

MENTAL HEALTH INNOVATIONS

TRUSTEES' ANNUAL REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2020

Registered Charity Number - 1175670

MENTAL HEALTH INNOVATIONS

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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.

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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.

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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

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- 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

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- 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.

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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. ”

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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.

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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.

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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.

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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

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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.

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- 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.

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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).

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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.

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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

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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.

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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.

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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		1,779,414		1,096,642	
		<u>2,346,132</u>		<u>1,498,503</u>	
Creditors: amounts falling due within one year	14	<u>(456,994)</u>		<u>(210,401)</u>	
Net current assets			1,889,138		1,288,102
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>1,948,526</u>		<u>1,339,959</u>
Income funds					
Restricted funds	18		347,288		532,712
Unrestricted funds			1,601,238		807,247
			<u>1,948,526</u>		<u>1,339,959</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)

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
	<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).

FOR THE YEAR ENDED 31 DECEMBER 2020

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

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

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.

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.

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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