



Impact Report 2024/25

How you made a difference
through fundraising



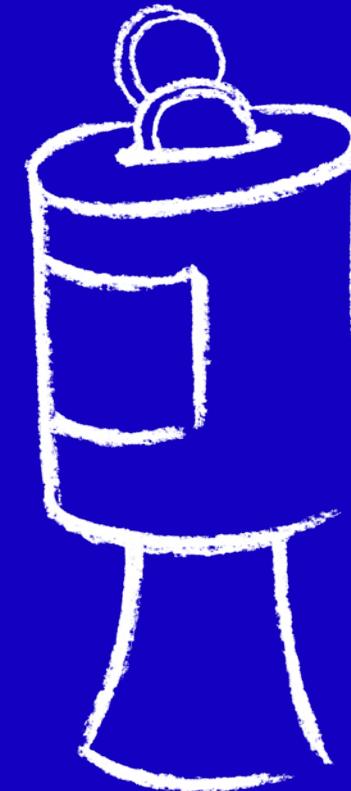
We want to change the way mental health support is delivered.

There is a crisis in mental health services – one that leaves people waiting (2 million nationally) for long periods of time without the help that they need. We know that offering support sooner than later makes a massive difference to individual outcomes. We want to make it easier for people to ask for and get the help that they need. We want people to receive a warm welcome and access services that are safe and helpful, which foster belonging, are empowering and offer choice underpinned with kindness.

“Because of you, I have hope things can change.”

Person who used a Manchester Mind Service

We want to make it easier to ask for help.



We are able to do this because of you and the donations you have made.

The services we run are funded in different ways. **Donations** play a key role in enabling us to try new ways and enhance our service delivery. We want to tell you how we have used those donations over the past year and the difference they have made to the people we support but also to us, Manchester Mind.

Thank you!

We don't take it for granted that people will donate to Manchester Mind – we understand that there is a lot of need and a good number of competing causes and excellent charities involved in doing vital work. Therefore, when people do donate we think carefully about where it will be best spent and make the most difference. Hopefully this impact report will demonstrate this.



**“Thank you for all the help,
if it wasn’t for Mind
I wouldn’t be here.”**

Quote from person attending support session.

A Brief Overview of our funding and the role of donations

We are funded in a variety of ways such as:

- Grant funding (from charitable trusts etc)
- Contracts (from the city council or the NHS)
- Sub-contracts from other organisations
- **Donations (often called reserves or unrestricted income)**

Grant funding and contracts/sub-contracts provide income for us to deliver agreed projects – based on our proposals which are in turn based on local need or wider system needs.

Funding from grants and contracts pay for the direct delivery of the actual service and also for the management that sits behind those services. This is an essential part of any service or business – ensuring that staff are well managed and supported; services are safe and we are able to fulfil our legal requirements and report on our services and the impact we make.

“You all really care and genuinely understand what it is like to live with trauma.”

Person attending support session

If we get funding from grants and contracts then why are donations important?

- Donations enable us to do something different and they link our services together – making them more coherent and sustainable.
- Sometimes there are services that are too difficult to fund but are important and vital for our local communities.
- It can be helpful to pilot a service and test it out before looking for longer term funding.
- Our vital core services are not always fully covered so we match fund – to make the most of the resources awarded.

So how do the donations you made during the year work for us and the people of Manchester?

Donations fully funded the revamp of our access points to services, our **Welcome and Access Team**. This service comprises of our **Welcome Team** (phone/email/web access), our **Support Team** (who provide two in person mental health support sessions per week to people who are approaching a crisis with their mental health) and our **Listening Ear** team (providing 1:1 telephone support for up to six weeks). The Welcome and Access Team has become the hub around which other services are delivered and has transformed our provision. **The way we deliver is as important as what we deliver.**

Donations enabled us to maintain our current advice provision, covering a shortfall in funding.

Donations enabled us to carry on delivering a counselling model when our funding from the national community lottery fund ran out.

Find out more about how your donations have made a difference in the words of people who received the services.

Welcome Team

“If empathy and understanding like Gemma’s were practiced more broadly across our national mental health services, I truly believe we would see far fewer people slipping through the cracks.”

Google review

Being able to **access** help is so important, but getting the right help at the right time can be difficult. However, with your support we were able to make steps for it to become easier. We put in place our own **Welcome Team** – Gemma and Mary. This team of two answer the phones, voicemails, respond to emails and web forms and greet people who call in....over 3,000 people in 2024/2025. They aren't entirely alone, as a rota of managers and volunteers ensures they can maintain the systems that enable easy access to help. But what it actually means is that Monday-Friday 10am and 3pm our phones are answered and any messages (however they arrive) are responded to in less than 24 hours. Everyone who calls gets to tell us how they need help and what has happened to them. They are **listened** to and **heard**.

Sometimes it is giving information or emotional support, because that is what that person needs right then. Other times it can be crisis support. We can make referrals in house or signpost to our growing database of other services. Because we are Manchester we get calls from across Greater Manchester, so our resources spread that far.

We answer each call with the intention of helping and or endeavour to find somewhere/one else that can. It's a refreshing approach and made possible by your donations. This bit of our jigsaw was missing, so we decided to fund it ourselves and that was only possible because of you. **It has made a remarkable difference.**

Gemma and Mary also manage our **Listening Ear Service**; people who are isolated can access 6-8 weeks of one to one telephone support. This has been a vital lifeline for some people and it can offer hope, but also be a first stop to maybe thinking about engaging with other support. It also gives an opportunity for volunteers to support a service. They bring vital lived experience and they give us capacity to support more people. As volunteers they gain experience and receive lots of training.

“That person I spoke to had good listening skills and seemed to genuinely care. The fact that she also had lived experience of mental health and domestic abuse made the calls one of the best interventions I’ve ever had to help me understand my emotions and have my feelings validated. That’s no small thing but so rarely happens”.

Person who had experienced Listening Ear Service

The Welcome Team

Cost per year

£74,000

The team picked up

3300

calls in 2024/25

15

volunteers supported

108

**people through
Listening Ear Calls**

1

**Mind Quality Mark Award won
for effective services**

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The Welcome Team – a study

Mina called for emotional support. She was extremely distressed and crying whilst speaking about a recent bereavement. She felt alone. The Welcome Team provided emotional support over a long call, giving her space to talk through her distress. Afterwards, Mina felt able to face the day ahead and planned to leave the house and pick up her much-needed medication. She said that she would have gone without this medication, were it not for the Welcome Team's support.

The team referred Mina into the Mental Health Support Sessions which she attended. Mina told the staff and volunteers in the support sessions to thank the Welcome Team for being there for her when she was at a point of emotional breakdown. She said it is a really great service.

And it all started with a call.



“I got to speak to someone straight away and got the help with what I called for”

“Their support has been life-changing for me, and I am beyond thankful for their ongoing help during this challenging time.”

Person receiving support from
Manchester Mind services



Mental Health Support Sessions

“A great service. This is only my second session, yet I feel it has made a tremendous difference to me”

Person attending support sessions

When everything feels overwhelming getting immediate face to face support is vital. We know this is true as people tell us and we see the difference that accessing our mental health support sessions makes to people. **Once again it is your donations** that have enabled us to continue this vital work.

The best part about this service is the speed. A referral comes in through the Welcome Team. Darren our amazing administrator rings the person back often within 24 hours, more than likely sometimes within the hour! The person is told about the support sessions, what to expect, where to come... If they want to give it a go Darren sends a Welcome Pack out to them – explains everything about the service and what to expect and who they will meet on the day.

Someone could ring on the Friday and be at the support session on the Monday. They run every Monday and Thursday. Verity leads the sessions and supports the committed team of volunteers. People receive a warm welcome. They are asked about what's happened to them but no pressure to give answers – people are given time. They can sit alone or be in a group. Volunteers and Verity are there when a person wants to talk. Food is also served on a Monday. Monday is more of the urgent crisis session. Thursday is more relaxed and for people who have been before. When needed Tara and Dionne are on hand to provide added support.

People who come have diagnoses of mental illnesses such as bi-polar disorder, schizophrenia and complex PTSD. People may have or be experiencing suicidal ideation or at risk of self-harming. Eviction, lack of money, loneliness, debts, not being able to get help has exacerbated their ill health and often causes desperation. So, we stop and we listen and we ask what support would make a difference. That help might be advice, advocacy to get access to a service, an appointment with our advice team, referral to our services or other organisations that might be more relevant to them. We put on learning sessions that people contribute their own experiences to and that people can learn from for example on sleep – people can get tips or share their own. Help might be short-term or it might take longer. This service is something we want to keep going and possibly expand on. People leave the sessions with more than they came in with.

“Was good to be able to talk about how I’m feeling. I feel like I have much more energy now that I have spoken to you”

Attendee at support session

Cost per year

£62,000

The team supported

676

people who came to

100

sessions in 2024/25

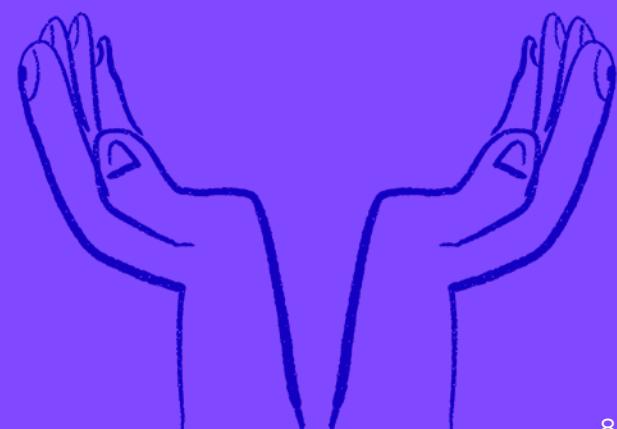
70

**volunteers supported
those sessions**

**Here's how it makes a difference....
in more detail.**

Mo was referred by an NHS Psychologist for support managing his anxiety. He had a phobia relating to eating – believing he would choke on solid food and was getting a taxi daily to eat at the MRI where he felt safe. After slowly building trusting relationships with our staff and volunteers, being reassured we knew first aid and with support from the group he was offered the chance to do some guided gradual exposure work. Over a number of weeks he progressed from eating soft food in the session such as yoghurt – to eating in the group in a relaxed manner. He is now also eating at home. He has also worked with our advice volunteer to apply for PIP, been supported to attend therapy at Moodswings (another VCSE organisation), to travel independently (swapping taxis for buses) and is considering joining our allotment project this season.

**“They gave me more information
than I was expecting”**



Advice

“I have had these housing repair issues for years and had the ombudsman and solicitors involved and no progress has been made until you have got involved. I can’t thank you enough”

Person receiving advice

If you have a mental health problem there is a greater likelihood of experiencing low income, less secure housing and be at greater risk of debt. So good advice in social welfare law is essential in enabling people to manage their mental health more effectively. Advice provided in a holistic way is even better. Advice is something we have always offered – we have built on it and around it. Advice is core as it can bring some stability to people’s lives and less worry.

The funding for advice is a little more complex. We have funding for different roles in different places. Our community team is one of our services which is not fully funded. Demand continues to rise though so we help maintain our community service of 2 full-time equivalent members of staff and a contribution to the management post. We would like to expand it but ensuring it doesn’t reduce is also really helpful. It has an excellent return on investment.

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Advice Team

Cost per year

£32,000

The Advice team gave advice to

1,321

people during 2024/25 and resulted in

£2.4m

generated in additional income or reduced debt for Manchester residents.

“Thanks for being really clear in what my options are. It’s been really good talking to my support worker but I needed an advice worker to be clear and give me a list or what I can do to address my rent arrears. This has helped as I have ADHD”

Someone who accessed our advice team

Green Wellbeing

“This is such a relaxing place to be”

Allotment attendee

Nature, being outdoors, getting some physical activity, feeling connected to the ground and what we can grow – it's all very good for your mental health. There is so much opportunity for making connections, learning and gaining confidence. Our allotment project did all these things and more. Partnerships with businesses have helped create a beautiful restful space. Your donations kept this colourful space going when there were gaps in our funding. We chose to keep it going because the impact it has on people's mental health is significant. Our allotment is close to Southern Cemetery, Caz oversees the site and supports everyone who attends and supports the volunteers. Volunteers help keep the site tidy ensuring that produce and flowers are planted and tended to and who also support people referred for green social prescribing. Everyone benefits and people get to take home extremely local produce.

Green Nature Team

Cost per year

£16,000

The team supported

126

people and delivered

160

green social prescribing

“We spent a nice time and I want to do it again. I made new friends and it helped my wellbeing.”

Allotment attendee



Counselling

“A great service. This is only my second session, yet I feel it has made a tremendous difference to me”

Counselling attendee

When we lost our funding for our Young Persons Counselling Service it was your donations that kept it going. When we wanted to pilot an adults counselling service we could do it because of donations. At a time when waiting lists are so long this service was a lifeline to many. As you can see.

We were able to run a service that minimised a waiting times which was welcomed. We also ensured that when people were on a waiting list we contacted them regularly making sure people didn't feel forgotten.

Counselling Team

Cost per year

£42,000

**The team provided
counselling sessions to**

579 people

“I found it very easy to connect with my counsellor. I really like that they would listen and let me ramble. At one point the counsellor said ‘I believe you’ and that will stay with me for years”

So you see –

you have made a
direct difference to

5,133 individuals

And that is 5,133 individuals that have all been listened to and heard, which is huge in a world where that isn't always what people expect and certainly for a lot of people hasn't been their experience.

It has also meant that

6

services supported
or entirely funded

“ When you first came along I had no-one, not even myself. But then you were able to give me a little bit of hope which helped me push on. You forgave me for all of my flakiness and were always there for me. I feel like a weight has been lifted now.”

In a world where the demand for mental health services is increasing and outstripping capacity then the services we provide are making it easier for people living in Manchester being able to ask for help.

Having access to undesignated funding means we can be **responsive and be more effective**.

We hope you have found it helpful and meaningful to find out how your money has been used.

On average for every pound spent 77p goes direct to supporting people with their mental health – either salaries (the majority), venues and equipment. 13p contributes to our overall running costs – management time, insurance, evaluation, safeguarding – without these our services wouldn't be safe and this is important too. 5p supports the delivery of our workplace training and 5p of every pound goes towards generating funds for the future.



Finally,

“We are really very proud of the work we do and the difference we can make and hopefully you too can feel proud of the difference you have contributed to.”

Elizabeth Simpson
Manchester Mind CEO

P.S In December Manchester Mind moved offices – from their home for the past 35 years in Hulme to offices in the centre of Manchester – making us much more accessible and providing space to develop the services we provide so that more people will find it easier to get the help they need. Support from our partners will be even more important than ever over the coming years so that we can continue our fight to deliver accessible, person centred and holistic support.