

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

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

## About Mental Health Innovations (MHI)

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

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

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

## Shout: 24/7 support for the UK

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

### How it works

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

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

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

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

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

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

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

### **Shout's clinical model**

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

### **Crisis Text Line partnership**

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

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

## Numbers

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

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

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

## Texter Feedback from 2024/25

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

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

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

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

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

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

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

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

## Volunteer Feedback from 2024/25

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

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

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

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

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

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

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

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

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

## Merger with The Mix

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

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

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

## Review of January 2024 - March 2025

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## The Mix

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

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

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



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

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

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

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

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

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

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

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

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

## 2025 - 2028 Strategic Focus

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

### PRODUCTS & SERVICES

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

### INSIGHTS & EXPERTISE

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

### PRODUCT DEVELOPMENT

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

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

## Governance

### Mental Health Innovations

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

### Give us a Shout Ltd

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

### Public Benefit

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

## Trustees

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

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

## Senior Management Team

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

## Registered address

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

## Independent Auditor

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

## Principal Bankers

Barclays Bank Plc Leicester, LE87 2BB

## Recruitment, appointment and training of Trustees

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

## Pay Policy

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

## Charity Governance Code

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

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

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

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

## Safeguarding

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

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

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

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

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

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

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

## **Data Protection and Information Security**

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

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

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

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

## **Internal policies and Regulatory Compliance**

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

## Fundraising Compliance

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

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

## Our People

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

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

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

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

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

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

## Volunteers

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

## Diversity and Inclusion

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

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

## Our Supporters

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

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

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

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

## Volunteers

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

## Our beneficiaries

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

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

## Financial Review

### January 2024 - March 2025

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

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

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

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

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

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



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

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

## Reserves Policy

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

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

## Going concern

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

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

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

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

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

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

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

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

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

## **Risk management - Principal risks and uncertainties**

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

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

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

## Statement of Trustees' responsibilities

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

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

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

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

## Disclosure of Information to Auditor

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

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



Andrew Harrison  
Trustee

Dated: 21<sup>st</sup> JANUARY 2026

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

## Opinion

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

In our opinion the financial statements:

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

## Basis for opinion

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

## Conclusions relating to going concern

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

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

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

## Other information

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

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

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

We have nothing to report in this regard.

### **Matters on which we are required to report by exception**

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

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

### **Responsibilities of trustees**

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

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

### **Auditor's Responsibilities for the audit of the financial statements**

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

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

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

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

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

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

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

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

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

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

Our approach was as follows:

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

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

### **Use of our report**

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

Moore Kingston Smith LLP

Date: 23 January 2026

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

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

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



**MENTAL HEALTH INNOVATIONS**  
**BALANCE SHEET**  
**AS AT 31 MARCH 2025**

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

The financial statements were approved by the Trustees on... 21<sup>st</sup> JANUARY 2026

  
Andrew Harrison  
Trustee

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

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

## **1 Accounting Policies**

### **Charity information**

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

### **1.1 Accounting convention**

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

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

### **1.2 Reporting period**

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

### **1.3 Going concern**

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

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

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

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

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

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

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

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

**1.4 Charitable funds**

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

**1.5 Income**

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

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

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

**1.6 Expenditure**

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

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

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

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

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

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

**1.7 Tangible fixed assets**

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

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

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

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

**1.8 Fixed asset investments**

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

**1.9 Impairment of fixed assets**

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

**MENTAL HEALTH INNOVATIONS**  
**Notes for the Financial Statements**  
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**1.10 Cash and cash equivalents**

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

**1.11 Debtors and creditors**

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

**1.12 Financial instruments**

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

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

**1.13 Employee benefits**

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

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

**1.14 Retirement benefits**

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

**2. Critical accounting estimates and judgements**

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

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

**MENTAL HEALTH INNOVATIONS**  
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**3. Donations and Gifts**

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

**MENTAL HEALTH INNOVATIONS**  
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**4 Commissioned Partnerships**

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

**MENTAL HEALTH INNOVATIONS**  
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**5. Transfer from YoutNet**

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

**6. Raising Funds**

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



**MENTAL HEALTH INNOVATIONS**  
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**7. Charitable Activities**

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

**MENTAL HEALTH INNOVATIONS**  
**Notes for the Financial Statements**  
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**7. Charitable Activities (continued)**

**Data Insights**

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

**Youth Service**

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

**8. Support Costs**

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

**9. Trustees**

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

**MENTAL HEALTH INNOVATIONS**  
**Notes for the Financial Statements**  
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**10. Employee costs**

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

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

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

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

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

**MENTAL HEALTH INNOVATIONS**  
**Notes for the Financial Statements**  
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**11. Tangible Fixed Assets**

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

**12. Fixed asset investments**

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

Other investments comprise of:

	<b>2025</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Investments in subsidiaries	100	100

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

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

**13. Debtors**

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

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

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

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

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

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

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

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

**15a. Deferred Income**

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

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

**16. Retirement benefit schemes**

**Defined contribution scheme**

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

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

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

**17. Restricted Funds**

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

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

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

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

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

**18. Analysis of net assets between funds**

Fund balances at 31 March 2025 are represented by

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

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

**19. Operating lease commitments**

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

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

**20. Related party transactions**

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

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

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

**21. Subsidiaries**

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



22. Cash Generated from Operations

a. Cash generated from operations

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

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

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

c. Analysis of Changes in Net Debt

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

23. Post Balance Sheet Event

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