

MENTAL HEALTH INNOVATIONS

England & Wales · Charity number 1175670

Details

Other names	MENTAL HEALTH INNOVATION, MHI
Status	Registered
Legal form	CIO
Registered	2017-11-09
Register	View on the Charity Commission register

Contact

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Activities

Objects: TO ADVANCE SUCH CHARITABLE PURPOSES (ACCORDING TO THE LAW OF ENGLAND AND WALES) AS THE TRUSTEES SEE FIT FROM TIME TO TIME IN PARTICULAR BUT NOT LIMITED TO PROMOTING THE PRESERVATION AND THE SAFEGUARDING OF MENTAL HEALTH.

Activities: Mental Health Innovations (MHI) is a digital mental health charity, which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and the experience of mental health experts. Our purpose is to transform lives by improving access to helpful digital resources for mental ill health in the UK.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes
- **Who:** The General Public/mankind

Geography

- Northern Ireland
- Scotland
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£8,708,665	£10,209,904	£-1,416,524	99
2023-12-31	£6,372,288	£6,915,658	£84,715	85
2022-12-31	£6,121,987	£6,736,305	£628,085	84
2021-12-31	£5,235,121	£5,941,243	£1,242,403	79
2020-12-31	£5,975,126	£5,366,559	£1,948,526	62

Trustees

Name	Role	Appointed
Andrew John Harrison	Chair	2024-12-09
Dr Jean O'Hara		2020-12-21
Dr Mark Ungless		2026-05-01
Edward James Wray		2017-11-09
Helen Hopper		2024-12-09
James Richard Sutherland Scroggs		2024-12-09
Michael Dennis Douglas Lister		2024-12-09
Peter Fonagy		2018-12-05
Simon Weaver		2019-12-03
Vikas Chander Verma		2024-12-09

Accounts

MENTAL HEALTH INNOVATIONS
TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 March 2025

Registered Charity Number - 1175670

CONTENTS

Trustees Annual Report	Pages 2-17
Statement of Trustees' Responsibilities	Page 18
Independent Auditor's Report	Pages 19-22
Financial Statements:	
Statement of Financial Activities	Page 23
Balance Sheet	Page 24
Statement of Cash Flows	Page 25
Notes to financial statements	Pages 26-40

Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the period 1 January 2024 to 31 March 2025. The report and accounts comply with the requirements of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

About Mental Health Innovations (MHI)

We are a charity that uses digital innovation, data-driven analysis and the experience of clinical experts to transform the mental health of the UK population through the provision of digital tools, support and resources. Founded in November 2017 with support from the [Royal Foundation of The Prince and Princess of Wales](#). Our mission is to deliver scalable, innovative digital services and insights to transform the mental health of the nation. At the heart of our organisation, sit our values of empathy, integrity and courage, along with the behaviours we ingrain into our people and culture which include being pioneering, collaborative and dedicated.

We run two vital digital services that help us achieve our mission:

- [Shout](#) is the UK's only 24/7 text messaging support service. Anyone in the UK can text 'SHOUT' to 85258 for free, 24/7 mental health support. Since launch in 2018, Shout has taken more than three million conversations with one million children, young people and adults who are struggling to cope.
- [The Mix](#) is the UK's digital safety net for young people. It provides free, anonymous advice and crisis support designed especially for under 25s. Open 24 hours a day, The Mix gives young people life skills and connections in a supportive digital community through content, community, counselling and crisis support.

Shout: 24/7 support for the UK

Shout is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

How it works

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

A person in need of crisis support sends an SMS text message and will receive an automated response explaining how the service works. They'll then be connected to a trained Shout Volunteer, who will listen and help them move to a calm state. The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves.

Working with an assigned Clinical Supervisor, the Shout Volunteer will follow a risk formulation process to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns.

The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing. Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- **Prioritisation:** an algorithm reviews incoming texts, placing urgent cases to the top of the queue
- **Shout Volunteers:** aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- **Clinical Supervisors:** text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Dr Jean O'Hara FRCPsych, a Visiting Senior Lecturer (IOPPN) at King's College London and Honorary Consultant Psychiatrist (SLaM), are MHI Trustees.

The Shout service currently employs more than 30 clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

Shout's clinical model

Shout also offers a clinically-led service model, primarily as an offer for NHS ICBs. Commissioning this model enables ICBs to deliver against NHSE advisory specifications for implementation of 24/7 crisis text message services, integrated with their local services, including 111 phone service provision. Partners receive direct signposting to up to five local services. Conversations with Shout's clinically-led service are taken by mental health professionals, overseen by Clinical Supervisors.

Crisis Text Line partnership

Mental Health Innovations partners with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licences the technology platform from Crisis Text Line to power the Shout service.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of June 2023, Crisis Text Line has exchanged more than 8.7 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

Numbers

From launching the Shout service in its pilot phase in May 2018 to 31 March 2025:

- Shout has conducted over 3 million conversations and supported over 1 million individuals
- Trained 15,367 volunteers from across the UK
- Established a team of 50+ clinical staff ensuring quality and supporting volunteers
- Established a team of 15+ supporting the training and development of volunteers
- 37% of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness
- Over 40,000 conversations have resulted in a Shout clinician initiating an emergency intervention. In instances where service users who have the means and immediate timeframe to complete suicide and de-escalation has not been possible, emergency services have been called. This relationship is carefully managed, with MHI having direct links into the Met Police
- In 2024 around 69% of Shout service users were contacting us for the first time
- 83% of service users tell us that they thought their conversation was helpful

Historically, 63% of texters identify as straight and cisgender and 37% of texters as LGBTQ+. Female users have represented 74% of users. 60% of texters have been under 25 years old.

Texter Feedback from 2024/25

"Thanks so much for your help. I really appreciate it. I'll try and get things sorted with the school on Monday. Once again, I really appreciate the support"

"Thank you for saving me tonight, for treating me with so much kindness and respect when I felt like the world was against me."

"Thank you for being there at a time when it was desperately needed. It has helped me to face and put a name to the treatment I have received over a long period by my ex partner. I was scared to admit I have been abused and now I can try to move forwards - it has not been my fault."

"Thank you, without people like you men would feel like we have nowhere to go. You are doing an amazing thing"

"Thank you. You really helped me feel at ease tonight and helped develop a helpful plan to deal with workplace stress. Really appreciate it."

"Thank you so so much, you have helped me a lot tonight when I thought I couldn't be helped. I'm feeling like I can face that CAMHS appointment tomorrow and there might be light behind the darkness, keep doing what you are doing and hopefully one day I'll be a shout volunteer too so I can help others like you helped me."

"I felt valued and listened to after texting with them, it was a relief as it was like talking to a friend, very happy thanks again"

"They helped me feel heard without making me feel perceived or judged."

Volunteer Feedback from 2024/25

"Volunteering is a chance to help those who need help and who may not have alternatives. It makes me more grateful for what I've got in life, opens my eyes to the difficulties others struggle with, and makes me better at supporting friends and family in my life outside Shout."

"The main reason I continue volunteering is the recognition of so much need for non-judgemental support and being heard by someone who cares, in the population at the moment, especially amongst our young people."

"The trustworthiness of Shout seems a vital resource to counteract those less reliable platforms to whom our young people can be drawn into. Shout seems to me such a vital service and need not be underestimated."

"There is such a wonderful, supportive community on the platform which was the most pleasantly surprising part of my first shift! I got tonnes of messages that really helped me feel braver as a volunteer, and more able to be there for someone that needed me that night."

"I've always wanted to work in mental health, and volunteering with Shout gives me the chance to build those skills and develop my understanding of supporting people struggling with their mental wellbeing."

"Being able to help people through Shout gives me that sense of accomplishment before I can qualify as a counsellor. It's a real pleasure and honour to call myself a Shout Volunteer."

"It has helped me to identify personal strengths that I could never have comprehended without doing this. Every texter that I chat with inspires me to keep studying, learning, growing and listening to those around me. No matter how long a shift I do I come away feeling that I have done something remarkable. I am so proud to be part of something that is providing a lifeline for so many people of all ages and identities."

"I really think it helps me be a better person. It's so easy to get caught up in your own life and supporting and listening to others puts things in perspective and makes me feel as though I'm helping in some small way."

"Joining Shout has honestly been one of the most rewarding experiences in my life, it has shown me that this is a career path I want to work in."

Merger with The Mix

In September 2024 Mental Health Innovations scaled up our digital support for young people by merging with youth services charity The Mix. The Mix reaches a large audience of under 25-year-olds with free advice, information and support, via social media, web content, peer support and counselling services. MHI has partnered with The Mix since 2018 and the merger greatly strengthened our early intervention offer for young people, marking an important and significant step towards delivery of our mission.

The merger augmented our user voice work as we brought on board a Youth Advisory Board and a Youth Voice programme, through which we support and upskill young people to guide our organisation. We promote youth voice throughout every aspect of the organisation; involving young people in shaping our work, through co-designs and consultation sessions; supporting young people to create content, sharing their lived experience; providing training opportunities to upskill young people and providing demographic information on the young people that engage with us.

Chris Martin stepped down as CEO of The Mix in January 2025 and we announced a new Board of Trustees in February 2025. Edward Wray stepped down as Chair of the Board with Andrew Harrison, Chair of The Mix, becoming MHI's new Chair.

Review of January 2024 - March 2025

In this time period Shout took 736,000 conversations with 287,000 texters through text messages. We made 9,900 safety plans with texters and instigated 9,500 emergency interventions. 700,000 people visited our website and looked at 1.9 million pages and our social media followers grew to 170,000. Our global full and part-time staff team grew to 165 people, with 114 people in the UK and 51 people in New Zealand. Over the course of this time period, 4,150 volunteers took 203,000 hours of conversations.

We have fully restructured our approach to safeguarding service users to fulfil the recommendations from our safeguarding audit by the NSPCC in 2023. Our services now have 24/7 safeguarding cover from staff, and all volunteers have completed updated safeguarding training to make sure we set the standard for high quality digital safeguarding.

We have piloted and scaled up our clinically-led service, which runs alongside our volunteer-led service. A team of 20+ clinically qualified conversation-takers now works 24/7 to provide a round-the-clock service, and our technology now makes sure texters are routed automatically to the correct service.

Our partnership with Serco to make Shout available in prisons now provides essential mental health support to people in four prisons across England.

In partnership with Slingshot we have redeveloped the language model underpinning our training simulator to provide a more authentic and robust experience for trainees, and 86% of trainees report the simulator helped them practice the skills they learned in training.

Our data insights team completed a detailed analysis of conversations where texters told us they did not find the conversation helpful. It identified a number of themes around responses feeling 'robotic' and we have reviewed our guidance to volunteers to place additional emphasis on warmth and making a genuine human connection with their texter.

Over the period we have partnered with 25 new organisations who are commissioning their own custom Shout service for their population, including a number of new Integrated Care Systems commissioning the service for their full population, through to smaller community charities utilising Shout as their 24/7 digital wraparound service. Our work in prisons has expanded to delivering a 24/7 digital support in five prisons across England, seeing service usage growing with great feedback from individuals utilising the service for their own wellbeing.

We have been lucky enough to continue working with Bank of England and Bloomberg in our charity partnerships, whilst also securing a charity partnership with The Restaurant Group and Wagamama creating some great moments throughout the period. We have been successful in gaining continued funding from over 80% of our philanthropic funders including NFU Mutual, and John Coates Foundation, whilst also gaining funding from 21 new philanthropic funders including Bukhman Philanthropies, Clothworkers Foundation and Great Causes II.

We continue to grow our activity of reaching new populations across the UK with some of our longer term projects with BBC Children in Need, reaching individuals in deprived areas, with Motability Foundation, reaching individuals who may struggle with travel and finally with Aviva Foundation, supporting individuals with financial worries.

Our Data Insights work has continued to grow as we develop new approaches to analysing our data to support our services and generate mental health insights. In an incredibly tough fundraising climate, we were delighted to receive renewed funding from the Jensen & Lori Huang Foundation to support much of our machine learning and

AI work. The important role that AI can play in mental health support has been clearly demonstrated with the success of our generative AI conversation simulator used in volunteer training.

In our communications work we partnered on Here4You, a nationwide schools campaign fronted by Roman Kemp and with support from our ambassador Harry Kane. For Mental Health Awareness Week we launched 'Move for Mental Health' - a significant campaign to encourage people to exercise for mental health and to fundraise.

In September we wrote and launched a [report on the cost of living](#) and its impact on mental health and collaborated with partners from the US, Canada and EIRE on an international report; '[The impact of online crisis volunteers.](#)' In October we marked World Mental Health Day by launching '[Help is just a text away: accessing and scaling mental health support through Shout's digital service](#)'; our first observatory report in a series of four with Imperial College London. The launch event was held at the University, with Lord Ara Darzi and Baroness Merron, Minister for Mental Health in attendance.

In August we launched a partnership with Hawkstone, accompanied by high-profile coverage from Jeremy Clarkson that generated a substantial response - more than 250 conversation requests in the first three days. Indications are that the partnership reaches new audiences - 90%+ of texters were reaching out for the first time, and usage of this keyword continues to respond to press coverage about conditions for farmers.

We also supported partners with campaigning activity, including Motability, Lenovo, Wagamama, Network Rail and the NHS.

The Mix

Within the last 15 months, The Mix has successfully merged its services with MHI, allowing for review, streamlining and improvement of many channels of work. The table below highlights the number of unique users across each service:

Unique users - YP only	
Service	Jan 24 - Mar 25
Helpline	1,465
Website	1,041,990
Counselling	1,331
Discussion boards - viewers	189,533
Discussion boards - active users	839
Group chat - attendance	1,847
Total	1,237,005

The Helpline closed in July 2024 to pave the way for new services coming later in 2025, including self-paced learning tools and peer chat, as well as a new website presence. Notable developments have been made within the Community space, improving boundaries and working practices. We have revised and improved our policy and procedures around the ageing-out of community members, ensuring that the services remain focused on users who are 13-25.

Community volunteers moderated 43,637 posts on our discussion boards and counselling volunteers delivered 6,139 sessions. These were made up of 4,530 telephone counselling sessions, 573 webchat sessions and 1,036 video sessions.

In February 2024, The Mix proudly achieved the prestigious **Investing in Volunteers (IiV)** accreditation for the third consecutive time — our strongest result to date. The final report highlighted our highest-ever feedback, affirming our commitment to best practice in volunteer management and our dedication to creating a positive, empowering environment for volunteers. This recognition is a testament to the excellence of our programme and the incredible contributions of our volunteers.

The 2025 annual volunteer survey showed exceptional results, with 100% of respondents agreeing that they feel proud to volunteer at The Mix, enjoy their volunteering experience and gain fulfilment from their role.

Much work has taken place to promote The Mix, to help grow engagement and the take-up of services. We partnered with Hinge, focused on staying true to your own identity and kicked off new social and content-based collaborations with Festival Republic, Black Minds Matter, Hanx, SH:24, GLL Better Gyms, The Black Curriculum and Boys Get Sad Too.

We have launched our podcast, The Mix Six with some fantastic guests, including Joe Wicks, Charlie Craggs, Shocka, Leila Khan and many more. We were also delighted to secure Owen Wood, winner of BBC's Race Across The World, as an ambassador.

Some other exciting engagement work includes our Street Interviews series to find out how young people around the UK are feeling about subjects that matter to them, our Sex Education A-Z on social, helping to educate young people more on a variety of sex-related topics, and our Ask The Expert series on social, asking questions directly from young people to a host of experts.

We have started work with key influencers such as Jake Harper and Laura Kersev and led election-focused content which included street interviews, simple facts and guidance on how to get involved with the election process.

We have undertaken a security and IT audit, and are currently in the process of a Safeguarding audit and Online Safety Act assessment. As part of these audits, we have further tightened security around personal information, implemented Geo-Fencing, strengthened volunteer vetting and switched off direct messaging between users - thereby reducing risk to our users.

From January 2024 to March 2025, we've had a total of 652 engagements with 84 people over 181 events. This has been through a variety of workshops, podcast episodes, in-person events, research groups, writing/newsletter opportunities, 1-1 catchups, safety planning meetings, and monthly committee groups.

2025 - 2028 Strategic Focus

Our key strategic objectives for Mental Health Innovations for 2025 - 2028 are:

PRODUCTS & SERVICES

- Improve and grow our crisis support by delivering strong and sustainable Shout services.
- Grow our ecosystem of early intervention and support for young people by expanding our Mix branded services.

INSIGHTS & EXPERTISE

- Grow our profile and influence with key funders and policy stakeholders by expanding our data insights and raising awareness of them.

PRODUCT DEVELOPMENT

- Incubate new products and services, harnessing data insights, clinical expertise and user voice.
- We are also exploring how we can commercialise the generative AI conversation simulator and co-pilot.

We will develop a strong organisational structure in order to deliver these objectives. This is a key priority for our 25/26 operational plan.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the 15 month period are listed below). The Trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The Trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance. The subsidiary is currently dormant, with no financial activities.

Public Benefit

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray
Peter Fonagy
Simon Christopher Weaver
Dr Jean O'Hara
Andrew Harrison (appointed 9th December 2024)
Helen Hopper (appointed 9th December 2024)
James Scroggs (appointed 9th December 2024)
Michael Lister (appointed 9th December 2024)
Vik Verma (appointed 9th December 2024)
Dominic Brendan Flynn (resigned 13th November 2024)
Dr Amy Shi-Nash (resigned 17th December 2024)
Dr Uma Vaidyanathan (resigned 17th December 2024)
Jerome Misso (resigned 13th November 2024)

Senior Management Team

Victoria Hornby (Chief Executive Officer)
Zoë Bailie (Director of Youth and Participation) Appointed September 2024, Resigned October 2025
Chris Martin (Joint Chief Executive Officer) Appointed September 2024, Resigned January 2025
Clare Bolton (Director of Marketing and Communications) Resigned August 2025
Sue Wakefield (Director of Finance)
Edward Conway (Director of IT and Security)
Alistair Crawford (Chief Operating Officer), Resigned July 2025
Sarah Kendrick (Clinical Director)
Dr Fiona Pienaar, PhD (Senior Clinical Adviser)
Dr Mark Ungless (Director of Data Science, AI and Research)
Caroline Westley (Director of Income)

Registered address

Mental Health Innovations PO Box 78319, LONDON, W10 9FE

Independent Auditor

Moore Kingston Smith LLP 6th Floor, 9 Appold Street, London, EC2A 2AP

Principal Bankers

Barclays Bank Plc Leicester, LE87 2BB

Recruitment, appointment and training of Trustees

The Board of Trustees review the skill set of its members, via a Trustees Skill Matrix, on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. Once appointed a new Trustee is given information on the legal expectations and duties of a Trustee, meets with the Chief Executive and other relevant staff, is given an information pack of relevant documentation and is provided with any relevant training. All Trustees are kept updated on any changes to the responsibilities of a Trustee under the Charity Commission.

Pay Policy

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary banding. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

Charity Governance Code

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

1. Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
2. Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
3. Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and Trustees undertake their duties accordingly
4. Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
5. Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
6. Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making
7. Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and services grow, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to improve diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK.

Safeguarding

The focus of safeguarding activity has been on the timely review and action of all safeguarding concerns, following an upscale of our safeguarding structure.

MHI is committed to ensuring that our policies and procedures were following best practice guidance; meaning that we have new safeguarding policies: one for Children and another for Adults at Risk. We have a further Mental Capacity Act Policy.

A permanent, dedicated, 24/7 safeguarding presence on the Shout platform began in November 2024, and has allocated the oversight and if necessary, the reporting of safeguarding concerns to a team of Designated

Safeguarding Officers (DSO) and Deputy Designated Safeguarding Officers (DDSO). They work in conjunction with the Clinical Supervision team.

All existing Shout volunteers have undertaken a new MHI mandatory safeguarding training course; with a specific focus on recognising and responding to safeguarding concerns in a digital setting, and this training has now been included into the Shout induction training for new volunteers.

Following the merger with The Mix, work has focused on aligning The Mix with MHI's safeguarding policies and processes. Further safeguarding training is being developed currently for all of The Mix services, so that there is a consistent approach across MHI. The Mix have 24/7 safeguarding support from the MHI team of DSO and DDSO's, which they can access via an on-call system.

An internal safeguarding audit of all of The Mix services took place, and some key recommendations have been made in ensuring that the Online Safety Act 2023 is followed: including the age verification of service users (limiting access to potentially harmful content for younger users), up scaling the moderation process for posts on the discussion boards and further safeguarding training for all volunteers and staff.

Data Protection and Information Security

Our ISMS has continued to mature and we completed a successful audit at the end of 2024, with no significant findings. We have had to adjust the scope of the ISMS due to changes in the organisation context, interested parties and new rules applied by the accreditation body (UKAS). We have been asked to include consideration of environmental factors relating to climate change. The audit result was good, considering our security manager departed in April and we didn't have a replacement until 2025. We keep up-to-date with developments in the cyber landscape via advisories and reports shared by the NCSC and by attending security conferences, drawing on knowledge from academia, private and public sectors.

We have been working to restructure the IT Operations function, ensure it is more closely aligned to operations and that developers are freed up to focus on project and build activities. Given the increased scale and complexity, following the merger with the Mix, we are continuing to build and consolidate this. For example we have been running a project to consolidate our email and drives for the whole organisation. This includes efforts to merge safeguarding systems and volunteer on-boarding for the Mix and Shout.

We have completed a number of penetration tests and security review of systems to inform the risk assessment of our services and prioritise work. These included all Mix applications, Amorphic (our analytics environment), Google Workspace, storage and ticketing systems used by staff. A number of critical vulnerabilities were found, which were swiftly resolved by the team. We have been running a project to restructure Google Workspace, which will make it easier to manage.

We regularly review our approach to anonymisation, including effective-anonymisation and pseudonymisation. We completed engineering work in 2023 to enhance the data pipeline we use to effectively-anonymise our data, using the latest techniques and taking into account the ICO's guidelines. During the same period, we created an application to automate data retention and erasure in our CRM. We completed compliance work through the merger, ensuring personal data was either removed or anonymised. Further updates to the anonymiser suite were also completed. In Q2 2025, we worked with our partner to ensure old data was erased according to our retention policy. We also completed due diligence and transfer of assets and contracts.

Internal policies and Regulatory Compliance

Our organisation's policies are reviewed at least annually to ensure they reflect current best practice, and we provide regular awareness training to support staff in understanding, applying and complying with our policies.

Fundraising Compliance

Our Funder Policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income as well as the Income Generation team, who are responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small inhouse fundraising team.

Our People

Our work would not be possible without the commitment, loyalty, and passion of our people. Over the past 15 months, we continued to rely on the dedication of our staff, trustees, and volunteers, each playing a vital role in helping us deliver on our mission.

We are proud to have a team of almost 200 staff whose professionalism and enthusiasm drive our day-to-day operations. Their resilience and adaptability have ensured that we continue to provide our vital services, even in the face of ongoing challenges in the sector. Employee numbers doubled in 2024, bringing fresh perspectives and expertise across all areas of the organisation, including the dedicated team from The Mix and the growth of our clinical team in the UK and NZ to support our clinical service.

We continued to prioritise staff wellbeing through the benefits package we offer. Our teams are offered health insurance, contributory pension scheme, Blue Light cards, and our clinical team receive paid-for external supervision to support their practice. We invested in training and development opportunities with a particular focus on safeguarding training, management development and coaching where needed.

Ensuring that employees have a meaningful voice within the organisation remained a key priority. We recognise that an engaged workforce, where individuals feel heard and valued, is essential to both staff wellbeing and organisational effectiveness. Feedback from staff surveys conducted throughout the period, provided valuable insights into staff engagement - where we are performing well and opportunities for improvement. We continued to provide open channels of communication and include an SMT Q&A at our monthly Team Meetings. We are committed to acting on what we hear, and following staff feedback, we have implemented regular remote meet ups across the UK, which have been well received.

Our Board of Trustees provide strategic direction and oversight, ensuring we remain focused, transparent, and aligned with our charitable aims. We have welcomed Andrew Harrison, Helen Hopper, James Scroggs, Michael Lister and Vik Verma from The Mix to MHI's Board, and bid farewell to Dr Amy Shi-Nash, Dr Uma Vaidyanathan and Jerome Misso, whose contributions we gratefully acknowledge.

We are deeply thankful to the Board for their continued leadership and commitment to MHI.

Volunteers

We seek to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

Diversity and Inclusion

We remain committed to providing an inclusive, supportive workplace where all staff can thrive and grow. Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

Our Supporters

We would like to thank all those who supported Mental Health Innovations, Shout and The Mix, as without their help, our work would not be possible.

Our donors and supporters in January 2024 - March 2025 include:

- Aviva Foundation
- Barcapel Foundation
- Bally's Foundation
- Bank of England
- BBC Children in Need
- Bloomberg
- Charles Hayward Foundation
- CHK Foundation
- City Bridge Foundation
- Clothworkers Foundation
- Fidelity Foundation
- Garfield Weston Foundation
- Google.org
- Harrys
- Hiscox
- Jensen & Lori Huang Foundation
- Julia Rausing Trust
- Motability
- NFU Mutual
- Peter Sowerby Foundation
- SJP Foundation
- Stone Family Foundation
- The Prudence Trust
- The Restaurant Group
- Wagamama
- Your Donation Ltd

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

Volunteers

A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout or Mix services.

Our beneficiaries

Thank you to everyone who has been courageous and reached out for support from our services.

And a final thanks to all those who have helped us raise awareness of all we do and all who wish to remain anonymous.

Financial Review

January 2024 - March 2025

In line with many other charities, 2024-25 was a challenging financial period for MHI. The on-going economic challenges continued to impact our fundraising efforts.

Following the merger with The Mix, MHI has continued with the approach to diversify its income streams. There has been a continued growth in commissioned services, which involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the period totalled £8.7m (2023: £6.4m). In order to help meet this challenge MHI continued to look for opportunities to reduce the cost base without impacting the quality or 24/7 service provided. Expenses in the 15 month period were £10.2m.

In 2024-25, MHI again needed to support consistently high levels of demand for the Shout service. In order to respond to this demand, on-going investment is required to build the capacity of the organisation to ensure we could continue to provide a quality service, including underlying systems, supporting service delivery and robust governance. However, with the fundraising challenges detailed above, we approached this carefully and sought to control costs, particularly in support areas.

During 2024-25 we developed new significant sources of income in addition to a number of other initiatives that will secure the longer term financial sustainability for Mental Health Innovations.

MHI is committed to ensuring that the users of Shout and The Mix services experience the highest quality of support. As such, the primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Youth services** to provide free, anonymous advice and crisis support designed especially for under 25s
- **Data Insights** to continually monitor and enhance the Shout service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences
- **Other management staff** costs to manage organisational delivery and growth

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose.

The balance on restricted reserves at the end of the period was £2.3m (2023 : £1.3m). Unrestricted reserves at the end of the period were -£3.7m (2023: -£1.25m) which were supported by the loan received from the IGY foundation. The overall reserves deficit was -£1.4m (2023: surplus £0.1m).

Reserves Policy

To safeguard the need for sufficient funds to cover ongoing management, administration, and support costs, as well as respond to future investment opportunities, the Board aims to maintain unrestricted, free, reserves at a level that equals between three and six months of expenditure, which currently equates to between £2.0m and £4.1m.

As at 31 March 2025, the charity did not have any unrestricted reserves. The Trustees are committed to strengthening income streams and are continuing to closely monitor the charity's financial needs by managing its cash flow using all available funds at its disposal, including a further repayable grant from the IGY Foundation. The charity is forecasting to build up its unrestricted funds over the course of the next 24 months to enable it to achieve the target free reserve policy level.

Going concern

MHI is 8 years old and has not built up unrestricted reserves. The majority of income received has been directed towards delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently, spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to reduce signposting to Shout where it is not funded, and increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

In September 2025 and due to the delay in the support from the Department of Health and Social Care, the IGY Foundation provided a further repayable grant of £3 million with repayments over 5 years starting only if MHI reserves exceed £1.8 million and simultaneously agreed that the £3 million grant provided in September 2021 would no longer be repayable. This generosity will significantly strengthen MHI's reserves position in the 2025/26 financial year.

In April 2024, NHS England distributed a specification for the ICBs setting out its commitment to a fully operational crisis text service by the end of March 2025. Due to the planned abolition of NHS England, this requirement has been delayed until April 2026. Our market analysis shows that we are the only provider who can meet the specification and are therefore confident the ICBs will continue to commission our service during 2025/26 and beyond.

In September 2024, an agreement was reached to transfer The Mix to MHI and to merge both charities. This has strengthened our early intervention offer for young people and expanded the reach of mental health support across the UK through the provision of digital products and new services. To date we have raised over £2m over three years from four cornerstone foundations, to enable us to fund the merger with further support expected.

In addition, we are attracting new donors to support the strong case for the valuable role that digital services have to play in reaching some of the most vulnerable people in the UK and to fund the enhanced services that we now offer.

Significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. NHS England has mandated a fully operational national coverage of a 24/7 crisis text service. Shout is currently the only provider of a universal 24/7 mental health crisis text service in the UK and we expect to be successful in securing contracts with a significant

proportion of the ICBs across the UK. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of 3-5 years as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrates that in all scenarios we are able to continue in existence for the next 12 months.

The Trustees are confident that MHI has adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that the charity is a Going Concern and that the financial statements can be prepared on this basis.

Risk management - Principal risks and uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis. Depending on the nature of the risk, the management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified, and the mitigations in place, include:

- Securing sufficient funding to meet the financial commitments, build reserves and maintain the quality and level of service provided. The organisation is working to manage this risk by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources.
- Ensuring that there are sufficient clinicians and volunteers to meet the demands of our services with minimal wait times. This will be increasingly pertinent with the acceleration of referrals from AI chatbots, which are placing more demand on the Shout service.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.
- Having a strong business continuity plan, regular supplier audits and identifying alternative suppliers to avoid the loss of service from key suppliers, preventing our ability to run the Shout service and Youth services.

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor are aware of such information.

The Trustees' Annual Report was approved by the Board of Trustees.



Andrew Harrison
Trustee

Dated: 21st JANUARY 2026

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations for the period ended 31 March 2025 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2025, and of its incoming resources and application of resources, for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements

themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.

Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

Date: 23 January 2026

.....
Moore Kingston Smith LLP, Statutory auditor
6th Floor, 9 Appold Street
London, EC2A 2AP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

MENTAL HEALTH INNOVATIONS
STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT
FOR PERIOD ENDED 31 MARCH 2025

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	Note	2025 £	2025 £	2025 £	2023 £	2023 £	2023 £
<u>Income from:</u>							
Donations and gifts	3	3,796,754	2,984,026	6,780,780	1,936,127	2,998,032	4,934,159
Charitable activities	4	1,862,949	-	1,862,949	1,304,388	101,676	1,406,064
Transfer from Youthnet	5	37,758		37,758	-	-	-
Investments		27,178	-	27,178	32,065	-	32,065
Total Income		<u>5,724,639</u>	<u>2,984,026</u>	<u>8,708,665</u>	<u>3,272,580</u>	<u>3,099,708</u>	<u>6,372,288</u>
<u>Expenditure on:</u>							
Raising funds	6	549,143	154,935	704,078	251,286	231,956	483,242
Charitable activities	7, 8	7,455,793	2,050,033	9,505,826	3,453,344	2,979,072	6,432,416
Total resources expended:		<u>8,004,936</u>	<u>2,204,968</u>	<u>10,209,904</u>	<u>3,704,630</u>	<u>3,211,028</u>	<u>6,915,658</u>
Net income/ (expenditure) for the year/ Net Movement in funds		(2,280,297)	779,058	(1,501,239)	(432,050)	(111,320)	(543,370)
Transfer of Funds		-	-	-	306,014	(306,014)	-
Funds balances as at 1 January 2024		(1,250,280)	1,334,995	84,715	(1,124,244)	1,752,329	628,085
Funds balances at 31 March 2025		<u>(3,530,577)</u>	<u>2,114,053</u>	<u>(1,416,524)</u>	<u>(1,250,280)</u>	<u>1,334,995</u>	<u>84,715</u>

MENTAL HEALTH INNOVATIONS
BALANCE SHEET
AS AT 31 MARCH 2025

	Note	2025 £	2023 £
Fixed Assets			
Tangible assets	11	31,681	52,297
Investments	12	100	100
		<u>31,781</u>	<u>52,397</u>
Current Assets			
Debtors	13	2,583,998	2,206,439
Cash at bank and in hand		1,153,234	1,776,971
		<u>3,737,232</u>	<u>3,983,410</u>
Creditors: amounts falling due within one year	14	(1,987,136)	(950,617)
Net current assets		<u>1,750,096</u>	<u>3,032,793</u>
Total assets less current liabilities		<u>1,781,877</u>	<u>3,085,190</u>
Creditors: amounts falling due after more than one year	15	(3,198,401)	(3,000,475)
Net assets		<u>(1,416,524)</u>	<u>84,715</u>
Income funds			
Restricted funds	17	2,114,053	1,334,996
Unrestricted funds	18	(3,530,577)	(1,250,281)
		<u>(1,416,524)</u>	<u>84,715</u>

The financial statements were approved by the Trustees on... 21st JANUARY 2026


 Andrew Harrison
 Trustee

MENTAL HEALTH INNOVATIONS
STATEMENT OF CASH FLOWS
FOR PERIOD ENDED 31 MARCH 2025

	Note	2025 £	2023 £
Cash flows from operating activities			
Cash generated from operations	22	(639,236)	(742,657)
Investing activities			
Purchase of tangible fixed assets		(11,680)	(16,046)
Purchase of shares in subsidiary company		-	-
Investment income received		<u>27,178</u>	<u>32,065</u>
Net cash used in investing activities		<u>15,498</u>	<u>16,019</u>
Net cash used in financing activities		-	-
Net increase in cash and cash equivalents		(623,737)	(726,638)
Cash and cash equivalents at beginning of year		1,776,972	2,503,610
Cash and cash equivalents at end of year		<u><u>1,153,234</u></u>	<u><u>1,776,972</u></u>

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

1 Accounting Policies

Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number: 1175670.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give Us A Shout Limited, which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £. The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Reporting period

The entity has prepared the financial statements for a 15 month period, however the comparative amounts are presented for a 12 month period. Therefore the amounts presented in the financial statements (including the related notes) are not entirely comparable.

1.3 Going concern

MHI has not yet built up a reserves surplus and needs to keep focussed on maintaining the required level of income to support the operational costs of running the services. The majority of income received has been directed towards delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently, spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to reduce signposting to Shout where it is not funded, and increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

In September 2021 we received a £3 million repayable grant from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the ongoing challenging economic climate, the IGY Trustees have agreed that the 2021 repayable grant is no longer repayable and, in September 2025, have generously provided a further £3 million repayable grant with repayments over 5 years starting only if MHI reserves exceed £1.8 million.

In April 2024, NHS England distributed a specification for the ICBs setting out its commitment to a fully operational crisis text service by the end of March 2025. Due to the planned abolition of NHS England, this requirement has been delayed until April 2026. Our market analysis shows that we are the only provider who can meet the specification and are therefore confident the ICBs will continue to commission our service during 2025-26 and beyond.

In August 2024, an agreement was reached to transfer The Mix to MHI and to merge both charities. This has strengthened our early intervention offer for young people and expanded the reach of mental health support across the UK through the provision of digital products and new services. To date we have raised £2.1m over three years from four cornerstone foundations, to enable us to fund the merger with further support expected. In addition, we expect to attract new donors to fund the enhanced services that we will offer once merged with The Mix. We expect donors to support the strong case for the valuable role that digital services have to play in reaching some of the most vulnerable people in the UK.

Significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. NHS England has mandated a fully operational national coverage of a 24/7 crisis text service. Shout is currently the only provider of a universal 24/7 mental health crisis text service in the UK and we expect to be successful in securing contracts with a significant proportion of the 42 ICBs across the UK. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of 3-5 years as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrates that in all scenarios we are able to continue in existence for the next 12 months.

The Trustees are confident that MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that the charity is a Going Concern and that the financial statements can be prepared on this basis.

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

1.4 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objects. Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of restricted funds are set out in the notes to the financial statements.

1.5 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant are recognised at the time of the donation.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

1.6 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

Cost of raising funds comprise the costs of attracting voluntary income and the costs of fundraising.

Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries.

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all expenditure related to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the cost of complying with constitutional and statutory requirements and other costs related to the governance of the Charity. Support costs are allocated in full to the single charitable activity.

1.7 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

- Fixtures and fittings 7 years straight line
- Computers 3 years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the net income/(expenditure) for the year.

1.8 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give Us A Shout Limited is disclosed in note 12. The investment is shown at cost.

1.9 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered any impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

1.10 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.11 Debtors and creditors

Debtors are amounts owed to the Charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the Charity. They are measured at the amount the Charity expects to have to pay to settle the debt.

1.12 Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Charity has elected to apply the provisions of Section 11 “Basic Financial Instruments” and Section 12 “Other Financial Instruments Issues” of FRS 102 to all of its financial instruments.

1.13 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee’s services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.14 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2. Critical accounting estimates and judgements

In the application of the Charity’s accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities, that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are in the period in which the estimate is revised where the revision affects only that period, or in the period of revision and future periods where the revision affects both current and future periods. The Trustees consider that there are no material areas of judgement or estimation uncertainty.

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

3. Donations and Gifts

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total 2025 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
Jen-Hsun and Lori Huang Foundation	-	2,334,150	2,334,150	-	-	-
The Julia and Hans Rausing Trust	500,000	-	500,000	-	-	-
Anonymous donation	350,000	-	350,000	300,001	316,000	616,001
Fidelity UK Foundation	350,000	-	350,000	-	-	-
Public Donations	295,270	-	295,270	-	-	-
Charities Trust - Aviva Foundation	257,910	-	257,910	-	-	-
The Stone Family Foundation	250,000	-	250,000	-	250,000	250,000
The Restaurant Group	235,326	-	235,326	-	-	-
The Prudence Trust	235,000	-	235,000	-	-	-
The Pears Family Charitable Foundation	150,000	-	150,000	-	-	-
Templeton	144,077	-	144,077	-	-	-
Bank of England	133,179	-	133,179	-	-	-
National Lottery Community Fund	-	126,964	126,964	-	-	-
TGI Sport	100,000	-	100,000	-	-	-
Harry's USA, Inc., a Delaware Corporation	-	100,000	100,000	-	3,671	3,671
Twillo	-	79,472	79,472	-	-	-
St. James's Place Charitable Foundation	66,000	-	66,000	-	30,000	30,000
Harry Kane Foundation	60,000	25,000	85,000	-	-	-
Great Causes II	-	50,150	50,150	-	-	-
Hinge	-	50,000	50,000	-	-	-
The Clothworkers' Foundation	-	50,000	50,000	-	-	-
The City Bridge Foundation	49,980	-	49,980	-	-	-
Selfridges	36,817	-	36,817	-	-	-
CHK Foundation	30,000	-	30,000	-	50,000	50,000
The JD Foundation	-	30,000	30,000	-	-	-
Bloomberg LP	29,342	-	29,342	-	-	-
NFU Mutual Charitable Trust	-	28,716	28,716	-	-	-
Amazon Web Service	-	27,491	27,491	-	-	-
Gamesys Foundation	26,000	-	26,000	-	-	-
Zeno Group, Inc	25,000	-	25,000	-	-	-
Your Donation Ltd	23,825	-	23,825	19,510	-	19,510
Flat Iron Fund	20,000	-	20,000	-	-	-
John Coates Charitable Trust	20,000	-	20,000	-	-	-
The Everson Trust	-	20,000	20,000	-	-	-
Disney	-	17,083	17,083	-	57,246	57,246
Playtech Software Limited	-	15,000	15,000	-	-	-
Heart of Bucks	-	10,000	10,000	-	-	-
Schuh Ltd	-	10,000	10,000	-	-	-
The Tides Foundation	-	10,000	10,000	-	500,000	500,000
Gilead Sciences Ltd	10,000	-	10,000	-	-	-
James Tudor Foundation	10,000	-	10,000	-	-	-
The Batchworth Trust	10,000	-	10,000	-	-	-
TP ICAP Group	10,000	-	10,000	-	-	-
Other	369,028	-	369,028	400	52,084	52,484
Barcapel Foundation	-	-	-	-	25,000	25,000
Bloomberg LP	-	-	-	-	2,652	2,652
Charles Hayward Foundation	-	-	-	-	22,800	22,800
Children in Need	-	-	-	-	300,000	300,000
City of London	-	-	-	-	98,000	98,000
Department of Health and Social Care	-	-	-	625,000	-	625,000
Dove UK	-	-	-	-	20,000	20,000
The Edward & Catherine Wray Charitable Trust	-	-	-	250,000	-	250,000
Garfield Weston Foundation	-	-	-	-	300,000	300,000
Hiscox	-	-	-	-	20,000	20,000
Jonathan Sorrell	-	-	-	40,000	-	40,000
Kensington Palace	-	-	-	200,000	-	200,000
Linbury Trust	-	-	-	-	25,000	25,000
Motability	-	-	-	-	357,500	357,500
National Philanthropic Trust UK	-	-	-	50,000	-	50,000
Nicholas Humphries	-	-	-	100,000	-	100,000
Peter Sowerby Foundation	-	-	-	-	75,000	75,000
Public Donations	-	-	-	101,216	388,079	489,295
Selfridges	-	-	-	-	50,000	50,000
Simon Patterson	-	-	-	100,000	-	100,000
Simon Turner	-	-	-	50,000	-	50,000
The Brendish Family	-	-	-	-	10,000	10,000
The Prism Charitable Trust	-	-	-	50,000	-	50,000
TLA Esp Ltd	-	-	-	-	45,000	45,000
Wol Kolade	-	-	-	50,000	-	50,000
Totals	3,796,754	2,984,026	6,780,780	1,936,127	2,998,032	4,934,159

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

4 Commissioned Partnerships

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total 2025 £	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
Serco Limited	203,665	-	203,665	25,880	-	25,880
Cambridgeshire and Peterborough Integrated Care Board	121,170	-	121,170	30,900	-	30,900
Sony Interactive Entertainment Europe Limited	113,937	-	113,937	90,940	-	90,940
Sussex Partnership NHS Foundation Trust	94,378	-	94,378	51,529	-	51,529
Network Rail Infrastructure Limited	86,957	-	86,957	114,569	80,000	194,569
Betterhelp, Inc.	75,410	-	75,410	-	-	-
Hampshire and Isle of Wight Integrated Care Board	69,970	-	69,970	-	-	-
Cadent Gas Limited	67,522	-	67,522	11,326	-	11,326
NHS England	62,614	-	62,614	95,688	-	95,688
NHS North East and North Cumbria Integrated Care Board	50,000	-	50,000	-	-	-
Place2Be	42,000	-	42,000	-	-	-
Bedfordshire, Luton and Milton Keynes Integrated Care Board	39,694	-	39,694	-	-	-
BP International Limited	38,151	-	38,151	-	-	-
West London NHS Trust	31,150	-	31,150	-	-	-
Parent and Family Consulting Ltd (operating name Parent Zone)	30,000	-	30,000	-	-	-
NHS FIFE	29,827	-	29,827	23,543	-	23,543
Norfolk County Council	28,448	-	28,448	22,763	-	22,763
Cheshire and Merseyside Integrated Care Board	28,000	-	28,000	-	-	-
Everyturn Mental Health	27,000	-	27,000	-	-	-
Wirral Clinical Commissioning Group	26,356	-	26,356	64,248	-	64,248
Nottinghamshire Healthcare NHS Foundation Trust	26,271	-	26,271	37,479	-	37,479
The Cotswold Brewing Company Limited	26,213	-	26,213	-	-	-
West Northamptonshire Council	26,124	-	26,124	-	-	-
West London NHS Trust	25,000	-	25,000	-	-	-
The Open University	24,746	-	24,746	-	-	-
Navigo Health and Socila Care CIC UK	19,356	-	19,356	-	-	-
Young Epilepsy	18,148	-	18,148	10,211	-	10,211
NHS Herefords & Worcs Integrated Care Board (QGH)	17,950	-	17,950	41,212	-	41,212
Mates in Mind	16,656	-	16,656	-	-	-
Oxford Health NHS FT	15,782	-	15,782	-	-	-
University of West England	15,465	-	15,465	16,800	-	16,800
The Lighthouse Construction Industry Charity	13,801	-	13,801	11,198	-	11,198
Sovereign Housing Association Limited	13,797	-	13,797	-	-	-
West Lothian Council	13,568	-	13,568	-	-	-
Ark Schools	13,372	-	13,372	-	-	-
EDF Energy	12,800	-	12,800	-	-	-
The Burnt Chef Project CIC	12,592	-	12,592	-	-	-
CW Plus	12,463	-	12,463	5,952	-	5,952
Sue Ryder	11,318	-	11,318	-	-	-
National Youth Advocacy Service	11,155	-	11,155	-	-	-
Compass - Services to Improve Health and Wellbeing	10,854	-	10,854	-	-	-
Other Commissioned Partnerships	239,268	-	239,268	222,251	6,676	228,927
Better Help	-	-	-	55,940	-	55,940
Rethink	-	-	-	55,385	-	55,385
NHS Hampshire, Southampton and Isle of Wight CCG	-	-	-	49,292	-	49,292
NHS Beds, Luton & MK ICB	-	-	-	30,106	-	30,106
Kent and Medway	-	-	-	26,548	-	26,548
Open University	-	-	-	25,334	-	25,334
The Furniture Makers Company	-	-	-	24,071	-	24,071
Wiltshire LA	-	-	-	21,304	-	21,304
Badoo Trading Limited	-	-	-	20,950	-	20,950
BEN	-	-	-	19,898	-	19,898
The Fishermans Mission	-	-	-	18,900	-	18,900
The Football Association	-	-	-	15,800	-	15,800
The Football Association Premier League Limited	-	-	-	15,000	15,000	30,000
Catch 22	-	-	-	14,678	-	14,678
Clackmannanshire Council	-	-	-	12,304	-	12,304
Mates in Mind	-	-	-	11,970	-	11,970
NAVIGO Health and Social Care CIC	-	-	-	9,566	-	9,566
Pandas Foundation	-	-	-	853	-	853
Totals	1,862,949	-	1,862,949	1,304,388	101,676	1,406,064

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

5. Transfer from YoutNet

During the financial period, MHI completed a merger with YouthNet (known as The Mix) which combined our resources, expertise, and shared goals to enhance our collective impact. This has strengthened our early intervention offer for young people and expanded the reach of mental health support across the UK through the provision of digital products and new services. The merger was finalised on the 20 September 2024 and The Mix transferred its net assets of £37,758 to MHI.

6. Raising Funds

	Restricted funds 2025 £	Restricted funds 2023 £
Fundraising		
Staff costs	637,095	410,181
Consultancy	-	5,175
Other costs	51,117	52,322
Office accomodation	15,866	15,564
	704,078	483,242
 Analysis by fund		
Unrestricted funds	549,143	251,286
Restricted funds	154,935	231,956
	704,078	483,242

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

7. Charitable Activities

(a)	Delivery of Shout and Youth Services 2025 £	Delivery of Shout Service 2023 £
Staff costs	5,596,358	3,688,481
Other costs	1,564,755	1,209,496
	<u>7,161,113</u>	<u>4,897,977</u>
Share of support costs (see note 8)	2,312,630	1,513,099
Share of governance costs (see note 8)	32,083	21,340
	<u>9,505,826</u>	<u>6,432,416</u>
Analysis by fund		
Unrestricted funds	7,455,793	3,453,344
Restricted funds	2,050,033	2,979,072
	<u>9,505,826</u>	<u>6,432,416</u>
(b)		
Clinical Supervision	3,370,045	2,556,751
Volunteer training and support	868,453	607,659
Information technology and data security	676,118	477,860
Communications and Partnership management	448,709	345,746
Data Insights	1,527,333	909,961
Youth Services	270,455	-
	<u>7,161,113</u>	<u>4,897,977</u>
Share of support costs (see note 8)	2,312,630	1,513,099
Share of governance costs (see note 8)	32,083	21,340
	<u>2,344,713</u>	<u>1,534,439</u>
Clinical Supervision		
Staff costs and Consultants	3,172,833	2,354,382
Other Clinical Supervision costs	112,505	118,157
Office accommodation	84,707	84,212
	<u>3,370,045</u>	<u>2,556,751</u>
Volunteer training and support		
Staff costs and consultants	712,509	463,851
Other Volunteer training costs	42,812	28,541
Training and Community Management	87,735	82,902
Office accommodation	25,397	32,365
	<u>868,453</u>	<u>607,659</u>
Information technology and data security		
Staff costs and Consultants	479,813	364,508
Tech and Data Security costs	185,364	98,696
Office accommodation	10,941	14,656
	<u>676,118</u>	<u>477,860</u>
Communications and Partnership management		
Staff and Consultant costs	395,803	287,305
Service Marketing and Overheads	37,865	46,472
Office accommodation	15,041	11,969
	<u>448,709</u>	<u>345,746</u>

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

7. Charitable Activities (continued)

Data Insights

Staff and Consultant costs	1,149,945	795,853
Data Insights costs	156,927	97,367
Imperial Partnership costs	200,000	-
Office accommodation	20,461	16,741
	<u>1,527,333</u>	<u>909,961</u>

Youth Service

Staff and Consultant costs	193,007	-
Other Youth Service costs	68,531	-
Office accommodation	8,917	-
	<u>270,455</u>	<u>-</u>

8. Support Costs

	Support costs 2025 £	Governance costs 2025 £	Total 2025 £	Support costs 2023 £	Governance costs 2023 £	Total 2023 £
Staff costs	1,017,526	-	1,017,526	711,929	-	711,929
Depreciation	3,317	-	3,317	2,846	-	2,846
Accountancy fees	16,239	-	16,239	16,542	-	16,542
Consultant costs	130,416	-	130,416	123,954	-	123,954
Legal and professional costs	81,827	-	81,827	77,964	-	77,964
Office accommodation costs	35,519	-	35,519	32,176	-	32,176
Outbound Messaging Costs	451,172	-	451,172	329,740	-	329,740
Other staff related costs	235,759	-	235,759	178,112	-	178,112
Crisis Text Line	92,660	-	92,660	-	-	-
Miscellaneous	44,065	-	44,065	39,836	-	39,836
Loss on disposal	204,130	-	204,130	-	-	-
Audit fees current year	-	24,360	24,360	-	21,340	21,340
Audit fees prior year	-	7,723	7,723	-	-	-
Total - analysed between Charitable Activities	<u>2,312,630</u>	<u>32,083</u>	<u>2,344,713</u>	<u>1,513,099</u>	<u>21,340</u>	<u>1,534,439</u>

9. Trustees

None of the Trustees (or any person connected with them) received any remuneration, benefits or reimbursement of expenses from the Charity during the period. (2023: nil)

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

10. Employee costs

	2025 Number	2023 Number
Average number of employees during the period	99	85
Employment costs	2025 £	2023 £
Wages and Salaries	6,086,447	3,998,314
Social Security costs	570,502	365,969
Other pension costs	594,030	446,309
	<u>7,250,979</u>	<u>4,810,592</u>

Redundancy and settlement payments of £117,934 (2023: nil) were made in the period.

For 2025, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Chief Operating Officer. The aggregate remuneration was £1,298,784 in 2025 (2023: £920,624)

The number of employees whose annual remuneration was £60,000 or more were:

	2025 Number	2023 Number
£60,000 - £69,999	9	6
£70,000- £79,999	4	-
£80,000- £89,999	4	1
£90,000- £99,999	-	4
£110,000- £119,999	7	1

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

11. Tangible Fixed Assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2024	19,507	158,916	178,423
Additions	484	22,029	22,513
Disposals	-	(10,833)	(10,833)
At 31 March 2025	<u>19,991</u>	<u>170,112</u>	<u>190,103</u>
Depreciation			
At 1 January 2024	11,525	114,602	126,127
Depreciation charged in the year	3,317	39,415	42,732
Depreciation on disposal	-	(10,437)	(10,437)
At 31 March 2025	<u>14,842</u>	<u>143,580</u>	<u>158,422</u>
Carrying amount			
At 31 March 2025	<u>5,149</u>	<u>26,532</u>	<u>31,681</u>
At 31 December 2023	<u>7,982</u>	<u>44,314</u>	<u>52,296</u>

12. Fixed asset investments

	Other investments
	£
Cost or valuation	
At 1 January 2024	100
Additions	-
At 31 March 2025	<u>100</u>
Carrying amount	
At 1 January 2024	100
At 31 March 2025	<u>100</u>

Other investments comprise of:

	2025	2023
	£	£
Investments in subsidiaries	100	100

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant.

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

13. Debtors

	2025	2023
	£	£
Amounts falling due within 1 year		
Prepayments	71,595	41,441
Accrued Income	2,512,403	2,164,998
	<u>2,583,998</u>	<u>2,206,439</u>

14. Creditors: Amounts falling due within one year

	2025	2023
	£	£
Accruals and Deferred Income:		
Accruals	581,378	261,299
Deferred Income 15a	1,043,936	593,514
	<u>1,625,314</u>	<u>854,813</u>
Tax and Social Security:		
PAYE liability	128,663	-
VAT Control	106,597	59,572
	<u>235,260</u>	<u>59,572</u>
Pension liability	43,129	36,132
Other Creditors:		
Repayable Loan	83,333	-
Investment in subsidiary	100	100
	<u>1,987,136</u>	<u>950,617</u>

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

15. Creditors: Amounts falling due after more than one year

		2025 £	2023 £
Deferred Income	15a	31,735	475
Repayable Loan		3,166,666	3,000,000
		<u>3,198,401</u>	<u>3,000,475</u>

In September 2021 MHI received an unsecured repayable grant of £3m from the IGY Foundation (a registered charity). This was to fund working capital and fund core costs. In September 2025, The IGY Foundation agreed that the grant is no longer repayable and has provided a further £3m unsecured repayable grant.

On 17th January 2024 MHI received an unsecured loan of £250,000 from The Royal Foundation.

15a. Deferred Income

	2025 £	2023 £
Deferred Commissioned Income b/f	593,989	604,021
Released to income in the year	(593,989)	(604,021)
Deferred Commission Income in the year	1,075,671	593,989
Total Deferred Commissioned Income	<u>1,075,671</u>	<u>593,989</u>

Deferred Income was calculated when we invoiced a commissioned partner in 2024/25 and the service, or part of the service, related to the following two years.

16. Retirement benefit schemes

Defined contribution scheme

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes is £594,030 (2023: £446,309). As at 31st of March 2025 unpaid pension contribution were £41,129 (2023: £36,132).

MENTAL HEALTH INNOVATIONS
Notes for the Financial Statements
For the period ended 31 March 2025

17. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movements in funds in 2024-2025				
	Balance as at 1 January 2024 £	Incoming resources 2025 £	Resources expended 2025 £	Transfer 2025 £	Balance as at 31 March 2025 £
Shout and Youth services	-	649,876	632,162	-	17,714
Imperial Partnership and Data Insights	1,334,996	2,334,150	1,572,807	-	2,096,339
Totals	1,334,996	2,984,026	2,204,969	-	2,114,053

	Movements in funds in 2023				
	Balance as at 1 January 2023 £	Incoming resources 2023 £	Resources expended 2023 £	Transfer 2023 £	Balance as at 1 January 2024 £
Shout service	480,000	2,311,708	2,485,694	(306,014)	-
Imperial Partnership and Data Insights	1,272,330	788,000	725,334	-	1,334,996
Totals	1,752,330	3,099,708	3,211,028	(306,014)	1,334,996

The Shout and Youth service relates to funds to provide support services to individuals struggling with their mental health through text and on-line services.

Imperial Partnership and Data Insights funds support the growth of Mental Health Innovations, particularly the data analysis and research work for the development of further innovations in mental health.

18. Analysis of net assets between funds

Fund balances at 31 March 2025 are represented by

	Unrestricted Funds 2025 £	Restricted Funds 2025 £	Total 2025 £
Tangible Assets	31,681	-	31,681
Investments	100	-	100
Current assets/ (Liabilities)	(363,957)	2,114,053	1,750,096
Long term liabilities	(3,198,401)	-	(3,198,401)
Total	(3,530,577)	2,114,053	(1,416,524)

	Unrestricted Funds 2023 £	Restricted Funds 2023 £	Total 2023 £
Tangible Assets	52,297	-	52,297
Investments	100	-	100
Current assets/ (Liabilities)	1,697,797	1,334,996	3,032,793
Long term liabilities	(3,000,475)	-	(3,000,475)
Total	(1,250,281)	1,334,996	84,715

19. Operating lease commitments

At the reporting date the Charity has outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows;

	2025	2023
	£	£
Within one year	121,005	128,966
Within two to five years	121,005	32,591
	<u>242,010</u>	<u>161,557</u>

20. Related party transactions

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. No donations were received this year from the Royal Foundation (2023: nil).

The Trustee, Peter Fonagay, also sits on the board of Prudence Trust, which is one of the donors supporting Mental Health Innovations. In 2025 MHI received a donation of £245,000 (2023: nil).□

Mental Health Innovations procures the tools for sending and receiving text messages for the Shout service from Twilio. MHI received £79,472 from Twilio (2023: nil).

21. Subsidiaries

The Charity owns 100% of the ordinary share capital of Give Us A Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

22. Cash Generated from Operations

a. Cash generated from operations

	2025 £	2023 £
Surplus/ (deficit) for the year	(1,501,239)	(543,371)
Adjustments for:		
Investment Income (SOFA)	(27,178)	(32,065)
Depreciation and Impairment of Tangible Fixed Assets	32,295	33,672
Movements in working capital		
Increase/Decrease in Debtors	(377,559)	(152,531)
Increase/Decrease in Creditors	1,234,445	(48,362)
Cash generated from Operations	<u>(639,236)</u>	<u>(742,657)</u>

b. Reconciliation of Net Cash Flow to Movements in Net Cash

	2025 £	2023 £
Decrease in cash in the year representing change in net debt	(623,738)	(726,637)
Net cash at 1 Jan 2024	1,776,972	2,503,609
At 31 March 2025	<u>1,153,234</u>	<u>1,776,972</u>

c. Analysis of Changes in Net Debt

	01 January 2024 £	Non-cash changes £	Cash Flows £	31 March 2025 £
Cash at bank and in hand	1,776,972	-	623,738	1,153,234
Debt due > 1 year	(3,000,000)	-	-	(3,000,000)
Total Net Funds	<u>(1,223,028)</u>	-	623,738	<u>(1,846,766)</u>

23. Post Balance Sheet Event

In September 2025 the IGY foundation agreed that the £3m repayable grant provided in September 2021 is no longer repayable and has generously provided a further £3m repayable grant. The terms state that, following the 1 year deferred period, repayments will be made over 5 years once MHI reserves exceed £1.8m.

Accounts

MENTAL HEALTH INNOVATIONS
TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

Registered Charity Number - 1175670

CONTENTS

Trustees Annual Report	Pages 2-17
Statement of Trustees' Responsibilities	Page 18
Independent Auditor's Report	Pages 19-22
Financial Statements:	
Statement of Financial Activities	Page 23
Balance Sheet	Page 24
Statement of Cash Flows	Page 25
Notes to financial statements	Pages 26-44

Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ended 31 December 2023. The report and accounts comply with the requirements of the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

Introducing Mental Health Innovations

Mental Health Innovations ("MHI") is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout uses the technology platform of the US charity Crisis Text Line and provides free 24/7 text message support for anyone who is struggling to cope.

Our Mission

Mental Health Innovations' mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population.

Our Vision

Our vision is that everyone in the UK has access to the digital mental health services that they need and can access appropriate, high-quality support quickly and efficiently through the power of technology.

Our Values



We are driven by the best interests of the people we serve and we place them at the heart of everything we do. We have high standards and we hold ourselves to account to deliver our objectives and KPIs to achieve our mission.



We embrace a diverse range of people, skills, views and experiences within our organisation to achieve better outcomes for the people we serve. We work together with empathy and mutual respect.



We are bold and push the boundaries to find new and better ways to support more people. We are not afraid to try new things and we learn from our mistakes.



Our work is evidence-based. We interrogate data and draw upon clinical expertise to inform our actions and to set standards for best practice. We are curious, reflective and we seek regular feedback on our performance.



We are nimble and flexible, responding swiftly to new challenges and innovating purposefully to achieve our goals and objectives.

Shout: 24/7 support for the UK

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

How it works

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The Shout Volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The Shout Volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- Prioritisation: an algorithm reviews incoming texts, placing urgent cases to the top of the queue
- Shout Volunteers: aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- Clinical Supervisors: text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Dr Jean O'Hara FRCPsych, a Visiting Senior Lecturer (IOPPN) at King's College London and Honorary Consultant Psychiatrist (SLaM), are MHI Trustees.

The Shout service currently employs more than 30 clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 31 December 2023, Shout has more than 2,100 active Shout Volunteers.

Crisis Text Line partnership

Mental Health Innovations partners with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licences the technology platform from Crisis Text Line to power the Shout service. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of June 2023, Crisis Text Line has exchanged more than 8.7 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

Numbers

From launching the Shout service in its pilot phase in May 2018 to 31 December 2023, Shout has grown to having:

- Conducted almost 2.3 million conversations
- Supported over 755,000 individuals
- Built a trained volunteer community of over 2,100 from around the country
- Established a team of 40+ clinical staff ensuring quality and supporting volunteers
- Established a team of 15+ supporting the coaching, training and admissions of volunteers
- 37% of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness
- Over 30,500 conversations have resulted in a Shout clinician initiating what is called an 'Active Rescue'. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called. This police relationship is carefully managed, with MHI having direct links into the Met Police
- In 2023 around 69% of Shout service users were contacting us for the first time
- 77% of texters contact us just once or twice
- 83% of service users tell us that they thought their conversation was helpful

Historically, 62% of texters identify as straight and cisgender and 38% of texters as LGBTQ+. Female users have represented 75% of users. 61% of texters have been under 25 years old.

	2018 (May to December)	2019	2020	2021	2022	2023	2018 - 2023 (Period to 31st December 2023)
Total conversations	26,571	166,620	355,870	501,568	663,719	582,714	2,297,039
Total texters*	14,218	81,933	159,287	208,911	253,717	233,709	759,635*
Active Volunteers	544	1,671	2,304	1,794	2,227	2,125	2100+
Conversations per day	269 (December average)	698 (December average)	1,303 (December average)	1,614 (December average)	1,615 (December average)	1,462 (December average)	1,122

Note: * Total texters row represents unique texters in each period. As a result, the total column is not additive.

Texter Feedback

"Thank you for your kind words and patience. I feel very alone and having that text helped me through the night."

"Thank you so much for being so supportive. The people around me love me and support me, but they don't always have the right words. Today you gave me the right words and encouragement. Thank you."

"Just having someone there is amazing, thank you so much, just reaching out and having a response helped me to recentre, organise my thoughts and work out how I could help myself, and the fact that someone is willing to be there, amazing, make me wish I was strong enough to help others too."

"I don't think I can put into words how helpful having Shout is. Having resources like this when crisis lines are under-resourced is unbelievably essential and life saving."

"Thank you from the bottom of my heart. I feel hopeful in moving forward and taking steps to help myself and put myself first."

"Thank you so much. I feel like no one has heard me, believed me or seen how hard I am trying to be ok for a while and you did so thank you."

Volunteer Feedback

"Volunteering with Shout and helping others who need in-the-moment support has provided me with an added purpose and built my confidence. I have subsequently gained employment and applied the empathy and listening skills built from volunteering to everyday contexts. It feels amazing and rewarding to support others."

"It brings me so much joy to be here for people and feel that even in a seemingly tiny or fleeting way, I can help them feel heard. Many conversations stay with me, and as harrowing and painful as that can be when people have been going through very difficult times, there is for me a sense of purpose and urgency in forming these empathic connections. It's an immense privilege to be part of that."

"As someone who's 19, there are very few opportunities like Shout out there for me. I know that I have a lot to give in a role like this, but if it were face to face, I doubt I would have the chance to give what I can. I love the fact that I can help people from all different age groups and give them the support they need, without being judged on how young I am."

"The flexibility means that I can manage to be of help despite differing levels of commitment being possible due to my health."

"The thought of saving someone's life or removing their risk of harm gives the most amazing sense of pride. I am so proud to be a Shout Volunteer."

"Since volunteering for Shout all my relationships, without question, have strengthened but more so have thrived not only from my active listening skills but significantly by articulating what my needs are too. Hands down one of the best decisions of my life."

"I find the kindness in the community incredibly rewarding. People aren't always kind in life but in the Shout community, everyone is warm and accepting."

"Being able to make a huge difference in someone else's life, someone I have never even met. Knowing that I can help someone else feel better allows me to feel more in control of my own anxiety issues."

"I have aspirations of being a clinical psychologist and it's giving me the resilience to keep going by seeing first hand how I can help people as well as help myself reach my goals."

"I would say the training is the best kind of training I have ever been a part of, as it is well thought out, is interactive for the users, and it is really easy to use on the platform."

"Being a Shout Volunteer has been really beneficial to my own well-being, it's really rewarding knowing you are helping others and it fills me with a great sense of achievement. It really does feel good to do good!"

Review of 2023

In 2023 Shout took 590,000 conversations with 240,000 texters through 20,000,000 text messages. We made 9,000 safety plans with texters and instigated 7,100 emergency interventions. 700,000 people visited our website and looked at 1.9 million pages and our social media followers grew to 170,000. Our global full and part-time staff team grew to 165 people, with 114 people in the UK and 51 people in New Zealand.

Over the course of the year, 4,300 volunteers took 194,000 hours of conversations. In July, we launched our first group of trainee volunteers in the new Learning and Community Hub on Titus with the updated core training. In early December, we moved the entire volunteer community to the new Hub, giving our volunteers a single system in which they can do all of their learning and community work. There has been extensive work on updating our core volunteer training to use Moodle LMS and we built a generational AI chatbot application to simulate conversation scenarios and provide a more realistic experience. Training activity and assessments are now streamed to our analytics platform to help us target areas for improvement.

Over the year we worked with more than 50 new funders and partners. Some of the highlights include an innovative six-month pilot with Serco in Thameside prison, which was a great success, leading to roll-out in Dovegate Prison, and soon to be Fosseway Prison; working with NHS England to support frontline staff; increasing our NHS ICB partnerships; our charity of the year success with Bank of England and our successful applications with Motability Foundation and Aviva Foundation.

Our Data Insights work has continued to grow and develop, and, in an incredibly tough fundraising climate, we were delighted to have received an additional generous grant from Google to enable us to use machine learning and AI to support the improvement of the Shout service. The important role that AI can play has been brilliantly demonstrated this year with the success of the generative AI conversation simulator in supporting volunteers, and the integration of the simulator into the new volunteer training.

We launched a report into the two million conversations we've taken with 675,000 texters, developed high profile campaigns with The Premier League and Network Rail, saw Harry Kane on billboards across the UK, promoting the Shout Volunteering opportunity and announced Will Young as our patron.

2024 Strategic Focus

The 2024 Mental Health Innovations strategic plan outlines our priorities and objectives for the coming year, with a focus on operational excellence, financial stability and growth of our volunteer base.

In 2024 our partner charity The Mix, a digital charity for under 25s, is merging with Mental Health Innovations. We have partnered with The Mix since 2018 and they provide a holistic service of free advice, information and support, reaching over five million young people online each year via social media, web content, peer support and counselling services. This merger will strengthen our early intervention offer for young people, and is an important and significant step towards delivery of our mission to expand the reach of mental health support across the UK through digital provision. The Mix will sit alongside MHI's text messaging support service Shout to provide a new ecosystem of free, 24/7 mental health support reaching millions more young people struggling with their wellbeing.

We will harness the passion and expertise of our staff and volunteer community and invest in technology. We will leverage diverse revenue streams, create new partnerships and develop existing ones to enhance our market position. We aim to create a sustainable and thriving organisation that in 2024 builds on our successes, improving the experience for our Shout texters and delivering new products, services and offerings.

Operations and Clinical

We will grow the active volunteer community back to 2,200, in order to respond as swiftly as possible to our high-risk texters. To support this goal a new Head of Volunteer Management will join us in April, and our new Volunteer Leads are now in their new roles. We will also be recruiting more Crisis Practitioners (CPs) to support our existing team, working into a new CP Manager and CP Practice Lead, to provide team leadership and management.

We have been in discussions with NHS England about the ambition to provide national coverage of crisis text services, as stated in the Suicide Prevention Strategy for England, published in September last year. Over the coming 6-12 months we expect to grow our work with NHS Integrated Care Boards (ICBs) and develop a keyword service which is staffed entirely by qualified, clinical practitioners to respond to NHS requirements.

We will be working to ensure that all the technologies that we use to support our texters and volunteers are evolving to meet new and emerging needs and will constantly reviewing Data Insights to understand how the service is performing and where there is room for improvement.

We will implement several recommendations that came from our NSPCC Safeguarding audit last year. A plan is being developed to finalise these changes and the timing of their delivery and we will start to implement this in the first few months of the year. These new practices will both improve the way in which safeguarding is managed on our platform and enhance the supervisor experience at the same time.

Technology

Several drivers have influenced the 2024 strategy for technology. We have a growing number of systems and technologies that are playing a significant role building and supporting delivery of our operations. These include a consolidated CRM, an updated platform and training services. We want to deliver this efficiently, securely and to a consistent standard. As a result, our objectives cover four themes:

People - we will be evolving roles in the team and developing skills to meet the changing demands that we need to meet.

Frameworks and automation - we will be developing new ways of working to ensure we are agile, consistent and secure.

Service delivery - we will continue to deliver, support and maintain the services MHI's users and its partners need.

Security and data governance - we will continue to evolve our Information Security Management System (ISMS) and enhance data protection across the organisation. Security and data governance will be risk-based and a common thread through everything we do. A successful security programme is a key foundation of our reputation, income and partner opportunities as well protecting internal processes and the sensitive data of our service users.

Finance and Income

With the 2024 MHI strategy looking to build new innovations and solutions to work alongside the Shout service, our income plans continue to diversify to build the financial sustainability to continue to design, develop and provide innovative and efficient services for the UK population. To achieve the 2024 plans, income objectives will focus on reaching our income target through five income streams; Philanthropic income; Corporate partnership income; Commissioned partnership income; Public fundraising and Government income.

We will create a dedicated commissioned offer for the 42 English ICBs, with contract and launch throughout 2024/25 and design focused commissioned offers for universities and academy trusts. We will also increase the Shout offer within prison and immigration settings. We will build out the MHI training and consultancy offer to include both face to face and digital training and grow philanthropic income to cover financial sustainability of the Shout service, along with development funding for new initiatives, including self-paced learning tools. Additionally we will deliver our large corporate partnerships with the aim of brand growth and recognition.

Data insights

In 2024, we remain focussed on delivering data insights to support the operation of Shout, for keyword partner reporting, and for supporting income fundraising and reporting, communications and marketing activities, and external stakeholders such as the Department of Health and Social Care (DHSC). In addition, we have a number of significant new projects starting this year:

- We are starting new academic research projects with Imperial College London (which will include the formation of a new user group), University of Cambridge (on autism and suicide), and the University of Glasgow (on suicide and coping skills).
- Following the embedding of the Shout Conversation Simulator in volunteer training, we will be developing a new co-pilot feature which can suggest messages to volunteers in the simulator if they ask for help. The aim of this is to further increase volunteer confidence during training.
- Google.org has funded us for two years to use artificial intelligence approaches to support our monitoring and understanding of conversation quality.

Communications and Marketing

We will develop resources and content to support, engage and respond to the Shout audience through our owned communications channels. We will work with influencers and external partners to grow our profile and reach. We will grow followers of and engagement with our social media channels and website and deliver communications to reach, engage and support diverse audiences. We will support volunteer recruitment and engagement through campaigns and content delivery and we will support funding bids and partner recruitment and engagement through development of collateral and content.

We will maintain strong Shout brand communications and reputation across owned, partner and external communications, monitoring and responding to crisis and other communications in a timely manner. We will deliver proactive and reactive communications that position the charity as the thought leader in the field, including comment pieces, blogs, quotes, reports, data insights, news articles and creative assets. We will build on opportunities to engage policy makers with our work and will support the development of and communications for any new products and services.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The Trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The Trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance. The subsidiary is currently dormant, with no financial activities.

Public Benefit

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray
Dominic Brendan Flynn (resigned 3rd October 2024)
Peter Fonagy
Simon Christopher Weaver
Dr Amy Shi-Nash
Dr Uma Vaidyanathan
Dr Jean O'Hara
Jerome Misso

Senior Management Team

Victoria Hornby (Chief Executive Officer)
Clare Bolton (Director of Marketing and Communications)
Sue Wakefield (Director of Finance) Appointed December 2023
Edward Conway (Director of IT and Security)
Alistair Crawford (Chief Operating Officer)
Sarah Kendrick (Clinical Director)
Dr Fiona Pienaar, PhD (Senior Clinical Adviser)
Dr Mark Ungless (Director of Data Insights)
Caroline Westley (Director of Income)

Registered address

Mental Health Innovations PO Box 78319, LONDON, W10 9FE

Independent Auditor

Moore Kingston Smith LLP 6th Floor, 9 Appold Street, London, EC2A 2AP

Principal Bankers

Barclays Bank Plc Leicester, LE87 2BB

Recruitment, appointment and training of Trustees

The Board of Trustees review the skill set of its members, via a Trustees Skill Matrix, on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. Once appointed a new Trustee is given information on the legal expectations and duties of a Trustee, meets with the Chief Executive and other relevant staff, is given an information pack of relevant documentation and is provided with any relevant training. All Trustees are kept updated on any changes to the responsibilities of a Trustee under the Charity Commission.

Pay Policy

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary banding. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

Charity Governance Code

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

1. Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
2. Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
3. Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and Trustees undertake their duties accordingly
4. Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
5. Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
6. Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making
7. Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and Shout service grow, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to improve diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK.

Safeguarding

In 2023, the focus for safeguarding at MHI is to ensure that our policies and procedures are the best in the sector. To this end, we are:

- Implementing the recommendations of an external audit by the NSPCC
- Reviewing our safeguarding children and young people and adults policies and adding greater detail about roles and responsibilities.
- Reviewing the thresholds we use to report imminent and non-imminent threat to life, abuse and other harms.
- Reviewing training for volunteers and will move to making completion of this training mandatory.
- Creating a bespoke training in safeguarding which will be focused on the Shout service/digital aspects of safeguarding and child protection. We envisage this will be included in the initial core training undertaken by all volunteers and completed retrospectively by all existing volunteers.
- Developing new roles in the safeguarding team with the eventual aim of having a safeguarding presence on the Shout platform 24/7 to enhance the current on-call system and move responsibility for reporting urgent and non-urgent safeguarding issues from the clinical team to Designated Safeguarding Officers.

Data Protection and Information Security

We have continued to mature our ISMS and in 2023, we aligned with the new ISO 27001:2022 standard before completing a full recertification (end of 3 year audit cycle). We have completed a number of projects to bolster end-point and browser security. The latter has been deployed to all staff devices accessing our applications and data. It protects against a wide range of web attacks, includes governance capabilities and data loss prevention. We bought device management in-house, enhancing security, simplifying logistics and saving £15,000 in the first year (to rise in year 2). We are piloting a version of the service, which uses non-SMS channels, allowing us to reach underserved parts of the population.

Work has commenced updating our privacy centre with clearer, more accessible policies. Based on the development of external advice, opinion and policy over the last 5 years, we moved to a new lawful basis for our processing. At the same time, we developed a new policy based on plain English, adding greater clarity to our users and partners. We will have clear transitional arrangements for data collected to date.

We regularly review our approach to anonymisation, including effective-anonymisation and pseudonymisation. We completed engineering work in 2023 to enhance the data pipeline we use to effectively-anonymise our data, using the latest techniques and taking into account the ICO's guidelines. During the same period, we created an application to automate data retention and erasure in our CRM.

Internal policies and Regulatory Compliance

Our organisation's policies are reviewed at least annually to ensure they reflect current best practice, and we provide regular awareness training to support staff in understanding, applying and complying with our policies.

Fundraising Compliance

Our Funder Policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income as well as the Income Generation team, who are responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small inhouse fundraising team.

Our People

Our employees and our volunteers remain at the heart of everything we do. As a fast growing organisation, we continue to work to attract the right people and to create a supportive working environment so that they want to stay.

Staff wellbeing remains at the forefront of our mind, and is especially important given the nature of our work. We continue to invest in support to help our staff look after their wellbeing. Our teams in the UK and New Zealand are offered health insurance and an employee assistance programme, and our clinical team receive paid-for supervision.

In order to create a vibrant and creative workspace we are committed to being truly representative of the people we serve. We have invested substantial effort in broadening the reach of our service, and on initiatives that increase awareness of issues around diversity and inclusion among our staff and Volunteers. Our Diversity, Equality and Inclusion working group meets regularly to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity, equality and inclusion.

We have many opportunities for staff to make their voices heard across the organisation as we seek to understand ways to better support staff, with regular surveys to identify areas to explore and working groups to ensure a broad range of voices are heard.

All staff can invest in their learning and development with a personal training budget to use on areas of interest, as well as training courses delivered to the whole organisation. Staff and Volunteers have access to a wide range of online learning courses to further their skills and knowledge.

We seek to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

Diversity and Inclusion

Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

Our Supporters

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

Our donors and supporters in 2023 include:

- Barcapel Foundation
- Bally Foundation
- Charles Hayward Foundation
- Children in Need
- CHK Foundation
- City Bridge Foundation
- Disney
- Dove UK
- Fidelity Foundation
- Garfield Weston Foundation
- Hiscox
- The Lindbury Trust
- Motability
- NFU Mutual
- Peter Sowerby Foundation
- Selfridges
- SJP Foundation
- Stone Family Foundation
- Wolfson Foundation
- Your Donation Ltd

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

Volunteers

A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout service

Our texters

Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout and all who wish to remain anonymous.

Financial Review

2023 in review

In line with many other charities, 2023 was another challenging financial year for MHI. The on-going economic challenges continued to impact our fundraising efforts which were made more difficult by a 14-month investigation by the Information Commissioner's Office (ICO). This was the result of a newspaper article in February 2022 which made a number of wrongful allegations about our use of data for research. **We were completely exonerated by the ICO in April 2023**, who concluded that the allegations made in the article were unfounded, but it will still take some time to recover from the lost income, legal fees and the reputational damage caused by the article and investigation.

MHI has continued with the approach to diversify its income streams. There has been a continued growth in commissioned services, which involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the year totalled £6.4m (2022: £6.1m), which was below target for the year. In order to help meet this challenge MHI continued to look for opportunities to reduce the cost base without impacting the quality or 24/7 service provided.

In 2023, MHI again needed to support consistently high levels of demand for the Shout service. In order to respond to this demand, on-going investment is required to build the capacity of the organisation to ensure we could continue to provide a quality service, including underlying systems, supporting service delivery and robust governance. However, with the fundraising challenges detailed above, we approached this carefully and sought to control costs, particularly in support areas.

During 2023 we developed two new significant sources of income in addition to a number of other initiatives that will secure the longer term financial sustainability for Mental Health Innovations:

- Confirmation of grant from the Department of Health and Social Care's Suicide Prevention Fund
- Servicing the NHS Integrated Care Boards (ICBs) who are committed to provide a 24/7 crisis text service by March 2025.

MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Data Insights** to continually monitor and enhance the Shout service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences
- Other **management staff** costs to manage organisational delivery and growth

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose.

The balance on restricted reserves at the end of the year was £1.3m (2022 : £1.8m). Unrestricted reserves at the end of the year were -£1.25m (2022: -£1.1m) which were supported by the loan received from the IGY foundation. The overall reserves surplus was £0.1m (2022: £0.6m).

Reserves Policy

To safeguard the need for sufficient funds to cover ongoing management, administration, and support costs, as well as respond to future investment opportunities, the Board aims to maintain unrestricted, free, reserves at a level that equals between three and six months of expenditure, which currently equates to between £1.7m and £3.4m.

As at 31 December 2023, the charity did not have any unrestricted reserves. The Trustees are committed to strengthening income streams and are continuing to closely monitor the charity's financial needs by managing its cash flow using all available funds at its disposal, including a repayable grant from the IGY Foundation. The charity is forecasting to build up its unrestricted funds over the course of the next 24 months to enable it to achieve the target free reserve policy level.

Going concern

MHI is six years old and has not, therefore, had the time to build up significant unrestricted reserves. The majority of income received has been directed towards delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently, spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to reduce signposting to Shout where it is not funded, and increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

In September 2021 we received a £3 million repayable grant from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the ongoing challenging economic climate, the IGY Trustees have agreed to extend the original terms of the loan such that no repayments will be made before Q4 2025.

In April 2024, NHS England distributed a specification for the ICBs setting out its commitment to a fully operational crisis text service by the end of March 2025. Our market analysis shows that we are the only provider who can meet the specification and are therefore confident the ICBs will start to commission our service and be required to provide a 24/7 crisis text service towards the end of 2024 or by Q1 of 2025 at the latest.

In August 2024, an agreement was reached to transfer The Mix to MHI and to merge both charities. This will strengthen our early intervention offer for young people and expand the reach of mental health support across the UK through the provision of digital products and new services. To date we have raised £2.1m over three years from four cornerstone foundations, to enable us to fund the merger with further support expected.

In addition, we expect to attract new donors to fund the enhanced services that we will offer once merged with The Mix. We expect donors to support the strong case for the valuable role that digital services have to play in reaching some of the most vulnerable people in the UK.

Significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. Several new, significant sources of income in Q4 2023, 2024 and beyond will secure the longer term financial sustainability for Mental Health Innovations. Most notable of these is NHS England's requirement for a fully operational national coverage of a 24/7 crisis text service by the end of March 2025. Shout is currently the only provider of a universal 24/7 mental health crisis text service in the UK and we expect to be successful in securing contracts with the majority of the 42 ICBs across the UK. The Trustees are confident that these expanded income streams will enable the charity

to eliminate the deficit on unrestricted funds, over a period of 3-5 years as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrates that in all scenarios we are able to continue in existence for the next 12 months, although the stress scenarios rely on successfully securing contracts with the majority of the 42 ICBs across the UK before 31 March 2025.

The Trustees are confident that MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that the charity is a Going Concern and that the financial statements can be prepared on this basis.

Risk management - Principal risks and uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis. Depending on the nature of the risk, the management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified, and the mitigations in place, include:

- Securing sufficient funding to meet the financial commitments, build reserves and maintain the quality and level of service provided. The organisation is working to manage this risk by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources. In addition, an extension to the repayment date of the IGY loan has been agreed to maintain suitable cash balances.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.
- Having a strong business continuity plan, regular supplier audits and identifying alternative suppliers to avoid the loss of service from key suppliers preventing our ability to run the Shout service.

Statement of Trustees' responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

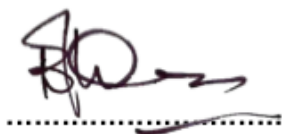
- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor are aware of such information.

The Trustees' Annual Report was approved by the Board of Trustees.



Edward James Wray
Trustee

Dated: 30th October 2024

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations for the year ended 31 December 2023 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2023, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements

themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

Responsibilities of Trustees

As explained more fully in the Trustees' responsibilities statement set out on page 24, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.

- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charity's Trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's Trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's Trustees as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

.....
Moore Kingston Smith LLP, Statutory auditor

Date: 30/10/2024
.....
6th Floor, 9 Appold Street
London, EC2A 2AP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

AS AT 31 DECEMBER 2023

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
		2023	2023	2023	2022	2022	2022
	Note	£	£	£	£	£	£
Income from:							
Donations and gifts	3	1,936,127	2,998,032	4,934,159	507,708	4,829,196	5,336,904
Charitable activities	4	1,304,388	101,676	1,406,064	758,467	8,516	766,984
Investments		32,065		32,065	18,099		18,099
Total income:		3,272,580	3,099,708	6,372,288	1,284,274	4,837,712	6,121,987
Expenditure on:							
Raising funds	5	251,286	231,956	483,242		627,118	627,118
Charitable activities	6,7	3,453,344	2,979,072	6,432,416	3,121,923	2,987,265	6,109,188
Total resources expended:		3,704,630	3,211,028	6,915,658	3,121,923	3,614,382	6,736,305
Net income/ (expenditure) for the year/ Net movement in funds		-432,050	-111,320	-543,370	-1,837,649	1,223,330	-614,319
Transfer of Funds	16	306,014	-306,014	-			-
Funds balances as at 1 January 2023		-1,124,244	1,752,329	628,085	713,405	529,000	1,242,404
Fund balances at 31 December 2023		-1,250,280	1,334,995	84,715	-1,124,244	1,752,329	628,085

MENTAL HEALTH INNOVATIONS

BALANCE SHEET

AS AT 31 DECEMBER 2023

		2023	2022
	Note	£	£
Fixed Assets			
Tangible assets	10	52,297	69,923
Investments	11	100	100
		52,397	70,023
Current Assets			
Debtors	12	2,206,439	2,053,908
Cash at bank and in hand		1,776,971	2,503,609
		3,983,410	4,557,516
Creditors: amounts falling due within one year	13	-950,617	-976,438
Net current assets		3,032,793	3,581,078
Total assets less current liabilities		3,085,190	3,651,101
Creditors: amounts falling due after more than one year	14	-3,000,475	-3,023,016
Net assets		84,715	628,085
Income funds			
Restricted funds	16	1,334,996	1,752,329
Unrestricted funds		-1,250,281	-1,124,245
		84,715	628,085

The financial statements were approved by the Trustees on 30th October 2024.....



Edward James Wray
Trustee

MENTAL HEALTH INNOVATIONS

STATEMENT OF CASH FLOWS

AS AT 31 DECEMBER 2023

		2023		2022	
	Note	£	£	£	£
Cash flows from operating activities					
Cash generated from operations	21	-742,657		-1,436,396	
Investing activities					
Purchase of tangible fixed assets		-16,046		-31,773	
Purchase of shares in subsidiary company					
Investment income received		32,065		18,099	
Net cash used in investing activities		16,019		-13,674	
Net cash used in financing activities		-		-	
Net increase in cash and cash equivalents		-726,638		-1,450,069	
Cash and cash equivalents at beginning of year		2,503,610		3,953,679	
Cash and cash equivalents at end of year		1,776,972		2,503,610	

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting Policies

Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number: 1175670.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give Us A Shout Limited, which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

MHI is only 6 years old and has not yet built up a reserve surplus. Income received has been used to directly scale and improve the Shout service and the sustained level of demand means we need to keep focussed on maintaining the level of income to support the running of the service. In 2023, we commenced discussions with the various NHS Integration Care Boards (ICBs) who have committed to provide a 24/7 crisis text service by March 2025. With MHI being the only provider that can meet the NHS England specification we are confident that our service will be commissioned towards the end of 2024. To further safeguard our finances the IGY Foundation has agreed to delay repayments of their repayable grant to Q4 2025 and the Trustees have also successfully secured a further £250K interest free loan.

Notwithstanding the deficit of £1,250,280 on unrestricted funds at 31 December 2023, the Trustees are confident that with the expansion of the charity's activities, described above, sufficient surplus unrestricted funds will be generated to eliminate this deficit over the next 3-5 years.

Forecasts have been prepared, and stress tested, and although the stress scenarios rely on positive outcomes from continuing discussions with NHS England, in all scenarios the charity is able to continue to settle its debts as they fall due and be in operational existence for the next 12 months. Accordingly, the Trustees believe it is appropriate to prepare the financial statements on the going concern basis.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

The charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all expenditure related to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the cost of compliance with constitutional and statutory requirements and other costs related to the governance of the Charity. Support and governance costs are allocated in full to the single charitable activity.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

- | | |
|-------------------------|-----------------------|
| - Fixtures and fittings | 7 years straight line |
| - Computers | 3 years straight line |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the net income/(expenditure) for the year.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give Us A Shout Limited is disclosed in note 11 and the investment is shown at cost.

1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered any impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.10 Debtors and creditors

Debtors are amounts owed to the Charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the Charity. They are measured at the amount the Charity expects to have to pay to settle the debt.

1.11 Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Charity has elected to apply the provisions of Section 11 “Basic Financial Instruments” and Section 12 “Other Financial Instruments Issues” of FRS 102 to all of its financial instruments.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee’s services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2. Critical accounting estimates and judgements

In the application of the Charity’s accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities, that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are in the period in which the estimate is revised where the revision affects only that period, or in the period of revision and future periods where the revision affects both current and future periods.

The Trustees consider that there are no material areas of judgement or estimation uncertainty.

3. Donations and Gifts

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Department of Health and Social Care	625,000		625,000		437,709	437,709
Anonymous Donors	300,001	316,000	616,001	316,614	519,000	835,614
Tides Foundation		500,000	500,000			
Public Donations	101,216	388,079	489,295	19,393	988,977	1,008,370
Motability		357,500	357,500			
Children in Need		300,000	300,000			
Garfield Weston Foundation		300,000	300,000			
Stone Family Foundation		250,000	250,000		250,000	250,000
Edward Wray	250,000		250,000			
Kensington Palace	200,000		200,000			
Simon Patterson	100,000		100,000			
Nicholas Humphries	100,000		100,000			
City of London		98,000	98,000			
Peter Sowerby Foundation		75,000	75,000			
Disney		57,246	57,246			
Other	400	52,084	52,484	1,700	35,122	36,822
CHK Foundation		50,000	50,000		95,000	95,000
The Prism Charitable Trust	50,000		50,000	60,000		60,000
Selfridges		50,000	50,000		35,000	35,000
National Philanthropic Trust UK	50,000		50,000			
Wol Kolade	50,000		50,000			
Simon Turner	50,000		50,000			
TLA Esp Ltd		45,000	45,000		100,000	100,000
Jonathan Sorrell	40,000		40,000			
SJP Foundation		30,000	30,000		30,000	30,000
Barcapel Foundation		25,000	25,000			
Linbury Trust		25,000	25,000			
Charles Hayward Foundation		22,800	22,800			
Dove UK		20,000	20,000			
Hiscox		20,000	20,000			
Your Donation Ltd	19,510		19,510			
The Brendish Family		10,000	10,000			
Harry's, Inc. and Harry's USA, Inc		3,671	3,671		10,000	10,000
Bloomberg LP		2,652	2,652		10,000	10,000
Huang Foundation					1,110,900	1,110,900
The Bally's Foundation					400,000	400,000
Young Minds Trust					320,000	320,000
Gamesys Foundation					200,000	200,000
The Jongen Charitable Trust				100,000		100,000

4 Commissioned Partnerships

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Network Rail	114,569	80,000	194,569			
NHS England	95,688		95,688	91,748		91,748
Sony Interactive Entertainment Europe Ltd	90,940		90,940	21,750		21,750
Wirral Clinical Commissioning Group	64,248		64,248	37,796		37,796
Better Help	55,940		55,940	42,661		42,661
Rethink	55,385		55,385			
Sussex Partnership NHS Foundation Trust	51,529		51,529	25,087		25,087
NHS Hampshire, Southampton and Isle of Wight CCG	49,292		49,292	36,734		36,734
NHS Herefordshire & Worcestershire CCG	41,212		41,212	13,788		13,788
Nottinghamshire Healthcare NHS Foundation Trust	37,479		37,479			
Cambridge and Peterborough CCG	30,900		30,900			
NHS Beds, Luton & MK ICB	30,106		30,106			
The Football Association Premier League Limited	15,000	15,000	30,000			
Kent and Medway	26,548		26,548	33,000		33,000
Serco Ltd	25,880		25,880	43,690		43,690
Open University	25,334		25,334	26,100		26,100
The Furniture Makers Company	24,071		24,071			
NHS FIFE	23,543		23,543			
Norfolk County Council	22,763		22,763	13,379		13,379
Wiltshire LA	21,304		21,304			
Badoo Trading Limited	20,950		20,950			
BEN	19,898		19,898	13,352		13,352
The Fishermans Mission	18,900		18,900			
University of West of England Bristol	16,800		16,800			
The Football Association	15,800		15,800	12,200		12,200
Catch 22	14,678		14,678	16,450		16,450
Clackmannanshire Council	12,304		12,304	10,027		10,027
Mates in Mind	11,970		11,970			
Cadent Gas Ltd	11,324		11,324			
The Lighthouse Club	11,198		11,198	13,174		13,174
Young Epilepsy	10,211		10,211			
NAVIGO Health and Social Care CIC	9,566		9,566	12,750		12,750
CW Plus	5,952		5,952	16,550		16,550
Pandas Foundation	853		853	12,647		12,647
Renfrewshire LA				15,918		15,918
Childrens Society				10,139		10,139

6. Charitable Activities

(a)	Delivery of Shout Service	Delivery of Shout Service
	2023	2022
	£	£
Staff costs	3,688,481	3,492,560
Other costs	1,209,496	1,160,454
	4,897,977	4,653,013
Share of support costs (see note 7)	1,513,099	1,439,362
Share of governance costs (see note 7)	21,340	16,812
	6,432,416	6,109,188
Analysis by fund		
Unrestricted funds	3,453,344	3,121,923
Restricted funds	2,979,072	2,987,265
	6,432,416	6,109,188
(b)		
Clinical Supervision	2,556,751	2,503,496
Volunteer training and support	607,659	643,094
Information technology and data security	477,860	541,008
Communications and Partnership management	345,746	309,846
Data Insights	909,961	655,570
	4,897,977	4,653,013
Share of support costs (see note 7)	1,513,099	1,439,362
Share of governance costs (see note 7)	21,340	16,812
	1,534,439	1,456,174
Clinical Supervision		
Staff costs and Consultants	2,354,382	2,354,884
Other Clinical Supervision costs	118,157	98,026
Office accommodation	84,212	50,586
	2,556,751	2,503,496

Volunteer training and support

Staff costs and consultants	463,851	494,423
Other Volunteer training costs	28,541	71,312
Training and Community Management	82,902	57,094
Office accommodation	32,365	20,264
	607,659	643,094

Information technology and data security

Staff costs and Consultants	364,508	352,452
Tech and Data Security costs	98,696	180,040
Office accommodation	14,656	8,516
	477,860	541,008

Communications and Partnership management

Staff and Consultant costs	287,305	259,509
Service Marketing and Overheads	46,472	43,324
Office accommodation	11,969	7,013
	345,746	309,846

Data Insights

Staff and Consultant costs	795,853	504,640
Data Insights costs	97,367	93,132
Imperial Partnership costs		50,000
Office accommodation	16,741	7,797
	909,961	655,570

7. Support Costs

	Support costs	Governance costs	Total	Support costs*	Governance costs	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Staff costs	711,929		711,929	762,376		762,376
Depreciation	2,846		2,846	2,387		2,387
Accountancy fees	16,542		16,542	6,699		6,699
Consultant costs	123,954		123,954	66,013		66,013
Legal and professional costs	77,964		77,964	22,574		22,574
Office accommodation costs	32,176		32,176	22,075		22,075
Outbound Messaging Costs	329,740		329,740	391,476		391,476
Other staff related costs	178,112		178,112	141,861		141,861
Miscellaneous	39,836		39,836	23,902		23,902
Audit fees		21,340	21,340		16,812	16,812
Total	1,513,099	21,340	1,534,439	1,439,362	16,812	1,456,174
Analysed between Charitable Activities	1,513,099	21,340	1,534,439	1,439,362	16,812	1,456,174

8. Trustees

None of the Trustees (or any person connected with them) received any remuneration, benefits or reimbursement of expenses from the Charity during the period.

9. Employee costs

	2023	2022
	Number	Number
Average number of employees during the year	85	84

Employment costs	2023	2022
	£	£
Wages and Salaries	3,998,314	3,860,147
Social Security costs	365,969	369,901
Other pension costs	446,309	395,840
	4,810,591	4,625,888

For 2023, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Chief Operating Officer. The aggregate remuneration was £920,624 in 2023 (2022, £1,363,945)

The number of employees whose annual remuneration was £60,000 or more were:

	2023	2022
	Number	Number
£60,000 - £69,999	6	8
£70,000- £79,999	0	1
£80,000- £89,999	1	3
£90,000- £99,999	4	1
£110,000- £119,999	1	1

10. Tangible Fixed Assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2023	19,583	142,793	162,376
Additions	-	21,671	21,671
Disposals	-76	-5,548	-5,624
At 31 December 2023	19,507	158,916	178,423
Depreciation			
At 1 January 2023	8,716	83,737	92,453
Depreciation charged in the year	2,846	34,174	37,020
Depreciation on disposal	-37	-3,310	-3,347
At 31 December 2023	11,525	114,602	126,127
Carrying amount			
At 31 December 2023	7,982	44,314	52,297
At 31 December 2022	10,867	59,057	69,923

11. Fixed asset investments

	Other investments	
	£	
Cost or valuation		
At 1 January 2023	100	
Additions	-	
At 31 December 2023	100	
Carrying amount		
At 1 January 2023	100	
As at 31 December 2023	100	
Other investments comprise of:	2023	2022
	£	£
Investments in subsidiaries	100	100

Fixed asset investments not carried at market value

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant

12. Debtors

	2023	2022
	£	£
Amounts falling due within 1 year		
Other Debtors	-	314
Prepayments	40,882	36,190
Accrued Income	2,164,998	2,016,916
Long term:		
Deferred Expense	559	488
	2,206,439	2,053,908

13. Creditors: Amounts falling due within one year

		2023	2022
	Notes	£	£
Accruals and Deferred Income:			
Accruals		194,346	193,184
Rent		66,953	41,752
Deferred Income	14a	593,514	581,005
		854,813	815,941
Tax and Social Security:			
PAYE liability		-	98,345
VAT Control		59,572	31,102
		59,572	129,446
Pension liability		36,132	30,950
Other Creditors:			
Investment in subsidiary		100	100
		950,617	976,438

14. Creditors: Amounts falling due after more than one year

		2023	2022
		£	£
Deferred Income	14a	475	23,016
Repayable Loan		3,000,000	3,000,000
		3,000,475	3,023,016

On 22 September 2021 MHI received an unsecured repayable grant of £3m from the IGY Foundation (a registered charity). This was to fund working capital and core costs. The agreement was updated in 2024 and states that the loan will not be repayable until after the deferred period which ends in September 2025. After this deferred period the loan is repayable on a quarterly basis at £150k per quarter if a surplus has been generated on unrestricted commercial income.

14a. Deferred Income

	2023	2022
	£	£
Deferred Commissioned Income brought forward	604,021	122,832
Released to income in the year	-604,021	-122,832
Deferred Commission Income in the year	593,989	604,021
Total Deferred Commissioned Income	593,989	604,021

Deferred Income was calculated when we invoiced a commissioned partner in 2023 and the service, or part of the service, related to the following two years.

15. Retirement benefit schemes

Defined contribution scheme

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund

The charge to profit or loss in respect of defined contribution schemes is **£446,309** (2022 £395,840)

16. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds in 2022				Movement in funds in 2023			
	Balance as at 1 January	Incoming resources	Resources expended	Balance as at 1 January	Incoming resources	Resources expended	Transfer	Balance as at 1 January
	2022 £	2022 £	2022 £	2023 £	2023 £	2023 £	2023 £	2024 £
Shout Service	-	3,438,812	2,958,812	480,000	2,311,708	2,485,694	-306,014	-
Imperial Partnership and Data Insights	529,000	1,398,900	655,570	1,272,330	788,000	725,334		1,334,996
Total	529,000	4,837,712	3,614,382	1,752,330	3,099,708	3,211,028	-306,014	1,334,996

The Shout service relates to funds to provide support services to individuals struggling with their mental health through text services.

Imperial Partnership and Data Insights funds support the growth of Mental Health Innovations, particularly the data analysis and research work for the development of further innovations in mental health

Following a review of charity income, it was found that £306,014 had incorrectly been allocated to the restricted fund than should have been the case, and a transfer has been made in the year correctly allocating the funds.

17. Analysis of net assets between funds

Fund balances at 31 December 2023 are represented by

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2023	2023	2023	2022	2022	2022
	£	£	£	£	£	£
Tangible Assets	52,297		52,297	69,923		69,923
Investments	100		100	100		100
Current assets/ (Liabilities)	1,697,797	1,334,996	3,032,793	1,828,748	1,752,330	3,581,078
Long term liabilities	-3,000,475		-3,000,475	-3,023,016		-3,023,016
	-1,250,281	1,334,996	84,715	-1,124,245	1,752,330	628,085

18. Operating lease commitments

At the reporting date the Charity has outstanding commitments for future minimum lease payments under non- cancellable operating leases, which fall due as follows;

	2023	2022
	£	£
Within one year	128,966	78,485
Within two to five years	32,591	-
	161,557	78,485

19. Related party transactions

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. No donations were received this year from the Royal Foundation (2022: nil).

Former Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provided a learning and community management environment for Shout volunteers. Fees paid to Hive Learning for delivery of this service in 2023 were £37,800 (2022: £49,619).

The CEO, Victoria Hornby also sits on the board of Bridges Impact Foundation, which has previously been one of the donors supporting Mental Health Innovations. In 2022 MHI received a donation of £30,000.

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. MHI received £nil (2022: nil) from Crisis Text Line.

20. Subsidiaries

The Charity owns 100% of the ordinary share capital of Give Us A Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

21. Cash Generated from Operations

a. Cash generated from operations

	2023	2022
	£	£
Surplus/ (deficit) for the year	-543,371	-614,319
Adjustments for:		
Investment Income (SOFA)	-32,065	-18,099
Depreciation and Impairment of Tangible Fixed Assets	33,672	21,364
Movements in working capital		
(Increase)/Decrease in Debtors	-152,531	-1,391,295
Increase/(Decrease) in Creditors	-48,362	565,953
Cash generated from Operations	-742,657	-1,436,396

b. Reconciliation of Net Cash Flow to Movements in Net Cash

	2023	2022
	£	£
Decrease in cash in the year representing change in net debt	-726,637	-1,449,994
Loan changed to pre share as debt		
Net cash at 1 Jan 2023	2,503,609	3,953,603
At 31 December 2023	1,776,972	2,503,609

c. Analysis of Changes in Net Debt

	1 January 2023	Non-cash changes	Cash Flows	31 December 2023
	£	£	£	£
Cash at bank and in hand	2,503,609	-	726,637	1,776,972
Debt due > 1 year	-3,000,000	-	-	-3,000,000
Total Net Funds	-496,391	-	726,637	-1,223,028

22. Post Balance Sheet Event

In 2024 our partner charity The Mix has merged with Mental Health Innovations. The Mix is a digital charity for under 25s, with whom we've partnered since Shout's launch in 2018. They provide a holistic service of free advice, information and support, reaching over five million young people online each year via social media, web content, peer support and counselling services. This merger will strengthen our early intervention offer for young people, and is an important and significant step towards delivery of our mission to expand the reach of mental health support across the UK through digital provision. The Mix will sit alongside MHI's text messaging support service Shout to provide a new ecosystem of free, 24/7 mental health support reaching millions more young people struggling with their wellbeing.

Accounts

MENTAL HEALTH INNOVATIONS
TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

Registered Charity Number - 1175670

CONTENTS

Trustees Annual Report	Pages 2-24
Statement of Trustees' Responsibilities	Page 25-26
Independent Auditor's Report	Pages 27-31
Financial Statements:	
Statement of Financial Activities	Page 32
Balance Sheet	Page 33
Statement of Cash Flows	Page 34
Notes to financial statements	Pages 35-60

Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ended 31 December 2022. The report and accounts comply with the requirements of the and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

Introducing Mental Health Innovations

Mental Health Innovations ("MHI") is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout uses the technology platform of the US charity Crisis Text Line and provides free 24/7 text message support for anyone who is struggling to cope.

Our Mission

Mental Health Innovations' mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population.

Our Vision

Our vision is that everyone in the UK has access to the digital mental health services that they need and can access appropriate, high-quality support quickly and efficiently through the power of technology.

Our Values



We are driven by the best interests of the people we serve and we place them at the heart of everything we do. We have high standards and we hold ourselves to account to deliver our objectives and KPIs to achieve our mission.



We embrace a diverse range of people, skills, views and experiences within our organisation to achieve better outcomes for the people we serve. We work together with empathy and mutual respect.



We are bold and push the boundaries to find new and better ways to support more people. We are not afraid to try new things and we learn from our mistakes.



Our work is evidence-based. We interrogate data and draw upon clinical expertise to inform our actions and to set standards for best practice. We are curious, reflective and we seek regular feedback on our performance.



We are nimble and flexible, responding swiftly to new challenges and innovating purposefully to achieve our goals and objectives.

Diversity and Inclusion

Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

Public Benefit

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

Shout: 24/7 support for the UK

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

How it works

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The Shout Volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The Shout Volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- **Prioritisation:** an algorithm reviews incoming texts, placing urgent cases to the top of the queue
- **Shout Volunteers:** aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- **Clinical Supervisors:** text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Dr Jean O'Hara FRCPsych, a Visiting Senior Lecturer (IOPPN) at King's College London and Honorary Consultant Psychiatrist (SLaM), are MHI Trustees.

The Shout service currently employs more than thirty clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 30 June 2023, Shout 85258 has more than 2200 active Shout Volunteers (compared with 2,150 as of 30 June 2022).

Crisis Text Line partnership

Mental Health Innovations is in partnership with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licences the technology platform from Crisis Text Line to power the Shout service. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of June 2023, Crisis Text Line has exchanged more than 8.7 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

Numbers

From launching the Shout service in its pilot phase in May 2018 to 30 June 2023, Shout 85258 has grown to having:

- Conducted more than **2 million** conversations
- Supported over **679,000** individuals
- Built a trained volunteer community of over **2,200** from around the country
- Established a team of **40+** clinical staff ensuring quality and supporting volunteers
- Established a team of **15+** supporting the coaching, training and admissions of volunteers
- **37%** of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness
- Over **28,000** conversations have resulted in a Shout clinician initiating what is called an 'Active Rescue'. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called. This police relationship is carefully managed, with MHI having direct links into the Met Police
- In 2022 around 29% of Shout service users were contacting us for the first time
- **77%** of texters contact us just once or twice
- **82%** of service users tell us that they thought their conversation was helpful

Historically, **62% of texters identify as straight and 38% of texters as LGBTQ+**. Female users have represented **75% of users. 62% of texters have been under 25 years old.**

Being the fifth year of operations, 2022 was a year of significant growth for the charity. The impact we were able to have on our community scaled significantly between 2021 and 2022, although the number of conversations have reduced slightly in 2023 to date, especially as a result of the pandemic.

	2018 (May to December)	2019	2020	2021	2022	2023 (Period to 30 June)	2018 - 2023 (Period to 30 June 2023)
Total conversations	26,571	166,620	355,870	501,568	663,719	291,932	2,006,433
Total texters*	14,218	81,933	159,287	208,911	253,717	131,352	679,578*
Active Volunteers	544 (As of 31 December)	1,671 (As of 31 December)	2,304 (As of 31 December)	1,794 (As of 31 December)	2,227 (As of 31 December)	2,244 (As of June 2023)	2,200+ (As of June 2023)
Conversations per day	269 (December average)	698 (December average)	1,303 (December average)	1,614 (December average)	1,740 (December average)	1,608 (June average)	1,129

Note: * Total texters row represents unique texters in each period. As a result, the total column is not additive.

Texter Feedback



Review of 2022 Operations

2022 was a landmark year for Mental Health Innovations, where we scaled Shout to meet demand from 260,000 people in mental health crisis, taking a phenomenal 670,000 conversations with people in distress. Of these conversations there were 9,500 interventions where texters were at risk of imminent suicide. During the year 4,800 volunteers took 55,000 hours of conversations with texters.

We harnessed our unique data insight and clinical expertise to launch a flagship report looking at Shout's role in UK suicide prevention and worked with 79 partners to extend mental health support and training to communities and businesses across the nation.

We collaborated with amazing figureheads including The Prince and Princess of Wales, Harry Kane, Will Young and Ed Sheeran to raise awareness of the cause and won national awards for campaigning and research.

However, as in 2021, fundraising was the biggest single challenge for the charity during the year. Conversation volumes continued to grow, resulting in an increased cost base, and maintaining a financially sustainable foundation became increasingly challenging.

During the year, MHI continued to seek to diversify income streams and build awareness of the service to help with this. We continued to make good progress in developing commissioned partnerships with organisations throughout the country to enable more users to access the service. In addition, we started to experiment with public fundraising, particularly through Facebook, to help further diversify income streams. We also continued to seek to develop further relationships with philanthropic and corporate potential donors.

In 2022, Shout continued to white-label the service to charity partners, universities and corporate partners in order to provide support to specific vulnerable groups, and to add capacity to the wider sector. Many charities that offer excellent services during the day are able to signpost their service users to Shout during the night-time, thereby offering round-the-clock support. During 2022 MHI continued to provide effective 24/7 support with a team of clinically trained supervisors in New Zealand to better support the late evenings and night-time texters in the UK.

In the year, the staff team has grown, with the average number of staff being 84 in 2022 (79 in 2021).

2023 Strategic Focus

MHI has continued to build each year on the strong foundation initially developed in 2018. In 2023 to date, we have continued to grow the impact and reach of the Shout 85258 service, particularly through our commissioned partnerships.

The most common issues presented from our texters are suicidal ideation, self harm, anxiety and stress. This continues to create a need for emotional support that the Shout service is able to respond to. Our clinically robust and monitored digital service demonstrated its ability to scale rapidly to facilitate the replacement of at least some of this support.

MHI has continued to focus on building out staffing and systems to respond to the pandemic and to ensure sufficient capacity to cater for this growth in service demand. This enabled us to provide the necessary service capacity and enabled us to respond to the higher number of conversations and train more volunteers.

MHI's operations in New Zealand continued, enabling MHI to have clinical supervision staff members, trained in UK practice. Increasing operations in New Zealand under aligned data protection regulations provides increased capacity to meet increased overnight demand for the 24/7 Shout service.

MHI's strategic objectives for 2022-25 are as follows:

- 1) Deliver free, 24/7 mental health support through a high quality Shout service, built upon a sustainable financial foundation, with targeted reach into diverse groups.
- 2) Deliver data and clinical insights that will support and enhance MHI's services, engage and influence external audiences, inform new product development and advance collective knowledge in addressing mental health problems.
- 3) As an organisation we are united behind our values and shared objectives, and we will:
 - a) Encourage active contribution from staff to a supportive, positive and progressive organisational culture.
 - b) Promote staff and volunteer wellbeing and facilitate continued growth in expertise, knowledge and professionalism.
 - c) Put our service users at the heart of everything we do, including increased engagement of service users in the development and evaluation of our work.
- 4) Building on MHI's clinical expertise, data insights and partnerships, develop new innovative products and services to meet underserved mental health needs within the UK. Development will depend on organisational priority, funding and resources.

The high-quality of the Shout 85258 service has been our primary aim throughout what has been a difficult period as the fundraising challenges, caused firstly by the pandemic and then the difficult economic environment, have made things more difficult operationally than we would have hoped.

In 2023, MHI has continued to seek to diversify and grow income, complementing the kind support of our philanthropic donors with support from the corporate sector and public fundraising, as well as growing the commissioned service offer to sectors that would benefit from a tailored, white-labelled version of the Shout 85258 service in serving their communities and/or customers.

The user base of Shout 85258 is currently skewed towards white, female texters aged 14-24. MHI aspires to widen the appeal and reach of the service to a broader range of demographics and seeks to grow service usage among different genders, ethnicities and socio-economic groups. We are focused on identifying underserved demographics and reaching these audiences through community based marketing activities, deploying behaviour change marketing principles. We will also reach more diverse audiences through the generation of new keyword partnerships with charities and community organisations who have reach into these demographics.

Growing our Data Insights capacity and outputs continues to be a key focus in 2023 and we have developed technology to help in this regard. Data insights support the day-to-day operation of the Shout 85258 service and MHI's future programme of charitable activities including the identification of areas for the development of additional digital products and services.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance and Operations (from October 2020). The subsidiary is currently dormant, with no financial activities.

Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray	
Dominic Brendan Flynn	
Peter Fonagy	
Charles Stuart Mindenhall	(Resigned September 2022)
Simon Christopher Weaver	
Dr Amy Shi-Nash	
Dr Uma Vaidyanathan	
Dr Jean O'Hara	
Jerome Jude Misso	

Senior Management Team

Victoria Hornby (Chief Executive Officer)	
Clare Bolton (Director of Marketing and Communications)	
Christopher Chapman (Finance Director)	
Edward Conway (Director of IT and Security)	
Alistair Crawford (Chief Operating Officer)	(Appointed April 2023)
Sarah Kendrick (Clinical Director)	
Dr Fiona Pienaar, PhD (Senior Clinical Adviser)	
Dr Mark Ungless (Director of Data Insights)	
Caroline Westley (Director of Income)	

Registered address

Mental Health Innovations
PO Box 78319
LONDON
W10 9FE

Independent Auditor

Moore Kingston Smith LLP
6th Floor,
9 Appold Street,
London,
EC2A 2AP

Principal Bankers

Barclays Bank Plc
Leicester
LE87 2BB

Recruitment, appointment and training of Trustees

The Board of Trustees review the skill set of its members, via a Trustees Skill Matrix, on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. Once appointed a new Trustee is given information on the legal expectations and duties of a Trustee, meets with the Chief Executive and other relevant staff, is given an information pack of relevant documentation and is provided with any relevant training. All Trustees are kept updated on any changes to the responsibilities of a Trustee under the Charity Commission.

Pay Policy

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary banding. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

Charity Governance Code

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

- 1) Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
- 2) Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
- 3) Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- 4) Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
- 5) Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
- 6) Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making.
- 7) Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and Shout service grow significantly, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to improve diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK.

Safeguarding

We believe that everyone has the right to live in safety, free from abuse or neglect no matter who they are or where or how they live.

We believe that safeguarding is everyone's responsibility and that difference and diversity should be respected and celebrated. Our mission at Shout is that everyone is treated fairly, with accessible information, advice and support to help stay safe and maintain control of their lives.

We are dedicated to safeguarding all individuals who use Shout by valuing them, listening to and respecting them and by providing a safe environment for all of our texters so that they can access the support they deserve.

We strive to identify individuals who are suffering, or at risk of suffering, abuse and neglect and where appropriate, to report concerns in a timely manner to relevant agencies. We believe that the duty to safeguard and to promote resilience, wellbeing and safety extends to all staff, Volunteers and Trustees of Shout. We recognise the devastating effect of abuse and neglect and this drives our commitment to safeguarding comprehensively and with compassion.

Our commitment at MHI is to ensure robust safeguarding measures are in place for our texters. We therefore have a Safeguarding policy in place, as well as a complaints policy.

Training

Regular training in safeguarding for all staff is a standard for all employed staff. All new staff are also expected to complete their safeguarding training during the induction process. This training includes:

- Safeguarding Adults: Levels 1 and 2
- Safeguarding Against Radicalisation: The Prevent Duty
- Safeguarding Children: Levels 1, 2 and 3
- Safeguarding at Shout Level 3 bolt on
- Safeguarding Children with Disabilities

There is an ongoing programme of training and skills development for all volunteers and staff via monthly interactive safeguarding forums and podcasts which are available on Hive Learning.

All Clinical Supervisors and Coaches are trained to Level 3, and our UK Safeguarding Panel members are trained to Level 5. All staff are expected to redo all safeguarding training every two years

For Trustees

Trustees have undertaken training in Safeguarding for charity trustees in line with the Charity Commission guidance on good safeguarding governance.

Digital safeguarding

We launched our Digital Safeguarding training in line with the Safeguarding Children Level 3 in April 2022 and all members of the clinical team were required to complete this .

Priorities for the future are to:

- Complete an external audit of our policies, review the recommendations and integrate them into the organisation as well as our practice where possible.
- Continue to build a library of information for both staff and volunteers as a reference point for the various aspects of abuse highlighted in our updated safeguarding policy.
- Utilise the Safeguarding networks created to ensure that we are working and addressing any concerns seen by other services operating in a similar field. This can be done via peer reviews, discussions and training fora.
- To review/refresh the digital training in line for roll out in April/May 2024 when staff are due to update their training needs in line with our Safeguarding policy.
- Create guides to help supervisors in their decision making and update access to them on the platform via the Toolbox

Safer recruitment

Provide Safeguarding guidance/questions to the recruitment team to ensure our responsibilities are highlighted throughout the process from application to beyond/throughout their employment.

Data Protection and Information Security

In 2022, we continued to mature our ISMS, we closed off a number of risks, including automating volunteer data retention. We had no findings in our 2022 surveillance audit. We will reach the end of our 3 year audit cycle at the end of 2023 and are preparing for a full audit. We have upgraded to the latest ISO 27001:2022 standard. We have completed a number of projects to bolster device and browser security, one of which also allows us to bring device management in-house, saving at least £15,000 per year. We are piloting a version of the service, which uses non-SMS channels, allowing us to reach underserved parts of the population.

There has been extensive work on updating our core volunteer training to use Moodle LMS and generational AI for scenario based activities. We hope this significantly reduce the key drop-out points for trainees and result in better skills. Training activity and assessments will be streamed to our analytics platform to help us target areas for improvement.

Work has commenced updating our privacy centre with clearer, more accessible policies. Based on the development of external advice, opinion and policy over the last 5 years, we will be moving to a new lawful basis for our processing, which adds greater clarity to our users and partners. We will have clear transitional arrangements for data collected to date. Ongoing 2023 include a next-generation data anonymiser and preparation for the new tech stack (Phoenix). We have applied business intelligence and automation tools to our support desk to ensure we could scale with the growing number of volunteers and staff. MHI's cyber risks have been consolidated and closely aligned with its data assets.

Internal policies and Regulatory Compliance

Our organisation's policies are reviewed at least annually to ensure they reflect current best practice, and we provide regular awareness training to support staff in understanding, applying and complying with our policies.

Fundraising Compliance

Our Funder Policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income as well as the Income Generation team, who are responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small inhouse fundraising team.

Our People

Our employees and our volunteers remain at the heart of everything we do. As a fast growing organisation, we continue to work to attract the right people and to create a supportive working environment so that they want to stay.

Staff wellbeing remains at the forefront of our mind, and is especially important given the nature of our work. We continue to invest in support to help our staff look after their wellbeing. Our teams in the UK and New Zealand are offered health insurance and an employee assistance programme, and our clinical team receive paid-for supervision.

In order to create a vibrant and creative workspace we are committed to being truly representative of the people we serve. We have invested substantial effort in broadening the reach of our service, and on initiatives that increase awareness of issues around diversity and inclusion among our staff and Volunteers. Our Diversity, Equality and Inclusion working group meets regularly to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity, equality and inclusion.

We have many opportunities for staff to make their voices heard across the organisation as we seek to understand ways to better support staff, with regular surveys to identify areas to explore and working groups to ensure a broad range of voices are heard.

All staff can invest in their learning and development with a personal training budget to use on areas of interest, as well as training courses delivered to the whole organisation. Staff and Volunteers have access to a wide range of online learning courses to further their skills and knowledge.

We seek to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

Our Supporters in 2022

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

Our Donors and supporters in 2022 include:

- Alta Advisors
- AO Foundation
- BBC Children in Need
- Bloomberg
- Bridges Impact Foundation
- The City Bridge Trust
- CHK Foundation
- Garfield Weston Foundation
- Harrys Inc. and Harrys USA
- Huang Foundation
- Selfridges Group Foundation
- The Findlay Charitable Trust
- Marc and Lucie Jonas
- NFU Mutual Charitable Trust
- Selfridges Group
- St James Place Foundation
- The Ballys Foundation
- The Jongen Charitable Trust
- The Linbury Trust
- The Royal Foundation
- The Stone Family Foundation
- The Wolfson Foundation
- Young Minds Trust

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

Volunteers

- A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout service

Our Texters

- Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout 85258 and all who wish to remain anonymous.

Financial Review

2022 in Review

2022 was another challenging year financially for MHI. As the year progressed, the resulting economic challenges continued to impact our fundraising efforts. As a result MHI continued with the approach to diversify income streams, where possible, in order to help protect against such circumstances impacting the organisation in the future. There was a continued growth in commissioned services, which involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the year totalled £6.1m (2021: £5.2m), which was below target for the year. In order to help meet this challenge MHI continued to look for opportunities to reduce the cost base without impacting the quality or 24/7 service provided.

In addition, fundraising for MHI was made significantly more difficult by the publication of an article in The Observer newspaper in February 2022 which made a number of allegations about our use of data for research. A subsequent investigation by the Information Commissioner's Office (ICO), completed in March 2023, found these allegations to be entirely unfounded. However, the impact on our reputation, loss of income and substantial legal fees will take some time to recover from.

In 2022, MHI again needed to support a significant growth in demand for the Shout service. In order to respond to this growing demand, further investment was required to build the capacity of the organisation to ensure we could continue to provide a quality service, including underlying systems, supporting service delivery and robust governance. However, with the fundraising challenges detailed above we approached this growth carefully and sought to control costs, particularly in support areas.

MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Data Insights** to continually monitor and enhance the Shout 85258 service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences
- Other management staff costs to manage the growth of the organisation

Over the course of 2022, MHI's expenditure was £6.7m (2021: £5.9m). Increased demand for the service necessitated a growth in staff with headcount growing from 79, as at 31 December 2021, to 84 as at 31 December 2022. This resulted in additional costs of £0.2m during the year.

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose, namely the Shout 85258 text service or Data Insights. The charity had restricted funds of £1.8m at the end of the year (2021: £0.5m).

There were negative unrestricted reserves at the end of the year of £1.1m (2021: +£0.7m).

Reserves Policy

To safeguard the need for sufficient funds to cover on-going management, administration, and support costs, as well as respond to future investment opportunities, the Board aims to maintain unrestricted, free, reserves at a level that equals between 3 and 6 months of expenditure, which currently equates to between £1.7m and £3.3m.

As at 31 December 2022, the charity does not have any unrestricted reserves and this has largely been caused by the three-fold growth in demand for our services during the pandemic, resulting in the significant increase in our costs, which has challenged our fundraising in the current economic climate.

In anticipating this position in the previous year, the charity sought to improve cash resource levels by obtaining a £3m loan from the IGY Foundation. It has been agreed that this loan is repayable in September 2026, with no repayments needing to be made before December 2024, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. Any amount outstanding at the end of September 2026 would become repayable at that time.

The Trustees are committed to strengthening income streams and are continuing to closely monitor the charity's financial needs by managing its cash flow using all available funds at its disposal, including the IGY loan. As at 31 December 2022 our total cash balance was £2.5m (2021: £4.0m), however, the charity is forecasting to build up its unrestricted funds over the course of the next 24 months to enable it to achieve the target free reserve policy level.

Going Concern

MHI is 5 years old and has not, therefore, had the time to build up significant unrestricted reserves. The majority of income received has been restricted to delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently,

spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

However, significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. Several new, material sources of income in Q4 2023, 2024 and beyond will secure the longer term financial sustainability for Mental Health Innovations. Most notable of these, after positive engagement with NHS England, is the requirement for national coverage of 24/7 crisis text services as set out in NHS England's Urgent and Emergency Care Recovery Plan, published in January 2023. Shout is currently the only provider of a universal 24/7 mental health crisis text services in the UK. We have begun engaging with the 42 Integrated Care Boards (ICB's) in England and expect to be successful in securing contracts with a substantial number of these ICBs. Given the scale and reach of the Shout service, MHI is also hopeful of securing a significant grant from the Department of Health and Social Care's £10m Suicide Prevention Fund for the voluntary and community sector.

In September 2021, following a sustained threefold increase in demand for the service during the pandemic we received a £3 million loan from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the challenging economic climate, the IGY Trustees have agreed to extend the original term of the loan from September 2024 to September 2026. No repayments of the loan will be made before December 2024.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months, although the stress scenarios rely on a positive outcome from material events.

The Trustees are confident that MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the financial statements have been prepared on this basis. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of up to 24 months as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

Risk Management - Principal risks and Uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis. Depending on the nature of the risk, the management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified, and the mitigations in place, include:

- Securing sufficient funding to meet the financial commitments, build reserves and maintain the quality and level of service provided. The organisation is working to manage this risk by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources. In addition, an extension to the repayment date of the IGY loan has been agreed to maintain suitable cash balances.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

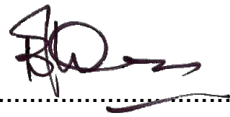
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor are aware of such information.

The Trustees' Annual Report was approved by the Board of Trustees.

A handwritten signature in black ink, appearing to read 'EJ Wray', with a horizontal line underneath.

Edward James Wray

Trustee

Dated: 24 October 2023

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2022, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.

Moore Kingston Smith LLP

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Moore Kingston Smith LLP, Statutory auditor

Date: 24 October 2023

6th Floor, 9 Appold Street
London, EC2A 2AP

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

MENTAL HEALTH INNOVATIONS

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

AS AT 31 DECEMBER 2022

		Unrestricted funds 2022	Restricted funds 2022	Total 2022	Unrestricted funds 2021	Restricted funds 2021	Total 2021
	Note	£	£	£	£	£	£
Income from:							
Donations and gifts	3	507,708	4,829,196	5,336,904	1,780,047	2,624,210	4,404,258
Charitable activities	4	758,467	8,516	766,984	754,443	63,874	818,317
Investments		18,099		18,099	12,546	0	12,546
Total income:		1,284,274	4,837,712	6,121,987	2,547,037	2,688,085	5,235,121
Expenditure on:							
Raising funds	5		627,118	627,118	0	358,028	358,028
Charitable activities	6,7	3,121,923	2,987,265	6,109,188	3,434,870	2,148,345	5,583,215
Total resources expended:		3,121,923	3,614,382	6,736,305	3,434,870	2,506,373	5,941,243
Net income/ (expenditure) for the year/ Net movement in funds		-1,837,649	1,223,330	-614,319	-887,833	181,712	-706,122
Funds balances as at 1 January 2022		713,405	529,000	1,242,404	1,601,238	347,288	1,948,526
Fund balances at 31 December 2022		-1,124,244	1,752,329	628,085	713,405	529,000	1,242,404

MENTAL HEALTH INNOVATIONS

BALANCE SHEET

AS AT 31 DECEMBER 2022

		2022	2021
	Note	£	£
Fixed Assets			
Tangible assets	10	69,923	59,513
Investments	11	100	100
		<u>70,023</u>	<u>59,613</u>
Current Assets			
Debtors	12	2,053,908	662,613
Cash at bank and in hand		2,503,609	3,953,679
		<u>4,557,516</u>	<u>4,616,292</u>
Creditors: amounts falling due within one year	13	-976,438	-402,309
Net current assets		3,581,078	4,213,984
Total assets less current liabilities		<u>3,651,101</u>	<u>4,273,597</u>
Creditors: amounts falling due after more than one year	14	-3,023,016	-3,031,193
Net assets		<u>628,084</u>	<u>1,242,404</u>
Income funds			
Restricted funds	16	1,752,329	529,000
Unrestricted funds		-1,124,245	713,405
		<u>628,085</u>	<u>1,242,404</u>

The financial statements were approved by the Trustees on 24 October 2023.



Edward James Wray
Trustee

MENTAL HEALTH INNOVATIONS

STATEMENT OF CASH FLOWS

AS AT 31 DECEMBER 2022

			2022	2021	
	Note	£	£	£	£
Cash flows from operating activities					
Cash generated from operations	21		-1,436,396		2,171,835
Investing activities					
Purchase of tangible fixed assets			-31,773	-10,116	
Purchase of shares in subsidiary company				0	
Investment income received			18,099	12,546	
Net cash used in investing activities			-13,674		2,430
Net cash used in financing activities			0		0
Net increase in cash and cash equivalents			-1,450,069		2,174,265
Cash and cash equivalents at beginning of year			3,953,679		1,779,414
Cash and cash equivalents at end of year			2,503,610		3,953,679

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting Policies

Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number: 1175670.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give Us A Shout Limited, which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

MHI is 5 years old and has not, therefore, had the time to build up significant unrestricted reserves. The majority of income received has been restricted to delivering and scaling the Shout service. We do not actively promote the service ourselves, but it is widely promoted elsewhere, with particular increases in demand during the pandemic and more recently, spikes in demand driven by social media attention and NHS signposting. The increasing demand has meant we have needed to increase our fundraising, to retain reserves at an appropriate level. This has been a challenge in the current climate.

However, significant efforts from both the Trustees and executive team have delivered a much more diversified and stronger income pipeline, enabling us to be more positive about the financial future. Several new, material sources of income in Q4 2023, 2024 and beyond will secure the longer term financial sustainability for Mental Health Innovations. Most notable of these, after positive engagement with NHS England, is the requirement for national coverage of 24/7 crisis text services as set out in NHS England's Urgent and Emergency Care Recovery Plan, published in January 2023. Shout is currently the only provider of a universal 24/7 mental health crisis text services in the UK. We have begun engaging with the 42 Integrated Care Boards (ICB's) in England and expect to be successful in securing contracts with a substantial number of these ICBs. Given the scale and reach of the Shout service, MHI is also hopeful of securing a significant grant from the Department of Health and Social Care's £10m Suicide Prevention Fund for the voluntary and community sector.

In September 2021, following a sustained threefold increase in demand for the service during the pandemic we received a £3 million loan from the IGY Foundation to help us manage our cash flow in such a difficult environment. In recognition of the challenging economic climate, the original term of the loan has been extended from September 2024 to September 2026. No repayments of the loan will be made before December 2024.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months, although the stress scenarios rely on a positive outcome from material events. The Trustees are confident that the MHI will successfully manage the uncertainties, with alternative plans in place if needed, and have adequate resources to continue in operational existence for the next 12 months. Accordingly, the Trustees believe that a going concern basis

is appropriate and, on this basis, the financial statements have been prepared on this basis. The Trustees are confident that these expanded income streams will enable the charity to eliminate the deficit on unrestricted funds, over a period of up to 24 months as noted in the reserves policy, without adversely affecting its ability to deliver on the projects for which it has received restricted funding.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

The charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all expenditure related to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the cost of compliance with constitutional and statutory requirements and other costs related to the governance of the Charity. Support and governance costs are allocated in full to the single charitable activity.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

- | | | |
|---|-----------------------|-----------------------|
| - | Fixtures and fittings | 7 years straight line |
| - | Computers | 3 years straight line |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the net income/(expenditure) for the year.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give Us A Shout Limited is disclosed in note 11 and the investment is shown at cost.

1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered any impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.10 Debtors and creditors

Debtors are amounts owed to the Charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the Charity. They are measured at the amount the Charity expects to have to pay to settle the debt.

1.11 Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Charity has elected to apply the provisions of Section 11 "Basic Financial Instruments" and Section 12 "Other Financial Instruments Issues" of FRS 102 to all of its financial instruments.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2. Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities, that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are in the period in which the estimate is revised where the revision affects only that period, or in the period of revision and future periods where the revision affects both current and future periods.

The Trustees consider that there are no material areas of judgement or estimation uncertainty.

3. Donations and Gifts

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Donations and gifts						
Huang Foundation	0	1,110,900	1,110,900	0	529,000	529,000
Department of Health and Social Care	0	437,709	437,709	0	0	0
The Bally's Foundation*	0	400,000	400,000	0	0	0
Young Minds Trust	0	320,000	320,000	250,000	0	250,000
Stone Family Foundation	0	250,000	250,000	0	250,000	250,000
Gamesys Foundation*	0	200,000	200,000	0	0	0
Alta Advisors		181,000	181,000	0	200,000	200,000
The Jongen Charitable Trust	100,000	0	100,000	100,000	0	100,000
TLA Esp Ltd	0	100,000	100,000	0	0	0
Network Rail	0	98,900	98,900	0	0	0
CHK Foundation	0	95,000	95,000	0	100,000	100,000
The Prism Charitable Trust	60,000	0	60,000	0	5,000	5,000
Linbury Trust	0	50,000	50,000	0	75,000	75,000
Selfridges	0	35,000	35,000	0	0	0
Wolfson Foundation	0	30,347	30,347	0	0	0
Bridges Impact Foundation	0	30,000	30,000	0	50,000	50,000
SJP Foundation	0	30,000	30,000	0	0	0
NFU Mutual Charitable Trust	0	25,000	25,000	0	0	0
IQSA	0	19,313	19,313	0	15,463	15,463
Gooding	0	12,000	12,000	0	0	0
ME+EM	0	11,928	11,928	0	0	0
AO Foundation	0	10,000	10,000	0	0	0
Gilead Sciences	10,000	0	10,000	0	0	0
Harry's, Inc. and Harry's USA, Inc	0	10,000	10,000	0	140,000	140,000
Bloomberg LP	0	10,000	10,000	0	20,968	20,968
Anonymous Donors	316,614	338,000	654,614	710,000	300,000	1,010,000
Public Donations	19,393	988,977	1,008,370	145,039	226,975	372,014
Other**	1,700	35,122	36,822	575,008	711,805	1,286,813
	507,708	4,829,196	5,336,904	1,780,047	2,624,210	4,404,258

*The Bally's Foundation acquired Gamseys in October 2021

**iConnections, Tides, Pavers and Randal Charitable Foundation in Other

4 Commissioned Partnerships

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Student Minds	134,828	0	134,828	399,819	0	399,819
NHS England	91,748	0	91,748	92,752	0	92,752
Serco Ltd	43,690	0	43,690	3,610	0	3,610
Better Help	42,661	0	42,661	22,789	0	22,789
Wirral Clinical Commissioning Group	37,796	0	37,796	0	0	0
NHS Hampshire, Southampton and Isle of Wight CCG	36,734	0	36,734	0	0	0
Kent and Medway	33,000	0	33,000	8,300	0	8,300
Open University	26,100	0	26,100	5,335	0	5,335
Sussex Partnership NHS Foundation Trust	25,087	0	25,087	0	0	0
Sony Interactive Entertainment Europe Ltd	21,750	0	21,750	0	0	0
CW Plus	16,550	0	16,550	1,809	0	1,809
Catch 22	16,450	0	16,450	1,431	0	1,431
Renfrewshire LA	15,918	0	15,918	2,748	0	2,748
NHS Herefordshire & Worcestershire CCG	13,788	0	13,788	0	0	0
Norfolk County Council	13,379	0	13,379	0	0	0
BEN	13,352	0	13,352	0	0	0
The Lighthouse Club	13,174	0	13,174	0	0	0
NAVIGO Health and Social Care CIC	12,750	0	12,750	0	0	0
Pandas Foundation	12,647	0	12,647	0	0	0
The Football Association	12,200	0	12,200	0	0	0
Childrens Society	10,139	0	10,139	0	0	0
Clackmannanshire Council	10,027	0	10,027	0	0	0
Other Commissioned Partnerships*	104,701	8,516	113,218	215,849	63,874	279,723
	758,467	8,516	766,984	754,443	63,874	818,317

*Snapchat, NHS England and NHS Improvement NW Region, Harrys, University of the West of England, Burnt Chef Project moved to Other Commissioned Partnerships

5. Raising Funds

	Restricted funds	Restricted funds
	2022	2021
	£	£
Fundraising		
Staff costs	370,953	315,324
Consultancy	54,612	2,800
Other costs	192,493	29,372
Office accomodation	9,060	10,533
	627,118	358,028

6. Charitable Activities

(a)	Delivery of Shout Service	Delivery of Shout Service
	2022	2021
	£	£
Staff costs	3,492,560	3,449,186
Other costs	1,160,454	1,058,237
	4,653,013	4,507,423
Share of support costs (see note 7)	1,439,362	1,060,818
Share of governance costs (see note 7)	16,812	14,974
	6,109,188	5,583,215

Analysis by fund

Unrestricted funds	3,121,923	3,434,870
Restricted funds	2,987,265	2,148,345
	6,109,188	5,583,215

(b)

Clinical Supervision	2,503,496	2,359,367
Volunteer training and support	643,094	585,892
Information technology and data security	541,008	582,537
Communications and Partnership management	309,846	531,330
Data Insights	655,570	448,298
Other management staff costs	0	0
	4,653,013	4,507,423
Share of support costs (see note 7)	1,439,362	1,060,818
Share of governance costs (see note 7)	16,812	14,974
	1,456,174	1,075,792

Clinical Supervision

Staff costs and Consultants	2,354,884	2,207,687
Other Clinical Supervision costs	98,026	80,499
Office accommodation	50,586	71,181
	2,503,496	2,359,367

Volunteer training and support

Staff costs and consultants	494,423	491,931
Other Volunteer training costs	71,312	13,439
Training and Community Management	57,094	49,101
Office accommodation	20,264	31,420
	643,094	585,892

Information technology and data security

Staff costs and Consultants	352,452	401,283
Tech and Data Security costs	180,040	166,478
Office accommodation	8,516	14,775
	541,008	582,537

Communications and Partnership management

Staff and Consultant costs	259,509	395,180
Service Marketing and Overheads	43,324	123,067
Office accommodation	7,013	13,083
	309,846	531,330

Data Insights

Staff and Consultant costs	504,640	336,082
Data Insights costs	93,132	54,232
Imperial Partnership costs	50,000	50,000
Office accommodation	7,797	7,983
	655,570	448,298

Other management staff costs

Other management staff costs and consultants*	0	0
Office accommodation	0	0
	0	0

*Reclassification of Other management costs into Support costs

7. Support Costs

	Support costs	Governance costs	Total	Support costs*	Governance costs	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Staff costs	£762,376		£762,376	£636,093		£636,093
Depreciation	£2,387		£2,387	£2,240		£2,240
Accountancy fees	£6,699		£6,699	£8,777		£8,777
Consultant costs	£66,013		£66,013	£24,587		£24,587
Legal and professional costs	£22,574		£22,574	£11,390		£11,390
Office accommodation costs	£22,075		£22,075	£35,376		£35,376
Outbound Messaging Costs	£391,476		£391,476	£227,374		£227,374
Other staff related costs	£141,861		£141,861	£89,735		£89,735
Miscellaneous	£23,902		£23,902	£25,246		£25,246
Audit fees		£16,812	£16,812		£14,974	£14,974
Total	£1,439,362	£16,812	£1,456,174	£1,060,818	£14,974	£1,075,792
Analysed between Charitable Activities	£1,439,362	£16,812	£1,456,174	£1,060,818	£14,974	£1,075,792

Governance costs include payments to auditors of 2022: £16,812 (2021:£14,974) for audit fees and assistance with the preparation of the statutory accounts. MHI also outsource payroll including in Accountancy fees above. Payments to them for these services totalled 2022: £6,698.91 (2021: £8,592)

*Please note there is a prior year reclassification from Other management staff costs into Support costs

8. Trustees

None of the Trustees (or any person connected with them) received any remuneration, benefits or reimbursement of expenses from the Charity during the period.

9. Employee costs

	2022 Number	2021 Number
Average number of employees during the year	84	79

Employment costs	2022 £	2021 £
Wages and Salaries	3,860,147	3,675,412
Social Security costs	369,901	363,313
Other pension costs	395,840	361,879
	4,625,888	4,400,603

Redundancy and settlement payments of £23,378 (2021: £36,312) were made in the year.

For 2022, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Head of Operations, Head of Safeguarding and Clinical Managers. The aggregate remuneration was £1,363,945 (2021:£1,171,671.06)

The number of employees whose annual remuneration was £60,000 or more were:

	2022 Number	2021* Number
£60,000 - £69,999	8	7
£70,000- £79,999	1	0
£80,000- £89,999	3	3
£90,000- £99,999	1	2
£100,000- £109,999	0	0
£110,000- £119,999	1	1

10. Tangible Fixed Assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2022	15,294	115,309	130,603
Additions	4,289	42,966	47,255
Disposals	0	-15,482	-15,482
At 31 December 2022	19,583	142,793	162,376
Depreciation			
At 1 January 2022	6,329	64,760	71,089
Depreciation charged in the year	2,387	33,547	35,935
Depreciation on disposal	0	-14,571	-14,571
At 31 December 2022	8,716	83,736	92,453
Carrying amount			
At 31 December 2022	10,867	59,057	69,923
At 31 December 2021	8,965	50,549	59,514

11. Fixed asset investments

	Other investments	
	£	
Cost or valuation		
At 1 January 2022	100.00	
Additions	0	
At 31 December 2022	100.00	
Carrying amount		
At 1 January 2022	100	
As at 31 December 2022	100	
Other investments comprise of:		
	2022	2021
Investments in subsidiaries	100	100

Fixed asset investments not carried at market value

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant

12. Debtors

	2022	2021
	£	£
Amounts falling due within 1 year		
Other Debtors	314	313
Prepayments	36,190	25,906
Accrued Income	2,016,916	635,878
Long term:		
Deferred Expense	488	516
	2,053,908	662,613

13. Creditors: Amounts falling due within one year

		2022	2021
	Notes	£	£
Accruals and Deferred Income:			
Accruals		193,184	111,949
Rent		41,752	0
Deferred Income	14a	581,005	122,832
		815,941	234,781
Tax and Social Security:			
PAYE liability		98,345	89,331
VAT Control		31,102	43,441
		129,446	132,772
Pension liability		30,950	34,655
Other Creditors:			
Investment in subsidiary		100	100
		976,438	402,309

14. Creditors: Amounts falling due after more than one year

		2022	2021
		£	£
Rent		0	31,193
Deferred Income	14a.	23,016	0
Repayable Loan		3,000,000	3,000,000
		3,023,016	3,031,193

MHI received on 22 September 2021 an unsecured repayable grant of £3m from the IGY (a registered charity). This was to fund working capital and fund core costs over a period of up to three years. The agreement states that the funding will not be repayable during the deferred period. The deferred period is 12 months from the drawdown date. After this deferred period the loan is repayable when cash balances (excluding the repayable grant) exceed the MHI reserve at each quarter day as defined in the agreement which are as follows:

MHI Reserve Level	Period
£2,750,000	12 months from drawdown
£3,000,000	13 – 24 months from drawdown
£3,250,000	25 – 36 months from drawdown

The outstanding balance shall be repaid at the end of the 36 month period.

14a. Deferred Income

	2022	2021
	£	£
Deferred Commissioned Income b/f	122,832	23,629
Released to income in the year	-122,832	-23,629
Deferred Commission Income in the year	604,021	122,832
Total Deferred Commissioned Income	604,021	122,832

Deferred Income was calculated when we invoiced a commissioned partner in 2022 and the service, or part of the service, related to the following two years.

15. Retirement benefit schemes

Defined contribution scheme

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund

The charge to profit or loss in respect of defined contribution schemes is **£395,840** (2021:£361,878)

16. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Balance as at	Movements in funds in 2021		Balance as at	Movement in funds in 2022		Balance as at
	1 January 2021	Incoming resources	Resources expended	1 January 2022	Incoming resources	Resources expended	1 January 2023
	£	£	£	£	£	£	£
Shout service	250,000	2,157,000	-2,407,000	0	£3,438,812	£2,958,812	£480,000
Imperial Partnership and Data Insights	0	0	0	0	£288,000	£288,000	£0
Huang Foundation	0	529,000	0	529,000	£1,110,900	£367,570	£1,272,330
One Space	10,707	0	-10,707	0	0	0	0
Our Frontline	0	2,085	-2,085	0	0	0	0
NHS England	86,581	0	-86,581	0	0	0	0
Total	347,288	2,688,085	-2,506,373	529,000	4,837,712	3,614,382	1,752,330

The Shout service relates to funds to provide support services to individuals struggling with their mental health through text services.

Imperial Partnership and Data Insights funds support the growth of Mental Health Innovations, particularly the data analysis and research work for the development of further innovations in mental health

Huang Foundation funds support the data analysis and research work for the development of further innovations in mental health

One Space relates to a special project programme which aims to support people under the age of 25 to find appropriate support for their mental health during the COVID-19 pandemic and its aftermath.

Our Frontline is a collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer

round-the-clock one-to-one support to frontline health, care, emergency, education and key workers.

NHS England is an agreement that provides a helpline accessible 7 days a week, able to be setup and delivered nationally, to all ages of NHS staff, with clinical oversight, providing immediate, anonymous and confidential support for any health and care staff member, requiring mental health or crisis support at any time.

17. Analysis of net assets between funds

Fund balances at 31 December 2022 are represented by

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2022	2022	2022	2021	2021	2021
	£	£	£	£	£	£
Tangible Assets	69,923		69,923	59,514	0	59,514
Investments	100		100	100	0	100
Current assets/ (Liabilities)	1,828,748	1,752,330	3,581,078	3,684,983	529,000	4,213,983
Long term liabilities	-3,023,016		-3,023,016	-3,031,193	0	-3,031,193
	-1,124,245	1,752,330	628,085	713,404	529,000	1,242,404

18. Operating lease commitments

At the reporting date the Charity has outstanding commitments for future minimum lease payments under non- cancellable operating leases, which fall due as follows;

	2022	2021
	£	£
Within one year	78,485	171,055
Within two to five years	-	78,485
	78,485	249,540

19. Related party transactions

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. The Trustee, Charles Mindenhall, also sits on the board of the Royal Foundation. No donations were received this year from the Royal Foundation (2021: nil).

Former Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provides a learning and community management environment for Shout volunteers. A fee of £49,619.33 was paid to Hive Learning for delivery of this service in 2022 (2021: £29,947).

The CEO, Victoria Hornby, and the former Trustee Charles Mindenhall, also sit on the board of Bridges Impact Foundation, which is one of the donors supporting Mental Health Innovations. In 2021 MHI received a donation of £30,000 (2021:£50,000).

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. MHI received £nil (2021: nil) from Crisis Text Line.

20. Subsidiaries

The Charity owns 100% of the ordinary share capital of Give Us A Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

21. Cash Generated from Operations

a. Cash generated from operations

	2022	2021
	£	£
Surplus/ (deficit) for the year	-£614,319	-£706,122
Adjustments for:		
Investment Income (SOFA)	-£18,099	-£12,546
Depreciation and Impairment of Tangible Fixed Assets	£21,364	£9,890
Movements in working capital		
(Increase)/Decrease in Debtors	-£1,391,295	-£95,895
Increase/(Decrease) in Creditors	£565,953	£2,976,508
Cash generated from Operations	-£1,436,396	£2,171,835

b. Reconciliation of Net Cash Flow to Movements in Net Cash

	2022	2021
	£	£
Decrease in cash in the year representing change in net debt	-1,449,994	2,174,189
Loan changed to pre share as debt		
Net cash at 1 Jan 2022	3,953,603	1,779,414
At 31 December 2022	2,503,609	3,953,603

c. Analysis of Changes in Net Debt

	1 January 2022	Non-cash changes	Cash Flows	31 December 2022	1 January 2021	Non-cash changes	Cash Flows	31 December 2021
	£	£	£	£	£	£	£	£
Cash at bank and in hand	3,953,603	-	1,449,994	2,503,609	1,779,414	-	2,174,189	3,953,603
Debt due < 1 year		-			-	-	-	-
Debt due > 1 year		-			-	-	-	-

Accounts

MENTAL HEALTH INNOVATIONS
TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

Registered Charity Number - 1175670

CONTENTS

Trustees Annual Report	Pages 2-22
Statement of Trustees' Responsibilities	Page 23
Independent Auditor's Report	Pages 25-29
Financial Statements:	
Statement of Financial Activities	Page 30
Balance Sheet	Page 31
Statement of Cash Flows	Page 32
Notes to financial statements	Pages 33-56

Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ended 31 December 2021. The Trustees' Annual Report contains a Directors' Report as required by company law. The report and accounts comply with the requirements of the and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

Introducing Mental Health Innovations

Mental Health Innovations ("MHI") is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout uses the technology platform of the US charity Crisis Text Line and provides free 24/7 text message support for anyone who is struggling to cope.

Our Mission

Mental Health Innovations' mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population.

Our Vision

Our vision is that everyone in the UK has access to the digital mental health services that they need and can access appropriate, high-quality support quickly and efficiently through the power of technology.

Our Values



We are driven by the best interests of the people we serve and we place them at the heart of everything we do. We have high standards and we hold ourselves to account to deliver our objectives and KPIs to achieve our mission.



We embrace a diverse range of people, skills, views and experiences within our organisation to achieve better outcomes for the people we serve. We work together with empathy and mutual respect.



We are bold and push the boundaries to find new and better ways to support more people. We are not afraid to try new things and we learn from our mistakes.



Our work is evidence-based. We interrogate data and draw upon clinical expertise to inform our actions and to set standards for best practice. We are curious, reflective and we seek regular feedback on our performance.



We are nimble and flexible, responding swiftly to new challenges and innovating purposefully to achieve our goals and objectives.

Diversity and Inclusion

Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

Public Benefit

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

Shout: 24/7 support for the UK

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

How it works

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The Shout Volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The Shout Volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- Prioritisation: an algorithm reviews incoming texts, placing urgent cases to the top of the queue
- Shout Volunteers: aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as

receiving on-going training and coaching from MHI's team of coaches

- Clinical Supervisors: text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Jean O'Hara, a Visiting Senior Lecturer at King's College London, are MHI Trustees.

The Shout service currently employs more than thirty clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 30 June 2022, Shout 85258 has more than 2,150 active Shout Volunteers (compared with 2,600 as of 30 June 2021).

Crisis Text Line partnership

Mental Health Innovations is pleased to be in partnership with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licenses the technology platform from Crisis Text Line to power the Shout service. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of August 2022, Crisis Text Line has exchanged more than 7.5 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

2022 in Numbers

From launching the Shout service in its pilot phase in May 2018 to 30 June 2022, Shout 85258 has grown to having:

- Conducted more than **1.4 million** conversations
- Supported over **506,000** individuals

- Built a trained volunteer community of over **2,100** from around the country
- Established a team of **40+** clinical staff ensuring quality and supporting volunteers
- Established a team of **15+** supporting the coaching, training and admissions of volunteers
- **35%** of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness
- Over **20,000** conversations have resulted in a Shout clinician initiating what is called an 'Active Rescue'. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called. This police relationship is carefully managed, with MHI having direct links into the Met Police
- In 2022 around **29%** of Shout service users were contacting us for the first time
- **76%** of texters contact us just once or twice
- **83%** of service users tell us that they thought their conversation was helpful

Historically, **63% of texters identify as straight and 37% of texters as LGBTQ+**. Female users have represented **76% of users. 64% of texters have been under 25 years old.**

Being the fourth year of operations, 2021 was a year of significant growth for the charity. The impact we were able to have on our community scaled significantly between 2020 and 2021, and has continued to grow on every measure into 2022, especially as a result of the pandemic:

	2018 (May to December)	2019	2020	2021	2022 (Period to 30 June)	2018 - 2021 (Period to 30 June 2022)
Total conversations	26,571	166,620	355,870	501,568	361,599	1,412,341
Total texters*	14,218	81,933	159,287	208,911	146,246	506,085*
Active Volunteers	544 (As of 31 December)	1,671 (As of 31 December)	2,304 (As of 31 December)	1,794 (As of 31 December)	2,071	2,000+ (As of June 2022)
Conversations per day	269 (December average)	698 (December average)	1,303 (December average)	1,614 (December average)	1,730 (June average)	1,122

Note: * Total texters row represents unique texters in each period. As a result, the total column is not additive.

Texter Feedback

“I've never reached out for help before and I needed it.

Please continue the amazing work you are doing. Idk if I would've kept going without those words of encouragement.

I realised I have things to live for.”

shout
85258
here for you 24/7

“Being told I deserved support and to feel safe was the most reassuring thing you could've said.

I didn't feel like a burden for the first time in a while and your support encouraged me to open up and speak to my parents.

I feel as though a weight has been lifted.”

shout
85258
here for you 24/7

“I was overwhelmed by going into lockdown again, feeling lonely, trapped and very stressed about getting work done for my final year at university.

Shout gave me the support I needed.”

shout
85258
here for you 24/7

“Thank you so much for volunteering your time to help others (especially on Christmas Day).

It's literally life saving.”

shout
85258
here for you 24/7

Review of 2021 Operations

As 2021 progressed it became clear that fundraising would become the biggest single challenge for the charity during the year. Conversation volumes continued to grow, resulting in an increased cost base, and maintaining a financially sustainable foundation became increasingly challenging. As a result, in the summer of 2021, MHI underwent a cost reduction exercise to help mitigate in part the fundraising challenges whilst maintaining the quality of the service and meeting the increased texter demand. MHI endeavoured to do this with minimal impact on permanent staff but, unfortunately, a small number of staff were either made redundant or furloughed during the year.

However, over the course of 2021, MHI continued to build awareness of the service and sought to build philanthropic and commissioned partnerships with organisations throughout the country to enable more users to access the service throughout the pandemic.

In 2021, Shout continued to white-label the service to charity partners, universities and corporate partners in order to provide support to specific vulnerable groups, and to add capacity to the wider sector. Many charities that offer excellent services during the day are able to signpost their service users to Shout during the night-time, thereby offering round-the-clock support. During 2021 MHI continued to build the foundation for effective 24/7 support and continued to build a team of clinically trained supervisors in New Zealand to better support the late evenings and night-time texters in the UK.

In the year, the staff team has grown, with the average number of staff being 79 in 2021 (62 in 2020).

2022 Strategic Focus

MHI has continued to build each year on the strong foundation initially developed in 2018. In 2022 to date, we have continued to grow the impact and reach of the Shout 85258 service, particularly through our commissioned partnerships.

In 2022 MHI has continued to respond to a growing number of daily conversations and the average number of conversations has generally been around 2,000 conversations per day, although at its peak daily conversation levels exceeded 5,000 conversations.

As the restrictions loosen around the COVID-19 pandemic, the most common issues presented from our texters are suicidal ideation, self harm, anxiety and stress. This continues to create a need for emotional support that the Shout service is able to respond to. Our clinically robust and monitored digital service demonstrated its ability to scale rapidly to facilitate the replacement of at least some of this support.

MHI has continued to focus on building out staffing and systems to respond to the pandemic and to ensure sufficient capacity to cater for this growth in service demand. MHI's clinical and volunteering teams were bolstered. This enabled us to provide the necessary service capacity and enabled us to respond to the higher number of conversations and train more volunteers.

MHI's operations in New Zealand have also expanded, enabling MHI to have clinical supervision staff members, trained in UK practice. Increasing operations in New Zealand under aligned data protection regulations provides increased capacity to meet increased overnight demand for the 24/7 Shout service.

MHI's strategic objectives for 2022-25 are as follows:

- 1) Deliver free, 24/7 mental health support through a high quality Shout service, built upon a sustainable financial foundation, with targeted reach into diverse groups.
- 2) Deliver data and clinical insights that will support and enhance MHI's services, engage and influence external audiences, inform new product development and advance collective knowledge in addressing mental health problems.
- 3) As an organisation we are united behind our values and shared objectives, and we will:
 - a) Encourage active contribution from staff to a supportive, positive and progressive organisational culture.
 - b) Promote staff and volunteer wellbeing and facilitate continued growth in expertise, knowledge and professionalism.

- c) Put our service users at the heart of everything we do, including increased engagement of service users in the development and evaluation of our work.
- 4) Building on MHI's clinical expertise, data insights and partnerships, develop new innovative products and services to meet underserved mental health needs within the UK. Development will depend on organisational priority, funding and resources.

The high-quality of the Shout 85258 service has been our primary aim throughout what has been a difficult period as the pandemic has increased the number of conversations at a higher than expected rate, as the challenges brought on largely by the pandemic continued, and made income generation more challenging.

In 2022 and beyond, MHI continues to seek to diversify and grow income, complementing the kind support of our philanthropic donors with support from the corporate sector, as well as growing the commissioned service offer to sectors that would benefit from a tailored, white-labelled version of the Shout 85258 service in serving their communities and/or customers.

The user base of Shout 85258 is currently skewed towards white, female texters aged 14-24. MHI aspires to widen the appeal and reach of the service to a broader range of demographics and seeks to grow service usage among different genders, ethnicities and socio-economic groups. We are focused on identifying underserved demographics and reaching these audiences through community based marketing activities, deploying behaviour change marketing principles. We will also reach more diverse audiences through the generation of new keyword partnerships with charities and community organisations who have reach into these demographics.

Growing our Data Insights capacity and outputs has been a key focus in 2022 and we have developed technology to help in this regard. Data insights support the day-to-day operation of the Shout 85258 service and MHI's future programme of charitable activities including the identification of areas for the development of additional digital products and services.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance and Operations (from October 2020). The subsidiary is currently dormant, with no financial activities.

Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray	
Ajaz Ahmed	(Resigned December 2021)
Dominic Brendan Flynn	
Peter Fonagy	
Charles Stuart Mindenhall	
Simon Christopher Weaver	
Dr Amy Shi-Nash	
Dr Uma Vaidyanathan	
Dr Jean O'Hara	
Jerome Jude Misso	(Appointed March 2022)

Senior Management Team

Victoria Hornby (Chief Executive Officer)	
Clare Bolton (Director of Marketing and Communications)	
Christopher Chapman (Operations and Finance Director)	
Edward Conway (Director of IT and Security)	
Sarah Kendrick (Clinical Director)	
Dr Fiona Pienaar, PhD (Senior Clinical Adviser)	
Dr Mark Ungless (Director of Data Insights)	
Caroline Westley (Acting Director of Income)	(Appointed February 2022)

Registered address

Portrait Solicitors
21 Whitefriars Street
London
EC4Y 8JJ

Independent Auditor

Moore Kingston Smith LLP
6th Floor,
9 Appold Street,
London,
EC2A 2AP

Principal Bankers

Barclays Bank Plc
Leicester
LE87 2BB

Recruitment and Appointment of Trustees

The Board of Trustees review the skill set of its members, via a Trustees Skill Matrix, on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. Once appointed a new Trustee is given information on the legal expectations and duties of a Trustee, meets with the Chief Executive and other relevant staff, is given an information pack of relevant documentation and is provided with any relevant training.

Pay Policy

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary banding. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

Charity Governance Code

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

- 1) Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
- 2) Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
- 3) Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.
- 4) Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
- 5) Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
- 6) Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making.
- 7) Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and Shout service grow significantly, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to ensure diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK. A Marketing and Partnerships Manager also has a specific responsibility for developing partnerships and campaigns to reach people from communities that are currently under-represented in usage of the Shout 85258 service; specifically young black men.

Safeguarding

We believe that everyone has the right to live in safety, free from abuse or neglect no matter who they are or where or how they live.

Safeguarding is everybody's duty. We believe that everybody is different and that diversity should be respected and celebrated. Everybody will be treated fairly, with accessible information, advice and support to help stay safe and maintain control of their lives. We are dedicated to safeguarding all individuals who use Shout by valuing them, listening to and respecting them and by providing a safe environment for all of our Texters so that they can access the support they deserve.

We strive to identify individuals who are suffering, or at risk of suffering, abuse and neglect and where appropriate, to report concerns in a timely manner to relevant agencies. We

believe that the duty to safeguard and to promote resilience, wellbeing and safety extends to all staff, Volunteers and Trustees of Shout. We recognise the devastating effect of abuse and neglect and this drives our commitment to safeguarding comprehensively and with compassion.

Our commitment at MHI is to ensure robust safeguarding measures are in place for our texters. We therefore have a Safeguarding policy in place, as well as a complaints policy.

Training

Regular training in Safeguarding for all staff is a standard for all employed staff. All new staff are also expected to complete their Safeguarding training during the induction process. This training includes:

- Safeguarding Adults: Levels 1 and 2
- Safeguarding Against Radicalisation: The Prevent Duty
- Safeguarding Children: Levels 1 and 2
- Safeguarding Children with Disabilities

All Clinical Supervisors and Coaches are trained to Level 3, and our UK Safeguarding Panel members are trained to Level 5. MHI are in the process of securing a place for our New Zealand Safeguarding Leads on the next available Safeguarding training.

For Trustees

Trustees have undertaken training in Safeguarding for charity trustees in line with the Charity Commission guidance on good safeguarding governance.

Digital safeguarding

We deliver our own in-house training which focuses on safeguarding in the digital space.

Priorities for the future are to:

- Raise awareness of the challenges and guidance when safeguarding in relation to culture, protected statuses and contextual aspects of safeguarding.
- Develop safeguarding information and content for Children, Young People and Adults at Risk of Harm detailing Shout's approach and policies.
- Completion of a Section 11 audit biannually. Section 11 is a statutory requirement when working with Local Authority partners and ensures the organisation is meeting Safeguarding expectations.
- Continue to monitor and support Supervisors in their Safeguarding decision making processes, as well as identifying any possible learning needs.
- Commission an external Safeguarding audit to be carried out by the end of 2022.

Safer recruitment

We are working towards adopting Safer Recruitment practices to further enhance our approach to safeguarding in the recruitment process, and expect this to be in place in the near future.

Data Protection and Information Security

In 2021, the team started to mature our ISMS and completed our first surveillance audit with a couple of observations. The new data insights environment (Amorphic) was completed early 2021 and configured to import data daily from Salesforce and the platform. A number of other projects were completed to support the Shout service, including optimisation of the coaching processes and streamlining the sign-up process for volunteers.

Internal policies and Regulatory Compliance

Our organisation's policies are reviewed at least annually to ensure they reflect current best practice, and we provide regular awareness training to support staff in understanding, applying and complying with our policies.

Fundraising Compliance

Our Ethical Fundraising policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income as well as the Income Generation team, who are responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small inhouse fundraising team.

Our People

Our employees and our volunteers remain at the heart of everything we do. As a fast growing organisation we continue to work to attract the right people and that they want to stay with us.

Staff wellbeing remains at the forefront of our mind, and is especially important given the nature of our work. We continue to invest in support to help our staff look after their wellbeing with health insurance and an employee assistance programme for our UK staff, and paid-for supervision for our clinical team. We continue to work towards implementing comparable benefits for our New Zealand team.

In order to create a vibrant and creative workspace we are committed to being truly representative of the people we serve. We have invested substantial effort in broadening the reach of our service, and on initiatives that increase awareness of issues around diversity and inclusion among our staff and Volunteers. Our Diversity and Inclusion working group meets regularly to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity and inclusion.

We have many opportunities for staff to make their voices heard across the organisation as we seek to understand ways to better support staff, with regular surveys to identify areas to explore and working groups to ensure a broad range of voices are heard.

All staff can invest in their learning and development with a personal training budget to use on areas of interest, as well as training courses delivered to the whole organisation. Staff and Volunteers have access to a wide range of online learning courses to further their skills and knowledge.

We seek to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

Our Supporters in 2021

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

Our Donors and supporters in 2021 include:

- BBC Children in Need
- Bridges Impact Foundation
- CHK Foundation
- Garfield Weston Foundation
- Royal Bank of Canada
- Selfridges Group Foundation
- The Childwick Trust
- The Dulverton Trust
- The Findlay Charitable Trust
- The Jongen Charitable Trust
- The Linbury Trust
- The Randal Charitable Foundation
- The Rayne Foundation
- The Royal Foundation
- The Stone Family Foundation
- Vodafone Foundation

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

Volunteers

- A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout service

Our Texters

- Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout 85258 and all who wish to remain anonymous.

Financial Review

2021 in Review

2021 was a challenging year financially for MHI. As the year progressed the COVID-19 pandemic, and the resulting economic challenges it presented, began to impact our fundraising efforts. As a result MHI continued with the approach to diversify income streams, where possible, in order to help protect against such circumstances impacting the organisation in the future. There was a continued growth in commissioned services, which involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the year totalled £5.2m (2020: £6.0m), which was below target for the year. In order to help meet this challenge MHI undertook a cost reduction exercise in the summer of 2021, which we made sure did not impact the quality or 24/7 service provided.

In 2021, MHI again needed to support a significant growth in demand for the Shout service. In order to respond to this growing demand, there needed to be significant investment in building the staffing of the organisation and the underlying systems supporting service delivery and robust governance. However, with the fundraising challenges detailed above we needed to undertake this growth carefully and sought to control costs, particularly in support areas, to ensure we could continue to provide a quality service.

MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Data Insights** to continually monitor and enhance the Shout 85258 service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences
- Other management staff costs to manage the growth of the organisation

Over the course of 2021, MHI's expenditure was £5.9m (2020: £5.4m). This growth in staff resulted in headcount growing from 62, as at 31 December 2020, to 79 as at 31 December 2021. This resulted in additional costs of £0.5m during the year. Of these costs £0.2m (2020: £0.5m) related to the growth of the Clinical Supervision team and growth in the Data Insights team of £0.2m (2020: £0.2m).

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose, namely the Shout 85258 text service. The charity had restricted funds of £0.5m at the end of the year (2020: £0.3m).

In addition, there were unrestricted reserves at the end of the year of £0.7m (2020: £1.6m), which are available to use for the purposes of the charity as the trustees see fit.

Reserves Policy

The Trustees believe that our reserves policy should reflect the current requirements for the charity and be reviewed on a regular basis, which is done at least on an annual basis when agreeing the strategy. These reserves should primarily cover an orderly wind-down and future investments but also help cover irregular income and expense flows, smooth surpluses and deficits, deal with the financial effect of risks, take advantage of opportunities and deal with the unexpected.

As at 31 December 2021 and through 2022 the Trustees would ideally target reserves of between three to six months' expenditure, equivalent to circa £1.5 million to £3.0 million. However, given the challenges experienced in fundraising during the year, as at the end of the year reserves totalled £1.2m (2020: £1.9m). Of this amount £0.654m (2020: £1.542m) were free and unrestricted, however, given that the vast majority of expenditure in 2022 relates to the Shout service the Board is comfortable that the Reserves Policy target includes both free reserves and restricted reserves of £0.5m (2020: £0.4m). MHI will, in the short-term, hold its reserves in cash or cash-like instruments in order to maintain liquidity.

The fund balance as of 31 December 2021 was not within the range defined within MHI's reserves policy. As a result the trustees will aim to build reserves to fall within the target level as soon as is practicable, although it is believed that this will be unlikely before the end of 2022.

It should be noted that in order to improve cash resource levels, the charity received a repayable grant of £3.0m from the IGY Foundation in September 2021. This grant is repayable over 3 years, with no repayments in the first 12 months, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. Any amount outstanding at the end of the 3 year period would become repayable at that time.

Risk Management - Principal risks and Uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis. Depending on the nature of the risk, the

management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified, and the mitigations in place, include:

- Securing sufficient funding to meet the financial commitments and maintain the quality and level of service provided. The organisation manages this risk by adopting a suitable reserves policy and by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- Ensuring the retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.
- Managing the reliance on one key supplier. In order to manage this risk, and should the need arise, we have undertaken a recent due diligence exercise to identify a preferred suitable alternative supplier.

COVID-19

As a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations throughout the COVID-19 pandemic while responding to a more than doubling in growth in daily demand from service users since the beginning of lockdown.

The impact on MHI of the COVID-19 pandemic has been outlined in the above section "2022 Strategic Focus".

Key risks and uncertainties facing the organisation as a result of COVID-19 included the impact on income streams, financial controls, impact on staff, the impact of home working on our systems and management of the organisation.

MHI was able to robustly mitigate each of these risks and uncertainties:

- The COVID-19 pandemic has made fundraising increasingly difficult. We have grown as an organisation, to support the hugely increased volume of conversations, which has also increased the funds required. We have continued to expand the income generation team in order to build a solid and robust income pipeline, through diversified income streams and fully exploring new sources of income, to ensure we manage through the pandemic and beyond. However, income generation has remained challenging and, as a result, in September 2021 MHI secured a repayable grant from an existing relationship to help us manage through the next 18 months whilst the diversified income streams develop.
- Financial controls were maintained throughout COVID-19. Financial documentation and controls were already in place in digital form before the pandemic.
- The potential for COVID-19 to have impacted the health of our staff and volunteers remains front of mind for the organisation. Business continuity plans were put in place to respond to a potential eventuality where a significant proportion of MHI's staff or volunteers were impacted by the crisis.
- As all volunteers and more than half of paid staff already regularly worked from home before the pandemic, the impact of more widespread homeworking was minimal in comparison with other organisations
- As the pandemic continued, we became very aware of the risk of burn out and ongoing implications for staff and volunteers, including the return to our offices with a hybrid working model, so continue to explore new ways to look after their health and wellbeing of staff. As 2021 progressed the senior management team began to meet more in person and, where possible, encouraged their teams to work from the office on a more regular basis.

Going Concern

The pandemic and post-pandemic period have been challenging for MHI in generating income although demand for the service has grown, as have the costs associated in providing the service. Therefore, as we build and develop our diversified income streams there was a shortfall of income in 2021, which has continued to be challenging in 2022. In order to ensure that we maintain positive cash resources, whilst we grow the levels of income to the necessary levels, we received a £3 million repayable grant from IGY Foundation in September 2021, which will help us to hold an adequate level of financial resources for the next 12 months. This grant is repayable over 3 years, with no repayments in the first 12 months, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. We do not currently expect any repayments to be made during the next 12 months. Any amount outstanding at the end of the 3 year period would become repayable at that time.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months. However, should

forecast levels of income not be secured over the coming 12 months, or should we not be in a position where we are able to repay the repayable grant from IGY Foundation at the end of 3 years, and cash levels fall below the minimum level then robust plans are in place to make further necessary reductions in expenditure, such as reduction in provision of the service, should they be required to maintain going concern status.

Taking into account all factors the Trustees consider that the level of cash held is at an appropriate level and that MHI have adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the financial statements have been prepared on the basis that MHI is a going concern.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor are aware of such information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

The Trustees' Annual Report was approved by the Board of Trustees.

.....
Edward James Wray
Trustee

Dated: 15 September 2022

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Summary Income and Expenditure Account, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 'The Financial Reporting Standard Applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2021, and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Charities Act 2011 requires us to report to you if, in our opinion:

- the information given in the Trustees' Annual Report is inconsistent in any material respect with the financial statements; or
- the charity has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we required for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK) we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purposes of expressing an opinion on the effectiveness of the charity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

The objectives of our audit in respect of fraud, are; to identify and assess the risks of material misstatement of the financial statements due to fraud; to obtain sufficient appropriate audit evidence regarding the assessed risks of material misstatement due to fraud, through designing and implementing appropriate responses to those assessed risks; and to respond appropriately to instances of fraud or suspected fraud identified during the audit. However, the primary responsibility for the prevention and detection of fraud rests with both management and those charged with governance of the charity.

Our approach was as follows:

- We obtained an understanding of the legal and regulatory requirements applicable to the charity and considered that the most significant are the Charities Act 2011, the Charity SORP, and UK financial reporting standards as issued by the Financial Reporting Council.
- We obtained an understanding of how the charity complies with these requirements by discussions with management and those charged with governance.
- We assessed the risk of material misstatement of the financial statements, including the risk of material misstatement due to fraud and how it might occur, by holding discussions with management and those charged with governance.
- We inquired of management and those charged with governance as to any known instances of non-compliance or suspected non-compliance with laws and regulations.
- Based on this understanding, we designed specific appropriate audit procedures to identify instances of non-compliance with laws and regulations. This included making enquiries of management and those charged with governance and obtaining additional corroborative evidence as required.

There are inherent limitations in the audit procedures described above. We are less likely to become aware of instances of non-compliance with laws and regulations that are not closely related to events and transactions reflected in the financial statements. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with Chapter 3 of Part 8 of the Charities Act 2011. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to any party other than the charity and charity's trustees as a body, for our audit work, for this report, or for the opinion we have formed.

.....
Moore Kingston Smith LLP, Statutory auditor
6th Floor, 9 Appold Street, London, EC2A 2AP

Date: 16 September 2022

Moore Kingston Smith LLP is eligible to act as auditor in terms of Section 1212 of the Companies Act 2006.

MENTAL HEALTH INNOVATIONS

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT AS AT 31 DECEMBER 2021

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
		2021	2021	2021	2020	2020	2020
Notes		£	£	£	£	£	£
Income from:							
Donations and gifts	3	1,780,047	2,624,210	4,404,258	566,959	5,054,291	5,621,250
Charitable activities	4	754,443	63,874	818,317	260,607	88,741	349,348
Investments	5	12,546	0	12,546	4,528	0	4,528
Total income:		2,547,037	2,688,085	5,235,121	832,094	5,143,032	5,975,126
Expenditure on:							
Raising funds	6	0	358,028	358,028	0	206,637	206,637
Charitable activities	7, 8	3,434,871	2,148,344	5,583,215	38,103	5,121,819	5,159,922
Total resources expended:		3,434,871	2,506,373	5,941,243	38,103	5,328,456	5,366,559
Net income/ (expenditure) for the year/ Net movement in funds		-887,834	181,712	-706,122	793,991	-185,424	608,567
Funds balances as at 1 January 2021		1,601,238	347,288	1,948,526	807,247	532,712	1,339,959
Fund balances at 31 December 2021		713,404	529,000	1,242,404	1,601,238	347,288	1,948,526

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

MENTAL HEALTH INNOVATIONS

BALANCE SHEET AS AT 31 DECEMBER 2021

		2021		2020	
	Notes	£	£	£	£
Fixed Assets					
Tangible assets	11		59,513		59,288
Investments	12		100		100
			59,613		59,388
Current Assets					
Debtors	13	662,613		566,718	
Cash at bank and in hand		3,953,679		1,779,414	
		4,616,292		2,346,132	
Creditors: amounts falling due within one year	14	-402,309		-456,994	
Net current assets		4,213,984		1,889,138	
Total assets less current liabilities		4,273,597		1,948,526	
Creditors: amounts falling due after more than one year	15	-3,031,193		0	
Net assets		1,242,404		1,948,526	
Income funds					
Restricted funds	18	529,000		347,288	
Unrestricted funds		713,404		1,601,238	
Total		1,242,404		1,948,526	

The financial statements were approved by the Trustees on 15 September 2022.

Edward James Wray
Trustee

MENTAL HEALTH INNOVATIONS

STATEMENT OF CASH FLOWS AS AT 31 DECEMBER 2021

		2021	2020
Notes	£	£	£
Cash flows from operating activities			
Cash generated from operations		2,171,834	711,542
Investing activities			
Purchase of tangible fixed assets	-10,116		-33,298
Purchase of shares in subsidiary company	0		0
Investment income received	12,546		4,528
Net cash earnt / (used) in investing activities		2,431	-28,770
Net cash earnt / (used) in financing activities		0	0
Net increase in cash and cash equivalents		2,174,265	682,772
Cash and cash equivalents at beginning of year		1,779,414	1,096,642
Cash and cash equivalents at end of year		3,953,679	1,779,414

1 Accounting policies

Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number: 1175670.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS 102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give Us A Shout Limited, which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The pandemic and post-pandemic period have been challenging for MHI in generating income although demand for the service has grown, as have the costs associated in providing the service. Therefore, as we build and develop our diversified income streams there was a shortfall of income in 2021, which has continued to be challenging in 2022. In order to ensure that we maintain positive cash resources, whilst we grow the levels of income to the necessary levels, we received a £3 million repayable grant from IGY Foundation in September 2021, which will help us to hold an adequate level of financial resources for the next 12 months. This grant is repayable over 3 years, with no repayments in the first 12 months, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. We do not currently expect any repayments to be made during the next 12 months. Any amount outstanding at the end of the 3 year period would become repayable at that time.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence for the next 12 months. However, should forecast levels of income not be secured over the coming 12 months, or should we not be in a position where we are able to repay the repayable grant from IGY Foundation at the end of 3 years, and cash levels fall below the minimum level then robust plans are in place to make further necessary reductions in expenditure, such as reduction in provision of the service, should they be required to maintain going concern status.

Taking into account all factors the Trustees consider that the level of cash held is at an appropriate level and that MHI have adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the financial statements have been prepared on the basis that MHI is a going concern.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

The charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Cost of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all expenditure related to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the cost of compliance with constitutional and statutory requirements and other costs related to the governance of the Charity. Support and governance costs are allocated in full to the single charitable activity.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

- | | |
|-------------------------|-----------------------|
| - Fixtures and fittings | 7 years straight line |
| - Computers | 3 years straight line |

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in the net income/(expenditure) for the year.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give Us A Shout Limited is disclosed in note 11 and the investment is shown at cost.

1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered any impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.10 Debtors and creditors

Debtors are amounts owed to the Charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the Charity. They are measured at the amount the Charity expects to have to pay to settle the debt.

1.11 Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The Charity has elected to apply the provisions of Section 11 "Basic Financial Instruments" and Section 12 "Other Financial Instruments Issues" of FRS 102 to all of its financial instruments.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods. As noted in 1.4 above, the Charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts. Otherwise the Trustees consider that there are no material areas of judgement or estimation uncertainty.

3. Donations and Gifts

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Donations and gifts						
Huang Foundation	0	529,000	529,000	0	0	0
Tides Foundation	0	285,287	285,287	0	0	0
iConnections	293,157	0	293,157	0	0	0
Stone Family Foundation	0	250,000	250,000	250,000	80,000	330,000
Alta Advisors	0	200,000	200,000	0	0	0
Harry's, Inc. and Harry's USA, Inc	0	140,000	140,000	0	0	0
The Jongen Charitable Trust	100,000	0	100,000	50,000	0	50,000
CHK Foundation	0	100,000	100,000	0	75,000	75,000
Linbury Trust	0	75,000	75,000	0	0	0
Bridges Impact Foundation	0	50,000	50,000	0	0	0
Pavers Foundation	0	50,000	50,000	0	0	0
Randal Charitable Foundation	0	50,000	50,000	0	0	0
Anonymous Donors	960,000	300,000	1,260,000	260,000	1,151,836	1,411,836
Public Donations	145,039	226,975	372,014	5,003	75,937	80,940
Corporate Partnership	0	15,463	15,463	0	8,548	8,548
Other	281,851	352,485	634,336	1,956	3,662,970	3,664,926
Total	1,780,047	2,624,210	4,404,258	566,959	5,054,291	5,621,250

4. Commissioned Partnerships

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Student Minds	399,819	0	399,819	204,484	0	204,484
NHS England	92,752	0	92,752	50,000	88,741	138,741
Snapchat	0	63,874	63,874	0	0	0
NHSE England and NHS Improvement NW Region	54,900	0	54,900	0	0	0
Better Help	22,789	0	22,789	0	0	0
Harry's	20,000	0	20,000	0	0	0
University of West of England	14,000	0	14,000	0	0	0
The Burnt Chef Project	4,666	0	4,666	0	0	0
Kent and Medway	8,300	0	8,300	0	0	0
Open University	5,335	0	5,335	0	0	0
Other Commissioned Partnerships*	131,882	0	131,882	6,123	0	6,123
Total	754,443	63,874	818,317	260,607	88,741	349,348

*Category includes Kaleidoscope Plus Group and Mental Health First Aid England which were separated out in the 2020 Financial Statements

5. Raising Funds

	Restricted funds	Restricted funds
	2021	2020
	£	£
Fundraising		
Staff costs	315,324	116,164
Consultancy	2,800	56,270
Other costs	29,371	25,995
Office accommodation	10,533	8,208
Total	358,028	206,637

6. Charitable Activities

(a)	Delivery of Shout Service	Delivery of Shout Service
	2021	2020
	£	£
Staff costs	3,559,228	3,033,621
Other costs	1,060,620	1,328,395
	4,619,848	4,362,016
Share of support costs (see note 7)	948,393	781,406
Share of governance costs (see note 7)	14,974	16,500
	5,583,215	5,159,922
Analysis by fund		
Unrestricted funds	3,434,871	38,102
Restricted funds	2,148,344	5,121,819
Total	5,583,215	5,159,921
(b)		
Clinical Supervision	2,359,367	2,078,061
Volunteer training and support	585,892	657,418
Information technology and data security	582,537	487,132
Communications and Partnership management	531,330	759,524
Data Insights	448,298	261,848
Other management staff costs	112,425	118,035
Total	4,619,848	4,362,016
Share of support costs (see note 7)	948,393	781,406
Share of governance costs (see note 7)	14,974	16,500
Total	963,366	5,159,922
Clinical Supervision		
Staff costs and Consultants	2,207,687	1,920,317
Other Clinical Supervision costs*	80,499	52,450
Office accommodation	71,181	105,293
Total	2,359,367	2,078,061

Volunteer training and support

Staff costs and consultants	491,931	556,480
Other Volunteer training costs*	13,439	2,351
Training and Community Management	49,101	43,500
Office accommodation	31,420	55,087
Total	585,892	657,418

Information technology and data security

Staff costs and Consultants	401,283	297,743
Tech and data costs	166,478	171,726
Office accommodation	14,775	17,664
Total	582,537	487,132

Communications and Partnership management

Staff and Consultant costs	395,180	440,240
Service Marketing and Overheads	123,067	305,545
Office accommodation	13,083	13,740
Total	531,330	759,524

Data Insights

Staff and Consultant costs	336,082	191,200
Data Insights costs	54,232	10,418
Imperial Partnership costs	50,000	50,000
Office accommodation	7,983	10,230
Total	448,298	261,848

Other management staff costs

Other management staff costs and consultants	110,042	114,174
Office accommodation	2,383	3,860
Total	112,425	118,035

*Renamed category

7. Support Costs

	Support costs	Governance costs	Total	Support costs	Governance costs	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Staff costs	526,051		526,051	394,397		394,397
Depreciation	2,240		2,240	2,214		2,214
Accountancy fees	8,776		8,776	10,715		10,715
Consultant costs	24,587		24,587	30,378		30,378
Legal and professional costs	11,390		11,390	36,019		36,019
Office accommodation costs	32,993		32,993	24,679		24,679
Outbound Messaging Costs	227,374		227,374	180,348		180,348
Other staff related costs	89,735		89,735	90,566		90,566
Miscellaneous	25,246		25,246	12,090		12,090
Audit fees		14,974	14,974		16,500	16,500
Total	948,392	14,974	963,366	781,406	16,500	797,906
Analysed between Charitable Activities	948,392	14,974	963,366	781,406	16,500	797,906

Governance costs include payments to auditors of £14,974 (2020: £16,500) for audit fees and assistance with the preparation of the statutory accounts. MHI also outsources payroll included in Accountancy fees above. Payments to them for these services totalled £8,592 (2020: £10,715)

8. Trustees

None of the Trustees (or any person connected with them) received any remuneration, benefits or reimbursement of expenses from the Charity during the period.

9. Employee costs

	2021	2020
	Number	Number
Average number of employees during the year	79	62

	2021	2020
	£	£
Employment costs		
Wages and Salaries	3,675,411	2,991,248
Social Security costs	363,313	293,931
Other pension costs	361,879	259,004
	4,400,603	3,544,183

Redundancy and settlement payments of £36,312 (2020: nil) were made in the year.

For 2021, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Strategy, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Head of Operations, Head of Safeguarding and Clinical Managers. The aggregate remuneration was £1,171,671.06 (2020:£1,084,839)

The number of employees whose annual remuneration was £60,000 or more were:

	2021	2020
	Number	Number
£60,000 - £69,999	8	8
£70,000- £79,999	0	2
£80,000- £89,999	1	1
£90,000- £99,999	4	1
£110,000- £119,999	1	1

10. Tangible Fixed Assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2021	15,294	105,193	120,487
Additions	0	38,292	38,292
Disposals	0	-28,176	-28,176
At 31 December 2021	15,294	115,309	130,603
Depreciation			
At 1 January 2021	4,089	57,110	61,199
Depreciation charged in the year	2,240	32,701	34,941
Depreciation on disposal	0	-25,051	-25,051
At 31 December 2021	6,329	64,760	71,089
Carrying amount			
At 31 December 2021	8,965	50,549	59,514
At 31 December 2020	11,205	48,083	59,288

11. Fixed asset investments

		Other investments
	£	
Cost or valuation		
At 1 January 2021		£100
Additions	0	
At 31 December 2021		£100
Carrying amount		
At 1 January 2021	£100	
As at 31 December 2021		£100

Other investments comprise of:

	2021	2020
Investments in subsidiaries	£100	£100

Notes

Fixed asset investments not carried at market value

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant.

12. Debtors

	2021	2020
	£	£
Amounts falling due within 1 year		
Other Debtors	313	410,536
Prepayments	25,906	48,679
Accrued Income	635,878	107,135
Long term:		
Deferred Expense	516	368
Total	662,613	566,718

13. Creditors: Amounts falling due within one year

		2021	2020
	Notes	£	£
Accruals and Deferred Income:			
Accruals		111,950	309,618
Deferred Income	16	122,832	23,629
Total		234,782	333,247
Tax and Social Security:			
PAYE liability		89,331	93,608
VAT Control		43,441	0
		132,772	93,608
Pension liability		34,655	30,038
Other Creditors:			
Investment in subsidiary		100	100
Total		402,309	456,993

14. Creditors: Amounts falling due after more than one year

	2021	2020
	£	£
Rent	31,193	0
Repayable Loan	3,000,000	0
Total	3,031,193	0

MHI received on 22 September 2021 an unsecured repayable grant of £3m from the IGY Foundation, a registered charity, (2020: £0). This was to fund working capital and fund core costs over a period of up to three years. The agreement states that the funding will not be repayable during the deferred period. The deferred period is 12 months from the drawdown date. After this deferred period the loan is repayable when cash balances (excluding the repayable grant) exceed the MHI reserve at each quarter day as defined in the agreement which are as follows:

MHI Reserve Level	Period
£2,750,000	12 months from drawdown
£3,000,000	13 – 24 months from drawdown
£3,250,000	25 – 36 months from drawdown

The outstanding balance shall be repaid at the end of the 36 month period.

14a. Deferred Income

	2021	2020
	£	£
Deferred Commissioned Income b/f	23,629	0
Released to income in the year	-23,629	0
Deferred Commission Income in the year	122,832	23,629
Total Deferred Commissioned Income	122,832	23,629

Deferred Income was calculated when we invoiced a commissioned partner in 2021 and the service, or part of the service, related to the following year.

15. Retirement benefit schemes

Defined contribution scheme

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund

The charge to profit or loss in respect of defined contribution schemes is £361,878 (2020:£259,004)

16. Restricted Funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movements in funds in 2020			Movements in funds in 2021			Balance as at 1 January 2022
	Balance as at 1 January 2020	Incoming resources 2020	Resources expended 2020	Balance as at 1 January 2021	Incoming resources 2021	Resources expended 2021	
	£	£	£	£	£	£	£
Shout service	402,712	4,774,291	-4,927,003	250,000	2,157,000	-2,407,000	0
Imperial Partnership and Data Insights	130,000	125,000	-255,000	0	0	0	0
Huang Foundation	0	0	0	0	529,000	0	529,000
One Space	0	75,000	-64,293	10,707	0	-10,707	0
Our Frontline	0	80,000	-80,000	0	2,085	-2,085	0
NHS England	0	88,741	-2,160	86,581	0	-86,581	0
Total	532,712	5,143,032	-5,328,456	347,288	2,688,085	-2,506,373	529,000

The Shout service relates to funds to provide support services to individuals struggling with their mental health through text services.

Imperial Partnership and Data Insights funds support the growth of Mental Health Innovations, particularly the data analysis and research work for the development of further innovations in mental health

Huang Foundation funds support the data analysis and research work for the development of further innovations in mental health

One Space relates to a special project programme which aims to support people under the age of 25 to find appropriate support for their mental health during the COVID-19 pandemic and its aftermath.

Our Frontline is a collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer round-the-clock one-to-one support to frontline health, care, emergency, education and key workers.

NHS England is an agreement that provides a helpline accessible 7 days a week, able to be setup and delivered nationally, to all ages of NHS staff, with clinical oversight, providing immediate, anonymous and confidential support for any health and care staff member, requiring mental health or crisis support at any time.

17. Analysis of net assets between funds

Fund balances at 31 December 2021 are represented by

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	2021	2021	2021	2020	2020	2020
	£	£	£	£	£	£
Tangible Assets	59,514	0	59,514	59,288	0	59,288
Investments	100	0	100	100	0	100
Current assets/ (Liabilities)	3,684,983	529,000	4,213,983	1,541,850	347,288	1,889,138
Long term liabilities	-3,031,193	0	-3,031,193	0	0	0
	713,404	529,000	1,242,404	1,601,238	347,288	1,948,526

18. Operating lease commitments

At the reporting date the Charity has outstanding commitments for future minimum lease payments under non- cancellable operating leases, which fall due as follows;

	2021	2020
	£	£
Within one year	171,055	97,124
Within two to five years	78,485	-
	249,540	97,124

19. Related party transactions

The Chairman, Edward Wray, also sits on the board of The Mix which is a partner of Mental Health Innovations (MHI). The Mix was the first charity partner through which the Shout service was offered as a white label service during the 2018 pilot. No fee was paid to the Mix in this regard in 2021 (2020: nil). However, as part of the One Space Programme, where MHI worked in partnership where MHI worked in partnership with several charities including The Mix, MHI paid The Mix £30,000 from the Children in Need donation that was restricted to One Space.

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. The Trustee, Charles Mindenhall, also sits on the board of the Royal Foundation. No donations were received this year from the Royal Foundation (2020: £140,000).

The Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provides a learning and community management environment for Shout volunteers. A fee of £29,947 was paid to Hive Learning for delivery of this service in 2021 (2020: £32,668).

The CEO, Victoria Hornby, and the Trustee Charles Mindenhall, also sit on the board of Bridges Impact Foundation, which is one of the donors supporting Mental Health Innovations. In 2021 MHI received a donation of £50,000 (2020: £20,000).

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. MHI received £nil (2020: £189,517) from Crisis Text Line.

20. Subsidiaries

The Charity owns 100% of the ordinary share capital of Give Us A Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

21. Cash Generated from Operations

a. Cash generated from operations

	2021	2020
	£	£
Surplus/ (deficit) for the year	-£706,122	£608,567
Adjustments for:		
Investment Income (SOFA)	-£12,546	-£4,528
Depreciation and Impairment of Tangible Fixed Assets	£9,890	£33,188
Movements in working capital		
(Increase)/Decrease in Debtors	-£95,895	-£164,857
Increase/(Decrease) in Creditors	£2,976,508	£239,172
Cash generated from Operations	£2,171,834	£711,542

b. Reconciliation of Net Cash Flow to Movements in Net Cash

	2021
	£
Decrease in cash in the year representing change in net debt	2,174,189
Loan changed to pre share as debt	0
Net cash at 1 Jan 2021	1,779,414
At 31 December 2021	3,953,603

c. Analysis of Changes in Net Debt

	At 1 January 2021 £	Non-cash Changes £	Cash Flows £	At 31 December 2021 £
Cash at bank and in hand	1,779,414	-	2,174,189	3,953,603
Debt due < 1 year	-	-	-	-
Debt due > 1 year	-	-	-	-
Total Net Funds	1,779,414	-	2,174,189	3,953,603

Accounts

MENTAL HEALTH INNOVATIONS

TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

Registered Charity Number - 1175670

MENTAL HEALTH INNOVATIONS

CONTENTS

	Page
Trustees' report	1 - 21
Statement of Trustees' responsibilities	22
Independent auditor's report	23 - 25
Statement of financial activities	26
Balance sheet	27
Statement of cash flows	28
Notes to the financial statements	29 - 43

MENTAL HEALTH INNOVATIONS

Trustees' Annual Report

The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ended 31 December 2020. The report and accounts comply with the requirements of the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with FRS102 (effective 1 January 2019).

Introducing Mental Health Innovations

Mental Health Innovations ("MHI") is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout uses the technology platform of the US charity Crisis Text Line and provides free 24/7 text message support for anyone who is struggling to cope.

Our Mission

Mental Health Innovations' mission is to use data-driven analysis, clinical expertise and technological innovation to develop and sustain pioneering digital products and services that meet underserved needs and that improve the mental health of the UK population.

Our Vision

Our vision is that everyone in the UK has access to the digital mental health services that they need and can access appropriate, high-quality support quickly and efficiently through the power of technology.

MENTAL HEALTH INNOVATIONS

Our Values

● Integrity

We are driven by the best interests of the people we serve and we place them at the heart of everything we do. We have high standards and we hold ourselves to account to deliver our objectives and KPIs to achieve our mission.

● Collaboration

We embrace a diverse range of people, skills, views and experiences within our organisation to achieve better outcomes for the people we serve. We work together with empathy and mutual respect.

● Courage

We are bold and push the boundaries to find new and better ways to support more people. We are not afraid to try new things and we learn from our mistakes.

● Insight

Our work is evidence-based. We interrogate data and draw upon clinical expertise to inform our actions and to set standards for best practice. We are curious, reflective and we seek regular feedback on our performance.

● Agility

We are nimble and flexible, responding swiftly to new challenges and innovating purposefully to achieve our goals and objectives.

Diversity and Inclusion

Our goal is to be a diverse and inclusive organisation that is representative of the UK population at all levels, including our Board of Trustees, our staff, our volunteers and our beneficiaries. We believe that diversity among our staff will lead us to have a creative and empowered team that can develop and deliver high quality services. We want these services to be known to and accessed by a diverse range of the UK population, including demographics that are underserved by mental health support services.

We hold ourselves accountable to progress through our Diversity and Inclusion Working Group. The Group facilitates open conversations where our attitudes and working practices can be challenged, identifies where improvements need to be made, makes evidence-based recommendations and tracks progress against our goals.

MENTAL HEALTH INNOVATIONS

Public Benefit

The Trustees have referred to the Charity Commission's general guidance on public benefit when reviewing our aims and objectives and in planning our future activities. These objectives fall under the purposes defined by the Charities Act 2011.

Shout: 24/7 support for the UK

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better. <https://giveusashout.org/>

How it works

Shout is designed to be as easy to access as possible – there is no app or data required, no registration process, no fee. It is silent, free, confidential and anonymous – a texter can send a text message any time of day or night wherever they happen to be.

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The Shout Volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The Shout Volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities or services for additional on-going support. We aim to support every texter to find a calm place with a plan to look after their safety and wellbeing

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- Prioritisation: an algorithm reviews incoming texts, placing urgent cases to the top of the queue

MENTAL HEALTH INNOVATIONS

- Shout Volunteers: aged over 18, who have gone through an application process, reference checks and 25 hours of training that equips them with active listening, de-escalation and risk assessment skills. These highly trained volunteers converse with texters and are the foundation of Shout. Shout Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- Clinical Supervisors: text conversations are overseen by trained Clinicians who give real-time support and monitor conversations 24/7. Clinical Supervisors can escalate texters to the emergency services via a direct line if there is imminent risk to life

Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Both Professor Peter Fonagy, of University College London and the Anna Freud Centre, and Jean O'Hara, a Visiting Senior Lecturer at Kings College London, are MHI Trustees.

The Shout service currently employs more than thirty clinicians with a breadth of experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor the case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 30 June 2021, Shout 85258 has more than 2,600 active Shout Volunteers (compared with 544 and 1,671 as of 31 December 2018 and 2019 respectively).

Crisis Text Line partnership

Mental Health Innovations is pleased to be in partnership with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licenses the technology platform from Crisis Text Line to power the Shout service. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of August 2020, Crisis Text Line has exchanged more than 6 million conversations with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

2020 in Numbers

From launching the Shout service in its pilot phase in May 2018 to 30 June 2021, Shout 85258 has grown to having:

- Conducted more than **780,000** conversations
- Supported over **310,000** individuals

MENTAL HEALTH INNOVATIONS

- Built a trained volunteer community of over **2,600** from around the country
- Established a team of **30+** clinical staff ensuring quality and supporting volunteers
- Established a team of 15+ supporting the coaching, training and admissions of volunteers
- More than **30%** of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness

In terms of the conversations we are having:

- Over **11,500** conversations have resulted in a Shout clinician initiating what is called an 'Active Rescue'. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called. This police relationship is carefully managed, with MHI having direct links into the Met Police
- In 2021 around **40%** of Shout service users were contacting us for the first time
- **80%** of texters contact us just once or twice
- **87%** of service users tell us that they thought their conversation was helpful

Historically, **64% of texters identify as straight and 36% of texters as LGBTQ+**. Female users have represented **78% of users**. **64% of texters have been under 25 years old**.

Being the third year of operations, 2020 was a year of significant growth for the charity. The impact we were able to have on our community scaled significantly between 2019 and 2020, and has continued to grow on every measure into 2021, especially as a result of the pandemic:

	2018 (May to December)	2019	2020	2021 (Period to 30 June)	2018 - 2021 (Period to 30 June 2021)
Total conversations	26,571	166,620	355,870	235,904	784,965
Total texters*	14,218	81,933	159,287	110,421	315,739*
Active Volunteers	544 (As of 31 December)	1,671 (As of 31 December)	2,304 (As of 31 December)	2,600	2,600+ (As of 30 June 2021)
Conversations per day	269 (December average)	698 (December average)	972 (December average)	1303	n/a

Note: * Total texters row represents unique texters in each period. As a result, the total column is not additive.

MENTAL HEALTH INNOVATIONS

Texter Feedback

“ I was in a really dark place and didn't want to carry on but you made me realise there is hope and things will get better. So I really thank you for that you have saved my life tonight and I couldn't say thanks enough. ”

“ Never underestimate the effect a listening ear can have. The greatest gift that anyone can bless anyone with is their time. I had been feeling like people had no time for me, but my Shout volunteer gave me their time. ”

“ Thank you so much for allowing me to be open and honest about my situation! Not all hero's wear capes ”

“ Thank you, you may not remember me but I took an overdose. You saved my life, they said that I was very lucky you convinced me. I'm forever grateful for you helped on October 10th, thank you so so much, I can't even put it into words. Thank you so so so much. ”

“ My Shout volunteer quite literally saved my life tonight - i could not be more thankful for the fact I could speak out to someone when I most needed, I just want my volunteer to know that I am extremely grateful and their help touched my heart, it was nice to finally have someone who cared - I'm ever so grateful. ”

MENTAL HEALTH INNOVATIONS

Review of 2020 Operations

2020 was a year of significant growth and change for the charity.

MHI began 2019 in a pilot phase, working on scaling the text service in readiness for the public launch of the Shout brand in May 2019. Prior to May 2019, our focus as an organisation was centred on building our staff and volunteer teams, governance and processes, readying the organisation for a public launch. In this period we had been acting as a white-label provider with charity partners, enabling the text service to reach communities and scale its reach ahead of having a public brand.

In May 2019, Shout 85258 launched publicly, with an appeal for volunteers kindly led and supported by the Duke and Duchess of Cambridge and the Duke and Duchess of Sussex. The response from the community to this appeal was wonderful, enabling MHI to significantly grow the Shout volunteer base, providing the service with the capacity to reach more people in need.

Over the course of 2020, MHI focused on building awareness of the service and sought to build philanthropic and commissioned partnerships with organisations throughout the country to enable more users to access the service.

In 2020, Shout continued to white-label the service to charity partners, universities and corporate partners in order to provide support to specific vulnerable groups, and to add capacity to the wider sector. Many charities that offer excellent services during the day are able to signpost their service users to Shout during the night-time, thereby offering round-the-clock support.

In the year, the staff team grew significantly, growing from 46 full time equivalent (FTE) team members at the end of 2019 to 77 FTE at the end of 2020.

2021 Strategic Focus

MHI has continued to build each year on the strong foundation initially developed in 2018. In 2021 to date, we have continued to grow the impact and reach of the Shout 85258 service in what has been another unique period in the context of the COVID-19 global pandemic.

Whilst the context of the pandemic and the lockdowns have required some changes to business practices at MHI, as a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations through the pandemic while responding to a doubling in the average number daily conversations since the beginning of lockdown, with an increase in daily conversations from around 750 to nearly 1,500.

MENTAL HEALTH INNOVATIONS

As the pandemic affected normal routines, we responded to many texters who had been separated from their regular means of emotional support. They had been removed from work, schools, groups and clubs, separated from support services, counsellors, and friends. They had been isolated from their peer groups, and may have had their incomes affected.

For some, self-isolation may have involved being trapped in a potentially difficult or harmful domestic environment. This created a need for emotional support that the Shout service was able to respond to. Our clinically robust and monitored digital service demonstrated its ability to scale rapidly to facilitate the replacement of at least some of this support.

MHI has continued to focus on building out staffing and systems to respond to the pandemic and to ensure sufficient capacity to cater for this growth in service demand. MHI's clinical and volunteering teams were bolstered. This enabled us to provide the necessary service capacity and enabled us to respond to the on-going high number of expressions of interest received to become volunteers during lockdown, and to accelerate cohorts of trainees to provide as needed.

MHI's operations in New Zealand have also expanded, enabling MHI to have clinical supervision staff members, trained in UK practice. There has also been a drive in recruiting Shout Volunteers in New Zealand, for which two New Zealand based coaches have been appointed to support. Increasing operations in New Zealand under aligned data protection regulations provides increased capacity to meet increased overnight demand for the 24/7 Shout service. In total, as at 31 December 2020, there were 13 staff based in New Zealand.

MHI's strategy for 2021-22 was built on three fundamental pillars:

- Expanding and diversifying the reach and impact of a high-quality Shout 85258 service built upon a sustainable financial and operational foundation.
- Building MHI's reputation and prominence in delivering Data Insights to the sector, in using Data Insights to inform on-going improvements to the Shout service, and in supporting future product selection and development.
- Developing Future Products and Services that are built on MHI's digital and clinical expertise, data insights and partnerships.

The high-quality of the Shout 85258 service has been our primary aim throughout what has been a difficult period as the pandemic has increased the number of conversations at a higher than expected rate, as the challenges brought on largely by the pandemic continued, and made income generation more challenging.

In 2021 and beyond, MHI continues to seek to diversify and grow income, complementing the kind support of our philanthropic donors with support from the corporate sector, as well as growing the commissioned service offer to sectors that would benefit from a tailored, white-labelled version of the Shout 85258 service in serving their communities and/or customers.

MENTAL HEALTH INNOVATIONS

MHI also continued to project manage a number of collaborations across the sector in response to the pandemic. These initiatives included the Our Frontline collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer round-the-clock one-to-one support to frontline health, care, emergency, education and key workers. MHI led the marketing efforts in this regard.

The user base of Shout 85258 is currently skewed towards white, female texters aged 14-24. MHI aspires to widen the appeal and reach of the service to a broader range of demographics and seeks to grow service usage among different genders, ethnicities and socio-economic groups. We are focused on identifying underserved demographics and reaching these audiences through community based marketing activities, deploying behaviour change marketing principles. We will also reach more diverse audiences through the generation of new keyword partnerships with charities and community organisations who have reach into these demographics.

Growing our Data Insights capacity and outputs has been a key focus in 2021 and we have developed technology to help in this regard. Data insights support the day-to-day operation of the Shout 85258 service and MHI's future programme of charitable activities including the identification of areas for the development of additional digital products and services.

During 2021 and beyond MHI will be investigating additional products, informed by our data insights, to address specific under-addressed service gaps to complement our activities in delivering the Shout 85258 service.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The trustees make decisions in accordance with the provisions of the Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

Give us a Shout Ltd is wholly owned by Mental Health Innovations, was incorporated in October 2019 and is registered in England and Wales (Company no. 12273687). The business of the subsidiary is governed by the Chair, CEO, and Director of Finance and Operations (from October 2020) and the Director of Finance and Strategy (from January 2020- October 2020). The subsidiary is currently dormant, with no financial activities.

MENTAL HEALTH INNOVATIONS

Trustees

The Trustees who served during the period and up to the date of signature of the financial statements were:

Edward James Wray	
Ajaz Ahmed	
Dominic Brendan Flynn	
Peter Fonagy	
Charles Stuart Mindenhall	
Simon Christopher Weaver	
Dr Amy Shi-Nash	(Appointed 21 December 2020)
Dr Uma Vaidyanathan	(Appointed 21 December 2020)
Dr Jean O'Hara	(Appointed 21 December 2020)
Ian Michael Cheshire	(Resigned 22 June 2020)
Nancy Beth Lublin	(Resigned 12 June 2020)

Senior Management Team

Victoria Hornby (Chief Executive Officer)	
Clare Bolton (Director of Marketing and Communications)	(Appointed June 2020)
Christopher Chapman (Finance Director)	(Appointed June 2020)
Edward Conway (Director of IT and Security)	
Ben Hurdis (Director of Strategy)	(Director of Finance & Strategy to June 2020 and Director of Strategy from June 2020. Resigned February 2021)
Sarah Kendrick (Clinical Director)	(Appointed October 2020)
Dr. Fiona Pienaar, PhD (Senior Clinical Adviser)	
Dr. Mark Ungless (Director of Data Insights)	
Alex Le Vey (Director of Income)	(Appointed September 2020)

Registered address

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21 Whitefriars Street
London
EC4Y 8JJ

MENTAL HEALTH INNOVATIONS

Independent Auditor

HW Fisher LLP
Acre House
11-15 William Road
London
NW1 3ER

Principal Bankers

Barclays Bank Plc
Leicester
LE87 2BB

Recruitment and Appointment of Trustees

The Board of Trustees review the skill set of its members on a regular basis and will seek to fill gaps with people with the appropriate level of skills and experience. During the year three new Trustees were appointed using an external recruitment consultancy. Once appointed the new Trustees are given information on the legal expectations and duties of a Trustee, meet with the Chief Executive and other relevant staff, are given an information pack of relevant documentation and are provided with any relevant training.

Pay Policy

MHI aims to reward people who work for the charity fairly and equitably for the work they do, and for the skills and experience they bring to the organisation and in line with the published grade and salary bandings. Salaries are reviewed on an annual basis for both cost of living and merit increases. The pay of the Chief Executive is reviewed by the Chair of the Board of Trustees, and any changes would be approved by the Board of Trustees, and the pay of other key personnel is reviewed and approved by the Chief Executive.

Charity Governance Code

MHI has focused on enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their Trustees' Annual Reports explaining how they apply it.

The Board will continue to focus on MHI's governance arrangements in areas covered by the code to ensure that the charity's governance aligns well with the code.

- 1) Organisational purpose: The board is clear about the charity's aims and ensures that these are being delivered effectively and sustainably
- 2) Leadership: The board is constantly reviewed to ensure effectiveness of leadership in line with MHI's mission and values
- 3) Integrity: The board acts with integrity, adopting values and creating a culture which helps achieve the organisation's charitable purposes. The board is aware of the importance of the public's confidence and trust in charities, and trustees undertake their duties accordingly.

MENTAL HEALTH INNOVATIONS

- 4) Decision making, risk and control: The risk management processes established ensure decision-making processes are informed, rigorous and timely, and that effective delegation, control and risk-assessment, and management systems are set up and monitored
- 5) Board effectiveness: The board works as an effective team, using the appropriate balance of skills, experience, backgrounds and knowledge to make informed decisions
- 6) Equality, Diversity and Inclusion : The board is diverse, which supports the effectiveness, leadership and decision making. Following the resignation of Nancy Lublin and Ian Cheshire, three new Trustees from diverse backgrounds have been appointed.
- 7) Openness and Accountability: MHI commits to openness and transparency

As the MHI team, volunteer community and Shout service grow significantly, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population.

To help achieve this, in the second half of 2020 we appointed a search agency with a strong track record of helping organisations ensure diversity and inclusion to recruit three additional Trustees. A Diversity and Inclusion committee, formed by staff in the organisation, meets regularly to ensure diversity and inclusion in the organisation as well as the volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK. A Marketing and Partnerships Manager was also appointed, and has a specific responsibility for developing partnerships and campaigns to reach people from communities that are currently under-represented in usage of the Shout 85258 service; specifically young black men.

Safeguarding

Our commitment at MHI is to ensure robust safeguarding measures are in place for our texters. We therefore have a Safeguarding policy in place, as well as a complaints policy.

Training

Regular training in Safeguarding for all staff is a standard for all employed staff. All new staff are also expected to complete their Safeguarding training during the induction process. This training includes:

- Safeguarding Adults: Levels 1 and 2
- Safeguarding Against Radicalisation: The Prevent Duty
- Safeguarding Children: Levels 1 and 2
- Safeguarding Children with Disabilities

All Clinical Supervisors and Coaches are trained to Level 3, and our UK Safeguarding Panel members are trained to Level 5. MHI are in the process of securing a place for our New Zealand Safeguarding Leads on the next available Safeguarding training.

MENTAL HEALTH INNOVATIONS

For Trustees

Trustees have undertaken training in Safeguarding for charity trustees in line with the Charity Commission guidance on good safeguarding governance.

Digital safeguarding

We are currently developing our own in-house training which focuses on safeguarding in the digital space.

Priorities for the future are:

- Focus on training and implementing Safeguarding workshops/forums for the clinical team, coaching team and volunteer group
- Improve our Safeguarding practice/products across all affiliates and work towards a more robust process to support clinical staff during shifts. Raise awareness of the difficulties and guidance when safeguarding in relation to culture, protected statuses and contextual aspects of safeguarding.
- Completion of a Section 11 audit. Section 11 is an audit that local authorities require when working with partners and ensures the organisation is meeting Safeguarding expectations.
- Continue to monitor and support supervisors and their Safeguarding decision making processes, as well as identifying any possible learning needs.
- Access and analyse the data available during COVID-19 and lockdown to determine an increase in domestic abuse, children's emotional responses, and the physical well-being of others. This would be beneficial when applying for funding or supplying information to the local government.

Safer recruitment

We are working towards adopting Safer Recruitment practices to further enhance our approach to safeguarding in the recruitment process, and expect this to be in place by the end of 2021.

Data Protection and Information Security

In 2020, we completed three milestones. The first was a technical cloud review of the AWS environments used by researchers. This validated that we were already using many best practices and we were able to implement recommendations for improvement. The second ran over the summer, replacing our training and awareness tooling, and implementing phishing simulation software. From May 2020 to January 2021, we ran a project to align with ISO 27001, completing a two-stage certification process. ISO 27001 is an internationally recognised Information Security Management System and we went to lengths to implement the required 26 clauses, 114 controls at the maximum depth for the resources available (above nominal levels unless cost prohibitive).

MENTAL HEALTH INNOVATIONS

Internal policies and Regulatory Compliance

In 2020 we formalised our internal policies, including our staff handbook, and their management and governance, and supported staff with application and compliance through an improved programme of awareness training.

In 2021 we will complete a full review of our service delivery policies, and will audit and update all of our internal policies.

Fundraising Compliance

Our Ethical Fundraising policy recognises our legal requirements as a charity to maximise our income in line with our mission whilst ensuring that our activities and behaviour comply with the law. MHI acknowledges that the generosity of our donors and partners enables us to carry out our charitable activities. Whilst our aim is to maximise our income we recognise that on very rare occasions we may consider refusing a donation or other involvement with a sponsor or a particular activity. In such an instance we will act with the utmost integrity; we will respect any matters of legitimate confidentiality and, in conducting all discussions and conveying the decision, will aim to respect the dignity of the prospective donor and/or partner.

We believe in adhering to the highest standards of fundraising practice and our fundraising activities are led by our Director of Income, who is responsible for ensuring that all fundraising follows the standards in the fundraising code. We received no complaints about our fundraising this year. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non intrusive. We do not employ professional fundraising agencies with the majority of fundraising activities planned and delivered by our small in-house fundraising team.

Our People

Our employees and our volunteers are at the heart of everything we do. As a fast growing organisation we are constantly evolving to ensure that we attract the right people and that they want to stay with us.

Staff wellbeing is at the forefront of our ways of working, and is especially important given the challenging subject matter of our work. We have invested in support for our staff to help look after their wellbeing including health insurance for our UK staff, an employee assistance programme, and paid-for supervision for our clinical team. We are currently looking into implementing health insurance for our New Zealand staff.

MENTAL HEALTH INNOVATIONS

During COVID-19 and lockdown, MHI committed to understanding the challenges staff faced during the difficult period through regular staff engagement changes, implementing changes to ensure staffs' voices were heard and encouraged flexibility around working hours. To increase staff connectivity between departments MHI introduced monthly newsletters and continued weekly team meetings attended by the whole organisation, chaired by different departments.

We want to make sure that everybody who works or volunteers for us does so in a safe environment, free from discrimination and harassment. We have policies and procedures in place to make sure this is the case, and that concerns can be raised and dealt with discreetly and effectively.

We are investing in our team and offer opportunities for people to grow and learn new skills through on-going training, learning and development.

Our organisation is committed to being truly diverse and inclusive in order to create a more valuable and creative workspace, and to provide the best possible service to a broader range of texters. We have formed a Diversity and Inclusion working group to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity and inclusion.

Our Supporters in 2020

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

Our Donors and supporters in 2020 include:

- The Royal Foundation
- BBC Children in Need
- The Mohn Westlake Foundation
- The Stone Family Foundation
- The National Lottery Community Fund
- Royal Bank of Canada
- Selfridges Group Foundation
- Virgin Unite
- The Jongen Charitable Trust
- The Rayne Foundation
- CHK Foundation
- Garfield Weston Foundation
- The Vodafone Foundation
- Greater Manchester Health and Social Care

MENTAL HEALTH INNOVATIONS

Commissioned Partnerships

- NHS England
- Student Minds
- Kaleidoscope Plus Group
- Mental Health First Aid England

Other Partnerships

- Our charity, corporate, university and government partners
- Imperial College London
- Crisis Text Line
- ECSC
- GGMR
- Superunion

We would like to thank the following networks for providing the Shout's text service free to the service user and 'off bill': EE, O2, Three, Vodafone, BT Mobile, Tesco Mobile, Virgin Mobile, iD Mobile, Sky, Telecom Plus, Lebara and GiffGaff.

Volunteers

- A heartfelt thank you for everything you do to support our texters; we are incredibly grateful for your generosity, time, empathy and dedication, without which we couldn't operate the Shout service

Our Texters

- Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout 85258 and all who wish to remain anonymous.

MENTAL HEALTH INNOVATIONS

Financial Review

2020 in Review

In 2020, MHI was fortunate to have the support of many philanthropic donors; those who continued to support us from 2019, as well as new donors for 2020 and beyond. MHI also began growing commissioned services, by partnering with several organisations. The commissioned services involved providing the Shout service to partner organisations where users would have a specific keyword. MHI provides data insights based on the texter population to the organisation. Income in the year totalled £5.9m (2019: £3.5m), which was below target for the year. As the year progressed the COVID-19 pandemic, and the resulting economic challenges it presented, began to impact our fundraising efforts. However, income grew from £3.5m to £5.9m as a result of an increase in the number and size of philanthropic donations, due to the increased focus in income generation and growth in the income generation team.

In 2020, this support from our funders enabled MHI to support significant growth of the Shout service. In order to respond to growing demand, there was significant investment in building the staffing of the organisation, the volunteer community and the underlying systems supporting service delivery and robust governance. In order to meet the increased demand and the growing night time queues, MHI invested in bolstering the Clinical Supervision and Coaching team in New Zealand, to enhance the quality of the 24/7 service.

MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- **Data Insights** to continually monitor and enhance the Shout 85258 service by day-to-day monitoring of activity on the platform as well as using insights to forge partnerships with other organisations working to reach other audiences.
- Other management staff costs to manage the growth of the organisation

Over the course of 2020, MHI's expenditure was £5.4m (2019: £4.0m). This growth in staff resulted in headcount growing from 39, as at 31 December 2019, to 62 as at 31 December 2020. This resulted in additional costs of £1.3m during the year. Of these costs £0.4m (2019: £0.1m) related to the cost of the Clinical Supervision and Coaching team that has been built out in New Zealand.

MENTAL HEALTH INNOVATIONS

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose, namely the Shout 85258 text service. The charity had restricted funds of £0.3m at the end of the year (2019: £0.5m).

In addition, there were unrestricted reserves at the end of the year of £1.6m (2019: £0.8m), which are available to use for the purposes of the charity as the trustees see fit.

Reserves Policy

The Trustees believe that our reserves policy should reflect the current requirements for the charity and be reviewed on a regular basis, which is done at least on an annual basis when agreeing the strategy. These reserves should primarily cover an orderly wind-down and future investments but also help cover irregular income and expense flows, smooth surpluses and deficits, deal with the financial effect of risks, take advantage of opportunities and deal with the unexpected.

As at 31 December 2020 and through 2021 the Trustees believe that it would be appropriate to target reserves of between three to six months' expenditure, equivalent to circa £1.5 million to £3.0 million - as at the end of the year reserves totalled £1.9m (2019: £1.3m). Of this amount £1.5m (2019: £0.8m) were free and unrestricted, however, given that the vast majority of expenditure in 2021 relates to the Shout service the Board is comfortable that the policy of including restricted reserves of £0.4m (2019: £0.5m) remains appropriate. MHI will, in the short-term, hold its reserves in cash or cash-like instruments in order to maintain liquidity.

The trustees consider that reserves at this level will ensure that, in the event of a significant reduction in funding, they will be able to continue the MHI's current activities while consideration is given to raising additional funds. The fund balance as of 31 December 2020 was within the range defined within MHI's reserves policy.

It should be noted that in order to improve cash resource levels, the charity received a repayable loan of £3.0m from the IGY Foundation in September 2021. This loan is repayable over 3 years, with no repayments in the first 12 months, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. Any amount outstanding at the end of the 3 year period would become repayable at that time.

Risk Management - Principal risks and Uncertainties

Trustees have overall responsibility for risk management and in line with their policy maintain a risk register. However, the Trustees also recognise that for the risks to be identified and managed successfully there needs to be shared accountability throughout the organisation. Risks are considered at both a strategic and operational level, with the nature of the risk noted on the register along with an assessment of its likelihood and potential impact. The senior management team reviews the risk register quarterly with the risks being reviewed by the Board on a quarterly basis.

MENTAL HEALTH INNOVATIONS

Depending on the nature of the risk, the management will either consider measures to put in place to mitigate against the risk or, where an external risk is outside of the charity's control, a response plan.

The key risks identified for the charity include:

- Securing sufficient funding to meet the financial commitments and maintain the quality and level of service provided. The organisation manages this risk by adopting a suitable reserves policy and by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources.
- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.

COVID-19

As a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations through the COVID-19 pandemic while responding to a doubling in growth in daily demand from service users since the beginning of lockdown.

The impact on MHI of the COVID-19 pandemic has been outlined in the above section "2021 Strategic Focus".

Key risks and uncertainties facing the organisation as a result of COVID-19 included the impact on income streams, financial controls, impact on staff, the impact of home working on our systems and management of the organisation.

MHI was able to robustly mitigate each of these risks and uncertainties:

MENTAL HEALTH INNOVATIONS

- The COVID-19 pandemic has made fundraising increasingly difficult. We have grown as an organisation, to support the hugely increased volume of conversations, which has also increased the funds required. We have further expanded the income generation team in order to build a solid and robust income pipeline, through diversified income streams, to ensure we manage through the pandemic. MHI has recently secured a repayable grant from an existing relationship to help us manage through the next 18 months whilst the diversified income streams develop.
- Financial controls were maintained throughout COVID-19. Financial documentation and controls were already in place in digital form before the pandemic.
- The potential for COVID-19 to have impacted the health of our staff and volunteers remains front of mind for the organisation. Business continuity plans were put in place to respond to a potential eventuality where a significant proportion of MHI's staff or volunteers were impacted by the crisis.
- As all volunteers and more than half of paid staff already regularly worked from home before the pandemic, the impact of more widespread homeworking was minimal in comparison with other organisations
- The Senior Management Team responded to COVID-19 by establishing more regular meetings amongst the senior teams and replicating line management despite an increased level of homeworking.

Going Concern

The pandemic has been challenging for MHI in generating income and as a result there has been a post balance sheet fall in funding. In order to ensure that we have sufficient cash resources we have recently received a £3 million repayable grant from IGY Foundation in September 2021, which has helped us to hold an adequate level of financial resources at the present time. This loan is repayable over 3 years, with no repayments in the first 12 months, and then with further repayments calculated on a quarterly basis based on cash levels exceeding agreed amounts. Any amount outstanding at the end of the 3 year period would become repayable at that time.

Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence beyond the repayment of the loan. However, should forecast levels of income not be secured over the coming 12 months, or should we not be in a position where we are able to repay the repayable loan from IGY Foundation at the end of 3 years, and cash levels fall below the minimum level then robust plans are in place to make further necessary reductions in expenditure, such as reduction in provision of the service, should they be required to maintain going concern status.

MENTAL HEALTH INNOVATIONS

Taking into account all factors the Trustees consider that the level of reserves held is an appropriate margin of the minimum level as set and that MHI have adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the financial statements have been prepared on the basis that MHI is a going concern.

Disclosure of Information to Auditor

Each Trustee has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

The re-appointment of the auditor will be considered at the next Annual General Meeting.

The Trustees' Annual Report was approved by the Board of Trustees.

Edward James Wray
Trustee

07 Dec 2021
Dated:

MENTAL HEALTH INNOVATIONS

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2020

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping sufficient accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the constitution. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

MENTAL HEALTH INNOVATIONS

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations (the 'Charity') for the year ended 31 December 2020 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 December 2020 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of the Charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the Charity's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The Trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

MENTAL HEALTH INNOVATIONS

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the Trustees are responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

As part of our planning process:

- We enquired of management the systems and controls the charity has in place, the areas of the financial statements that are most susceptible to the risk of irregularities and fraud, and whether there was any known, suspected or alleged fraud. The charity did not inform us of any known, suspected or alleged fraud.
- We obtained an understanding of the legal and regulatory frameworks applicable to the charity. We determined that the following were most relevant: the Charity SORP, FRS 102, and the Charities Act 2011.
- We considered the incentives and opportunities that exist in the charity, including the extent of management bias, which present a potential for irregularities and fraud to be perpetuated, and tailored our risk assessment accordingly.
- Using our knowledge of the charity, together with the discussions held with the charity at the planning stage, we formed a conclusion on the risk of misstatement due to irregularities including fraud and tailored our procedures according to this risk assessment.

The key procedures we undertook to detect irregularities including fraud during the course of the audit included:

- Identifying and testing journal entries and the overall accounting records, in particular those that were significant and unusual.
- Reviewing the financial statement disclosures and determining whether accounting policies have been appropriately applied.
- Assessing the extent of compliance, or lack of, with the relevant laws and regulations.
- Assessing the validity of the classification of income, expenditure, assets and liabilities between unrestricted and restricted funds.
- Obtaining third-party confirmation of material bank balances.
- Documenting and verifying all significant related party balances and transactions.
- Reviewing documentation such as the charity board minutes for discussions of irregularities including fraud.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements even though we have properly planned and performed our audit in accordance with auditing standards. The primary responsibility for the prevention and detection of irregularities and fraud rests with the trustees of the charity.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

MENTAL HEALTH INNOVATIONS

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

HW Fisher LLP

Chartered Accountants

Statutory Auditor

Acre House

11-15 William Road

London

NW1 3ER

United Kingdom

07 Dec 2021

HW Fisher LLP is eligible for appointment as auditor of the Charity by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006.

MENTAL HEALTH INNOVATIONS

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2020

		Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
	Notes						
Income from:							
Donations and gifts	3	566,959	5,054,291	5,621,250	801,250	2,737,671	3,538,921
Charitable activities	4	260,607	88,741	349,348	-	-	-
Investments	5	4,528	-	4,528	5,997	-	5,997
Total income		832,094	5,143,032	5,975,126	807,247	2,737,671	3,544,918
Expenditure on:							
Raising funds	6	-	206,637	206,637	-	168,290	168,290
Charitable activities	7	38,103	5,121,819	5,159,922	-	3,796,705	3,796,705
Total resources expended		38,103	5,328,456	5,366,559	-	3,964,995	3,964,995
Net income/(expenditure) for the year/							
Net movement in funds		793,991	(185,424)	608,567	807,247	(1,227,324)	(420,077)
Fund balances at 1 January 2020		807,247	532,712	1,339,959	-	1,760,036	1,760,036
Fund balances at 31 December 2020		1,601,238	347,288	1,948,526	807,247	532,712	1,339,959

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

MENTAL HEALTH INNOVATIONS

BALANCE SHEET

AS AT 31 DECEMBER 2020

	Notes	2020 £	£	2019 £	£
Fixed assets					
Tangible assets	11		59,288		59,178
Investments	12		100		100
			<u>59,388</u>		<u>59,278</u>
Current assets					
Debtors	13	566,718		401,861	
Cash at bank and in hand		<u>1,779,414</u>		<u>1,096,642</u>	
		2,346,132		1,498,503	
Creditors: amounts falling due within one year	14	<u>(456,994)</u>		<u>(210,401)</u>	
Net current assets			<u>1,889,138</u>		<u>1,288,102</u>
Total assets less current liabilities			<u>1,948,526</u>		<u>1,347,380</u>
Creditors: amounts falling due after more than one year	15		-		(7,421)
Net assets			<u><u>1,948,526</u></u>		<u><u>1,339,959</u></u>
Income funds					
Restricted funds	18		347,288		532,712
Unrestricted funds			<u>1,601,238</u>		<u>807,247</u>
			<u><u>1,948,526</u></u>		<u><u>1,339,959</u></u>

07 Dec 2021

The financial statements were approved by the Trustees on

Edward James Wray
Trustee

MENTAL HEALTH INNOVATIONS

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2020

		2020		2019	
	Notes	£	£	£	£
Cash flows from operating activities					
Cash generated from operations	23		711,542		300,246
Investing activities					
Purchase of tangible fixed assets		(33,298)		(40,794)	
Purchase of shares in subsidiary company		-		(100)	
Investment income received		4,528		5,997	
Net cash used in investing activities			(28,770)		(34,897)
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			682,772		265,349
Cash and cash equivalents at beginning of year			1,096,642		831,293
Cash and cash equivalents at end of year			1,779,414		1,096,642

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

Charity information

Mental Health Innovations is a Charitable Incorporated Organisation registered with the Charity Commission for England and Wales, Registered Number:1175670.

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS102 (effective 1 January 2019), the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. The Charity has a trading subsidiary, Give us a Shout Limited which has been established should the Charity decide to undertake trading activities in the future. The company is currently dormant and these financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

The pandemic has been challenging for MHI in generating income and as a result there has been a post balance sheet fall in funding. In order to ensure we have sufficient cash resources, we have recently received a £3 million repayable grant from IGY Foundation in September 2021, which has helped us to hold an adequate level of financial resources at the present time. Our planning processes, including financial projections and stress-testing, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. The nature of the projections demonstrate that in all scenarios we are able to continue in existence beyond the repayment of the loan.

However, should forecast levels of income not be secured over the coming 12 months or should we not be in a position where we are able to repay the repayable loan from IGY Foundation at the end of the 3 years, and cash levels fall below the minimum level, then robust plans are in place to make further necessary reductions in expenditure such as reduction in provision of the service should they be required to maintain going concern status.

Taking into account all factors the Trustees consider that the level of reserves held is an appropriate margin of the minimum level as set and that MHI have adequate resources to continue in operational existence for the foreseeable future. Accordingly, the Trustees believe that a going concern basis is appropriate and, on this basis, the accounts have been prepared on the basis that MHI is a going concern.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the monetary amounts can be measured with sufficient reliability, and it is probable (more likely than not) that the income will be received.

Donations are recognised once the Charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Commissioned income is recognised when the service has been provided in accordance with the agreement and the respective income earned.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

(Continued)

The Charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

Expenditure is allocated to the particular activity where the cost relates directly to that activity incurred and includes attributable VAT which cannot be recovered.

Direct charitable expenditure comprises all the expenditure relating to the running of the text service.

Support costs represent costs that cannot be directly attributed to the activity. Governance includes the costs of compliance with constitutional and statutory requirements and other costs related to the governance of the charity. Support and governance costs are allocated in full to the single charitable activity.

1.6 Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost, net of depreciation and any impairment losses.

Depreciation is recognised so as to write off the cost of assets less their residual values over their useful lives on the following bases:

Fixtures and fittings	7 years straight line
Computers	3 years straight line

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

1.7 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give us a Shout Limited is disclosed in note 22 and the investment is shown at cost.

1.8 Impairment of fixed assets

At each reporting end date, the Charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.9 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less.

1.10 Debtors and creditors

Debtors are amounts owed to the charity. They are measured on the basis of their recoverable amount. Creditors are amounts owed by the charity. They are measured at the amount the charity expects to have to pay to settle debt.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

(Continued)

1.11 Financial instruments

The Charity only has financial assets and liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

1.12 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the Charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.13 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

2 Critical accounting estimates and judgements

In the application of the Charity's accounting policies, the Trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both current and future periods. As noted in 1.4 above, the Charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts. Otherwise the Trustees consider that there are no material areas of judgement or estimation uncertainty.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

3 Donations and gifts

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Donations and gifts						
Royal Foundation	-	140,000	140,000	-	-	-
Children in Need	-	575,000	575,000	-	500,000	500,000
Mohn Westlake Foundation	-	1,500,000	1,500,000	-	1,500,000	1,500,000
Stone Family Foundation	250,000	80,000	330,000	250,000	-	250,000
National Lottery Community Fund	-	250,000	250,000	-	250,000	250,000
Royal Bank of Canada	-	73,869	73,869	-	-	-
Selfridges Group Foundation	-	300,000	300,000	-	-	-
Virgin Unite	-	100,000	100,000	-	-	-
The Jongen Charitable Trust	50,000	-	50,000	-	-	-
Rayne Foundation	-	30,000	30,000	-	-	-
CHK Foundation	-	75,000	75,000	-	-	-
Garfield Weston Foundation	-	300,000	300,000	-	-	-
The Vodafone Foundation	-	84,000	84,000	-	-	-
Crisis Text Line	-	189,517	189,517	-	-	-
Greater Manchester Health and Social Care	-	45,000	45,000	-	-	-
Donors (those not wanting to be named)	260,000	1,151,836	1,411,836	551,250	296,647	847,897
Public fundraising	5,003	75,937	80,940	-	12,989	12,989
Corporate partnership	-	8,548	8,548	-	-	-
Other	1,956	75,584	77,540	-	178,035	178,035
	<u>566,959</u>	<u>5,054,291</u>	<u>5,621,250</u>	<u>801,250</u>	<u>2,737,671</u>	<u>3,538,921</u>

Bridges Impact Foundation (£100,000) and 'Other' (£387,671) has been reanalysed between 'Donors (Those not wanting to be named)', 'Public Fundraising' and 'Other,' however the total donated is unchanged.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

4 Charitable activities

	2020	2019
	£	£
Income from commissioned services	349,348	-
Unrestricted funds		-
NHS England	50,000	-
Student Minds	204,484	-
Kaleidoscope Plus Group	4,873	-
Mental Health First Aid England	1,000	-
Other	250	-
	260,607	-
Restricted funds		
NHS England	88,741	-
	349,348	-

5 Investments

	Unrestricted funds	Unrestricted funds
	2020	2019
	£	£
Interest receivable	4,528	5,997

6 Raising funds

	Restricted funds	Restricted funds
	2020	2019
	£	£
<u>Fundraising</u>		
Staff costs	116,164	31,449
Consultancy	56,270	109,742
Other costs	25,995	409
Office accommodation	8,208	26,690
	206,637	168,290

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

6 Raising funds

(Continued)

Consultancy costs (£109,742) have been separated out of Staff costs, however the total amount of Fundraising costs are unchanged.

7 Charitable activities

(a) Charitable activities

	Delivery of Shout Service 2020 £	Delivery of Shout Service 2019 £
Staff costs	3,033,621	1,987,617
Other costs	1,328,395	1,231,629
	<u>4,362,016</u>	<u>3,219,246</u>
Share of support costs (see note 8)	781,406	564,499
Share of governance costs (see note 8)	16,500	12,960
	<u>5,159,922</u>	<u>3,796,705</u>
Analysis by fund		
Unrestricted funds	38,103	-
Restricted funds	5,121,819	3,796,705
	<u>5,159,922</u>	<u>3,796,705</u>

Due to the separation of Fundraising Consultancy costs (£109,742) out of Staff costs, the total Staff costs and Other costs have been reanalysed, however the total costs remain unchanged.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

7 Charitable activities		(Continued)
(b) Charitable activities	2020 £	2019 £
Clinical Supervision	2,078,061	1,563,673
Volunteer training and support	657,417	577,175
Information technology and data security	487,132	391,456
Communications and partnership management	759,524	457,325
Data Insights	261,847	58,875
Other management staff costs	118,035	170,742
	4,362,016	3,219,246
Share of support costs (see note 8)	781,406	564,499
Share of governance costs (see note 8)	16,500	12,960
	5,159,922	3,796,705
Clinical Supervision		
Clinical Supervision staff costs and consultants	1,920,317	1,517,654
Clinical Supervision training and events	52,450	21,998
Office accommodation	105,294	24,021
	2,078,061	1,563,673
Volunteer training and support		
Volunteer training and support staff costs and consultants	556,480	405,228
Volunteer event	2,351	58,001
Volunteer training and community management	43,499	56,862
Office accommodation	55,087	57,084
	657,417	577,175
Information technology and data security		
IT and data security staff costs and consultants	297,743	196,805
Tech and data costs	171,725	173,299
Office accommodation	17,664	21,352
	487,132	391,456

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

7	Charitable activities		(Continued)
	Communications and partnership management		
	Staff and Consultant costs	440,239	255,513
	Service Marketing and Overheads	305,545	164,446
	Office accommodation	13,740	37,366
		<u>759,524</u>	<u>457,325</u>
	Data Insights		
	Staff and Consultant costs	191,199	58,875
	Data Insights costs	10,418	-
	Imperial Partnership costs	50,000	-
	Office accommodation	10,230	-
		<u>261,847</u>	<u>58,875</u>
	Other management staff costs		
	Other management staff costs and consultants	114,174	154,728
	Office accommodation	3,861	16,014
		<u>118,035</u>	<u>170,742</u>

Due to the growth in Data Insights, a separate Data Insights department was formed in 2020. Therefore £58,875 costs related to Data Insights in 2019 have been reanalysed and separated out, however the total spend for Data Insights is unchanged.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

8 Support costs

	Support costs	Governance costs	2020	Support costs	Governance costs	2019
	£	£	£	£	£	£
Staff costs	394,397	-	394,397	241,699	-	241,699
Depreciation charge	2,214	-	2,214	1,422	-	1,422
Accountancy fees	10,715	-	10,715	36,168	-	36,168
Consultants costs	30,378	-	30,378	75,962	-	75,962
Legal and professional fee	36,019	-	36,019	89,272	-	89,272
Office accommodation costs	24,679	-	24,679	41,670	-	41,670
Outbound messaging costs	180,349	-	180,349	-	-	-
Other staff related costs	90,565	-	90,565	75,726	-	75,726
Miscellaneous costs	12,090	-	12,090	2,580	-	2,580
Audit fees	-	16,500	16,500	-	12,960	12,960
	<u>781,406</u>	<u>16,500</u>	<u>797,906</u>	<u>564,499</u>	<u>12,960</u>	<u>577,459</u>
Analysed between						
Charitable activities	<u>781,406</u>	<u>16,500</u>	<u>797,906</u>	<u>564,499</u>	<u>12,960</u>	<u>577,459</u>

Governance costs includes payments to the auditors of £16,500 (2019: £12,960) for audit fees and assistance with the preparation of the statutory accounts. In addition our auditors also carried out payroll and bookkeeping services, included in Accountancy above, and payments to them for these services totalled £10,715 (2019: £36,168).

Support costs in 2019 have been reanalysed by combining 'Office supplies and Stationery,' 'Travel and Subsistence' and staff related costs within 'Miscellaneous' to form a new category called 'Other staff related costs.'

9 Trustees

None of the Trustees (or any persons connected with them) received any remuneration, benefits or reimbursed expenses from the Charity during the year.

10 Employees

The average monthly number of employees during the year was:

	2020 Number	2019 Number
	62	39
	<u>62</u>	<u>39</u>
Employment costs	2020	2019
Wages and salaries	2,991,247	1,897,538
Social security costs	293,931	198,753
Other pension costs	259,004	164,474
	<u>3,544,182</u>	<u>2,260,765</u>

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

10 Employees

(Continued)

For 2020, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, Clinical Director, Senior Clinical Advisor, Director of Communications and Marketing, Director of Data Insights, Director of Strategy, Director of Finance and Operations, Director of IT and Security, Director of Income Generation, Head of Operations, Head of Safeguarding and Clinical Managers. The aggregate remuneration was £1,084,839 (2019: £586,070).

Volunteers

Volunteers underpin the service operating model to provide support to texters who are struggling with their mental health. The number of active volunteers as at 31 December 2020 was 2,314 (2019: 1,671).

The number of employees whose annual remuneration was £60,000 or more were:

	2020 Number	2019 Number
£60,000 - £69,999	8	3
£70,000 - £79,999	2	-
£80,000 - £89,999	1	1
£90,000 - £109,999	1	-
£110,000 - £119,999	1	1

11 Tangible fixed assets

	Fixtures and fittings £	Computers £	Total £
Cost			
At 1 January 2020	12,765	74,424	87,189
Additions	2,529	30,769	33,298
At 31 December 2020	15,294	105,193	120,487
Depreciation and impairment			
At 1 January 2020	1,875	26,136	28,011
Depreciation charged in the year	2,214	30,974	33,188
At 31 December 2020	4,089	57,110	61,199
Carrying amount			
At 31 December 2020	11,205	48,083	59,288
At 31 December 2019	10,890	48,288	59,178

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

12 Fixed asset investments

		Other investments
Cost or valuation		
At 1 January 2020 & 31 December 2020		100
Carrying amount		
At 31 December 2020		100
At 31 December 2019		100

	Notes	2020 £	2019 £
Other investments comprise:			
Investments in subsidiaries	22	100	100

Fixed asset investments not carried at market value

The investment in the subsidiary represents the £100 share capital purchased at cost. The subsidiary is currently dormant.

13 Debtors

	2020 £	2019 £
Amounts falling due within one year:		
Grants receivable	410,536	363,286
Prepayments and accrued income	155,814	37,773
	566,350	401,059
Amounts falling due after more than one year:		
Other debtors	368	802
Total debtors	566,718	401,861

Other debtors of £802 in 2019 has been moved to 'Amounts falling due after more than one year,' as this is reflective of the terms of the debt. The total debtors remains unchanged.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

14 Creditors: amounts falling due within one year

	Notes	2020 £	2019 £
Other taxation and social security		93,608	64,311
Deferred income	16	23,629	-
Pension creditor		30,038	19,691
Accruals		309,719	126,399
		<u>456,994</u>	<u>210,401</u>

15 Creditors: amounts falling due after more than one year

	2020 £	2019 £
Accruals and deferred income	-	7,421
	<u>-</u>	<u>7,421</u>

16 Deferred income

	2020 £	2019 £
Commissioned income	23,629	-
	<u>23,629</u>	<u>-</u>

17 Retirement benefit schemes

Defined contribution schemes

The Charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the Charity in an independently administered fund.

The charge to profit or loss in respect of defined contribution schemes was £259,004 (2019 - £164,474).

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

18 Restricted funds

		Movement in funds 2019				Movement in funds 2020			
	Balance at 1 January 2019	Incoming resources	Resources expended	Balance at 1 January 2020	Incoming resources	Resources expended	Incoming resources	Resources expended	Balance at 31 December 2020
	£	£	£	£	£	£	£	£	£
Shout service	1,760,036	2,607,671	(3,964,995)	402,712	4,774,291	(4,927,003)			250,000
Imperial Partnership and Data insights	-	130,000	-	130,000	125,000	(255,000)			-
One Space	-	-	-	-	75,000	(64,293)			10,707
Our Frontline	-	-	-	-	80,000	(80,000)			-
NHS England	-	-	-	-	88,741	(2,160)			86,581
	1,760,036	2,737,671	(3,964,995)	532,712	5,143,032	(5,328,456)			347,288

Imperial Partnership and Data Insights - Partnership and data insights fund supports the growth of Mental Health innovations, particularly the data analysis and research work for the development of further innovations in mental health.

Our Frontline - is a collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer round-the-clock one-to-one support to frontline health, care, emergency, education and key workers.

-41-

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

19 Analysis of net assets between funds

	Unrestricted funds 2020 £	Restricted funds 2020 £	Total 2020 £	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £
Fund balances at 31 December 2020 are represented by:						
Tangible assets	59,288	-	59,288	59,178	-	59,178
Investments	100	-	100	100	-	100
Current assets/(liabilities)	1,541,850	347,288	1,889,138	755,390	532,712	1,288,102
Long term liabilities	-	-	-	(7,421)	-	(7,421)
	<u>1,601,238</u>	<u>347,288</u>	<u>1,948,526</u>	<u>807,247</u>	<u>532,712</u>	<u>1,339,959</u>

20 Operating lease commitments

At the reporting end date the Charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2020 £	2019 £
Within one year	97,124	157,194
Between two and five years	-	66,785
	<u>97,124</u>	<u>223,979</u>

21 Related party transactions

The Chairman, Edward Wray, also sits on the board of The Mix which is a partner of Mental Health Innovations (MHI). The Mix was the first charity partner through which the Shout service was offered as a white label service during the 2018 pilot. No fee was paid to the Mix in this regard in 2020 (2019: nil).

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. The Trustee, Charles Mindenhall, also sits on the board of the Royal Foundation. £140,000 donations from The Royal Foundation were received this year (2019: nil).

The CEO, Victoria Hornby, and the Trustee Charles Mindenhall, also sit on the board of Bridges Impact Foundation, which is one of the donors supporting Mental Health Innovations. MHI received a donation of £20,000 (2019: £100,000).

The Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provides a learning and community management environment for Shout volunteers. A fee of £32,668 was paid to Hive Learning for delivery of this service in 2020 (2019: £24,427).

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. Nancy Lublin, MHI Trustee until June 2020, was also CEO of Crisis Text Line until June 2020. MHI received £189,517 from Crisis Text Line which was related to support allocated to MHI from the Mental Health campaign (2019: £61,989 paid to Crisis Text Line for consultancy support).

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2020

22 Subsidiaries

The Charity owns 100% of the ordinary share capital of Give us a Shout Limited (Company number 12273687 - England and Wales). The company is currently dormant and has an ordinary share capital of £100. Its registered office is Phoenix Brewery, 13 Bramley Road, London, England, W10 6SZ.

23 Cash generated from operations	2020 £	2019 £
Surplus/(deficit) for the year	608,567	(420,077)
Adjustments for:		
Investment income recognised in statement of financial activities	(4,528)	(5,997)
Depreciation and impairment of tangible fixed assets	33,188	20,385
Movements in working capital:		
(Increase)/decrease in debtors	(164,857)	693,469
Increase in creditors	215,543	12,466
Increase in deferred income	23,629	-
Cash generated from operations	711,542	300,246

24 Analysis of changes in net funds

The Charity had no debt during the year.

25 Events after the balance sheet date

Subsequent to the year end the Charity received on 22 September 2021 an unsecured repayable grant of £3m from the IGY Foundation (a registered charity). This was to fund working capital and fund core costs over a period of up to three years. The agreement states that the funding will not be repayable during the deferred period. The deferred period is 12 months from the drawdown date. After this deferred period the loan is repayable when cash balances (excluding the repayable grant) exceed the MHI reserve at each quarter day as defined in the agreement which are as follows:

MHI Reserve	Period
£2,750,000	12 months from drawdown
£3,000,000	13 – 24 months from drawdown
£3,250,000	25 – 36 months from drawdown

The outstanding balance shall be repaid at the end of the 36 month period.



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Audit history log

Date	Action
Tue, 7th Dec 2021 13:25:56 UTC	The envelope has been signed by all parties. (217.207.100.70)
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