

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

Registered Charity Number - 1175670

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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 2023. 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.

## 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](http://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.

	<b>2018</b> (May to December)	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2018 - 2023</b> (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 3<sup>rd</sup> 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: 30<sup>th</sup> 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  
.....  
6<sup>th</sup> 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	£	£	£	£	£	£
<b>Income from:</b>							
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
<b>Total income:</b>		<b>3,272,580</b>	<b>3,099,708</b>	<b>6,372,288</b>	<b>1,284,274</b>	<b>4,837,712</b>	<b>6,121,987</b>
<b>Expenditure on:</b>							
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
<b>Total resources expended:</b>		<b>3,704,630</b>	<b>3,211,028</b>	<b>6,915,658</b>	<b>3,121,923</b>	<b>3,614,382</b>	<b>6,736,305</b>
<b>Net income/ (expenditure) for the year/ Net movement in funds</b>		<b>-432,050</b>	<b>-111,320</b>	<b>-543,370</b>	<b>-1,837,649</b>	<b>1,223,330</b>	<b>-614,319</b>
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
<b>Fund balances at 31 December 2023</b>		<b>-1,250,280</b>	<b>1,334,995</b>	<b>84,715</b>	<b>-1,124,244</b>	<b>1,752,329</b>	<b>628,085</b>



## 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 30<sup>th</sup> 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

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#### 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

Network Rail				98,900	98,900
Linbury Trust				50,000	50,000
Wolfson Foundation				30,347	30,347
Bridges Impact Foundation				30,000	30,000
NFU Mutual Charitable Trust				25,000	25,000
IQSA				19,313	19,313
Gooding				12,000	12,000
ME+EM				11,928	11,928
AO Foundation				10,000	10,000
Gilead Sciences			10,000		10,000

#### 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
	<b>4,897,977</b>	<b>4,653,013</b>
Share of support costs (see note 7)	1,513,099	1,439,362
Share of governance costs (see note 7)	21,340	16,812
	<b>6,432,416</b>	<b>6,109,188</b>
<b>Analysis by fund</b>		
Unrestricted funds	3,453,344	3,121,923
Restricted funds	2,979,072	2,987,265
	<b>6,432,416</b>	<b>6,109,188</b>
(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
	<b>4,897,977</b>	<b>4,653,013</b>
Share of support costs (see note 7)	1,513,099	1,439,362
Share of governance costs (see note 7)	21,340	16,812
	<b>1,534,439</b>	<b>1,456,174</b>
<b>Clinical Supervision</b>		
Staff costs and Consultants	2,354,382	2,354,884
Other Clinical Supervision costs	118,157	98,026
Office accommodation	84,212	50,586
	<b>2,556,751</b>	<b>2,503,496</b>

**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
	<b>607,659</b>	<b>643,094</b>

**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
	<b>477,860</b>	<b>541,008</b>

**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
	<b>345,746</b>	<b>309,846</b>

**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
	<b>909,961</b>	<b>655,570</b>

## 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
	<b>4,810,591</b>	<b>4,625,888</b>

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
<b>At 31 December 2023</b>	<b>19,507</b>	<b>158,916</b>	<b>178,423</b>
Depreciation			
At 1 January 2023	<b>8,716</b>	<b>83,737</b>	<b>92,453</b>
Depreciation charged in the year	2,846	34,174	37,020
Depreciation on disposal	-37	-3,310	-3,347
<b>At 31 December 2023</b>	<b>11,525</b>	<b>114,602</b>	<b>126,127</b>
Carrying amount			
At 31 December 2023	<b>7,982</b>	<b>44,314</b>	<b>52,297</b>
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	
<b>As at 31 December 2023</b>	<b>100</b>	
Other investments comprise of:	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
<b>Investments in subsidiaries</b>	<b>100</b>	<b>100</b>

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

**13. Creditors: Amounts falling due within one year**

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



#### 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
		<b>3,000,475</b>	<b>3,023,016</b>

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	<b>604,021</b>	122,832
Released to income in the year	<b>-604,021</b>	-122,832
Deferred Commission Income in the year	<b>593,989</b>	604,021
Total Deferred Commissioned Income	<b>593,989</b>	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
	<b>-1,250,281</b>	<b>1,334,996</b>	<b>84,715</b>	<b>-1,124,245</b>	<b>1,752,330</b>	<b>628,085</b>

## 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	-
	<hr/>	
	<b>161,557</b>	<b>78,485</b>

## 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	<b>-742,657</b>	<b>-1,436,396</b>

### 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	<b>1,776,972</b>	<b>2,503,609</b>

### 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	<b>-496,391</b>	<b>-</b>	<b>726,637</b>	<b>-1,223,028</b>

## **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.