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FOREWORD

WELCOME FROM THE CHAIR AND CHIEF EXECUTIVE

We are proud to say that the last year has seen another strong performance from the Mental Health Foundation. We emerged well from the negative impact caused by the world economic crisis during the previous year and were able to build further on our reputation within the mental health and learning disability fields as well as the wider health and social care arena.

We continued to provide the full range of services that underpin our “think and do” business model – research; policy development; service improvement; communications; service user empowerment; information provision and targeted campaigning.

"The Mental Health Foundation – they’re a more objective voice. They show more respect for the evidence than others in the mental health third sector field. They put a greater emphasis on doing proper research, getting real data and information. Not marshalling evidence to support a particular view and discredit care, treatment and policy.”

Professor Louis Appleby, previous National Clinical Director for Mental Health

We undertook two of our most successful media campaigns in the history of the Foundation; In the Face of Fear continued our efforts to normalise mental health and mental health problems through a strategy of focusing on lifestyle, emotions and self-management issues and the Mindfulness campaign, launched in January 2010, aimed to highlight the benefits of mindfulness-based therapies. Both Mindfulness and In the Face Of Fear were effective in reaching a large proportion of the UK population.

"[In the Face Of Fear] confirms just how important it is to tackle mental health problems and promote public mental health and wellbeing. During the last ten years, we’ve seen major improvements in the mental health services available for people, but now we need to develop a dynamic new approach, which actually helps create more mentally healthy and resilient communities. To do that we’re developing a strategy called New Horizons. This report gives us some valuable ideas on how to get there.”

Phil Hope, previous Minister for Care Services

Our policy and campaigning work included Research Mental Health, a campaign to promote the importance of mental health research in the UK. This achieved both recognition and a commitment from the previous government to the need to increase research funding in mental health.

In terms of helping to develop better services we made significant progress on two of the largest and most ambitious projects the Foundation has ever undertaken; Right Here, a project concerned with better mental health services for young people and our Self Management project in Wales. We also launched Voice of Experience (VoX) in Scotland as an independent voice for Scottish service users and the Foundation for People with Learning Disabilities started some groundbreaking work in prisons.

This year’s annual review will highlight some of the Mental Health Foundation’s achievements from the past 12 months and will demonstrate some of the goals we are aiming to achieve in the forthcoming year. Further information on all our projects can be viewed on our website and I hope you will take the opportunity to investigate further.

On behalf of all our staff and trustees we would like to thank you for your continued support.
OUR PROJECTS

SHAPING YOUTH POLICY AT THE HEART OF GOVERNMENT

One in ten children or young adults have a diagnosable mental health problem and research shows that the antecedents of most adolescent and adult mental illness occur in childhood. It is a crucial challenge in these early stages to provide a secure and stable environment and to build resilience to reduce the risk of mental health problems later in life.

There are many charities working to improve the welfare of young people at risk, and what they have in common is the desire and passion to improve young people’s lives and mental wellbeing. The Mental Health Foundation has been funded by Zurich Community Trust to set up and host the Children and Young People’s Mental Health Coalition (CYPMH) to create a unified voice to achieve policy changes at the highest level of government. The Coalition brings together 15 major charities including Mind, Children England and Young Minds.

In March 2010 we brought together over 50 organisations and individuals for an event in the House of Lords to launch the Coalition. The event was a crucial milestone bringing together key figures in the mental health and young people’s arena that showed their support for the initiative by signing up as supporters of the CYPMH and its aims.

THE UNSEEN CARERS

Young carers of adults with severe mental illness can feel alone and excluded – afraid to speak out about their situation in case their parents are hospitalised or are put into care. Unfortunately, most children in this situation do not know that help and support is available and often try to cope alone and unsupported.

The Mental Health Foundation recognises that the responsibilities thrust upon these children are highly inappropriate for their age and that there is a real danger that they could become institutionalised into caring or suffer mental health problems themselves. But we also acknowledge there is no magic solution that will make this better – for the foreseeable future there will be young carers struggling in our society.

In order to understand their plight and how they can be better supported, we interviewed over 100 young carers, service staff and professionals to explore the experiences of carers aged from 10 to 21.

On the basis of our findings we have recommended strategies for joined-up working between child and adult mental health services, and for schools that often interact daily with a number of young carers unknown to social services. We are also producing three individual practical guides in collaboration with our young carers advisory group. These guides will be aimed at helping young carers, educational professionals and support services and are due for release in November 2010.
RIGHT HERE

Right Here is a new project developed by and for young people. The project aims to stimulate the development of responsive services that will provide young people with the mental health support and advice they want, when and where they want it.

After a ten month preparatory phase, four projects were selected from over 200 applications from across the UK. The projects are based in Brighton, Newham in East London, Sheffield and Fermanagh, Northern Ireland, and each is targeting specific groups of young people as well as working to promote good mental health in local areas.

Thanks to the Paul Hamlyn Foundation for their £6 million investment into Right Here, this project is set radically to change how we look after the mental health and wellbeing of young people aged 16 – 25 across the UK. The projects will run for five years, building and evaluating ways of engaging young people with mental health services.

Elise Leclerc, Right Here’s Youth Participation Manager, said:

“Listening to young people is at the heart of the programme. Only by working closely with those who have experienced the current system can we really design new services that young people will feel comfortable using. We could not do the job properly without their involvement. Young people are valued and respected for their views and ideas.”

RAISING AWARENESS IN THE WORKPLACE

The Mental Health Foundation has established itself as a trusted and highly regarded voice on mental health, providing awareness training for statutory, third sector, and private sector organisations.

On any given day, one worker in five will experience mental distress in a work environment. This distress can be compounded by the lack of understanding or discrimination by employers and fellow employees.

Mental Health Awareness Training (MHAT) was set up to raise awareness of the signs and symptoms of mental illness and to reduce the stigma and discrimination associated with mental ill health. The training aims to educate individuals on the ways they can help someone who is suffering from mental distress in the workplace.

Our expert trainers have personal experience of mental health issues. Their specialist knowledge and use of anecdotes brings the training to life and gives a genuine, memorable and comprehensive understanding of mental illness.

We have consulted with employers and employees to create bespoke training programmes that enable businesses to create mentally healthy workplaces and allow participants to gain the confidence to handle difficult situations.

In the first quarter of 2010, we trained 108 people, with our first participants from employers such as the Football Foundation, the Richmond Fellowship in Malta and the Tameside NHS Foundation Trust.
DEMENTIA CHOICES

There are currently over 750,000 people with dementia in the UK and this number is growing due to an increasingly ageing population.

Dementia can affect memory, language and understanding but it does not necessarily make older people incapable, nor should it take away their right to make decisions that affect their quality of life.

We have been funded to head-up a two year project, Dementia Choices, to explore, support and promote different forms of self-directed support, including direct payments, individual budgets and personal budgets for people living with dementia and their carers.

Our research, highlighted in the report My Name is not Dementia (produced for the Alzheimer’s Society) shows that a good quality of life is possible following a diagnosis of dementia. A crucial part of this is allowing people with dementia to take some control over the decisions made about their lives.

WINNING HEARTS AND MINDS

In difficult times, it is not unusual to focus solely on negative thoughts and feelings and for some this can lead to a downward spiral with serious consequences for their mental wellbeing. Mindfulness is a combination of meditation, yoga and breathing techniques that has been proven to help symptoms of stress, anxiety and depression and has brought tremendous benefit to many people’s lives.

In January 2010, the Foundation launched a comprehensive report exploring the effectiveness of various mindfulness-based therapies. The Mindfulness report brought together all the existing research papers from both the US and UK and published the results of a survey of UK GPs and the general public on awareness levels of mindfulness-based therapies and the demand for more access on the NHS.

The results showed that only one in five GPs had access to mindfulness-based therapies even though nearly 75% thought that these therapies would help improve the mental wellbeing of their patients.

Mindfulness was promoted with a substantial media campaign which generated significant exposure in consumer, trade and news titles. The national launch saw articles in the Times, Guardian and Daily Mail, appearances on the GMTV sofa and features on Radio 5 Live and Radio 2.

The dedicated website, www.bemindful.co.uk, supported the launch and at year end (April 2010) received over 19,500 visitors. The site provides visitors with valuable information on mindfulness-based therapies as well as a mapping tool where they can search for local courses.
RESEARCH MENTAL HEALTH

The Mental Health Foundation and the Institute of Psychiatry, King’s College London have been working together since Summer 2009, with the help of scientists, academics, public figures and the general public to promote the importance of mental health research in the UK.

Mental illness causes 15 per cent of the country’s disease burden but receives just 5 per cent of total health research spending. Around £74 million a year is spent on researching mental illness but for mental health research investment to match the impact mental illness has on people in terms of premature death and disability, we want to see this figure reach £200 million a year within the next 5 years.

Through www.researchmentalhealth.org.uk we are aiming for 10,000 sign-ups to show the Government, the National Health Service, funding bodies, research institutions, the pharmaceutical industry and the third sector that investment in mental health research is needed to reduce the social and economic damage caused by mental illness. Many of the policy recommendations of this campaign were reflected in the previous Government’s mental health policy and we are now actively working with the new coalition government.

“Investment in mental health research will dramatically change our understanding of mental illness and our ability to prevent and treat it.”

Professor TW Wykes, Institute of Psychiatry, Kings College, London.

“Exercise and counselling helps me look after my mental health. Research shows it works, that’s why I’m supporting Research Mental Health.”

Jamie Stevenson, depression sufferer.
OUR WORK IN SCOTLAND

FILM FESTIVAL GROWS STRONGER

Both film and arts have the ability to touch people deeply and have a lasting impact on their lives. They can convey a powerful message and increase our understanding and perception of the world.

Led by the Mental Health Foundation, the Scottish Mental Health Arts and Film Festival has seen hundreds of arts, public, private and community groups co-produce more than 300 events to over 30,000 audience members across Scotland. It has firmly established itself in the cultural calendar exploring issues of mental ill-health alongside mental wellbeing and equality.

The impact of the festival on the public has been powerful. Studies from a range of universities and public health teams indicate that the festival has a strong positive impact on knowledge and behaviour, and reaches people on low incomes, people from ethnic minorities and those who have experienced mental illness. The response from the media has also helped us increase the reach and impact of the festival with high exposure in national and local press, radio, BBC and STV.

A strong artistic impact has always been important for credibility, and the festival is recognised by national arts bodies and companies that cite the Mental Health Foundation as a key partner in fulfilling their public purposes. The List, a major arts promotion publication in Scotland, has identified the festival as a ‘Hot 100 standout contribution to culture, who’ve made an impact supporting courage and creativity’.

The influence of the festival has been wide ranging. Our unique approach has been presented as a model of good practice and innovation in Europe and in the Scottish government’s contribution in transatlantic learning conferences. It is supported by the government, a wide majority of mental health programmes and is also recognised in parliament.

To investigate further the impact of the festival a cross-disciplinary team of academics from St Andrews, UCL, Glasgow and Strathclyde are now undertaking studies on key dimensions of the festival which will look at the impact of the festival on service users, activists, artists and organisations, whilst examining whether attending events changes the longer-term behaviour of audience members.

PROMOTING EQUALITY IN HEALTH CARE

In 2009/2010 we have undertaken internationally recognised initiatives to address both racial and mental health stigma and promote mental health. Alongside NHS Health Scotland and See Me we have led a partnership of 30 organisations producing international research publications and numerous projects on the ground involving community agencies, peer educators, NHS staff and faith leaders. This activity culminated in a national conference and report that has encouraged us to develop a series of initiatives with partners.

In 2010/2011 we will continue to support a national initiative entitled ‘Sanctuary,’ with Scotland’s asylum seeker and refugee communities alongside the NHS and other national organisations, and we will manage ‘Ethnicity in Mind,’ the national forum for universities and organisations to share research and evidence in relation to mental health, ethnicity and race equality. We will continue to oversee a series of arts initiatives on equalities and support Voices of Experience (VoX) to maximize service user inclusion and diversity. We will also be leading a study with the Long Term Conditions Alliance to understand self-management in asylum seeker and refugee communities.
OUR WORK IN WALES

SELF-MANAGEMENT: LOOKING OUT FOR ONE’S SELF

People who suffer from mental illness can sometimes find the day-to-day business of looking after themselves overwhelming. It is vitally important for them to be able to gain some element of control over their own mental health.

In 2009 we compiled, developed and piloted a comprehensive training programme to help teach people planning and problem solving techniques to overcome the issues they may face. The course was designed to be relevant to all people with mental illness from any background. We ensured the course was easy to understand with techniques that could be learnt and mastered by anyone.

This year our focus was on delivery – making our Self-Management course available as widely as possible and to promote its benefits. With over 20 courses delivered so far we aim to run over 60 courses in 2010/2011 and we hope to reach 900 people with a range of diagnoses including schizophrenia and bipolar disorder. This is the first initiative on such a large scale of its kind in the UK.

Dr. Eva Cyhlarova, our new Head of Research, will be establishing an evaluation framework to test the effectiveness of the self-management pathway for participants. In co-ordination with evaluation, the project leader Jo Ackerman, aims to prove the effectiveness of self-management to establish a compelling case for future government funding for this project.
Many young people with learning disabilities find it immensely difficult to build and maintain social networks, or to find and plan for opportunities in the future such as secure employment. Even those who attended mainstream school may find it hard to move on to gainful and satisfying employment.

In our experience, we have found that young people with learning disabilities can lead more active lives and have a greater feel for community involvement if they are engaged with and consulted about their future in the community. In our guidance booklet called ‘What Kind of a Future?’, we highlighted a range of innovative applications of this approach such as person-centred planning, direct payments and circles of support and compiled the positive experiences of people who have benefited from them.

EMPOWERMENT THROUGH CHOICE

Everyone should have some say in how their life is run and for people with learning disabilities it should be no different. Since its inception in 1995 the Foundation for People with Learning Disabilities has worked closely with people with learning disabilities and their families to research and implement practical ways that enable everyone affected by learning disabilities to lead more fulfilled lives. The Foundation works to promote the involvement of people with learning disabilities, their family members and supporters, in decision making and in the delivery and quality of monitoring services.

In Cornwall, the Foundation has established Get A Plan In Cornwall which has provided paid work opportunities for people with learning disabilities, assisted their families and practitioners to establish local person-centred planning hubs, provide training in person centred planning and offer information and advice. Through our varied work in Cornwall the Foundation has enabled and empowered approximately 300 people with learning disabilities and their supporters to take some incredible steps including starting their own businesses, gaining employment and taking part in leadership courses.
FUNDRAISING
HOW OUR WORK IS MADE POSSIBLE

Our supporters and funders are critical to the continued work of the Foundation; with their support, dedication and loyalty we are able to bring about real change to people’s lives. Despite the challenging financial climate, we are pleased to report that our fundraising income was up 9% in 2009/10 and expenditure down 17% from the previous year.

Delivering an increase in fundraising income at a time of enormous economic difficulty is indeed a huge success for the organisation. This performance was driven by new event initiatives, support from new donors and the continued loyalty from our existing supporters. In particular during the year we received 893 gifts from individuals who had not previously supported our work, up 16% on the previous year. This success is a real testament to the impact of our work on people, services and policy.

EVENTS

One of the biggest successes of the year was the launch of our Tea and Talk event. This national event was developed to bring friends, families and colleagues together to talk about what mental health means to them and raise awareness of mental health and wellbeing. Held in October, to coincide with World Mental Health Day, we saw over 6,000 people across the UK raise £30,000 for our work with events held at home, in the workplace as well as in universities and even radio stations.
Tea and Talk wasn’t the only event that helped us reach our annual fundraising target. The 2009 London Marathon saw our biggest team ever run across the capital in the name of mental health and for the first time ever we had supporters running for us in the Edinburgh Marathon. Our events attracted 332 new participants who we will work with to ensure they continue supporting the foundation for years to come.

**APPEALS**

To celebrate our 60 year anniversary we held a jubilee raffle amongst our committed givers who raised an astonishing £28,000 and also had a BBC Radio 4 Appeal which not only attracted 138 new supporters but also helped us raise nearly £5,000.

**LEGACY SUPPORT**

Each and everyone of our supporters recognises the true value of our work and for many leaving a gift for us in their will is truly a way to leave a legacy and have a lasting impact. Last year we saw an increase of almost 20% in legacy income from 2009/10, with an average gift of £14,235. With each and every donation we make sure it goes toward furthering our understanding of mental health and wellbeing and we are incredibly thankful to the people who remember us in their will.

**FUNDERS AND PARTNERSHIPS**

Finally we would like to thank our corporate partners, funders and major donors who support our work in different ways. At the beginning of the year we became IPC Media’s Charity of the Year. IPC publish some of the nation’s treasured weekly magazines, including Country Life, Chat, Marie Claire and Woman’s Weekly. Through staff fundraising activity and donated advertising space we have been able to reach a wide range of audiences to promote key messages around mental health and wellbeing. In addition, a grant from the Esmee Fairbairn Foundation has enabled us to launch a new inquiry into the mental health of the baby boomer generation and funding from BUPA has supported our work on mindfulness and research into the impact of loneliness on our mental health.

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**We are grateful to these funders for supporting these specific projects with restricted grants:**

- **£208,621** from Big Lottery Fund Wales for Self-management
- **£190,008** from Paul Hamlyn Foundation for the Right Here project sites
- **£173,870** from the Department of Health Section 64 comprising:
  - £51,901 for Dementia Choices,
  - £49,810 for Community Connecting,
  - £45,000 for Grouchy Old Men and
  - £37,062 for Race Equality
- **£167,935** from Big Lottery Fund Scotland for Brighter Futures
- **£69,500** from Henry Smith Charity for My Care
- **£36,735** from Esmee Fairbairn Foundation for Ageing Well
- **£36,066** from Zurich Trust for the Children and Young People’s Mental Health Coalition
- **£31,295** from Pfizer Foundation for Learning for Leadership
- **£30,392** from Comic Relief for VOX Voices of Experience Scotland
- **£25,000** from BUPA Giving for Mental Health Action Week 2010
- **£20,189** from BBC Children in Need for research into children and young people’s mental health
- **£17,090** from Lloyds TSB Foundation for Mutual Caring
- **£9,440** from a private donor for Mindfulness
- **£3,000** from Laces Trust for the Models Project

**For the Scottish Arts and Film Festival 2009**

- **£35,900** from NHS Glasgow
- **£26,166** from Scottish Executive DoH
- **£18,980** from Glasgow and Lanarkshire (Joint experiences)
FINANCIAL PERFORMANCE

The challenging economic conditions of the previous year continued throughout 2009/10 but continuing emphasis on cost controls and investment in fundraising activities reduced the operating loss to £210,743. Income increased to £4.8 million mainly due to securing a number of new grants and receiving £1.1 million in legacies.

The reserve levels also recovered due to £367K of unrealised gains on investments but restoring the levels of reserves in what will undoubtedly be difficult times in the near future, remains a priority.

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<tr>
<td><strong>Total outgoing resources</strong></td>
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Copies of the full audited financial statements are available on request from our Head Office. A copy of the statutory Report and Accounts, upon which the auditors have reported without qualification, has been delivered to Companies House, the Charity Commission and the Office of the Scottish Charity Regulator.
LOOKING AHEAD TO 2010/11

In addition to the forthcoming initiatives already highlighted in this review, the Mental Health Foundation is looking forward to 2010/11 with several new projects in the pipeline and the continuation and completion of projects already underway.

The Mindfulness campaign will continue with the second stage delivering an online Mindfulness course developed with input from the University of Oxford. Whereas the initial launch focused largely on MBCT (mindfulness-based cognitive therapy), the second stage focuses more on MBSR (mindfulness-based stress reduction). Thanks to generous sponsors, Clear Channel, we’ve been able to undertake a large scale outdoor poster campaign across the UK.

In January 2011 Mental Health Awareness Week will be launched in place of Mental Health Action Week. Although it’s called a ‘week,’ it is a year long theme for the Mental Health Foundation. In the past we have used the week as an opportunity to raise the profile of the organisation by focusing on mainstream mental health topics. While we will continue to do this we have changed the name and date to ensure we reach wider audiences and to reflect major public mental health topics.

A very exciting new project is underway entitled Ageing Well. This two year project aims to examine the mental health needs of the baby boomer population as they enter retirement. An inquiry panel, headed by Baroness Young, will complete research and analysis over the next two years and will seek involvement in surveys from the wider population. We hope this project will inform and shape government thinking and policy in years to come.

The Mental Health Foundation released a report early in 2010/11 examining how modern society has changed the way people connect, aiming to raise awareness of loneliness and its effect on our mental health. The Lonely Society? highlights how the way in which people now live, including the use of technology and spending more time at work, impacts on the ability to connect with others, and shows that vital relationships with friends and family may be neglected. While loneliness is a natural emotion, feeling lonely for a long time can lead to physical and mental health problems. The report continues to receive a large amount of media coverage at the time of writing including pieces in The Times, Daily Mail and The Guardian.

The Foundation for People with Learning Disabilities is in the initial stages of a project called When I’m Gone that will help families, particularly parents plan for their son or daughter’s future when they are no longer around.

The Foundation is also working on three projects in the criminal justice system which will deter the entry of young people with learning disabilities from entering the criminal justice system, support people to benefit from rehabilitative programmes while in prison and offer person centred support to those coming out of prison, deterring re-entry into the prison system.

The Foundation for People with Learning Disabilities work will also include the continuation of leadership programmes for people with learning disabilities with a particular emphasis on employment.

If you would like to find out more about the work of the Mental Health Foundation or Foundation for people with Learning Disabilities, please visit our websites www.mentalhealth.org.uk or www.learningdisabilities.org.uk, call or email us.
GOVERNANCE

Patron
HRH Princess Alexandra
The Hon Lady Ogilvy KG GCVO

Trustees
Douglas Blausten
Matthew Cooper
Alison Graham (Honorary Treasurer)
Kay Laurie
Harry MacAuslan
Catherine McLoughlin CBE
Diane Moore
Professor Glynis Murphy
Professor David O’Donnell
Giles Ridley
Dr Michael Shooter CBE (Chair)
Tony Thake

Secretary
Dr Andrew McCulloch

President
Sir William Utting CB

Vice Presidents
Lord Dholakia OBE JP
Lady Euston
Tessa Baring CBE
Robert Loder CBE
Sir Nevil Macready Bt CBE
David Sachon
Charles Walsh
Mike Wilson

Chief Executive
Dr Andrew McCulloch

Company registration number
2350846 (England and Wales)

Charity registration numbers
England and Wales 801130
Scotland SC 039714

Auditors
Buzzacott LLP
12 New Fetter Lane
London
EC4A 1AG

Bankers
Coutts & Co
440 Strand
London
WC2R 0QS

Investment Managers
Newton Investment Management Limited
71 Queen Victoria Street
London
EC4V 4DR

Solicitors
Wilson Solicitors LLP
4 Lincoln's Inn Fields
London
WC2A 3AA

Hempsons LLP
Hempsons House
40 Villiers Street
London
WC2N 6NJ

Registered and principal office
Sea Containers House
20 Upper Ground
London
SE1 9QB
ABOUT US

Founded in 1949, the Mental Health Foundation is the leading UK charity working in mental health and learning disabilities.

We are unique in the way we work. We bring together teams that undertake research, develop services, design training, influence policy and raise public awareness within one organisation. We are keen to tackle difficult issues and try different approaches, many of them led by service users themselves. We use our findings to promote survival, recovery and prevention. We do this by working with statutory and voluntary organisations, from GP practices to primary schools. We enable them to provide better help for people with mental health problems or learning disabilities, and promote mental well-being.

We also work to influence policy, including Government at the highest levels. We use our knowledge to raise awareness and to help tackle stigma attached to mental illness and learning disabilities. We reach millions of people every year through our media work, information booklets and online services. We can only continue our work with the support of many individuals, charitable trusts and companies. If you would like to make a donation, please call us on 020 7803 1121.

The Foundation for People with Learning Disabilities is part of the Mental Health Foundation and operates as a directorate within the charity.

Visit www.mentalhealth.org.uk for free information on a range of mental health issues for policy, professional and public audiences, and free materials to raise awareness about how people can look after their mental health.