

BLINK THE MENTAL HEALTH CAMPAIGN

England & Wales · Charity number 1196252

Details

Other names	BLINK MENTAL HEALTH
Status	Registered
Legal form	CIO
Registered	2021-10-25
Register	View on the Charity Commission register

Contact

Address	Blink - The Mental Health Campaign c/o Berkeley Homes Project Office Beresford Street London SE18 6BG
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Activities

Objects: THE OBJECTS OF THE CIO ARE:• THE RELIEF OF MENTAL HEALTH DIFFICULTIES OF PERSONS IN NEED, BY THE PROVISION OF PROFESSIONAL TREATMENT (EG. COUNSELLING) AND PEER TO PEER SUPPORT.• THE RELIEF OF FINANCIAL HARDSHIP BY THE PROVISION OF FREE OR HEAVILY DISCOUNTED ASSISTANCE TO PERSONS WHO, THROUGH LACK OF MEANS, WOULD OTHERWISE BE UNABLE TO OBTAIN SUCH HELP.• THE PRESERVATION AND PROTECTION OF GOOD MENTAL HEALTH BY THE PROVISION OF APPROPRIATE TOOLS AND KNOWLEDGE THROUGH BOTH PUBLIC AND PRIVATE EVENTS, AS WELL AS ONLINE

Activities: We believe that everyone in the UK should receive timely, appropriate and personalised mental health support when they need it.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives
- **Who:** People With Disabilities, The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£24,316	£32,318	-	-
2024-03-31	£24,462	£17,176	-	-
2023-03-31	£14,576	£16,223	-	-

Trustees

Name	Role	Appointed
Francesca Grant		2026-02-11
Maria Dimouli		2024-04-14
Michael McAdam		2021-10-22

BLINK THE MENTAL HEALTH CAMPAIGN

England & Wales - Charity number 1196252

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blink

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BLINK MENTAL HEALTH
Trustees'
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2024 TO 2025

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Welcome to our third annual report

Why blink was born

Our story is deeply personal, but sadly far from unique. blink was founded by Mike and Nicole, two people who desperately needed mental health support.

Two people, who like thousands of others, found the courage to reach out and ask for help. Two people, who like thousands of others, would be told they're not *unwell enough*, or *too unwell*, to get support.

Two people, who like thousands of others, faced unnecessary barriers, assessments, uncertainty, and waiting times - to then be considered 'the lucky ones' for being offered help at all.

This isn't good enough. And this is why blink is so desperately needed.

Our journey so far

Blink - The Mental Health Campaign (also known as "blink") was registered as a charity in October 2021.

This third annual report covers the 2024 to 2025 financial year, from 1 April 2024 to 31 March 2025.

In 2020, as the global pandemic began to unfold, we saw the devastating impact that COVID-19 was having on people's mental health.

We knew then that our services and ethos were needed more than ever before. We're determined to build on the momentum and success of the work we're doing - reaching more people and changing more lives for the better.

Meet our trustees

Michael McAdam	25 October 2021 to present
Tamsin Watson	25 October 2021 to present
Maria Dimouli	14 April 2024 to present

A few words from Mike McAdam

Co-founder and trustee

Each year I'm reminded just how special the blink community is. The skill, empathy, and determination shown by our team of volunteers sits at the heart of everything we do, and their work to challenge stigma and make mental health support accessible continues to have a powerful impact.

Despite limited income, we've grown our reach and impact - supporting more people in more spaces than ever before, welcoming new volunteers, and investing in the systems and structures that will carry us forward. I'm hugely grateful to everyone who gives their time, energy and belief to blink, and I'm optimistic about what lies ahead.

Why we exist

Our mission

We provide safe and open spaces for people to receive professional mental health support - where they can be heard, connect with others, and reconnect with themselves.

In designing these spaces, our trustees have taken due care to refer to guidance issued by the Charity Commission on public benefit.

Our purpose

We're passionate about improving the mental health and wellbeing of individuals in need of support, by providing professional treatment and peer-to-peer support.

We also offer practical tools and knowledge sharing at public and private events to help people maintain positive mental health.



2024 to 2025 goals

As a young charity, we're committed to building upon our success since 2021, when we first registered. Our core goals remained consistent during the 2024 to 2025 period, with a deliberate focus on strengthening delivery and expanding our reach by attending more festivals and supporting more people.

1

Make 1-2-1 therapy more accessible

There are many potential barriers which prevent individuals from accessing the support that they need for their mental health.

Our single-session therapy is designed to provide quick access to professional care, and to remove or minimise financial barriers, social stigma and waiting times.

2

Promote the work we do and reach more people

Our festival wellbeing programmes help us to support hundreds of people with their mental health, recruit more volunteers, and build relationships with new donors.

Feedback from festival-goers shows us that our services definitively change, and improve, people's lives. We want more people to benefit from what blink offers.

3

Provide safe spaces for individuals and groups to talk about mental health

Alongside therapy sessions, we create a calm and inclusive space where people can relax, do mindful activities, or get further support for their mental health.

Our services are designed using trauma-informed principles, making sure that everyone accessing blink's offering feels safe, validated, and able to be themselves.

4

Improve our processes and training to help blink scale safely, efficiently and effectively

Rather than expanding into new areas, we focused on improving what we already do well - reaching more people through additional festivals while maintaining the quality and safety of our support.

This approach allowed us to grow responsibly without overstretching our volunteers or resources.

How we strengthened delivery and expanded our reach

As a result of increased awareness of blink and sustained demand for our services, we recruited the largest number of volunteers to date during this period. This growth helped us to attend more festivals safely and consistently, while maintaining the quality of support provided to festival-goers.

1 Recruiting and retaining our largest volunteer cohort

With strengthened recruitment processes and training, blink recruited its largest volunteer cohort to date during this reporting period. Alongside this, a high percentage of existing volunteers indicated their intention to return for future seasons, supporting continuity and sustainability.

2 Delivering support at more festivals

With an established and experienced volunteer base, we attended more festivals than in previous years. This helped us reach a greater number of people, deliver more one-to-one therapy sessions, and provide calm, inclusive chill-out spaces for festival-goers.

Attending additional festivals also helped extend awareness of blink's services and reach new audiences.

3 Learning and improving through delivery

Delivering our services at increased scale provided valuable opportunities for learning and reflection. Feedback from volunteers, therapists and festival-goers helped us understand what works well in different festival environments and where we need to adjust.

This learning continues to inform how we plan delivery, support volunteers, and maintain quality, safety and accessibility as blink grows.

Our impact: in numbers

We've increased our impact across all of our goals this year, attending 25% more festivals, delivering 30% more therapy sessions and supporting 29% more people in our chill-out spaces, compared to the data in our first annual report.

We've also seen continued organic growth and an increase in engagement across our website, social channels, and mailing list sign-ups.

From April 2024 to March 2025 we:

attended

8

festivals

25% increase from period
Oct '23 to March '24

delivered

312

1-2-1 therapy sessions

30% increase from period
Oct '23 to March '24

supported

900

people in our chill-out space

29% increase from period
Oct '23 to March '24



Our impact: in words

Festival goers use our space to explore the benefits of therapy, connect and talk about their experiences, or simply chill out in a non-judgmental and mindful environment.

We're lucky enough to receive feedback and messages which show the lasting impact of our services on people's wellbeing and mental health, which motivates us to keep growing and improving our offering.



What festivals-goers say about blink

What an utterly fabulous service. Being able to verbally unpack everything that has built up, and to be truly listened to, has allowed me acceptance of what is and tools to manage where I am now. Who knew so much could be achieved in one single session. I am incredibly grateful to Mike and his team for creating something so open, welcoming, inclusive and valuable.

It helped me articulate what I was feeling and experiencing and helped me find a way forward. The therapist asked brilliant questions that helped me unpack the situation and see it in a new way. I now have useful strategies and feel much calmer when I think about it - thank you so much

The therapist was excellent, and the instant relief I felt after the session gave me the boost and tools I needed moving forward.

Our volunteers

This year, our focus has been on strengthening how we support and work with volunteers, rather than expanding our programme. While our work continues to be volunteer led, we have improved coordination, support and systems to enhance the quality and consistency of our services within existing resources.

Our volunteer roles include:

 **Fully-qualified and experienced therapists**, who deliver therapy sessions at festivals, offer debriefing to other volunteers, and provide clinical input into our policies and procedures.

 **Wellbeing support volunteers**, many with lived experience of mental health challenges or sector experience (like social workers, doctors, nurses, substance misuse workers and so on). They're involved in everything from putting up our tents, welcoming visitors to our space, and providing an inclusive environment. Whatever their background, they help us make sure blink's festival offering is a success, and we appreciate every single one of them.

 **Year-round volunteers**, who support blink with essential project management, admin, fundraising, social media management, content creation and website maintenance.

We're proud of our volunteer experience and continuously improve using feedback

Many of our volunteers attend multiple festivals in a season, and return to volunteer year-on-year. We onboard people who are passionate about our mission, and in turn, provide a rewarding experience for them. We make sure that every volunteer is carefully vetted, trained and supported to meet the expectations of their volunteer role.



Accounting information for period 1 April 2024 to 31 March 2025

These accounts have been prepared by the Trustees in accordance with the requirements of the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Statement on Reserves

Amount held in reserves: £0

We operate as a small charity with a strong commitment to our mission. Due to very low operating costs and low income, our financial resources are primarily directed toward sustaining our ongoing programs and initiatives. As a result, we may not maintain substantial reserves, and any available funds are typically allocated to immediate programmatic needs. However, we our aim is to increase our reserves over the next couple of years.

Details of fund materially in deficit

The slight discrepancy relates to volunteer deposits which passed through the bank account during the year. These were excluded from income and expenditure as they do not represent charity income or charitable spending.

Explanation of any uncertainties about the charity continuing as a going concern

N/A

Statement of Financial Activities for period 1 April 2024 - 31 March 2025

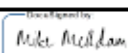
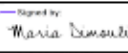
Receipts and payments

 CHARITY COMMISSION FOR ENGLAND AND WALES	blink – the mental health campaign				CC16a
	Receipts and payments accounts				
	Receipts and payments accounts				
For the period from	01/04/2024	To	31/03/2025		
Section A Receipts and payments					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Charitable activities	10,195	-	-	10,195	7,814
Donor	14,121	-	-	14,121	6,648
Grants	-	-	-	-	10,000
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	24,316	-	-	24,316	24,462
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	24,316	-	-	24,316	24,462
A3 Payments					
Goods	8,272	-	-	8,272	17,176
Services	24,046	-	-	24,046	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	32,318	-	-	32,318	17,176
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	32,318	-	-	32,318	17,176
Net of receipts/(payments)	- 8,002	-	-	- 8,002	
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	7,349	-	-	7,349	-
Cash funds this year end	- 653	-	-	- 653	7,286

Statement of assets and liabilities at the end of the period

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		645	-	-
		-	-	-
		-	-	-
	Total cash funds	645	-	-
	(agree balances with receipts and payments account(s))		OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets				
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use				
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities				
			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		Mike McAdam	30/1/2026
		Maria Dimouli	30/1/2026



blink the mental health campaign
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Our journey so far

Blink - The Mental Health Campaign (also known as “blink”) was registered as a charity in October 2021.

This second annual report covers the 2023 to 2024 financial year, from 1 April 2023 to 31 March 2024.

In 2020, as the global pandemic began to unfold, we saw the devastating impact that COVID-19 was having on people’s mental health.

We knew then that our services and ethos were needed more than ever before. We were determined to build on the momentum and success of the work we were doing – reaching more people and changing more lives for the better.

Why blink was born

Our story is deeply personal, but sadly far from unique. blink was founded by Mike and Nicole, two people who desperately needed mental health support.

Two people, who like thousands of others, found the courage to reach out and ask for help.

Two people, who like thousands of others, would be told they’re not *unwell enough*, or *too unwell*, to get support.

Two people, who like thousands of others, faced unnecessary barriers, assessments, uncertainty, and waiting times – to then be considered ‘the lucky ones’ for being offered help at all.

This isn’t good enough. This is why blink was born. This is why blink is so desperately needed.

Meet our trustees

Michael McAdam	25 October 2021 to present
Tamsin Watson	25 October 2021 to present
Maria Dimouli	14 April 2024 to present

A few words from Mike McAdam

Co-founder and trustee

“I’m continuously blown away by the talent and kindness of the whole blink team – their dedication to removing the shame and stigma around mental health, and perpetual commitment to providing much-needed support – is ultimately changing lives for the better.

The period April 2023 to March 2024 saw lasting financial repercussions of COVID-19 for the events industry, and very limited growth in income for blink.

Despite these challenges, we’ve attended more festivals and helped more people than ever before; widened our volunteer pool; increased our online presence; and strengthened our foundations and operational processes to better equip us for the future. A huge thank you to each and every volunteer, and I can’t wait to see what we achieve together next.”

Why we exist

Our mission

We provide safe and open spaces for people to receive professional mental health support, where they can be heard, connect with others, and reconnect with themselves.

Our purpose

We're passionate about improving the mental health and wellbeing of individuals in need of support, by providing professional treatment and peer-to-peer support.

We also offer tools and knowledge at public and private events to help people maintain positive mental health.

In designing our offering, our trustees have taken due care to refer to [guidance issued by the Charity Commission on public benefit.](#)



2023 to 2024 goals

As a young charity, we're committed to building upon our success since 2021, when we first registered. This means our three core goals *remain the same*, with an increased focus on learning, adapting and growing our impact.

We've also added a fourth goal this year, to reflect the work we've done to continue scaling blink safely, efficiently and effectively.

1

Make 1-2-1 therapy more accessible

There are many potential barriers which prevent individuals from accessing the support that they need for their mental health.

Our single session therapy is designed to provide quick access to professional care, and to remove or minimise financial barriers, social stigma and waiting times.

2

Promote the work we do and reach more people

We reach hundreds of people through our festival wellbeing programmes, which enables us to: support people with their mental health, recruit more volunteers, and build relationships with new donors.

Feedback from festival-goers show us that our services definitively change, and improve, people's lives. We want more people to benefit from what blink offers.

3

Provide safe spaces for individuals and groups to talk about mental health

Alongside therapy sessions, we create a calm and inclusive space where people can relax, do mindful activities, or get further support for their mental health.

Our services are designed on trauma-informed principles, helping us ensure that everyone using blink's offering feels safe, validated, and able to be themselves.

4

Improve our processes and training to help blink scale safely, efficiently and effectively

Based on qualitative and quantitative feedback, we've improved our volunteer recruitment process and training programme.

We've also reached out to new festivals so we can use our learnings and experience so far to support more people than ever before with their mental health.

How we achieved goal 4 this year

The goal: improve our processes and training to help blink scale safely, efficiently and effectively.

1 Streamlining volunteer recruitment

Due to our presence at festivals and a growing awareness of blink both online and offline, we have more applicants interested in volunteering with us.

We've used volunteer feedback and industry best practices to optimise our recruitment process, making sure we bring only the most suitable people on board.

2 Refining volunteer training

Based on feedback, we've refined our existing training to:

1. help volunteers understand the role in-depth and see if they're the right fit for blink, and
2. upskill our volunteers so they feel well-equipped and more prepared before their first festival.

3 Expanding our reach

We've grown our capacity at existing festivals and secured two additional festivals for the 2024/2025 season. This allows us to increase our impact across our other 3 goals, including:

- providing more therapy,
- supporting more people,
- promoting the work we do and the impact we have,
- recruiting more volunteers, and
- attracting more donors.

Our impact: in numbers

We've increased our impact across all our goals this year, attending 50% more festivals, delivering 36% more therapy sessions and supporting 56% more people in our chill-out spaces, compared to the data in our first annual report.

We've also seen continued organic growth and an increase in engagement across our website, social channels, and mailing list sign-ups.

From April 2023 to March 2024 we:

attended

6

festivals

50% increase from period
Oct '21 to March '23

delivered

240

1-2-1 therapy sessions

36% increase from period
Oct '21 to March '23

supported

700

people in our chill-out space

56% increase from period
Oct '21 to March '23



Our impact: in words

Festival goers use our space to explore the benefits of therapy, connect and talk about their experiences, or to simply chill out in a non-judgmental and mindful environment.

We're lucky enough to receive feedback and messages which show the lasting impact of our services on people's wellbeing and mental health, which motivates us to keep growing and improving our offering.



What festivals-goers say about blink

"What I initially set the expectations to as, 'low or let's give a try,' turned out to be one of the most life and direction-changing experiences I've had in years.

How grateful I am to blink to make this experience accessible and inviting to me is beyond my capacity to describe. From a heart on the path of healing, I say thank you."

"The session allowed me to explore what, if anything, I'd be trying to get out of therapy, and therefore how exactly it could benefit me. Before, I had the misconception that therapy was primarily about alleviating a suffering or learning new coping behaviours.

However, in talking with the blink therapist, I began to see that therapy could help me with understanding how various psychological mechanisms I've developed might be limiting my present mindset towards relationship building."

"I was really sad for the first 2 days of the festival and having a constant feeling of wanting to cry. After just one session with your lovely therapist I managed to have a different understanding and come out of that feeling, which made me enjoy the rest of the festival and understand myself better."

Our volunteers

As a volunteer-led charity, we're committed to using our funding efficiently to reach the largest audience possible. As well as our volunteer trustees who set our strategy and oversee our work, we've built a wonderful team of 95 passionate volunteers in various roles. Without them, we wouldn't be able to provide our life-changing services.

Our volunteer roles include:

 **Fully-qualified and experienced therapists**, who deliver therapy sessions at festivals, offer debriefing to other volunteers, and provide clinical input into our policies and procedures.

 **Wellbeing support volunteers**, many with lived experience of mental health challenges or sector experience (like social workers, doctors, nurses, substance misuse workers and so on). They're involved in everything from putting up our tents, welcoming visitors to our space, and providing an inclusive environment. Whatever their background, they help us make sure blink's festival offering is a success, and we appreciate every single one of them.

 **Year-round volunteers**, who support blink with essential project management, admin, fundraising, social media management, content creation and website maintenance.

We're proud of our volunteer experience and continuously improve using feedback

Many of our volunteers attend multiple festivals in a season, and return to volunteer year-on-year. We onboard people who are passionate about our mission, and in turn, provide a rewarding experience for them. We make sure that every volunteer is carefully vetted, trained and supported to meet the expectations of their volunteer role.



Accounting information for period 1 April 2023 to 31 March 2024

These accounts have been prepared by the Trustees in accordance with the requirements of the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Statement on Reserves

Amount held in reserves: £0

We operate as a small charity with a strong commitment to our mission. Due to very low operating costs and low income, our financial resources are primarily directed toward sustaining our ongoing programs and initiatives. As a result, we may not maintain substantial reserves, and any available funds are typically allocated to immediate programmatic needs. However, we our aim is to increase our reserves over the next couple of years.

Details of fund materially in deficit

Most of our income in 2021 was received prior to registering as a formal charity. Therefore, our accounts, below, report we made a financial loss for the period of this annual report. However, we did enter the financial year 2023/2024 without making a loss, which will be reported in our next Trustees' Annual Report.

Explanation of any uncertainties about the charity continuing as a going concern

N/A

Statement of Financial Activities for period 1 April 2023 - 31 March 2024

Receipts and payments

Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Receipts from donors	7,814	-	-	7,814	11,661
Charitable activities	6,648	-	-	6,648	2,915
Grants	-	10,000	-	10,000	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	14,462	10,000	-	24,462	14,576
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	14,462	10,000	-	24,462	14,576
A3 Payments					
Goods	606	966	-	1,572	2,766
Services	14,442	1,162	-	15,604	13,457
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	15,048	2,128	-	17,176	16,223
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	15,048	2,128	-	17,176	16,223
Net of receipts/(payments)	- 586	7,872	-	7,286	- 1,647
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 586	7,872	-	7,286	- 1,647

Statement of assets and liabilities at the end of the period

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds		-	-	-
		-	-	-
		-	-	-
	Total cash funds	- 586	-	-
	(agree balances with receipts and payments account(s))	OK	Agreement Error	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment	Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
			Michael McAdam	30/01/2025
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
			Michael McAdam	30/01/2025



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2021-2023

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Introduction

Bink - The Mental Health Campaign (also known as “blink”) registered as a charity in October 2021. This is our first-ever annual report, covering the financial years 2021/2022 and 2022/2023. The exact date range is from 25 October 2021 – 31 March 2023.

In 2020, as the global pandemic began to unfold, we saw the devastating impact that COVID-19 was having on people’s mental health and understood that our services and ethos were needed more than ever.

We were determined to build on the momentum and success of the work we were doing, reaching greater numbers of people and changing more lives for the better.

Our Founders

blink was founded by Mike and Nicole, two people who desperately needed mental health support.

Two people, like thousands of others, who reach out and ask for help.

Two people, like thousands of others, who may be told they’re not unwell enough, or too unwell to get support.

Two people, like thousands of others, who have to face unnecessary multiple barriers, assessments, uncertainty, and waiting times. And that’s if they’re lucky enough to be offered help at all.

This isn’t good enough, and this is why blink was born, and is so desperately needed.

Our Trustees

Michael McAdam: 25 October 2021 - present

Nicole Melzack: 25 October 2021 - present

Tamsin Watson:

25 October 2021 - present

Orla Knox-Macaulay:

09 February 2023 - present

Comment from Mike McAdam, Co-founder and trustee

“The period since our formal registration as a charity in October 2021 has been busy, exciting, and at times challenging. I am so proud of the hard work and dedication to blink shown by our trustees and volunteers, which has allowed us to reach our goals for this year and created strong foundations for future growth and impact. As a board, we have spent time reviewing our strategy to ensure that we have the resources to continue to thrive as a charity and provide support to those who need it. As blink continues to mature as a charity, we hope to see significant improvements in our brand recognition, partnerships and funding, which will allow us to expand our reach and connect with new beneficiaries and supporters.”

Objectives and Activities

Our Mission

Our mission is to provide safe and open spaces for people to receive professional mental health support, where they can be heard, connect with others, and reconnect with themselves.

Our Purpose

Our trustees have taken due care to refer to guidance issued by the Charity Commission on public benefit.

We are passionate about improving the mental health and wellbeing of individuals in need of support, by the provision of professional treatment and peer-to-peer support.

We also provide tools and knowledge to help people maintain good mental health, through public and private events.



Our 2021 - 2023 goals

1

Make 1-2-1 therapy more accessible

There are many potential barriers which prevent individuals from accessing the support that they need for their mental health. Our single session therapy is designed to provide quick access to professional care, to remove or minimise financial barriers, social stigma and waiting times.

2

Reach more people and promote the work we do

We reach out to hundreds of people through our wellbeing programme at festivals. This enables us to recruit more volunteers, create relationships with new donors, and support more people with their mental health.

The powerful testimonies we have received from festival-goers show us that our services have the opportunity to improve lives. We want more people to benefit from what blink can offer.

3

Provide safe spaces for individuals and groups to talk about mental health

Alongside the therapy sessions, we create a calm and inclusive space where people can relax, take part in mindful activities, or seek further support for their mental health.

All of our services are designed on trauma-informed principles, which help to ensure that everybody who has contact with blink feel safe, validated and able to be their authentic selves.

How we achieved our goals

A key service of ours is hosting wellbeing tents at festivals across the England and Wales. We provide mindfulness activities; a place to chill; and free 1-2-1 talking therapy sessions with qualified psychologists and counsellors.

Why festivals?



At festivals, people tend to explore new experiences. By pitching therapy, we reach out to people who may have been considering asking for help, or who want to know more about what talking therapy entails.



Being at a festival can help to normalise talking therapy and mindfulness; making sure we all check in on ourselves; as well as providing immediate support in a non-clinical environment.



It's also a non-judgemental space to talk about mental health, whether people have diagnosed or non-diagnosed mental ill health. Our wellbeing area is an inclusive space for all.



How we made a difference

With events slowing starting again (due to Covid 19), and our charity being founded at the end of the festival season, we hadn't attended as many events as planned during this reporting period. However, we are still super proud of what we have achieved.

Between October 2021 and March 2023 we:

attended

4

festivals

delivered

176

one to one therapy
sessions

supported

450

additional people who used
our chill out space

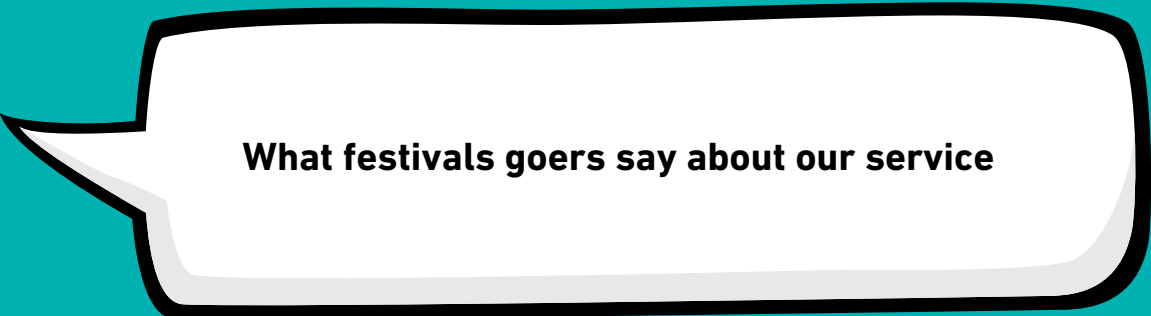
We also fostered further connections online, with an increase in interactions on our social media channels, website, and sign-ups to our mailing list.



Our impact

Festival goers have used our space to explore the benefits of therapy, for heavier conversations around the emotional weight they are carrying, or as place to chill in a non-judgmental and non-pressured environment.

We are lucky enough to receive many comments and messages which clearly show the lasting impact of our services. We know that blink makes a real difference to people's wellbeing and mental health, and this is what motivates us to keep growing and improving our offering.



What festivals goers say about our service

"There are not many experiences that stick with you in life, but the therapy session at your tent will be one of them."

"Being able to access a free therapy session was invaluable to me - it unlocked a door which probably would have remained shut, and I've now realised how important it is to address my mental health problems. I wish I discovered blink along time ago"

"I have to admit, this was my first therapy session and I never experienced anything like this. I have been a different person since and, fundamentally, I feel stronger, like I haven't felt before in years"

"Previous experience in any therapy session have not ever provided me the same substance this single session did - I felt seen, heard and the responses allowed me to think for myself. blink should be at ALL festivals"

Our Volunteers

As a volunteer-led charity, we are determined to make the most of our funds and reach the largest audience possible with our resources. As well as our volunteer trustees, who set our strategy and oversee our work, we have an incredible pool of other volunteers.

We have worked with over 75 volunteers since October 2021, and would not be able to deliver our services without them.

Our volunteers include:



Fully qualified and experienced therapists, who deliver our therapy sessions at festivals, offer debriefing to other volunteers, and offer clinical input into our policies and procedures.



Festival volunteers, some with lived experience, who help to make sure blink's festival offering is a huge success. They are involved in everything from putting up our tents, to welcoming visitors to our space, and provide an inclusive environment for all.



Year-round volunteers, who support blink with vital admin and project management, as well as fundraising.

Some of our volunteers have attended multiple festivals in a season or have returned year after year to volunteer with blink. We are proud and pleased that our volunteer team are committed to our work, and that volunteering with blink is a positive experience. We work hard to ensure that our volunteers are carefully selected trained to a high standard and offered excellent support throughout their time with us.



Accounting information for period 25 October 2021 – 31 March 2023

These accounts have been prepared by the Trustees in accordance with the requirements of the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015).

Statement on Reserves

Amount held in reserves: £0

We operate as a small charity with a strong commitment to our mission. Due to very low operating costs and low income, our financial resources are primarily directed toward sustaining our ongoing programs and initiatives. As a result, we may not maintain substantial reserves, and any available funds are typically allocated to immediate programmatic needs. However, we our aim is to increase our reserves over the next couple of years.

Details of fund materially in deficit

Most of our income in 2021 was received prior to registering as a formal charity. Therefore, our accounts, below, report we made a financial loss for the period of this annual report. However, we did enter the financial year 2023/2024 without making a loss, which will be reported in our next Trustees' Annual Report.

Explanation of any uncertainties about the charity continuing as a going concern

N/A

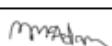
Statement of Financial Activities for period 25 October 2021 - 31 March 2023

Receipts and payments

 CHARITY COMMISSION FOR ENGLAND AND WALES	BLINK THE MENTAL HEALTH CAMPAIGN			1196252	CC16a
	Receipts and payments accounts				
	For the period from	25-Oct-21	To	31-Mar-23	
Section A Receipts and payments					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Receipts from donors	11,661	-	-	11,661	-
Charitable activities	2,915	-	-	2,915	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	14,576	-	-	14,576	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	14,576	-	-	14,576	-
A3 Payments					
Goods	2,766	-	-	2,766	-
Services	13,457	-	-	13,457	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	16,223	-	-	16,223	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	16,223	-	-	16,223	-
Net of receipts/(payments)	- 1,647	-	-	- 1,647	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 1,647	-	-	- 1,647	-

Statement of assets and liabilities at the end of the period

Section B Statement of assets and liabilities at the end of the period					
Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £	
B1 Cash funds		-	-	-	
		-	-	-	
		-	-	-	
	Total cash funds	- 1,647	-	-	
	(agree balances with receipts and payments account(s))	OK	OK	OK	
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £	
B2 Other monetary assets	Details				
		-	-	-	
		-	-	-	
		-	-	-	
		-	-	-	
		-	-	-	
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
			-	-	
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)	
			-		
			-		
			-		
			-		
			-		

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
		Michael McAdam	30/01/2024
		Tamsin Watson	30/01/2024



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SE18 6BG

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