs, workplaces and communities around the country. This year, due to COVID, we had to use a digital approach instead.

Highlights:

- All major party leaders and numerous MSPs and MPs engaged with and shared our content, including **Keir Starmer's office** and **Nicola Sturgeon**.
- We met with the Mental Health Minister **Nadine Dorries** and Scottish Mental Health Minister **Clare Haughey**.
- The **Duke and Duchess of Cambridge** engaged with MHAW through radio and TV and social media outputs on three separate occasions.
- The week was covered in primetime **BBC** national TV news and **ITV** national TV news.
- We saw substantive media engagement across all four nations – England, Scotland, Northern Ireland and Wales.
- A very wide and eclectic range of celebrities and public figures engaged with the week including **Kourtney Kardashian, Rabbi Jonathan Sacks** and **Dame Kelly Holmes**.
 - We launched a new fundraising campaign called **Take Action, Get Active**. It was a 31-day challenge where supporters signed up to take on 30 minutes of movement every day for the month of May.
 - Our policy document was viewed **3,240** times compared to 312 times for last year's report.



WE SAW A 47% GROWTH IN OUR SOCIAL MEDIA ENGAGEMENT.



WE HAD 1.3 MILLION WEBSITE VIEWS — 75% HIGHER THAN LAST YEAR.

Campaigns



SCOTTISH MENTAL HEALTH ARTS FESTIVAL

The Scottish Mental Health Arts Festival (SMHAF), led by the Mental Health Foundation, took place as an online programme from 4 May-31 July 2020. The festival programme included more than 75 events over 13 weeks, with over 10,000 online event engagements.

Originally scheduled for May 2020 only, the format was adapted due to COVID and UK-wide lockdown resulting in the enforced closure of arts venues, postponement of live events, and restrictions on large gatherings.

It became clear very quickly that it would not be possible to deliver the festival in its usual form, which usually features around 300 events taking place in regions across Scotland, programmed in collaboration with artists, activists, and local communities. Instead, we worked with partners and funders to deliver SMHAF 2020 online over a longer period - creating space for those involved to adapt and develop new projects and giving audiences an opportunity to enjoy as much of the programme as they could while dealing with the various pressures of life under lockdown.

It was also important that we maintained our commitment to sharing perspectives by hosting online discussions and workshops to facilitate dialogue, conversation, and learning around mental health – a key strategy for converting audiences from viewing or participating in high quality programming to deepening understanding of mental health and addressing stigma.

The theme for SMHAF 2020 was 'Perspectives'. This theme was chosen in collaboration with our network of artists, activists and mental health advocates that develop the festival and its regional programmes. Events were curated to bring together the perspectives of three key groups that shape the festival each year: people with lived experience, artists, and marginalised communities. This focus was reflected in many ways throughout the online programme, with the voices of people with lived experience embedded across all our events, workshops aimed at supporting creative communities, and events and a commission designed to amplify the voices of marginalised communities.



THE MENTAL HEALTH FOUNDATION HELD 72% SHARE OF VOICE WHEN COMPARED TO ALL MAJOR ENGLAND MENTAL HEALTH CHARITIES DURING MHAW.

Let's Build a #WellbeingSociety:

Scotland deserves good mental health for all



#WellbeingSociety

Influencing



In 2021, we developed our first ever campaign to influence party manifestos in a Scottish parliamentary election.

Objectives:

- To secure MHF's mental health prevention recommendations in at least two political party manifestos.
- To secure 50 candidate pledges to our manifesto.
- To get broadcast and print media coverage for our manifesto recommendations.

Plan:

- We developed the election manifesto - #Wellbeing Society - in consultation with Scottish supporters. We promoted the manifesto through a range of channels including speaking directly with political advisors, media launch, emails to supporters, online media and a hustings event with candidates.

Successes:

- Our recommendations featured in all five main party manifestos.
- 51 candidate pledges to support the #Wellbeing Society manifesto.
- Widespread media coverage of our election recommendations, with more than 42 stories utilising our content and election related tweets were seen over 70,000 times.
- Scottish Government appointed, for the first time, a 'Minister for Mental Wellbeing and Social Care', showing that mental health prevention will be a priority for the new government.

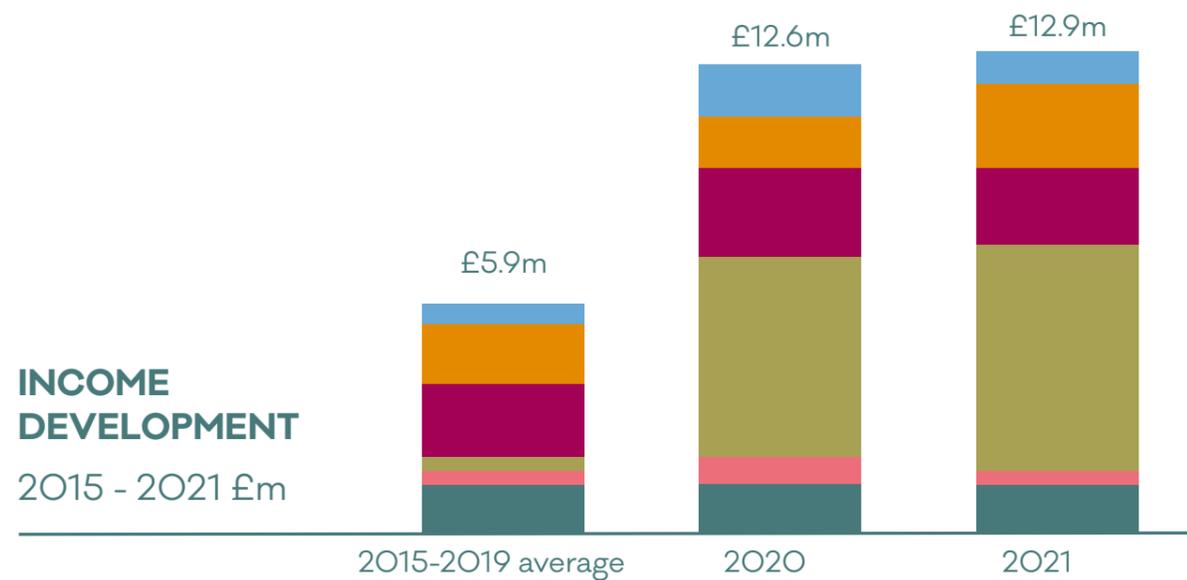
Income



MHF's income shows a slight increase of 2% compared to last year, despite the significant drop in income from events and trading which were affected by the COVID restrictions (£1.2m as opposed to £2m in 2020).

There was a continuous growth in digital fundraising (£6.3m from 5.8m in 2020), where the adverse effects of restrictions for fundraising during the pandemic were not felt. Conversely, there was an increase in support for MHF's vision of good mental health for all.

Whilst legacy income can fluctuate significantly, it remained at a similar level as last year (£1.7m compared to £1.8m in 2020), which represents 13% of total income.



- Donations
- Events
- Digital fundraising
- Legacies
- Grants
- Other

Expenditure

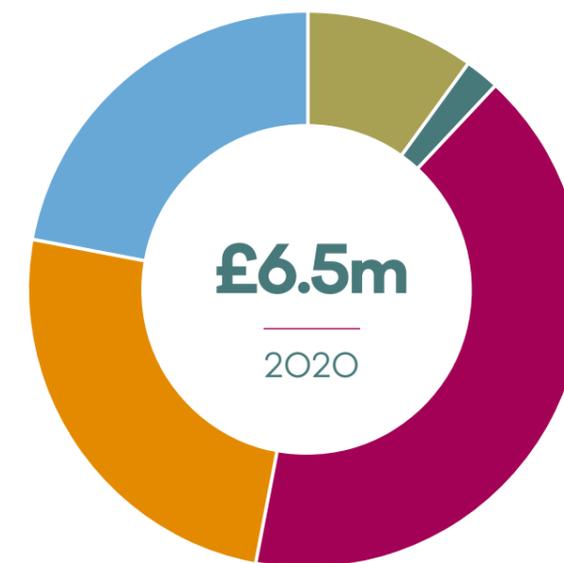


The total expenditure increase of £1.4m was principally due to the expanded activities in collaborative mental health programmes combined with the extra investment into our information, education, dissemination and advisory service programmes.

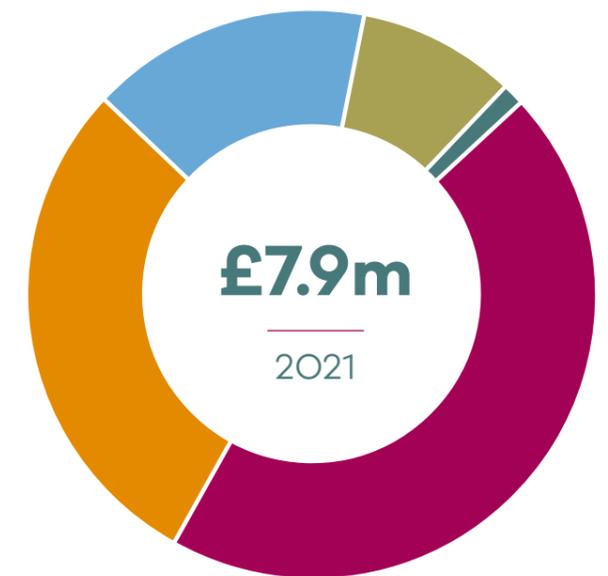
The Learning Disabilities programme was transferred to London South Bank University during this financial year, hence the decreased expenditure under this stream, as well as a decrease in fundraising activities reflecting the decline in income due to the pandemic.

The split of overall expenditure areas of MHF for 2021 and 2020 are shown below.

2019 - 2020



2020 - 2021



- FPLD (LEARNING DISABILITIES)
- MHAW CIC
- MENTAL HEALTH PROGRAMMES
- RAISING FUNDS
- INFORMATION, EDUCATION, DISSEMINATION AND ADVISORY

For more detailed analysis and explanation of MHF's financial position, including all the statutory requirements, please refer to our Annual Accounts report on our website: <https://rebrand.ly/MHF-reports>.

Reserves policy & designated fund allocation



MHF is in the fortunate position that our reserve levels have been significantly increased with recent surpluses and hence we are in the position that we have more than the minimum that is stipulated in our reserves policy.

Currently the funds that are not restricted equate to £16.8m at year-end. Whilst the trustees recognise that these are significantly above the reserves policy requirements, they anticipate that based on the planned designated fund usage, detailed below, these will be used during the strategy period, thus bringing fund levels back closer to the trustees' stipulated level (of six months total expenditure). In addition, given the evident and forecasted impact of the COVID pandemic and the UK's exit from the EU, revenue streams could be under significant pressure going forward, hence a higher than usual reserve level will ensure we have stability for the coming years.

The designated funds have been allocated to the three areas below to secure the long-term future of MHF as well as being able to further its strategic objectives.

Office Purchases Fund £6.5m

Previously MHF was leasing offices in all three locations, London, Glasgow and Cardiff. We identified that it would be the right option to use some of our recent surpluses to purchase offices, ideally in all three locations, hence having assets that will secure its long-term future whilst decreasing on-going operations costs. Post year end, in July 2021, MHF has purchased a new office in London (£6m including refurbishment), close to the previous office, which post refurbishment will be a huge step up in working environment for the staff and enable MHF to move forward on a strong footing. The search for an office in Glasgow didn't produce anything appropriate so a new lease has been entered into in what will be a huge step up in work environment as well. The search for an office in Cardiff commences in autumn 2021 and we are hopeful we will be able to take the learnings from the London office purchase and find the right location for MHF to buy.

COVID Response Programme £2.0m

Following the decision during 2020 to set up a COVID Response Programme to try to help mitigate the impact of COVID upon the public's mental health, which has been profound and unequal, work started in earnest in spring 2021. MHF is focusing on three groups who have been particularly negatively impacted by the COVID pandemic, lone parents, BAME and refugee communities and people with long-term physical health conditions. MHF's insight has been informed by the evidence generated from its pandemic study which has shown the impact of the pandemic and subsequent lockdowns on the UK population and particular subgroups. The selected groups are also ones where MHF has existing experience of evidence-based practice and partnerships that we can draw upon. We have managed to secure matched funding of £1m so far and are looking to see if we can engage with other partners so we can amplify the impact from the programmes.

Stephen Schick – Resourcing the Strategy Fund £2.0m

With the implementation of the new strategy from 2020-2025, it has been identified that we need to invest in MHF to achieve the strategic aims. Therefore, £2.5m was set aside from the Stephen Schick Legacy, to finance the strengthening of the regional presence of MHF across the UK, to invest in fundraising, to develop programmes at scale, and to ensure the future financial sustainability of MHF. During the first year of the strategy period, it was decided to use this mainly to invest in increasing staff capacity, which can be seen in the increase in staff numbers from 94 to 113.



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