




Our Impact 2020-21





**Together, we'll
better understand
and manage our
mental health**

What's inside?

4	A message from our Chief Executive
5	Who we are
6	Our values
7	What we do
7	Our vision, mission and objectives
8	Our impact at a glance
10	Objective 1: Increase
14	Objective 2: Deliver
18	Objective 3: Adapt
22	Objective 4: Grow
25	Fundraising and thank you

**For more information please visit
mentalhealth-uk.org**

© Mental Health UK, 15th Floor, 89 Albert Embankment,
London, SE1 7TP. Registered Charity no. 1170815

A message from Brian Dow

It is impossible to start without acknowledging that 2020 was one of the most challenging years in many of our lifetimes. The impact of Covid-19 and the social isolation, insecurity, grief and loss experienced by many cannot be underestimated in terms of the impact on the nation's mental health.

Of course, staff across Mental Health UK and our four founding charities were not exempt from the difficulties of the past 12 months. I would like to put on record my thanks for their hard work to make our advice and information Covid-19 appropriate, to adapt our existing offer and establish new services, as well as develop relationships with a range of new partners and supporters.

Despite the challenges, 2020 was ultimately a rewarding year for Mental Health UK and we continue to support people across the UK to better understand and manage their mental health.

One highlight was the launch of Clic UK at the start of the pandemic, a time when many of us found ourselves cut off from our usual support networks. With over 6,000 users registered in the first year, Clic has provided people with a safe, online space for social interaction and support, as well as access to a hub of mental health information. With several local community pages being developed, the service continues to grow from strength to strength.

With offices and schools closed, we were able to adapt to deliver our workplace training courses and young people's programmes online. Feedback from participants has been extremely positive with the new way of working enabling us to reach more people than anticipated. We will continue to offer online training alongside our in-person interventions in the future.

As the UK tentatively reopens, already we are seeing increased demand for our training and services as people absorb the impact of the last 12 months on their mental wellbeing. With an estimated 8.58 million adults in England alone believed to require mental health support post-pandemic, helping the UK recover and prosper is not something we can achieve alone.

So my final thanks go to our partners and supporters who have enabled Mental Health UK to adapt and grow over the last year, and come accompanied by a challenge: to continue collaborating and working together with us to enable everyone to have the tools they need to live their best possible life.



Brian Dow
Chief Executive, Mental Health UK



We won't stop until everyone has the tools they need to live their best possible life

Who we are

Mental Health UK brings together the heritage and experience of four charities from across the country who have been supporting people with their mental health for nearly 50 years.

Working UK-wide, we deliver both national and local services that enable and empower people to understand and manage their mental health in a person-centred and empathetic way.

With our local service delivery and national expertise in supporting people whose lives are affected by mental health problems, we have been able to mark a significant footprint in the areas that deeply challenge our mental health and stability.

We provide support and services for some of the biggest societal challenges that pose a threat to people's mental health, including:

- Money Problems
- Navigating through the system to the right support
- Understanding mental health
- Loneliness and isolation
- Resilience in young people

At Mental Health UK we won't stop until everyone has the tools they need to live their best possible life. The task ahead of us is quite clear.

For more information please visit mentalhealth-uk.org





Our values

Our values underpin everything we do as a charity and how we do it. They aren't just words in a document, they're the character, integrity and essence behind our charity, and they're what excites people about being a part of Mental Health UK.



Collaborative

We foster partnerships to help everyone in society to understand and manage their mental health



Empowering

We want to increase people's resilience and ability to navigate life's challenges which pose a threat to our mental health



Inclusive

Everyone has a role to play in helping us achieve our vision, and we won't turn anyone away



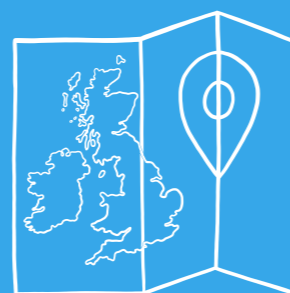
Supportive

We'll provide everyone with the tools they need live their best possible life



Practical

We're tackling the biggest societal challenges of our time by being solutions-focused



Expert

Knowledge is power, but we'll use our near 50 years' worth of sector experience to usher in awareness and understanding

What we do

Vision:

Together, we'll better understand and manage our mental health

.....

Mission:

We won't stop until everyone has the tools they need to live their best possible life

.....

Objectives:



We're increasing

knowledge and understanding on how to protect and maintain mental health for everyone in the UK



We're adapting

so that we continue to meet people's mental health needs and take advantage of innovation and technology



We're delivering

programmes that support people with complex mental health needs



We're growing

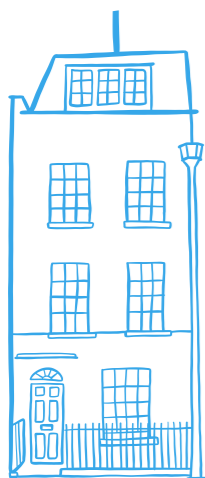
at pace so that we can better support everyone with their mental health



Our impact at a glance



Over 8 million
views of our advice, information and support web pages



230
people supported with their housing, money, employment, physical wellbeing and social connections by our **Community Mental Health Navigators**

£3,500

the average gain for each individual supported by our



mobile devices distributed
to vulnerable service users to get online

10K

calls, emails and webchats

responded to by our advice and information helplines



Mental Health & Money Advice

924 people

received 1-2-1 support from our advice service

6,239 registered users on

Clic

our online peer support platform



948 teachers trained

to deliver Bloom our young person's resilience programme to more than **60,000** secondary school and college students



Scotland

Mental Health and Money Advice, Edinburgh:

"After the first phone call, it took a weight off my shoulders. Now I'm in a good place, it's not perfect but this is where I am, and I like it".

Mike, MHMA client

Northern Ireland

Bloom partner school, Lurgan:

"I have a better understanding of resilience and feel more confident discussing mental health with other teachers and pupils".

Sarah, Ceara School

Wales

Community Mental Health Navigators, Bridgend:

"The Navigators clearly help to prevent readmission by addressing patient's social needs and developing their independence".

Clinical Consultant, Princess of Wales Hospital

England

Digital Inclusion Programme, Tower Hamlets:

"Learning how to use FaceTime and see my grandchildren for the first time in months has been absolutely priceless".

Susan, service user



Objective No.1



We increase knowledge and understanding on how to protect and maintain mental health for everyone in the UK

The way things are...

Prior to Covid-19, it is estimated that one in four of us would experience a mental health problem every year, but evidence suggests a significant rise in poor mental health because of the pandemic.

2.6 million

adults in the UK report that they “often” or “always” feel lonely



Almost half (46%)

of people in problem debt also have a mental health problem



75%

of mental illnesses are established by a person’s 18th birthday



80%

of small business owners report experiencing symptoms of poor mental health



1 in 4 (23%)

working women in the UK feel unable to manage stress and pressure at work



The world we want to see...

Everyone across the UK will:

Have increased awareness of mental health conditions and how to protect and maintain mental health.

Have improved access to high quality, evidence-based advice, information and support on mental health conditions and how to protect and maintain mental health.

Work and learn in mentally healthy environments where stigma is reduced and people are supported and encouraged to protect and maintain mental health.

The change we’ve made...

2020 was a year like no other. Since we were instructed to stay at home, people right across the UK felt the impact of isolation from friends and family like never before. Thousands have experienced loss and grief, while the knock-on effects of the pandemic have contributed to huge levels of job and financial insecurity, with young people particularly impacted by the shutdown of whole industries.

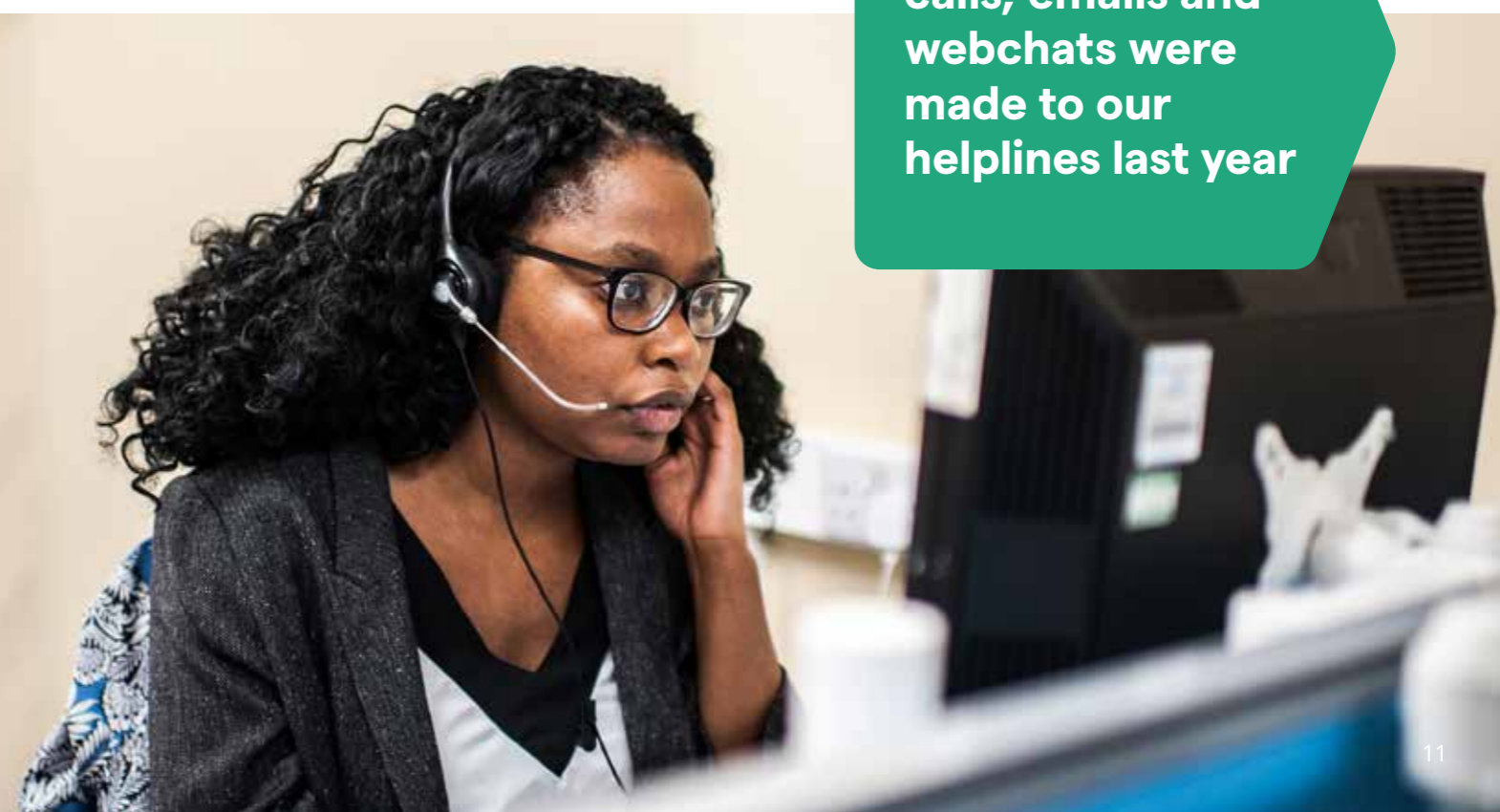
It is indisputable that the restrictions and pressures placed on our lives by the virus represent the biggest threat to the nation’s mental health that most of us have faced in our lifetimes. With increased demand, Mental Health UK and our four founding charities have helped ensure that people have access to quality, evidence-based advice, information and support on mental health conditions and how to protect and maintain mental health during these challenging times.

There were **over eight million views** of our collective advice, information and support pages on our websites in 2020-21, with our online Coronavirus ‘hub’ set up to provide help and guidance on areas such as looking after your mental health while working from home, supporting employees on furlough and how to have an open conversation with young people about the virus.

Our advice and information services provide practical help on a wide range of topics such as the Mental Health Act, welfare benefits and carers rights, as well as general information on living with mental illness, medication and care. In 2020, there were over **420,000 downloads of our information guides and factsheets** with **90%** able to find what they were looking for and **89%** reporting that their knowledge had improved.

Our collective helplines also responded to almost **10,000 calls, emails and webchats** from people looking for support with their own or somebody else’s mental health last year. While we’re proud of being able to help so many people, nearly **three out of four calls** to our advice line went unanswered in 2020, highlighting the extraordinary demand for our Advice and Information Services. With an estimated 8.5 million more adults experiencing poor mental health as a result of the pandemic, funds raised by our supporters will be vital in helping us expand our helplines to meet the growing demand.

Almost 10,000 calls, emails and webchats were made to our helplines last year





Funded by Lloyds Banking Group, Bloom is a UK-wide programme delivered in schools and colleges to support and build young people's mental health resilience. Ambitious plans to deliver the programme in **72 schools and colleges** across the UK in 2020 were unfortunately put on hold as schools, like offices, closed and students were forced to study at home. However, from disaster emerged opportunity with Mental Health UK providing online teacher training to equip educators with the tools and resources to deliver the programme independently to their students. The impact of online training has been astonishing with **948 teachers trained** (more than 10 times the number originally anticipated!) who, in turn, are delivering Bloom to **more than 60,000 young people**.

We know the pandemic has had a disproportionate impact on young people's mental health. Many of the teachers we've trained have spoken of their concerns for their students and how they're coping, while a survey carried out by Young Minds in February 2021 found that **67% of young people** believed the pandemic will have a long-term negative effect on their mental health.

That's why Bloom is so important. Young people who've taken part in the programme have spoken about how it enabled them to notice their own coping strategies and ability to manage change, helping them feel empowered and positive about the future.

As we start to return to a form of 'normality', we know that the events of the past year have placed a huge strain on people's mental health and created additional demand for support and services. At Mental Health UK, we're determined to rise to the challenge; working to build awareness and provide people from right across the UK with access to the quality advice, information and support they need to manage their mental health.

Despite the shift to working from home for people, our training team continued to deliver courses remotely, helping to educate workplaces to reduce stigma around mental health across the UK. **146 sessions** ranging from 45 minute 'Lunch and Learns' to half-day Mental Health Awareness courses were delivered across **17 organisations** providing managers and employees with the tools and support to improve mental health in the workplace.

Our Mental Health Advocates programme with Lloyds Banking Group has trained colleagues to promote mental health awareness, break down barriers and transform the organisation's culture and approach to mental health and wellbeing. You can read about one of the advocates, Muddassir, and the impact becoming an Advocate has had on him and his colleagues on the next page.



Case Study

Muddassir

Lloyds Banking Group

Mental Health Advocate



Mental Health UK's Advocates training programme with Lloyds Banking Group has helped establish a network of colleagues who are dedicated to breaking down barriers and transforming the Group's culture and approach to mental health and wellbeing.

Muddassir is one of 2,300 colleagues who received our Mental Health training. The programme gave Muddassir the skills and knowledge to act as a role model by promoting mental health awareness, setting wellbeing challenges and signposting colleagues to information, support and tools to better manage their mental health.

"Being a Mental Health Advocate allows me to interact with my colleagues in branch and across the North West, to challenge stigma and share wellbeing practices at work. I've held discussions in team meetings, sent uplifting emails and created informative video blogs to encourage colleagues to share how they're feeling."

"The response has been fantastic. Our branch 'Smiley Board' shares positive comments about colleagues, building their self-confidence and creating a more uplifting environment. For one of my videos, I interviewed a team member about the support she got from her line manager when she needed it. The feedback that followed was great, with many people commenting how they found it useful to know that help was out there for them."

We're thrilled that the Mental Health Advocates programme has given Muddassir and the other Advocates the confidence to help others. The experience, knowledge and understanding they gained from the programme, helps make sure that Lloyds Banking Group is a business that is proud to support mental wellbeing and challenge stigma and shame in the workplace.

Objective No.2



We deliver programmes that support people with complex mental health needs

The way things are...

Research shows that a lack of community support for people living with mental illness can leave them unsure where to turn for help. This can lead to social isolation, and problems affecting physical health, money, employment, and housing. Of those surveyed by Rethink Mental Illness in 2019:

Only 23%

were offered support to find a job or stay in work

Less than a third (30%)

had received help to find suitable housing or tenancy support

Half (50%)

had no involvement in community wellbeing projects such as gardening, arts and crafts or social clubs, with **61%** saying this was because they didn't know what was available in their area



The world we want to see...

People living with mental health problems across the UK are:



- Offered suitable housing and supported to live independently;
- Supported to find, enter and retain employment or volunteering opportunities;
- Supported to manage and maintain their physical health and wellbeing;
- Supported to better understand and manage their money;
- Connected with others, in-person and online, in a safe, secure and supportive environment.

The change we've made...

We believe that with the right support, at the right time, people living with mental illness can truly thrive in their community, but this can often only happen if they have somewhere to call home, a solid support network, a sense of financial stability and good physical health.

While local support for housing, exercise classes, social groups etc. exists in communities across the UK, knowing where to find it, and then actually accessing it, can present a challenge for people living with complex mental health needs. That's why, with the support of Johnson & Johnson UK, we launched our Community Mental Health Navigators pilot across three GP surgeries in Grimsby, North Lincolnshire and two hospitals in Bridgend and Pontyclun, South Wales.

This project aims to transform the way care and support is delivered to people living with severe mental illness by placing Community Mental Health Navigators on the front line to support people's non-medical needs and reduce pressure on acute medical services. Linking people to local services, last year our Navigators supported **230 people** with issues related to housing, employment, money, physical wellbeing and a lack of social connections.

Many of those supported were on the Covid-19 shielding list, meaning Navigators had to adapt quickly, working remotely and scheduling telephone appointments with clients. The lockdown also presented challenges with many services that Navigators would refer into operating at a reduced capacity or closed entirely. When this proved difficult for service users, Navigators focused on providing encouragement and hope to keep them motivated. Despite the challenges, we're pleased with the impact of the Navigators pilot in England and Wales so far. In 2021, the service will extend to Stranraer in Scotland and West Belfast in Northern Ireland.

Nearly three quarters (71%) of those supported by the Navigators needed help to manage their money. In the UK, it is estimated that **50% of people in debt** also experience a mental health problem, while **1 in 5 people with a mental health problem** also experience money issues. Mental Health UK established the Mental Health & Money Advice service in 2017 to help people better understand, manage, and improve their financial and mental health. Since then, we've supported over **3,500 people**. In 2020, **over 400,000 people** from across the UK visited the Mental Health & Money Advice website and 924 people were referred for one-to-one support, with each approximately **£3,500 better off** from engaging with our service.

400,000 people visited the Mental Health & Money Advice website in 2020/21





Mental Health UK believes that everyone should have the tools they need to live their best possible life. That's why, alongside Navigators, Mental Health & Money Advice and Clic (see page 19), we also support the groups and services offered by our four founding charities across the UK. Whether it's ensuring an art group in Derbyshire or a gardening club in South Wales have the materials they need, or ensuring that drop-in centres in Belfast and Edinburgh can stay open, Mental Health UK is committed to ensuring people with complex mental health needs can access the support they need, when they need it.

Case Study

Zoey's Story

Navigators in Grimsby, like Teresa, can make a tangible difference to people's lives. Zoey*, a patient in Grimsby who was referred to Teresa was so grateful for the help she received through the service, which equipped her with the resources she needed for a better life outcome.

Navigators are well placed to help mentally vulnerable people get support with housing, staying connected and having control over their finances, and they also provide friendship as described by Zoey below.

"I was referred to the Community Mental Health Navigator (CMHN) by my GP and I was seen very quickly which was amazing as I thought I would have to wait a long time to be referred. Teresa had all the time in the world to listen to my problems. I was in a position where I had to leave my house as soon as possible and find suitable accommodation immediately. The stress of this situation made my mental illness worse and I was worried about becoming more and more fragile. I was also a shielding patient so I felt powerless in trying to address these issues by myself. All I can say is, Teresa was an absolute lifeline. Not only did she secure me appropriate accommodation quickly, she called me every week to check on my wellbeing and even visited me a couple of times once I had settled in and to make sure my accommodation was suitable. On the day of moving into my new house I broke my shoulder, I couldn't have asked any more of Teresa who went to great lengths to find practical ways of helping me. It was this that turned things around for me as well as her sense of humour and endless positivity!"

**Names and identifying features have been removed to protect identities*



Mental Health UK believes that everyone should have the tools they need to live their best possible life



Objective No.3



We adapt so that we continue to meet people's mental health needs and take advantage of innovation and technology

The way things are...

2020 was a year of significant upheaval and change. To prevent the spread of Covid-19, the country underwent a prolonged period of drastic social distancing measures that saw people cut off from their usual support networks and came at a cost to the mental health of many across the UK.

1 in 5

are likely to be experiencing some form of depression, double the rate in 2019.



Over half (51%)

of people surveyed by Mental Health UK felt like they were more prone to extreme levels of stress this year compared to last.



Over three-quarters (79%)

of people with a diagnosed mental illness surveyed said their mental health had got worse as a result of the pandemic, with **42%** saying they were receiving less support from mental health services.



The pandemic has exposed hidden cracks in the health and social care system. Care should be equal and open to all, but changes and inconsistencies in the provision of services have shattered confidence, setting back some people's recovery by months, if not years.

The world we want to see...

People living with mental health problems across the UK are supported to stay well and out of crisis via innovative and technology-driven programmes.

Barriers to accessing care, particularly for those from marginalised and underserved communities such as people in rural communities, carers those from Black, Asian and Minority Ethnic (BAME) backgrounds and young people are overcome.

Technology supports delivery of existing and new services, but in a way that brings back the stability and consistency that people need to ensure they can stay well and out of crisis.



The change we've made...

National lockdowns meant that millions of people were cut off from their usual support networks. Whether family or friends, work colleagues or social groups, our enforced separation from others has had a devastating impact on the nation's mental health with more than half of adults (60%) and over two thirds of young people (68%) reporting that their mental health had got worse during lockdown.

In response, Mental Health UK launched Clic, our free online community that aims to reduce loneliness and isolation. Featuring chat, forums, live Q&As with mental health experts and advice and information on the things that keep us well, Clic has helped support people's mental health by offering a safe, supportive environment to connect with others online. **Over 6,000 people have registered** on the site since it launched in April 2020 with an average of almost **2,000 posts per month**.

For people across the UK, the pandemic exposed the extent of digital exclusion with many facing challenges getting online for work, connecting with family and friends or attending online appointments with Community Mental Health Teams.

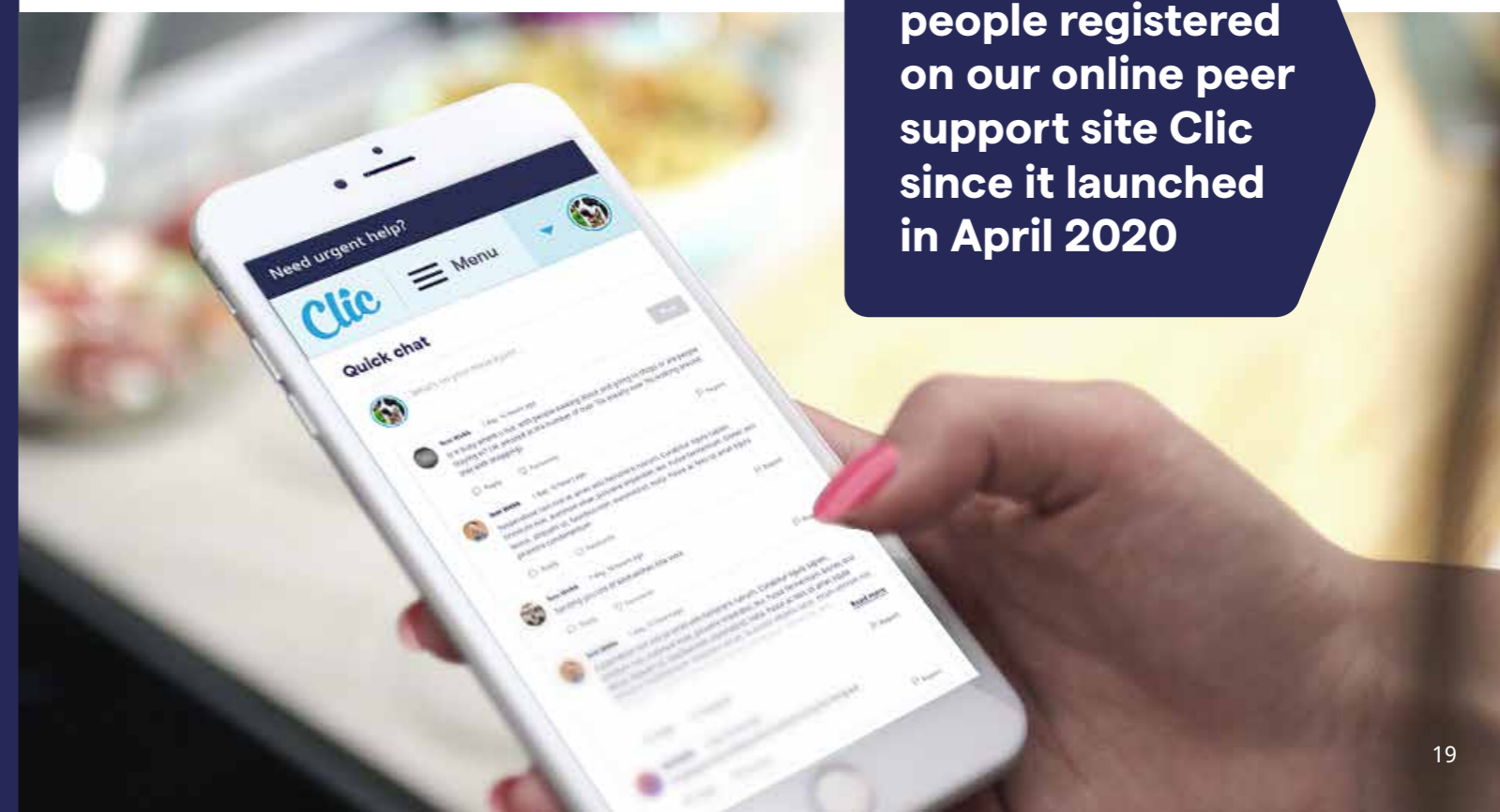
Our founding charities found that many of their service users lacked the necessary digital skills to adapt to the move online. As well as increasing the

sense of loneliness and isolation, it also increased the possibility of people getting stuck in negative loops, behaviours and thinking and undermining confidence in daily routines.

That's why we were proud to partner with Lloyds Banking Group and We Are Digital to provide **106 mobile devices** to some of our most vulnerable service users like Susan (see case study) and provide them with access to **1-2-1 support** to get online and get connected.

As people start to meet again, the full impact of the pandemic on our mental health has yet to be realised. With services likely to see increased demand, we'll continue to ensure Clic provides a safe, online platform for people to share how they're feeling, receive and give support any time of day. While face-to-face support remains vital for many, technology presents us with a chance to reimagine service delivery. We set ourselves the challenge to take full advantage of this opportunity and continue to explore ways in which we can tackle digital exclusion and ensure more people can get access to the support they need online.

Over 6,000 people registered on our online peer support site Clic since it launched in April 2020





Case Study

Susan's Story

When the pandemic hit and lockdown engulfed the UK in March 2020, no-one knew what was to come or to what extent it would isolate and cut off communities. Many of our service users are considered vulnerable and have had to shield at home with little to no social contact from friends or family over the past year. While the digital world is sky-rocketing, many people including the elderly and people affected by mental illness, are excluded either through lack of equipment or technical know-how. That's why, together with Lloyds Banking Group, we launched our Digital Inclusion Programme to help people in this bracket get online during the pandemic and reconnect with their loved ones.

Here's how the programme benefitted one of our service users Susan:

74-year-old Susan* is the carer for her grandson, who lives at home with her and has autism. She is part of a large family and during lockdown was unable to maintain contact with her new grandchildren and great grandchildren and see how they were growing up.

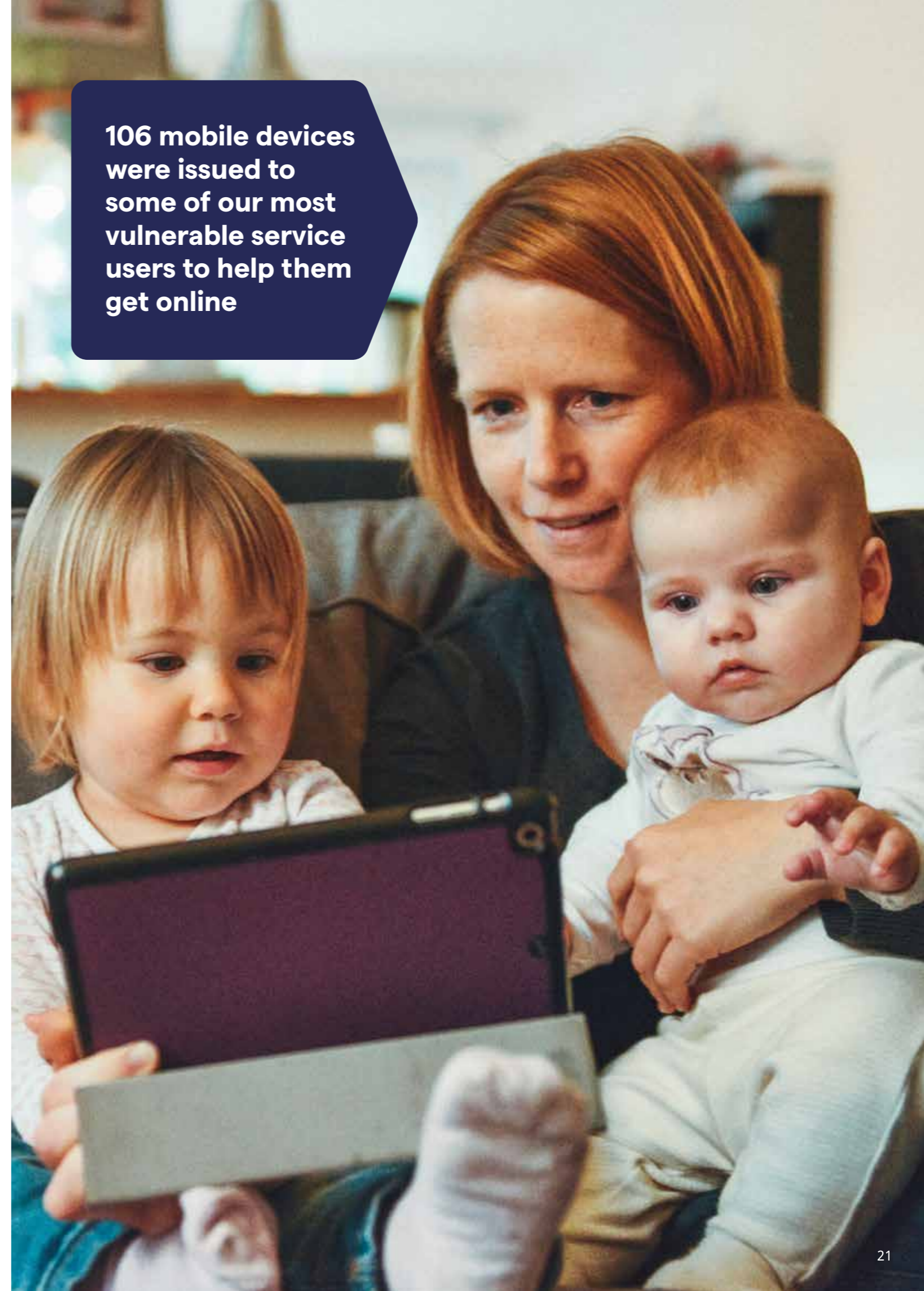
That was until, thanks to the support of Lloyds Banking Group, we were able to send Susan a tablet to make sure she had what she needed to keep in touch. Using her new device, she was able to train and interact on the Digital Inclusion programme and her grandson has been helping her practise navigating it too. She has greatly enjoyed the tablet and the realm of opportunities it offers.

This has been equally as beneficial to her grandson, who has experienced depression since lockdown started and is unable to leave home. He has also been shielding on behalf of his grandma which has made home life all the more difficult and pressurised. They recently FaceTimed other members of the family for the first time and Susan's feedback was that it was "priceless". Clare*, her Mental Health Recovery Worker, told us: "the other side of things is it's good for my mental health too as I know Susan is now connected and I don't worry about her being isolated anymore".

**Names and identifying features have been removed to protect identities*



106 mobile devices were issued to some of our most vulnerable service users to help them get online



Objective No.4



We grow at pace so that we can better support everyone with their mental health

The way things are...

Charities in the mental health sector employ around 865,000 workers and call upon millions of hours of volunteer time each year, but it is simply not enough.

More than 7,000 people

are likely to be experiencing some form of depression, double the rate in 2019.

.....

1 in 3

UK adults are worried about their finances, and 20% of those unemployed reported suicidal thoughts in the last two weeks.

.....

One thing is clear.

We need more resources in the sector to provide the right level of care and support to everyone so that they can live their best possible life.



The world we want to see...

We build our capacity and resources in order to better support everyone with their mental health.

We will drive efficiencies for our staff and the wider sector by continuing to work collaboratively across our four founding charities and share learning across the sector.

The change we've made...

There is no doubt that the Covid-19 pandemic has had a negative impact on people's mental health. That's why we're so proud of the response of the more than 1,000 staff and volunteers across our four charities who have worked tirelessly to support millions of people manage and maintain their mental health.

And we couldn't have done it without you, our supporters. Businesses and individuals right across the country mobilised to support the nation's mental health. Your support enabled us to keep our advice lines open, create new resources to support people through lockdowns, deliver many of our programmes and services such as Bloom online, and launch Clic UK so anybody needing help with their mental health had access to a space online space to connect with others.

One thing is very clear: we need more resource in the sector so that everyone can live their best possible life. But we need to think about how we can increase resources 'up-stream' so people can get support for their mental health earlier, before they reach crisis point.

In the coming months, we'll be expanding our Mental Health & Money Advice Service, piloting Community Mental Health Navigators in Scotland and Northern Ireland, developing new local versions of Clic and launching a new project targeting rural communities with the support of Neptune Energy.

We're also creating new opportunities for people to volunteer. Skipton Building Society and Neptune Energy colleagues will be joining Lloyds Banking Group colleagues on Clic, helping to ensure everybody who logs onto the site receives a warm welcome from the community. Our team of trained moderators continue to provide 24/7 safeguarding on the site.

Mental Health UK's staff and volunteers supported millions of people to manage and maintain their mental health



Case Study

Menaka Piyaratna
Partnerships Communications
Manager, Mental Health UK

What is your role?

Partnerships Communications Manager

What does your job at Mental Health UK involve?

I support with communications for our partnership with Lloyds Banking Group. A large part of this is communicating with Lloyds Banking Group colleagues about the various ways they can get involved to support us, and the enormous impact their fundraising and our partnership is making to mental health. I love my job so much!

What is the best thing about working at Mental Health UK?

The people I get to work with. We are such a supportive, brilliant bunch at Mental Health UK (if I do say so myself!). There's so much laughter and friendship, and when the going gets tough, they always have your back. And working in the partnerships team I get to meet and work with many wonderful people at Lloyds Banking Group. Much like at Mental Health UK, people there are so supportive, kind and passionate about mental health. It's genuinely such a pleasure to be at work everyday because of the people around me.

What do you do to look after your own mental health?

I take my lunch breaks! I was really bad at doing this for so many years, including at my previous jobs. Now, however, I always take my lunch, even when it's a busy period. That break is so important to give me a breather, to take that break away from my desk and work thoughts, and do something for me. I do different things – watch a bit of TV, read, go for a walk if it's nice out. Right now, I've got a puzzle on the go, so I've been doing a bit of that when I break for lunch – time goes by so quickly because I'm so engrossed in it!



A huge thank you to our incredible fundraisers

This year's fundraising was a little different. With large scale events cancelled, our supporters adapted fast, finding inventive ways to fundraise for us throughout the pandemic. To everyone who raised money, a heartfelt thank you!

Fundraiser Spotlight

Laura Curley and Jane Hayden - Walking for Kathy



Laura Curley and Jane Hayden took on an epic 27km walk in Spain from Puerto Calero to Playa Blanca, and together **raised over £2,500** for Mental Health UK. The walk was in memory of Kathy O'Callaghan, Laura's aunt.

Kathy O'Callaghan was a loving aunt and a wonderful friend to Laura. After she took her own life in October 2020, Laura and her good friend Jane decided to take action and raise awareness around mental health, in her memory.

"Because of the rocky terrain along the coastal path, it took us 7 hours 15 minutes to reach Playa Blanca. We were a little exhausted (and hot!) but we were delighted to be greeted by a champagne reception! And most of all, we couldn't believe how much the exercise lifted our moods – it inspired us to keep being active, for Kathy."



Fundraiser Spotlight

Nick Jemetta - A Zoom Superhero!

In May 2020, Nick Jemetta, started dressing up in fancy dress to as many work Zoom meetings as he could. His aim was to entertain friends, family and colleagues and to have fun with his children. He's now worn over 100 costumes, created meaningful dialogue on mental health for millions of people and created many more laughs! Nick has **raised £3,300** for Mental Health UK.

"I know seeing my costumes makes people laugh, makes them happy and makes them feel more positive. That can only be good for their mental health as we continue our journey out of lockdown."



Corporate Partners

A massive thank you to all of our corporate partners whose colleagues and customers raised an incredible amount of funds. Here are just a few examples:



Johnson & Johnson

In response to the Covid-19 pandemic, our partners Johnson & Johnson in the UK and the Johnson & Johnson Foundation in EMEA **donated £100,000** to sustain our helplines, and a further **£44,000** to run a 4-month emergency Covid-19 Community Mental Health Navigator programme in Grimsby and Bridgend.

MyProtein

We ran a cause-related marketing campaign called Stronger Together with MyProtein who donated **£20,000** to Mental Health UK through sales from their limited edition protein shakers. Their ambassadors also joined us on our live Q&As on Clic and social media.

Skipton Building Society

Our partner, Skipton Building Society, donated **£200,000** to Mental Health UK last year as a way of showing their support through the pandemic.

ISG Ltd

As a result of the pandemic our partners ISG Ltd put a new spin on their annual fundraising event, in recognition of the widespread feelings of anxiety and isolation, by going virtual and global. Move for Charity was born and colleagues around the world walked, ran, cycled, or swam over 20,000 miles while raising funds for local mental health charities. Colleagues in the UK **raised over £83,000** to help Mental Health UK support people experiencing poor mental health because of loneliness and isolation. In addition, our amazing partnership was extended for a further two years, a first for ISG Ltd!

Rathbones

Employees at Rathbones selected two national charities, including Mental Health UK, to receive additional funds which would help deliver services in their Covid-19 response programmes. Colleagues raised just over **£75,000** to help more people across the UK find help for their own mental health, as well as for their family and friends.



Aldi

Mental Health UK and the major supermarket Aldi launched a partnership in May 2020 to increase the wellbeing support for its **36,000 employees** across the UK. Throughout our two-year partnership we are creating a range of practical tools and guides to help support Aldi's 36,000 colleagues, and their families, look after their mental health. The partnership complements Aldi's existing Wellness Programme, which includes counselling, wellbeing coaching, online mental health training for all colleagues, financial wellbeing support, an online wellbeing portal and a 24/7 confidential helpline provided by the retailTRUST.

Lloyds Banking Group

Walk the Talk World Championships

Carrying on the legacy of the Walk the Talk fundraiser which we have held with Lloyds Banking Group since 2018, we created a virtual walking challenge which consisted of four events over the course of a month, starting with shorter distances leading to the grand final and 50km walked in total. 264 colleagues got involved raising a total of **£54,221**.

"This year's Walk the Talk has been my favourite one so far. I've really enjoyed the progression in distance each week. It's been a great experience and I'm looking forward to next year's already. I've raised £688 for Bloom - for young people's mental health, which totals **£1,188** with Matched Giving. This is the most I've raised in one charity event so thank you so much to all who contributed to that total." - Walk the Talk participant



Time to Talk Tea Party

For Time to Talk Day in 2021, we hosted a bake-along fundraiser with Alice Fevronia from the 2019 Great British Bake Off. Colleagues baked along with Alice, whilst she spoke with Katie Legg about our Bloom programme and her direct experience of working with young people, when she worked as a secondary school teacher.

"Thank you very much to all involved for making yesterday's "Time to Talk - Tea Party" happen. It has to be one of the best hours that I've spent during the last year. I only discovered baking during lockdown 1 thanks to a local baking initiative encouraged by our Senior Manager. Being able to bake live with others yesterday and talk about the wonders of baking and the GBBO was just truly lovely. The focus on baking, mental health and the youngsters was really balanced and sensitive. I felt that Alice Fevronia and her co-host, Katie Legg, really get mental health and both were just so personable, approaching and engaging too."

With special thanks to our Strategic Partners...



...and some of our Corporate Partners this year.



[mentalhealth-uk.org](https://www.mentalhealth-uk.org)

© Mental Health UK, 15th Floor, 89 Albert Embankment,
London, SE1 7TP. Registered Charity no. 1170815