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**Young Minds Trust**  
**Annual Report and Accounts**  
**Year ended 31 March 2019**

**YOUNG Mi MINDS**

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**Annual Report and Accounts for the Year Ended 31 March 2019**  
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**YOUNG**MINDS



**Impact Report**

**2018-2019**

# Welcome to our 2018-19 Impact Report





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# Why we're fighting for young people's mental health

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges.

We're here to make sure they get the best possible mental health support and have the resilience to overcome life's difficulties.

The crisis in children and young people's mental health is real and it is urgent. More children and young people than ever before are reaching out for help with their mental health. But for those who take that brave step, help is much too hard to find.

Together, we are changing this. We're there for parents when they have nowhere else to turn. We empower professionals on the front line of the crisis. We give children and young people a stronger voice in their future.

And their experiences, which we hear every single day, drive us to change things for the better.

We're fighting for young people's mental health.

Join our fight.



**One in four** children show some evidence of mental ill health.



**Over a million** young people have a diagnosable mental health problem, and the vast majority aren't able to access mental health support from the NHS.



**Half** of all mental health problems appear **before the age of 14**, with one in four enduring mental health conditions present **by the age of 24**.



**Three in four** children with a diagnosable mental health condition do not get access to the support they need.



Children's mental health receives around **8%** of the total amount the NHS spends on mental health.



The average maximum waiting time for Children and Adolescent Mental Health Services is **six months** for a first appointment and nearly **10 months** till the start of treatment.

# Youth Panel Introduction

For young people, life can be difficult. Growing up has always been hard, but the pressures young people face are always changing.

In some ways it feels like there is more freedom now than ever before, but this is loaded with pressure and high expectations. Many of us are dealing with the overwhelming pressure to achieve highly in our exams or to choose the right career. We face pressure from the media and social media to be 'perfect' and to be more grown up from an earlier age.

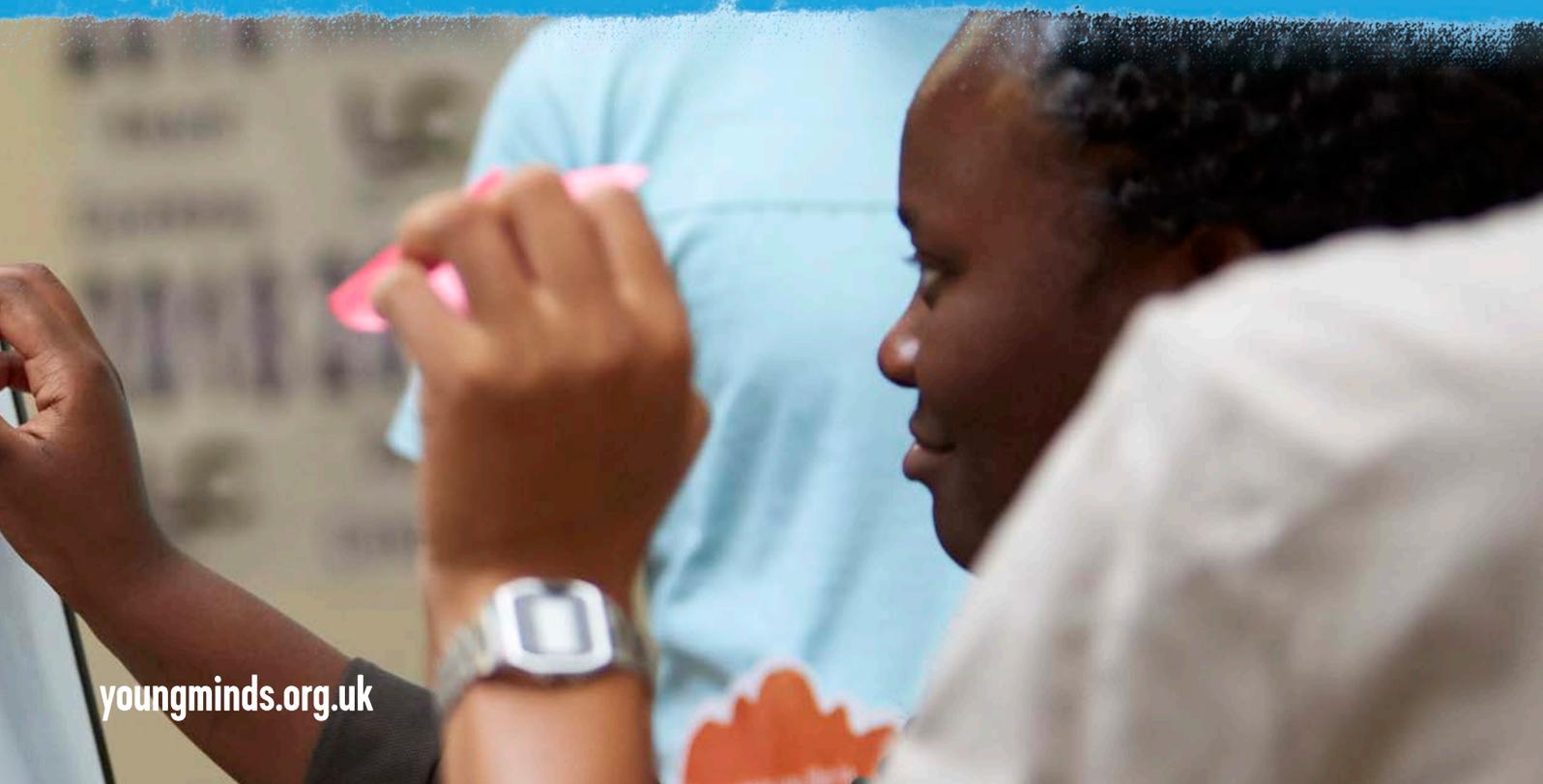
And despite the progress we've made in growing the mental health conversation, young people are still facing stigma surrounding mental health and the support for young people is still too hard to find.

Too often, it feels like you have to hit crisis point before you receive help. And

even at this point, limited availability of services means long waiting times. Sometimes you're told that you need help, but you can't have it.

It is a positive thing that mental health is being talked about more and more. But the fight is only just beginning, and there's so much more to do.

By putting young people at the centre of their work, YoungMinds fights for what we really care about. The Activist Programme empowers young people to use their own experiences to support others who are struggling and to work alongside YoungMinds to campaign for change. And projects like YoungMinds Welcome give young people who've been through the most traumatic experiences the support they wouldn't have had otherwise.



YoungMinds thinks about the people closest to young people too. The work they do with parents and professionals is informed by the views and needs of young people themselves and equips them to create a better world for children and young people.

Young people are influencing the very core of YoungMinds, including helping to recruit the most senior staff and shaping the charity's plans. We're also included in the governance of YoungMinds, from planning and budgets to board meetings.

This is what makes YoungMinds is so unique - it truly puts young people at its centre and this means we can always be confident that what we're doing is the most impactful to young people.

When we started on the Youth Panel, we were anxious about how it would work out. But the journey we've been on to understand how our voice matters, and how we can be part of a really exciting, important change, makes us more

resilient, more creative and more self-aware. We challenge each other and we challenge ourselves.

As YoungMinds moves towards a new chapter and continues to grow in size and influence, we know that young people like us will always be driving that change – and that's what makes YoungMinds such an exciting charity to be a part of.

“

This is what makes our charity so unique - it truly puts young people at its centre and this means we can always be confident that what we're doing is the most impactful to young people. ”



# Support for young people, by young people



“

Thank you so much for everything! It was genuinely amazing. The programme was so well set out and the 'ice breakers' really helped getting to know others. ”

Youth Panellist

When a young person is struggling with their mental health, they need information and support that speaks to them as a trusted friend. Whether it's through our face-to-face workshops in schools, the straight-talking information we provide through our digital channels or the emergency support we provide through our crisis textline, we reach young people when and where they need it most.

All of this support and advice is informed, co-developed or fronted by the young people who work with us through our flagship youth engagement programmes – so it's created and delivered by young people, for young people.

**We equipped 2,748 school children with the skills and understanding to find their feet when moving up to secondary school**

Our Find Your Feet programme, funded by the ASDA Foundation and co-produced with school children, works with the whole school community to help children cope better with the difficult transition from primary to secondary school. 88.1% of pupils who took part agreed that they knew what to do if they were worried about moving to secondary school.

**27 young people have participated in our Youth Panel this year, and 13 more have been recruited for the year ahead**

Our Youth Panel ensures that young people are at the heart of how YoungMinds is run – from decisions about plans and priorities, to how we move forwards as a charity. They were directly involved in the recruitment of key roles in the charity, including for Emma Thomas, our new Chief Executive.

And our Youth Panel have developed as strategic leaders of the future. In fact:

- Before beginning their roles, 38% said they were confident being the leader of a team, rising to 75% after being in the role.
- Our Youth Panel is particularly likely to have a positive impact on how confident participants feel 'meeting new people', 'putting ideas forward' and 'being the leader of a team'.

**Over 1.4million people in the UK visited our website this year to find vital advice, information and support. This is a 27% increase compared to the year before**

All of our information is co-created with young people and parents to be honest, accessible and practical. Our information and advice pages were viewed more than 4.6million times last year.

And we have significantly grown our social media channels to reach and support young people, parents and professionals more effectively. Our Instagram account, which primarily features supportive content created by young people for young people, has grown by an enormous 270% to 36,500 followers.

## **59 young people played an active part on our Activist programme**

**Our Activist programme empowers young people aged 14-25, with experiences relating to mental health, to join our fight.**

Activists led our Wise Up campaign to make mental health a priority in schools, created a new campaign to help young people understand their anger, met the Prime Minister, delivered our #FightingFor petition to Downing Street, co-created new information resources for young people and even broke a Guinness World Record to raise awareness of mental health.

As well as helping us to achieve our vision of a future where all young minds are supported and empowered, whatever the challenges, our Activists themselves also developed through the programme:

- 100% said they feel confident they are able to inspire others through their activism
- 85% learned or developed new skills
- 86% said they were more able to speak about mental health in front of a group of people





I love this instagram account because these people really understand what we're going through.



YoungMinds  
Instagram Follower



## Our new YoungMinds Crisis Messenger service has been contacted more than 4,105 times by people in crisis

In partnership with Crisis Textline and Shout, we provide free, 24/7 support by text to young people going through a mental health crisis. 91% of high-risk conversations were responded to in under five minutes and 85% of people who responded to our survey described the service as helpful.

## We worked with Activists, who had experienced inpatient care, to write a guide for young people who are about to go to hospital for their mental health

Going into inpatient care for your mental health can be scary for many young people. It is a time when they can feel especially vulnerable, and it is hard to know what to expect. Our new guide gives them all the information they wish they had had before going into hospital for their mental health. Special thanks to Andy Johnstone and Ellern Mede for funding this project.

## Influential YouTuber and ambassador, Daniel Howell, has helped us reach and engage thousands more young people across our channels



To celebrate our 25th Anniversary, Daniel kindly ran a prizewinners draw, giving fans the chance to win two tickets to his stage show Interactive Introverts, and the chance to meet him afterwards. Over 3,000 young people entered by posting a picture and telling us what they were #FightingFor.

## Our partnership with Beano Studios has helped us reach 236,489 children with helpful advice and information about their mental health

Teaming up with their creative team, we created videos to help children prepare for secondary school and to deal with bullies. We even worked with them to create a new character, Mandi, whose stories deal with mental health concerns and who has become a regular feature in Beano comics.



## Our HeadMeds website gave straight-talking advice and information on mental health medications to 75,000 people every month

With nearly 1.3million page views over the year, it helps many thousands of young people with questions about their meds that they don't want to ask their doctor.

To coincide with #HelloYellow, Daniel launched limited edition 'courage to exist' t-shirts and flags with IRL Merchandise, and raised a phenomenal £28,000 for us.

His support promoting #TellOfsted resulted in a huge surge in young people writing to Ofsted and telling them what they think needs to change.

## Next year we will...

- Develop and pilot a new digital platform, so that wherever they are in the UK and however unwell they are, young people can use their experiences to shape our work and create change
- Redevelop our HeadMeds website, updating and improving the content to ensure it better integrates with the other support and advice we offer young people
- With support from the Generation Change Impact Accelerator, improve the way in which we measure the impact of our flagship youth programmes to ensure we can continue to improve them
- Support 12 Activists to develop the skills and confidence to speak to 200 young people in their communities about mental health, with thanks to funding from the Co-op Foundation
- With pro-bono support from Instagram, work with our Activists to create and launch a new campaign that will help thousands of young people to make sense of their anger
- Collaborate with Beano on their nationwide Lolz competition to find Britain's Funniest Class! Using jokes, we want to help children discover new skills and build resilience.

# A lifeline for parents and carers



For so many children and young people, no one will play a bigger part in their mental health journey than their parents or carers. But sometimes it can feel impossible to know how to be there for your children when they are struggling, or to feel confident you are doing the right thing.

Our unique parent and carer services enable highly-skilled professionals and volunteers to work alongside those parents who need guidance, support or just a listening ear during a difficult time, so that they can be the best possible source of help to their children.

“ You went well above what I expected... you're amazing - you understood. ”

Parents Helpline Caller

“ Dad said that thanks to your call back he has been able to access the help he desperately needed and that he would not have been able to do this without your advice. He described you as being unbelievably excellent. ”

Son of Parents Helpline Caller

## Our Parents Helpline made a huge impact this year with 11,557 parents and carers receiving high-quality support and advice from our helpline staff and volunteers

From a recent evaluation of our Parents Helpline, 89% of those surveyed felt that they were treated with care and concern and 87% felt listened to.

Over 77% of respondents said that they changed their approach to their child's behaviour or symptoms after speaking with a member of the Parents Helpline team, and 65% said their knowledge of their children's mental health had increased.



## Our new Parent's A-Z Guide, providing expert online advice and information to parents, has been accessed 404,039 times

We developed the Parents' section of our website by creating 22 new web pages with advice and support for parents on specific conditions and building on our #Take20 content which includes tips, activities and conversation starters to help parents check in with children.



### Parents Guide To Support A-Z

Our A-Z gives you advice on how to help your child with specific mental health conditions, and life events which might be negatively affecting their wellbeing. We'll also show you where you can get help.



“ What’s reassuring is that I’m not on my own and someone else has been through this.”

Parent-to-Parent Service user

## Our new Parent-to-Parent service provided reassuring emotional support to 144 parents going through a difficult time with their child

We launched a three-month pilot of our service where 10 parent volunteers provided a vital listening ear to other parents worried about their child. 77% of callers found the service helpful or very helpful and 54% said the call had a positive effect on their situation and ability to cope.



[youngminds.org.uk](http://youngminds.org.uk)

## Our Parents’ Lounge sessions, which provide parents with expert advice on common parenting challenges, were viewed 68,334 times

We delivered 10 Parents’ Lounges on Facebook covering topics like exam stress, depression, divorce and phobias. As part of our partnership with Beano Studios we ran a ‘Back to School’ Parents’ Lounge hosted by comedian Romesh Ranganathan, which was viewed 51,126 times on Facebook.



## **We developed our parent factsheets to reach more parents with additional expert mental health advice and guidance following a Parents Helpline phone call**

Our factsheets provide parents and carers with expert information and tips on topics like depression, social media and gender identity. We created factsheets on 10 new topics and improved the quality of our information with the help of our parent advisors.



## **Next year we will...**

- As part of BBC Children in Need's national programme A Million & Me, develop early-intervention support for parents and carers to help them build resilience and support the emotional wellbeing of their children.
- Recruit 12 more volunteers, increasing our number from 20 to 32. This huge development will help us answer more calls than ever and provide support and guidance to the parents who need it most.
- Recruit five more professional advisers for our vital call-back service to ensure more parents receive expert advice and further support following their initial Helpline call.
- Develop 10 more factsheets on topics including gaming addiction to provide parents and carers with specific expert information relating to their unique call to our Helpline.

# Mental health support for the whole school



We know how important the wellbeing of children and young people is to teachers and school staff. But schools are under so much pressure, they need practical, easy-to-access support that really works for the young people they teach.

YoungMinds' 360° Schools' programme of support builds the skills and confidence of school staff so that they can put mental health at the heart of their whole school improvement.

**We empowered 4080 professionals with the skills and confidence to make a difference through our training**

As part of our 360° Schools' Programme, we offer practical training courses and bespoke training packages to upskill professionals on the front line of the crisis. We provide a collaborative space for them to share good practice from across the children and young people's mental health system.

98.8% of training participants said they would recommend our training to colleagues and 80.6% reported that they used the learning from the course in their practice.

[youngminds.org.uk](http://youngminds.org.uk)

“Fantastic open and honest discussion regarding self-harm and how to support young people. The trainer was highly informative and ran the session with confidence and sensitivity. A great course and excellent value.”

Training participant

**In partnership with Heads Together, The Anna Freud Centre and Place2Be, we provided 132,934 professionals with 800 quality-assured resources to help them support children's mental health and wellbeing**

The Mentally Healthy Schools website, funded by the Royal Foundation, was created with the help of 50 schools across England and is already being used by hundreds of thousands of primary school teachers.

## Our 360° Schools Programme supported 55 schools to put resilience and wellbeing at the heart of their whole school's improvement

We supported professionals in Nottingham to implement the Academic Resilience Approach in their schools. 98% of those professionals reported increased understanding of resilience and 100% reported an increased likelihood to take action on mental health and resilience in their schools

Our project in Sefton brought together 24 schools to introduce the Academic Resilience Approach into their schools. 100% of school staff who took part in the training reported an increased knowledge and understanding of mental health and resilience.

We worked alongside the Youth Sport Trust on a project in Haringey to improve mental health outcomes for BAME boys in secondary schools using sport and social action. All schools involved reported that their students had increased levels of confidence and self-esteem.

## Our 360° Schools' Community supported 8,877 teaching professionals with mental health resources, tips and best practice.

We published six e-newsletters on themes including self-harm, transitions and exam stress. The free resources, which were informed by the insights and experiences of teachers, were downloaded over 20,000 times.

*"Brilliant resources, I use them in our secondary school lots - really powerful but easy to use. Thank you."*

Kathryn, Teacher

*"I love this email, especially the wellbeing advent calendar. Well done YoungMinds - we will certainly be using these tips with our students."*

Alyson, Pastoral Manager



# Changing the mental health system

We believe that mental health services deliver the best outcomes when they have been co-designed by the people who use them. That's why we work tirelessly to ensure that young people, parents and professionals all have a strong voice in the way those services are run.

Our participation and service design programmes, including our flagship YoungMinds Amplified programme, enable us to put young people's, parents' and professionals' voices at the heart of mental health services.

## Our Amplified programme is giving a stronger voice to young people and parents in the mental health system

We've been working in partnership with NHS England to increase the participation of young people and their families at every level of the mental health system. This year we have worked with 12 Clinical Networks, six learning collaboratives and 13 Amplified trailblazer sites to support them to improve the way they include young people, parent and carers in the design of mental health services and wider systems.

We also built the confidence and skills of professionals through our Amplified webinars and training with 93% of participants saying they had an increased knowledge of participation as a result of attending.

[youngminds.org.uk](http://youngminds.org.uk)



“ I loved hearing from the youth participation advisor. Her experiences about participation gave me a lot to think about and context to the tools developed by yourselves. ”

Amplified Training Participant

## We gathered vital insights from 153 young people, parents and professionals so we can improve the experience of young people transitioning between Child and Adult Mental Health Services in North West London

The project aims to understand local issues in order to create resources, bring professionals together through communities of practice and deliver impactful training to GPs and mental health professionals.

## We upskilled 478 professionals to support the mental health needs of asylum seeking and refugee children

Through our YoungMinds Welcome programme, funded by the Linbury Trust, we delivered two conferences, 26 training courses and foster carer groups in Kent, Croydon and the North East of England. The project empowers professionals to have a positive impact on the mental health of some of the most vulnerable children in the country.



## Next year we will...

- Reach more school staff with high-quality, practical mental health resources and develop our 360 Schools' hub to enable professionals to share examples of best practice and access the most relevant resources to them.
- Develop training and support for Mental Health Leads in Schools in response to the Government's Green Paper on children and young people's mental health.
- Continue to support the mental health and emotional wellbeing of children to help them cope better with the difficult transition from primary to secondary school with our Find Your Feet programme.
- Support a number of NHS Trusts who are trialling a four-week wait target for access to specialist NHS children and young people's mental health services.
- Partner on an exciting project with The Wildlife Trusts on the impact a natural education can have on mental health and resilience with over 150 schools nationwide.
- Develop communities of practice and deliver training to GPs and mental health professionals in North West London to improve the experiences of young people transitioning between Child and Adult Mental Health Services.



# Campaigns with real impact

We know that one of the most important ways to create long-term change is to work alongside young people to fight for the improvements they want to see. Through our ambitious, bold and solution-focused campaigns, we have enjoyed success after success – whether that’s in protecting the most vulnerable young people from harm, increasing the priority of mental health in schools or securing much-needed funding for mental health services.

And our campaigns are truly co-produced and delivered with our Activists, and supported by thousands of young people, parents and professionals across the country, meaning that we are giving a real voice to those who most need to be heard.

## **We campaigned alongside charities, families and Steve Reed MP, for a new law that ensures greater accountability and training around the use of force in inpatient units**

The Mental Health Units (Use of Force) Act is commonly known as Seni’s Law, named in honour of Seni Lewis, a young black man who died after being restrained in a mental health unit.

The law will ensure that it will be recorded whenever force is used in a mental health hospital. It will increase the training that staff get in de-escalation techniques and the psychological impact of using force on patients. And it will ensure that data is collected about the use of force relating to race and other equality characteristics, to start to tackle discrimination in hospitals.

We carried out detailed policy work to ensure the law addressed key concerns about young people’s rights. As well as this, over 1,000 of our supporters wrote to their MPs, urging them to ensure the law passed a key House of Commons vote.



## Our #FightingFor campaign was instrumental in securing additional NHS funding and support for youth mental health

**We were the only young people's charity working to support the Mental Health Act Review – and 80% of our recommendations to strengthen the rights and support for young people and their families were included in the review's final report**

If the Government accepts the report's recommendations, young people will have a greater say in decisions about their care and treatment, young people will have improved rights to advocacy, and additional support will be provided to families, including financial and practical assistance when their children are placed far from home.

“I got involved in YoungMinds' campaign because politicians need to hear our voices and listen to young people.”

Tom, YoungMinds Activist

Following calls from YoungMinds, the Government and NHS England committed to include young people's mental health as a priority in the NHS Long Term Plan. We used this opportunity to campaign for the vast increase in mental health provision that young people desperately need.

Through our campaign, over 3,000 young people took to Twitter to talk about the changes they were #FightingFor, and over 30,000 people signed our petition to the Prime Minister calling for radical improvements.

As a result of the campaign, we secured:

- significant new, ring-fenced funding for services, which will ensure an additional 345,000 children and young people can access support by 2023/24
- new service models to provide integrated care for children and young people from 0-25 years old, which will provide age-appropriate care for 16-25 year olds, and tackle the difficult service transitions that many young people face at 18
- a range of new services designed to improve support for young people experiencing a mental health crisis.

“The Wise Up campaign was one of the most important campaigns for young people to date. I feel privileged to have been part of the cultural shift the Wise Up campaign has begun, and look forward to seeing it grow in the future.”

George, YoungMinds Activist



## Our Wise Up campaign has secured real, lasting changes to ensure mental health and wellbeing is a priority in all of our schools

Some of our campaign demands were met when, in July, the Government announced:

- funding for every school or college to have a trained senior lead for mental health
- mental health to be taught as part of the school curriculum
- £250 million of new funding for mental health support teams to be piloted across schools, to provide early interventions and quicker assessments

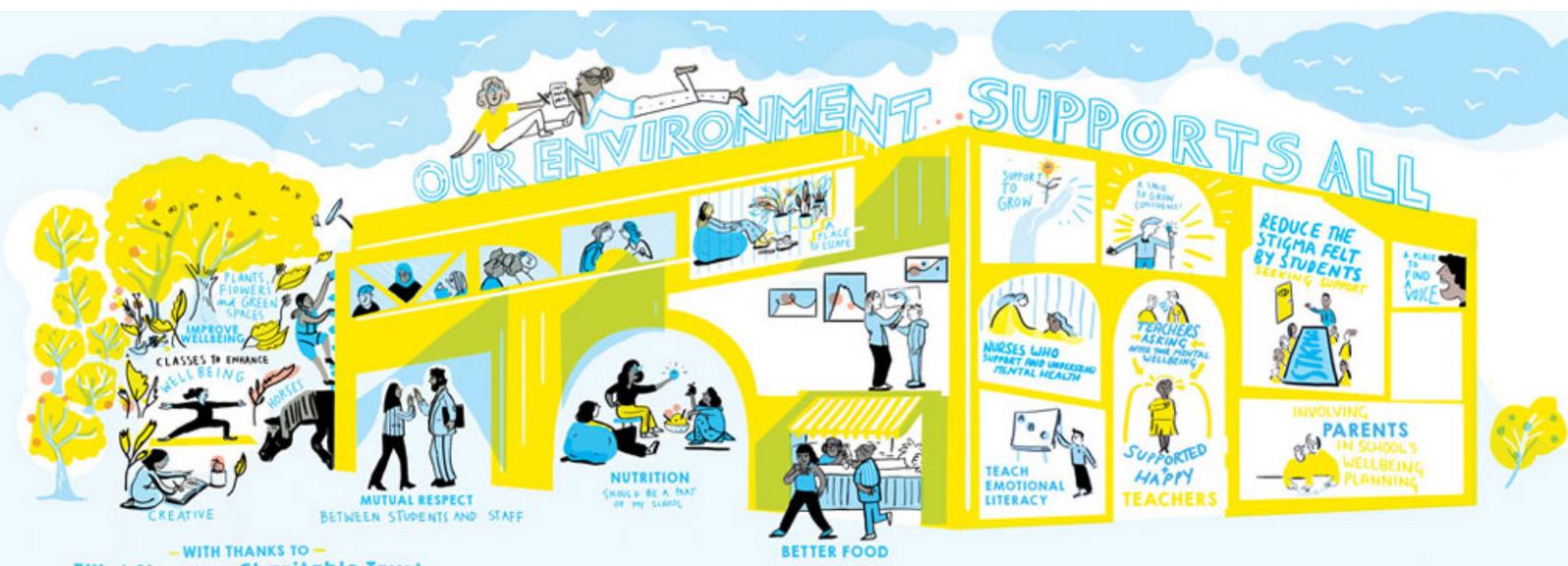
Since then, we have turned our attention

towards Ofsted, asking them to revise their inspection framework to have a greater focus on mental health.

20 of our Activists co-developed and led the campaign. These Activists:

- launched two films to highlight the reality of the mental health crisis in our classrooms. The films received a combined 1,081,293 views.
- ran two experiential events including a live illustration event and a parliamentary event to help MPs and Ofsted understand the issues they faced.
- delivered a letter, signed by 22,153 campaigners, to Ofsted, calling for change.

At the time of writing, we are awaiting the new Inspection Framework’s publication.



**YoungMinds featured in over 5,000 media stories over the year, enabling us to promote our campaign messages, as well as advice for young people and parents, to an audience of many millions**

Coverage included being selected for the Daily Telegraph's Christmas Appeal, where 10 different features ran across December and January to promote YoungMinds and our messages.

## Next year we will...

- Work hard to ensure that support for children and young people's mental health and wellbeing is prioritised in the forthcoming Prevention Strategy and Government Spending Review.
- Make sure the needs of young people are represented in the next stage of the Mental Health Act review to improve the rights and safeguards for young people accessing inpatient care, and their families.
- Influence the White Paper on Online Harms to help children and young people navigate the online world in a way that positively impacts their mental health and wellbeing.



# We challenged you to make our 25th year our biggest yet.

Here's how you joined our fight for young people's mental health...



13,300 of you got involved in **#FightingFor** young people's mental health on social media



Our amazing young Activists broke a **Guinness World Record** by creating the world's largest ultraviolet blacklight painting to shine a light on young people's mental health



**Sidemen F.C.** went up against YouTube Allstars to win 7-1, with 26,000 fans cheering from the sidelines at Charlton Stadium. It was also streamed by over 10 million people all around the world, with this charity football match raising **£82,619** for us!



You smashed our 25th campaign target and raised a massive **£2.5million** for children and young people's mental health. **Thank you!**



Over 3,000 of you responded to our campaign with Dan Howell by telling us what you're **#FightingFor** when it comes to children and young people's mental health



30,000 of you signed our petition **#FightingFor** more investment in young people's mental health services, as well as as earlier support in local communities.

Over 120 young people attended our **#FutureMinds** event to design the future of young people's mental health and mark 70 years of the NHS and 25 years of YoungMinds



# Thank you for #FightingFor young people's mental health

Thanks so much for all you do to raise funds for our work and fight for a future where all young minds are supported and empowered, whatever the challenges.



London Marathon 2018 was an incredible day for both our 49 runners and the volunteers cheering them on along the route! Thank you to our amazing #TeamYM for taking on the infamous 26.2-mile race and raising £103,000.



12-year-olds Isabella Martin and Cissy Marlow from Pennthorpe School were given a resourceful challenge – both receiving £10 each and three weeks to grow it! They created all sorts of items to sell and raised £150 for YoungMinds.



Hats off to the amazing St Mary's Primary School in the village of Haslemere who raised £8,000 for YoungMinds. The community worked really hard, and the parents even took part in a strenuous three peak climb of the mountains in Wales.

[youngminds.org.uk](http://youngminds.org.uk)



You ran, jumped, bounced, swam and hopped for 10k Your Way raising over £17,000 and claiming your bespoke medals designed by our activists.



YoungMinds were chosen as one of the charities for the annual Telegraph Christmas Appeal. This campaign raised over £150,000 from Telegraph readers and featured us on 10 inspiring articles



Friends of Danes Hill (FODH) are so lucky to have such a dedicated PTA - they organised the Danes Hill Summer Ball in aid of YoungMinds and raised £39,000! Like so many other parents, they see the benefit of our Parents Helpline and asked that the funds be directed towards this invaluable project.



Outdoor enthusiast **Abbi Naylor** set herself a personal challenge to take on 30 events in her 30th year and raise **£30,000** for YoungMinds. Abbie ran countless miles, cycled, climbed, swam, sailed and travelled as far as the Himalayas, all accumulating to the finale, a Charity Masquerade Ball!

As part of our two-year partnership with **Mizuho**, staff at the bank took part in the Tunbridge Wells Half Marathon, raising over **£14,000** in the process.

At only seven years old, **Elliott Gordon-Lee** cycled 173 miles from Holyhead to Bishop's Castle with his dad Dan, raising awareness and funds for YoungMinds!



Since **Wendy Jordan** lost her son, she has raised an amazing **£57,774** in William's memory. Wendy ran the Brighton Half Marathon and is also taking on the London Marathon for us.

YoungMinds joined **The Royal Bank of Canada** and other leading charities to raise awareness and funds for youth related causes in the UK. Thanks to the amazing work of their traders on Trade for the Kids day, we received a donation of **£83,000**.



**Jitisha Nathwani** and her family supported YoungMinds by climbing Ben Nevis raising **£7,451** for us.

**Sian Clayton** took on the amazing challenge of cycling 308 miles over the course of four days from London to Paris in September 2018, and raised a fantastic **£2,072** for YoungMinds.

# #HelloYellow

**This year, #HelloYellow raised over £120,000 and showed thousands of young people across the UK that they're not alone with their mental health**

On World Mental Health Day, #HelloYellow brightened up thousands of offices, classrooms and Twitter feeds in support of young peoples' mental health.

4,659 people signed up to #HelloYellow and 11,253 posts and mental health stories were shared on social media.

*"#HelloYellow has had such a positive impact on my class! They are openly talking about their feelings and ways to overcome any barriers."*



# Final word

This has been a momentous year in our fight for young people's mental health where, together with our supporters, we continued to be a powerful force for change.

So many of you have been a part of this change. From our staff, volunteers and partners, to anyone who has spoken up about their experiences, raised money for us or campaigned alongside us, you've all played a vital role.

We welcomed long overdue investment to improve and scale up mental health support for young people, with the Green Paper proposals for in-school support and the ambitious commitments within the NHS Long Term Plan. We also welcomed the commitment to far greater rights for young people as part of the Mental Health Act review and the new measures brought in to minimise the use of restraint through 'Seni's Law'.

But, for the 1.2 million young people living with a diagnosable mental health condition in the UK today, this is far too little too late. We are still facing a crisis, and we are still faced with the stark reality of hundreds of thousands of these young people unable to access the support they need right now.

We are still too dependent on a system that can't cope with the demands required of it. Support focuses on helping those who've reached crisis point rather than when problems start to emerge. And the result is that the pressure to support young people continues to fall to their parents, professionals on the front line, and organisations like YoungMinds.

Quite simply, we've never been more necessary. And this year we will continue to fight to address these gaps in support.

We will help more young people with our straight-talking advice and support on mental health through our new and improved digital information. We'll ensure more young people in crisis can access a quick, effective lifeline through our Crisis Messenger. We will support parents in need by developing our flagship Parents Helpline and Parent-to-Parent service. And, alongside school staff, support more schools to put wellbeing at their heart of what they do, through our 360° Schools' programme. And we'll work closely with partners, such as National Citizenship Service and the Princes Trust, to help those best placed to intervene early.

Through all our work, we will empower more young people to play a critical role in the change they need. We'll invest in digital innovations to help us scale our participation work and ensure more young people have a strong voice in their services and support. And we are increasing the role played by our Activists and Youth Panel members to ensure even more of our work is informed by or co-produced with young people.

Our work is only possible thanks to the individuals who go to such lengths to fundraise for us and those who have joined our fight in whatever way they could.

A huge thank you to everyone who has supported us on our journey so far.



Dr Elizabeth Vallance  
Chair, YoungMinds



Emma Thomas  
Chief Executive,  
YoungMinds



# Our funds

We are incredibly grateful to all of our supporters for their generosity. Sadly we are unable to list everyone, but we would like to thank the following supporters who made significant grants or donations in 2018-19.

Adam Land  
 Alexia Adrianopoulos  
 Angle House Orthodontics  
 Asda Foundation  
 Barclays Plc  
 BBC Children in Need  
 Beacon Lodge Charitable Trust Ltd  
 Brook Trust  
 Cambridge Students' RAG Appeal  
 Capital Generation Partners  
 CLS  
 Co-op Foundation  
 Daniel Howell  
 David and Wendy Aspinall  
 Dean and Alana Stott  
 Esmée Fairbairn Foundation  
 Eton Action  
 FHP  
 Garfield Weston  
 Graham Reid  
 Hands Trust  
 Health Education England  
 Hugo Chittenden  
 Jack Petchey Foundation  
 JD Foundation  
 Kenny Moriarty, Friends and Family  
 Kind Natured  
 Leathersellers' Company Charitable Fund  
 Maggie Eisner and Sal Bham  
 Megan Stevens  
 Mizuho Bank Ltd.  
 New North London Synagogue  
 Newcastle City Council  
 Northwick Trust  
 Paul Hamlyn Foundation  
 Pears Foundation  
 Peter & Belinda Vernon  
 Queen Elizabeth's Grammar  
 Rayne Foundation  
 Reta Lila Howard Foundation  
 Royal Bank of Canada  
 Rutland Partners  
 Sam And Bella Sebba Charitable Trust  
 Sarah Moore  
 Savills  
 Sea Meadow Trust  
 Sean Fletcher  
 Shoosmiths  
 Simon V Horner  
 Skyline Direct  
 Sofatime  
 Sport England  
 St James's Place Foundation  
 Stagecoach Theatre Arts  
 Taylor Family Foundation  
 The 3 T's Charitable Trust  
 The Goldsmiths' Company Charity  
 The Lawson Trust  
 The Light Fund  
 The Linbury Trust  
 The Royal Foundation  
 The Telegraph

## Our income in 2018-19

£'000 %

	£'000	%
Projects and services (grant funding)	1,053	21
Donations	3,313	66
Training and consultancy	604	12
Other	64	1
<b>Total income</b>	<b>5,033</b>	<b>100</b>

For every £1 we spent on fundraising in 2018-19, we raised £5.37

## How we spent the money we received in 2018-19

£'000 %

	£'000	%
Advocacy and awareness	995	23
Training and consultancy	944	22
Youth engagement	829	19
Parents' services	786	18
Fundraising	814	18
<b>Total expenditure</b>	<b>4,367</b>	<b>100</b>

## Our reserves

£'000 %

	£'000	%
Unrestricted reserves	1,882	85
Restricted reserves	343	15
<b>Total</b>	<b>2,225</b>	<b>100</b>

We would also like to thank all those who currently and have previously given their time and support to YoungMinds enabling us to continue our work, including our founders Peter Wilson and Judith Trowell and Earl Listowel for his ongoing engagement with our charitable objectives.

# **Young Minds Trust**

## **Report of the Trustees**

### **For the Year Ended 31 March 2019**

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The Report of the Trustees should be read in conjunction with the Impact report on pages 1 to 26, which includes the Trust's Strategic Review. Further information can be found on the Young Minds website ([youngminds.org.uk](http://youngminds.org.uk)).

Reference and administrative information set out on pages 58 and 59 forms part of this Report. The financial statements comply with current statutory requirements, the Articles of Association and the Statement of Recommended Practice by Charities: SORP applicable to charities preparing their accounts in accordance with FRS102.

#### **Objects of Young Minds Trust**

The objects are set out in the schedule to the Articles of Association dated 24 July 2008 (revised 26 September 2018):

- the advancement of education of the public, in particular bodies and agencies, about the emotional and psychological disturbances and mental distress experienced by children, young people and families, and about the alleviation and prevention thereof; and
- the relief of children, young people and families who are experiencing or are affected by, or who are at risk of experiencing or being affected by, emotional or psychological disturbances or mental distress.

#### **Structure, governance & management**

##### *Legal structure*

Young Minds Trust was incorporated as a company limited by guarantee on 18 January 1993 and registered as a charity in England and Wales on 2 February 1993. The trust registered as a charity in Scotland on 2 July 2008. Young Minds Trust operates under the name "YoungMinds".

The governing document is the Articles of Association which were updated in line with the Companies Act 2006 in September 2018. The Board of Trustees comprises the Directors of the company who are also the members of Young Minds Trust.

Members of the charitable company guarantee to contribute an amount not exceeding £1 to the assets of the charitable company in the event of winding up. The only Members during the year were the Trustees. The total number of Member guarantees at 31 March 2019 was eight (2018: nine).

##### *Organisational structure and governance*

The Trustees who have served during the year and those appointed before the date of this report are listed on page 58. No member of the Board or Committees receives any remuneration for their services. The Board met five times during the year (2017-18: seven)

Committees report to the Board and comprise the Audit and Risk Committee which meets at least three times each year and the People and Governance Committee which meets at least three times each year. The Transformation Oversight Committee ceased part way through the year with the work of transforming the organisation now embedded as business as usual, and oversight of this work being transferred into other committees.

A Remuneration Committee, which meets annually to oversee remuneration and executive pay awards, and a Nominations Committee to oversee Trustee appointments, which meets as determined by the respective recruitment process, were established during the year. The

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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members of these committees are listed on page 58. Following the introduction of the new Charity Governance Code in July 2017, the Board of Trustees has reviewed YoungMinds' compliance with the code and the extent to which existing policies and practices demonstrate our application of the recommended practice.

As part of an extensive review by the Board of the governance framework during the Transformation Programme and through developments since, the Board of Trustees consider our compliance with the Code to be high. Against 76 principles the Board has applied 69 of them with a further 2 not applicable to YoungMinds based on our governance structure. The Board has explained its practice in one area where it continues to review the need for a trading subsidiary subject to ongoing increases in trading income.

The Board identified 4 principles where action is required and work is underway to ensure clear approaches are in place for these areas. One area includes increasing the Board's diversity and inclusion as it looks to add to its capability, skills and performance going forward.

#### *Management*

The Board of Trustees is legally responsible for the strategic direction of the charity including approving the annual plan and budget. The Board monitors risk and progress against these plans and budgets and it makes decisions about the appointment of trustees and senior staff. Lead trustees are appointed to oversee key areas of work as needed.

Day to day operation of the organisation is delegated to the Chief Executive, Emma Thomas, and the Senior Leadership Team.

#### *Remuneration policy*

YoungMinds aims to ensure that all staff are paid appropriately according to the nature of the work and the experience, knowledge and skills needed to carry out their job and we currently aim to remunerate at a median level when benchmarked against the sector. The charity is committed to principles ensuring that pay and conditions of employment do not discriminate unlawfully and are free from bias.

Although not required by legislation to publish a Gender Pay Gap Report, the charity considers it important to review this regularly and has undertaken the calculations required to be published by organisations with over 250 staff. As at April 2019, the charity's overall median gender pay gap was 14.8% compared with a sector average of 11%. The charity monitors pay levels and practices and whilst clear there is no gender bias, seeks to continuously consider ways to take action to reduce this.

#### *Recruitment and appointment of Trustees*

The Board of Trustees reviews the skill set of its members regularly and whenever a vacancy arises. Vacancies are advertised on our website and through our channels as well as externally on relevant trustee and other platforms. Appointments are overseen by the Nominations Committee and once appointed by the Board, new Trustees are inducted by the Chief Executive and other relevant staff members. Trustees are given information on the legal duties and expectations of a Trustee and invited, on an ongoing basis, to attend Trustee training events funded by YoungMinds.

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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Trustees retire at the end of their third year following their initial appointment but are eligible for re-election by an ordinary resolution by the Members. Trustees must then retire at the end of every third year following reappointment and are eligible for re-election for a period not exceeding a maximum of 9 years. In exceptional circumstances, a retiring director who has completed nine consecutive years in office may be re-elected for a further year by a resolution passed by at least 75% of the members present.

#### **Connections to a wider network**

Collaboration is integral to YoungMinds' approach and how we tackle the scale of need amongst young people today. We are an active member of 40 prominent networks, enabling us to collaborate with hundreds of organisations a year. We plan to develop deeper relationships with existing partners and to identify new partners to maximise the scale and impact of our work. We continue to be part of the Heads Together initiative, as well as on the steering group of the Children and Young People's Mental Health Coalition. Through mechanisms such as these and other informal networks we hope to collaborate more effectively to realise change – particularly joining together around policy and practice.

YoungMinds is proud to be one of eight charities partnering the Royal Foundation Heads Together campaign. The campaign to date has played a vital role in transforming the national conversation on mental health, and continues to be a critical part of raising awareness and tackling stigma. As part of our work with the Royal Foundation and the other charities we have been part of the Mentally Health Schools Project, piloted Shout and regularly come together to explore new opportunities, with our CEO attending a roundtable with the Duchess of Cambridge and chairing a youth sector roundtable with the Duke of Sussex.

#### **Public benefit statement**

Young Minds Trust exists to serve the public and ensure that children, young people, their parents and families as well as professionals working in the field of mental health with young people benefit from our work and services. Our key priorities are to:

- Ensure the most vulnerable children and young people get help by fostering innovation to meet their needs.
- Promote good mental health to more children and young people than ever before.
- Empower young people and parents to be a force for change by championing their voices to influence mental health policy and practice.
- Help professionals provide excellent support by inspiring excellence to achieve transformed, integrated services.

We exist so that young people have the strongest possible voice in improving their mental health. We strive to make sure everything, from Government policy to practice in schools and services, is driven by young people's experiences and aspirations. We support parents to help their children through difficult times through our free to access Parents' Helpline; we equip professionals to provide the best possible support to the young people that they work with; and we empower young people to change their world. As an organisation, we seek to deliver our work in accordance with our three values:

- We value every voice – every voice is important and needs to be listened to
- We tell it as it is – we are always honest and straightforward
- We're all about impact – we work together to make a life-changing difference

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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The Trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning YoungMinds future activities. In particular, the Trustees consider how planned activities will contribute to YoungMinds charitable purpose.

#### Plans for future periods

We are seeing an undisputed rise in the mental health needs of children and young people, with last year's national prevalence study showing increases across all age groups since 2004. In all, 1.2 million young people are living with a mental health condition, while the prevalence of those experiencing emotional disorders such as anxiety and depression has increased by 48% (from 3.9% to 5.8%). 47% of 17-19 year olds from this group had self-harmed or attempted suicide

The study also showed that three-quarters 5-19 year olds with a diagnosable mental health problem had had no contact with the mental health services, let alone received the support they need.

With the distance between supply and demand of services so stark, we have fought hard to ensure that Government policy and funding better match the rising scale of need. Reflecting many of the demands set out in our #FightingFor campaign, the NHS Long Term Plan represents a significant and welcome step forwards for investment into services. And our Wise Up campaign has been instrumental in securing an increased emphasis on supporting schools to play a positive role, through the Children and Young People's Mental Health Green Paper.

These proposals are ambitious and it is critical they are supported by effective planning and implementation and are designed from a position of understanding children and young people's needs. Yet, the reality is that it will take time before the benefit of this investment is felt. And even with this investment, far too many young people will still be unable to get the support they need.

As a result, there remains a 'support gap' for those young people who won't be able to access support, face long waiting times and need help understanding what they are going through earlier on. So it continues to fall to families, other professionals working with children and young people and charities like YoungMinds, to meet these gaps in provision.

This means there are a number of key needs that YoungMinds must respond to:

- continuing to play a key role in delivering and developing further support for those who can play a critical role for children and young people, such as parents, teachers and clinical staff;
- increasing and making our practical information and advice for young people easier to access online and more relevant to their lives;
- enabling more young people to influence and campaign for the changes they want, through the development of our digital participation offer and improvements to our Activist programme;
- ensuring that the delivery plans in response to the NHS long term plan are informed by children and young people's needs and shaped by them and their participation
- looking beyond the NHS - at the implications of wider Government policy and the unintended impact on young people's mental health as well as a much greater emphasis on prevention and early intervention; and

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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- supporting the evolution of services to meet the needs and respect the rights of young people, particularly those who have or are experiencing trauma and adversity.

We are entering the last year of our current 4-year strategic plan and 2019/20 represents the last of our current operational plans in which we will continue to respond to these challenges. During the next year we will be undertaking a detailed strategic review to inform our new three-year plan for 2020/21 onwards.

#### Financial review

##### *Results for the year*

We are pleased to report that 2018/19 was another positive year financially, with total income of £5,033,256 representing a 25% increase on 2017/18 income of £4,032,343.

The charity achieved an overall surplus of £665,925 (2017/18: £33,801) and a net surplus on unrestricted funds of £536,131 (2017/18: £159,699). Total fund balances retained at 31 March 2019 were £2,224,735 (2017/18: £1,558,810), of which £342,519 (2017/18: £212,724) was held as restricted funds, and £1,882,216 (2017/18: £1,346,086) as unrestricted funds.

##### *Income*

The overall growth in income was driven largely by strong fundraising performance with income from donations and legacies increasing from £2,423,134 in 2017/18 to £3,313,344 – an increase of £890,210 or 37%. Income from charitable activities increased from £799,332 to £1,052,762 – an increase of £253,430 or 32%. Income from trading activities fell by £107,381 or 14%.

##### *Expenditure*

Total expenditure in the year was £4,367,331, representing an increase of £368,789 or 9% on 2017/18 expenditure. Of this, charitable expenditure in the year totalled £3,553,581 (2017/18: £3,461,644) including support costs of £1,137,567 (2017/18: £1,190,322).

Following the implementation of the YoungMinds' Transformation Programme in 2017/18, the charity continued to invest in the creation of roles, systems and processes aligned to the Transformation Plan as it continued to scale to meet the demands for our support and ensure future sustainability and viability.

In addition, there were further increases in expenditure arising from external delivery projects secured for our training and consultancy services during the year. We also strengthened our Youth Engagement programme through which we engage with children and young people by the provision of additional resources to support increased reach and delivery of funded commitments.

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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#### Reserves and reserves policy

The Board of Trustees reviews reserves annually to ensure that there are sufficient funds to maintain the charity's financial stability and ongoing development. The Trustees' reserves policy is to aim to hold unrestricted reserves of 6 months' unrestricted expenditure.

At 31 March 2019 the charity had unrestricted reserves of £1,882,216 (2018: £1,346,086) which represents approximately 7.4 months' (2018: 5.4 months') prior year unrestricted expenditure.

#### Investments

Based on a review of cash balances and cash flow projections, the Board of Trustees considers the most appropriate policy for investing funds is to use short-term deposit accounts with reputable banks maturing at regular intervals to enable flexible access to funds whilst ensuring modest returns.

#### Financial outlook

The charity has seen a significant growth in fundraised income over the last three years, particularly in individual donations, and we anticipate continued growth in 2019/20, albeit at a lower rate.

During 2019/20 we have identified a number of areas of investment which are aligned with the ongoing sustainable growth of the charity. These investments will also ensure that we are well placed to implement the outcomes of our Strategic Review and long term future strategy from April 2020. We therefore plan to invest in:

- Scaling up our Youth Engagement and digital adoption to enable a greater number and diverse young people to have a voice and work with us and alongside us;
- New research and campaigns focussed on identified gaps in provision including early intervention amongst communities and community based organisations to support upskilling of community based support;
- Expansion of our infrastructure through an expanded data, evidence and impact function;
- Scaling of our sector leading #HelloYellow campaign;
- Additional headcount and resources to fill planned vacancies and ensure we have the right skills and capabilities to scale the organisation and meet strategic organisational needs; and
- Significant capital expenditure arising from our planned office relocation and investment in our IT infrastructure to support a more collaborative and flexible working culture.

Overall, we expect our unrestricted reserves to reduce by approximately £125k in the year to 31 March 2020, which will take them down to a level equivalent to 5 months' unrestricted expenditure at 2018/19 levels.

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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#### Principal risks and uncertainties

The Audit & Risk Committee has responsibility for reviewing the risk management process and regularly reviews the risk register and monitors progress on strategies to mitigating risks. The last full revision of the risk register was completed in January 2019. The committee reports on the risk management process to the Board annually.

The Strategic Risk Register identifies the likelihood and impact of each risk, alongside the risk appetite of the organisation and velocity with which the risk could escalate, allowing risks to be ranked by priority. Ownership of each risk is assigned to a member of the senior leadership team who is responsible for ensuring mitigation policies and procedures are operated and improved. These policies and procedures include internal controls for safeguarding the charity's assets and are designed to provide reasonable assurance against material financial misstatement or loss to the charity. Insurance cover is reviewed annually.

Risk	Impact	Mitigation
Changes in government policy/change of government or significant change in UK economy (e.g. due to Brexit) or a key change in the mental health sector landscape	<ul style="list-style-type: none"> <li>• Changes focus of campaigns and influencing activity</li> <li>• Relevance and direction of policy approaches</li> <li>• Key relationships lost due to turnover of MPs and officials.</li> <li>• Economy stalls affecting income from individuals, corporate and government</li> <li>• No-deal consumes government and implementation of NHS long term plan affected along with our ability to influence focus on wider support needed beyond NHS</li> </ul>	<ul style="list-style-type: none"> <li>• Policy priorities identified for 2019/20</li> <li>• Weekly press and policy meetings to review progress and action plans.</li> <li>• Cross party and cross departmental relationships</li> <li>• Contingency plan around the impact of Brexit outcomes</li> <li>• Securing cross party commitments on spending and to bring forward legislative reform</li> <li>• Increase visibility of our parliamentary campaigns and media activity to ensure these issues remain a political priority</li> </ul>
YM is vulnerable to safeguarding breaches which could have a negative impact on beneficiaries and affect the trust others place in us as an organisation to represent their needs.	<ul style="list-style-type: none"> <li>• Children, young people and families do not get the help and support they need</li> <li>• Service users or staff are harmed through their contact with YoungMinds</li> </ul>	<ul style="list-style-type: none"> <li>• Safeguarding procedures in place and updated annually</li> <li>• Clear escalation process in place for any safeguarding concerns</li> <li>• All safeguarding issues responded to by trained and experienced DSO, LSOs or specialist staff</li> <li>• Annual policy review and safeguarding audit</li> <li>• DBS checks for all trustees and approach for number of trustees for enhanced checks to enable appropriate access to sensitive data.</li> <li>• Identification and training of additional LSOs</li> </ul>

**Young Minds Trust**  
**Report of the Trustees**  
**For the Year Ended 31 March 2019**

Risk	Impact	Mitigation
		<ul style="list-style-type: none"> <li>• External support in place to commence review of training process, safeguarded thresholds and procedures to report to P&amp;G by next meeting</li> </ul>
<p>YM does not have the appropriate skills and capabilities nor the available capacity in its workforce to support the scaling and increased delivery of services and organisational growth.</p>	<ul style="list-style-type: none"> <li>• Delivery of contracts delayed or non-delivery of key milestones</li> <li>• Funding has to be returned</li> <li>• Reputational damage arising from non-delivery</li> <li>• YM is unable to sustain growth aspirations and has to materially revise plans</li> </ul>	<ul style="list-style-type: none"> <li>• Capacity planning review to support continuous planning and identify skills gaps or backfilling requirements for key projects.</li> <li>• Review of YM employee benefit proposition</li> <li>• Learning and development opportunities identified from learning needs analysis</li> <li>• SMT training and development to support growth as leaders</li> <li>• Annual staff survey to ensure feedback and engagement with staff.</li> <li>• Effective median pay policy</li> </ul>
<p>There is a risk that YM is not a privacy led organisation and the culture, systems and processes to manage data are not adopted across the organisation and do not prevent personal or sensitive data being mishandled.</p>	<ul style="list-style-type: none"> <li>• Staff are not trained effectively and do not adopt processes and compliance is reduced</li> <li>• Non-compliance with Data Protection requirements result in ICO financial penalty</li> <li>• Negative impact on reputation which undermines internal and external confidence in the organisation</li> <li>• Financial penalties reduce available resource and reserves to deliver services to beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Mandatory Data Protection compliance training</li> <li>• Regular staff meeting awareness sessions as a refresher on Data Protection</li> <li>• Ongoing review of policies / procedures / projects and new developments to ensure compliance culture is embedded.</li> </ul>

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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#### Volunteers

We rely on the generous support and expertise of all our volunteers and want to thank them for their incredible contribution.

Many of our volunteers are young people who work alongside us in a number of different ways. Our Youth Activists ensure young people are an integral part of our work to influence and campaign for changes and raise awareness of young people's needs, meeting ministers, Health leaders as well as speaking at conferences and events and appearing in the media. Our Youth Panel plays a direct role in shaping the organisation's strategy as well as our governance, participating in every Board meeting and ensuring young people are at the heart of our work.

Following an extensive recruitment process which received 170 applications we recruited 13 new members of the Youth Panel to replace outgoing panellists at the end of 2018/19.

We also run a range of programmes directly involving young people. This includes our Amplified project with NHS England which has developed a network of young people giving their input on how mental health services are delivered to young people. In addition our campaign activities allow thousands of young people to add their voice and activism to our work to influence change, with over 3,000 young people joining our #FightingFor campaign and over 5,000 supporting our Wise Up campaign.

We also receive valuable support from volunteers on our Parents Helpline who following a rigorous training programme volunteer alongside our Helpline Advisors to offer help and advice to parents or others worried about the mental health of a child or young person. Our Helpline volunteers are integral to maintaining this valuable service.

Every year hundreds of people generously give their time to raise funds for YoungMinds and help make people aware of what we do.

In schools, young people run fun events to generate donations – cake sales, non-uniform days, games days and even karaoke. And it isn't just students who get involved, teachers and parents also join in the fun.

This year our supporters ran marathons, trekked up mountains, cycled across Britain or simply arranged collections and events in their workplace. Other volunteers turned out in all weather conditions to support our fundraisers.

Some people give up their time to volunteer in our office or help provide advice on our Parents' Helpline. And our Board of Trustees are all unpaid volunteers.

In addition, we receive pro-bono support from professional services firms who support us with a range of services including legal services and advice, including most recently with our planned property transaction.

# Young Minds Trust

## Report of the Trustees

### For the Year Ended 31 March 2019

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#### **Fundraising**

We raise funds across the spectrum of community fundraising, individual donors and partnerships with trusts, foundations and companies.

Throughout 2018/19, we did not buy any data lists and we never sell our supporters data. We have processes in place to ensure we do not overwhelm our supporters with information, and our supporter communications are primarily designed to inform our donors about the progress of our work on behalf of children and young people.

To ensure we take all reasonable care to protect vulnerable adults, we comply with the Institute of Fundraising guidance, set out in *Treating Donors Fairly: Responding to the Needs of People in Vulnerable Circumstances and Helping Donors Make Informed Decisions*. We received no complaints about our fundraising this year.

Our fundraising activities are led by a Director of Development, who is responsible for ensuring that all of our fundraising activities are compliant with the Fundraising Regulator's Code of Fundraising Practice.

We also pay close attention to the changing regulatory environment to ensure 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 activity planned and delivered by our small in-house fundraising team. Where we do work with commercial participators, we have agreed contracts in place, which are monitored on an ongoing basis.

Our Development Director post became vacant during the year and is currently filled on an interim basis with the new permanent Director starting in July 2019.

#### **Statement of Trustees' responsibilities**

The Trustees (who are also directors of Young Minds Trust for the purposes of company law) 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).

Company law 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 charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. 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 judgments and estimates that are reasonable and prudent;
- state whether applicable UK 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 charitable company will continue in business.

# **Young Minds Trust**

## **Report of the Trustees**

### **For the Year Ended 31 March 2019**

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The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

#### **Auditors**

A resolution to re-appoint Haysmacintyre LLP as the charity's auditors will be proposed at the annual general meeting.

The Trustees' report (including the impact report) was approved by the Board of Trustees on 16 July 2019 and signed on its behalf by

**Dr Elizabeth Vallance**  
Chair of the Board of Trustees

# Independent Auditors' Report to the Members and Trustees of Young Minds Trust

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## Opinion

We have audited the financial statements of Young Minds Trust for the year ended 31 March 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and the related notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 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 charitable company's affairs as at 31 March 2019 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

## 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.

## Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 36, the trustees (who are also the directors of the charitable company for the purposes of company law) 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 charitable company'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 charitable company or to cease operations, or have no realistic alternative but to do so.

## Auditor's responsibilities for the audit of the financial statements

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

# Independent Auditors' Report to the Members and Trustees of Young Minds Trust

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A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

## Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

## Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' 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.

In connection with our audit of the financial statements, 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 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 or a material misstatement of the other information. 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.

## Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Annual Report have been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charity Accounts (Scotland) Regulations (as amended) require us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

## **Independent Auditors' Report to the Members and Trustees of Young Minds Trust**

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- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

### **Use of our report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Kathryn Burton (Senior Statutory Auditor)  
For and on behalf of Haysmacintyre LLP,  
Statutory Auditors

10 Queen Street Place  
London  
EC4R 1AG

Date:

**Young Minds Trust**  
**Statement of Financial Activity (including the income and expenditure account)**  
**For the Year Ended March 2019**

	Notes	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £	Total funds (restated) 2018 £
<b>Income from:</b>					
Donations and legacies		2,903,267	410,077	3,313,344	2,423,134
Charitable activities		-	1,052,762	1,052,762	799,332
Trading activities		634,367	-	634,367	741,748
Investments		11,533	-	11,533	9,152
Other		21,250	-	21,250	58,977
<b>Total income</b>	2	<b><u>3,570,417</u></b>	<b><u>1,462,839</u></b>	<b><u>5,033,256</u></b>	<b><u>4,032,343</u></b>
<b>Expenditure on:</b>					
Raising funds		813,750	-	813,750	536,898
Charitable activities:					
Advocacy and awareness		888,019	107,194	995,213	918,803
Parents' services		197,383	588,127	785,510	768,674
Training and consultancy		629,463	314,379	943,842	980,510
Youth engagement		505,672	323,345	829,017	793,657
Total expenditure on charitable activities	3	<u>2,220,537</u>	<u>1,333,045</u>	<u>3,553,581</u>	<u>3,461,644</u>
<b>Total expenditure</b>		<b><u>3,034,287</u></b>	<b><u>1,333,045</u></b>	<b><u>4,367,331</u></b>	<b><u>3,998,542</u></b>
<b>Net income for the year</b>		<b><u>536,131</u></b>	<b><u>129,795</u></b>	<b><u>665,925</u></b>	<b><u>33,801</u></b>
Transfers between funds		-	-	-	-
<b>Net movement in funds</b>		<b><u>536,131</u></b>	<b><u>129,795</u></b>	<b><u>665,925</u></b>	<b><u>33,801</u></b>
Total funds brought forward		1,346,086	212,724	1,558,810	1,525,009
<b>Total funds carried forward</b>		<b><u>1,882,216</u></b>	<b><u>342,519</u></b>	<b><u>2,224,735</u></b>	<b><u>1,558,810</u></b>

All amounts relate to continuing activities. The Statement of Financial Activities includes all gains and losses recognised in the year. The accompanying notes are an integral part of this Statement of Financial Activities.

**Young Minds Trust**  
**Balance Sheet**  
**As at 31 March 2019**

Company number: 2780643

	Notes	£	2019 £	£	2018 £
<b>Fixed assets</b>					
Tangible assets	8		71,284		110,989
<b>Current assets</b>					
Stock	9	5,672		9,366	
Debtors	10	687,242		599,052	
Cash at bank and in hand		2,303,534		1,823,000	
		<u>2,996,448</u>		<u>2,431,418</u>	
<b>Current liabilities</b>					
Creditors: amounts falling due within one year	11	<u>(827,997)</u>		<u>(953,597)</u>	
<b>Net current assets</b>			<u>2,168,451</u>		<u>1,477,821</u>
<b>Total assets less current liabilities</b>			2,239,735		1,588,810
Creditors: amounts falling due after one year	12		(15,000)		(30,000)
<b>Net assets</b>			<u>2,224,735</u>		<u>1,558,810</u>
<b>Funds</b>					
Restricted funds	14		342,519		212,724
General funds	14		1,882,216		1,346,086
<b>Total funds</b>	15		<u>2,224,735</u>		<u>1,558,810</u>

The financial statements were approved and authorised for issue by the Board of Trustees on 16 July 2019 and were signed on its behalf by:

Dr Elizabeth Vallance  
 Chair

Jenny Clayton  
 Trustee

**Young Minds Trust**  
**Cash Flow Statement**  
**For the Year Ended 31 March 2019**

	Notes	2019 £	2018 £
<b>Cash flows from operating activities</b>			
Net cash provided by operating activities	A	497,172	307,173
<b>Cash flows from investing activities</b>			
Interest income		11,533	9,152
Purchase of property, plant and equipment		(28,171)	(7,991)
Loss on disposal of fixed assets		-	5,377
<b>Net cash (used) provided in investing activities</b>		<b>(16,638)</b>	<b>6,538</b>
<b>Change in cash and cash equivalents in the reporting period</b>		<b>480,534</b>	<b>313,711</b>
Cash and cash equivalents at the beginning of the reporting period		1,823,000	1,509,289
<b>Cash and cash equivalents at the end of the reporting period</b>	B	<b><u>2,303,534</u></b>	<b><u>1,823,000</u></b>

**NOTES TO THE CASH FLOW STATEMENT**

**A. Reconciliation of net movement in funds to net cash flow from operating activities**

	2019 £	2018 £
Net income for the reporting period	665,925	33,801
Depreciation charges	67,876	73,391
Decrease/(increase) in stock	3,694	(6,316)
Increase in debtors	(88,190)	(59,471)
(Decrease)/increase in creditors	(140,600)	274,920
Interest income	(11,533)	(9,152)
<b>Net cash provided by operating activities</b>	<b><u>497,172</u></b>	<b><u>307,173</u></b>

**B. Analysis of cash and cash equivalents**

	2019 £	2018 £
Cash at bank and in hand	<u>2,303,534</u>	<u>1,823,000</u>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 1. Accounting policies

##### (a) Basis of preparation

The financial statements have been prepared in accordance with 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) – (Charities SORP (FRS102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

YoungMinds meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

##### (b) Legal status of the Charity

The charity is a company limited by guarantee and therefore has no share capital. The liability of each member in the event of winding up is limited to £1.

##### (c) Going concern

Given the level of free reserves available at the year end, the trustees consider that the charity has adequate resources to continue in operational existence for the foreseeable future. Accordingly the financial statements have been prepared on a going concern basis.

##### (d) Fund accounting

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes. Designated funds are unrestricted funds of the charity set aside at the discretion of the trustees for particular purposes. Restricted funds are to be used for specified purposes as laid down by the donor. Expenditure which meets these criteria is identified to the fund, together with a fair allocation of management and support costs. The aim and use of each material restricted fund is set out in the notes to the financial statements.

##### (e) Income

All income is included in the statement of financial activities when the charity is legally entitled to the income, the amount can be measured with reasonable accuracy and its receipt is probable.

Where relevant, grant income is accounted for as the charity earns the right to consideration by its performance. Where the grant is received in advance of performance its recognition is deferred and included in creditors. Where entitlement occurs before the grant is received, it is accrued in debtors.

Gifts in kind are recognised at reasonable estimates of their gross value to the charity or the amount actually realised.

Income derived from trading activities including training and consultancy services is recognised when the service is provided. Amounts received in advance relating to such income are shown as deferred income. Income from the sale of publications is recognised when the goods are dispatched.

Income derived from trading relates to primary purpose trading which is acceptable under charity law and exempt from taxation.

Income from legacies is recognised when there is reasonable certainty of the amount and timing of receipt.

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 1. Accounting policies (continued)

##### (f) 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. All expenditure is accounted for on an accruals basis under the following headings:

- Costs of raising funds comprises fundraising costs incurred in seeking donations, grants and legacies. Fundraising costs do not include the costs of disseminating information of support of the charitable activities.

- Expenditure on charitable activities includes the Costs of activities undertaken to further the purposes of the charity and their associated support costs.

Support costs comprise those costs which are incurred directly in support of expenditure on the objects of the charity and include governance costs finance and office costs. Governance costs are those incurred in connection with the compliance with constitutional and statutory requirements of the charity.

Where possible, expenditure is directly allocated against charitable activities or the costs of raising funds. Support costs are allocated to charitable activities and the costs of raising funds on the proportion of direct costs.

##### (g) Volunteers

The value of the services provided by volunteers is not incorporated into these financial statements. Further details of their contribution is provided in the trustees' report.

##### (h) Tangible Fixed Assets

All assets costing more than £1,000 are capitalised at their historical cost when purchased.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life on a straight line basis as follows:

Fixtures and fittings - 10%

Computer software and equipment - 33%

##### (i) Stock

Stock of publications and merchandise are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

##### (j) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due. Accrued income and tax recoverable is included at the best estimate of the amounts receivable at the balance sheet date.

##### (k) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

##### (l) Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any trade discounts due.

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 1. Accounting policies (continued)

##### (m) Financial instruments

The charity only has financial assets and financial 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 with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

##### (n) Pensions

The charity operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charity in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charity to the fund. The charity has no liability under the scheme other than for the payment of those contributions. Additionally the charity makes contributions to certain employees' personal pension schemes. These are included in the Statement of Financial Activities on an accruals basis.

##### (o) Operating leases

Payments under operating leases are charged to the Statement of Financial Activities on a straight line basis over the life of the lease.

**Young Minds Trust**  
**Notes to the Financial Statements**  
**For the Year Ended 31 March 2019**

2. Analysis of income

Current year	Unrestricted funds 2019 £	Restricted funds 2019 £	Total funds 2019 £
<b>a. Donations and legacies</b>			
Donations and gifts*	2,369,781	233,578	2,603,359
Grants	510,209	176,499	686,708
Legacies	23,277	-	23,277
<b>Total donations and legacies</b>	<b><u>2,903,267</u></b>	<b><u>410,077</u></b>	<b><u>3,313,344</u></b>
<i>* includes related Gift Aid</i>			
<b>b. Charitable activities</b>			
Government grants and statutory funding:			
Health Education England	-	32,765	32,765
Other grants to directly support charitable activities:			
Co-op Foundation	-	40,631	40,631
Sam And Bella Sebba Charitable Trust	-	30,000	30,000
The ASDA Foundation	-	194,953	194,953
The Elliott Simmons Charitable Trust	-	85,000	85,000
The Haskel Family Foundation	-	11,250	11,250
The Linbury Trust	-	197,116	197,116
The Royal Foundation	-	70,348	70,348
Sport England	-	65,275	65,275
The Newcastle Fund	-	37,012	37,012
St James Place Foundation	-	102,000	102,000
The Light Trust	-	50,000	50,000
BBC Children in Need	-	105,662	105,662
Other	-	30,750	30,750
<b>Total income from charitable activities</b>	<b><u>-</u></b>	<b><u>1,052,762</u></b>	<b><u>1,052,762</u></b>
<b>c. Income from trading activities</b>			
Training and consultancy	603,502	-	603,502
Publications and merchandise	30,865	-	30,865
<b>Total income from trading activities</b>	<b><u>634,367</u></b>	<b><u>-</u></b>	<b><u>634,367</u></b>
<b>d. Investment income</b>			
Bank interest income	11,533	-	11,533
<b>e. Other income</b>			
Rent income	18,316	-	18,316
Other income	2,934	-	2,934
<b>Total other income</b>	<b><u>21,250</u></b>	<b><u>-</u></b>	<b><u>21,250</u></b>
<b>Total income</b>	<b><u>3,570,417</u></b>	<b><u>1,462,839</u></b>	<b><u>5,033,256</u></b>
Included in the above is income from fundraising activities (including, donations, legacies and income from charitable activities) of	<b><u>2,903,267</u></b>	<b><u>1,462,839</u></b>	<b><u>4,366,106</u></b>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

#### 2. Analysis of income (continued)

Prior year	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £
<b>a. Donations and legacies</b>			
Donations and gifts*	2,051,941	39,284	2,091,225
Grants	68,121	-	68,121
Legacies	219,288	44,500	263,788
<b>Total donations and legacies</b>	<b>2,339,350</b>	<b>83,784</b>	<b>2,423,134</b>
<i>* includes related Gift Aid</i>			
<b>b. Charitable activities</b>			
Government grants and statutory funding:			
Big Lottery Fund	-	248,795	248,795
Department of Education	-	40,000	40,000
Other grants to directly support charitable activities:			
Bupa UK Foundation	-	9,927	9,927
Co-op Foundation	-	4,369	4,369
Sam And Bella Sebba Charitable Trust	-	30,000	30,000
The ASDA Foundation	-	197,600	197,600
The Elliott Simmons Charitable Trust	-	15,000	15,000
The Haskel Family Foundation	-	21,250	21,250
Masonic Charitable Foundation	-	20,682	20,682
The Linbury Trust	-	63,509	63,509
The Royal Foundation	-	35,450	35,450
Other	-	112,750	112,750
<b>Total income from charitable activities</b>	<b>-</b>	<b>799,332</b>	<b>799,332</b>
<b>c. Income from trading activities</b>			
Training and consultancy	716,689	-	716,689
Publications and merchandise	25,059	-	25,059
<b>Total income from trading activities</b>	<b>741,748</b>	<b>-</b>	<b>741,748</b>
<b>d. Investment income</b>			
Bank interest income	9,152	-	9,152
<b>e. Other income</b>			
Rent income	52,500	-	52,500
Other income	6,477	-	6,477
<b>Total other income</b>	<b>58,977</b>	<b>-</b>	<b>58,977</b>
<b>Total income</b>	<b>3,149,227</b>	<b>883,116</b>	<b>4,032,343</b>
Included in the above is income from fundraising activities (including, donations, legacies and income from charitable activities) of	<b>2,339,350</b>	<b>883,116</b>	<b>3,222,466</b>

**Young Minds Trust**  
**Notes to the Financial Statements**  
**For the Year Ended 31 March 2019**

3. Analysis of expenditure

Current year	Salaries, NI and pensions £	Other direct costs £	Support costs £	2019 Total £
Cost of raising funds	491,109	74,037	248,604	813,750
Charitable activities:				
Advocacy and awareness	516,145	217,790	261,278	995,213
Parents' services	389,922	198,205	197,383	785,510
Training and consultancy	512,453	171,980	259,409	943,842
Youth engagement	337,589	320,537	170,891	829,017
Total expenditure on charitable activities	<u>1,756,109</u>	<u>908,511</u>	<u>888,961</u>	<u>3,553,581</u>
<b>Total expenditure</b>	<b><u>2,247,218</u></b>	<b><u>982,548</u></b>	<b><u>1,137,565</u></b>	<b><u>4,367,331</u></b>
Prior year (restated)	Salaries, NI and pensions £	Other direct costs £	Support costs £	2018 Total £
Cost of raising funds	359,603	64,192	113,103	536,898
Charitable activities:				
Advocacy and awareness	559,302	130,161	229,340	918,803
Parents' services	343,851	153,812	271,011	768,674
Training and consultancy	652,923	118,607	208,980	980,510
Youth engagement	216,974	208,795	367,888	793,657
Total expenditure on charitable activities	<u>1,773,050</u>	<u>611,375</u>	<u>1,077,219</u>	<u>3,461,644</u>
<b>Total expenditure</b>	<b><u>2,132,653</u></b>	<b><u>675,567</u></b>	<b><u>1,190,322</u></b>	<b><u>3,998,542</u></b>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

#### 4. Analysis of support costs

Current year	Finance, IT and Admin £	Human Resources £	CEO and Governance £	2019 Total £
Cost of raising funds	166,420	49,275	32,909	248,604
Charitable activities:				
Advocacy and awareness	174,904	51,787	34,587	261,278
Parents' services	132,131	39,123	26,129	197,383
Training and consultancy	173,653	51,417	34,339	259,409
Youth engagement	114,397	33,872	22,622	170,891
	<u>595,085</u>	<u>176,199</u>	<u>117,677</u>	<u>888,961</u>
<b>Total support costs</b>	<u><b>761,505</b></u>	<u><b>225,474</b></u>	<u><b>150,586</b></u>	<u><b>1,137,565</b></u>
Prior year (restated)	Finance, IT and Admin £	Human Resources £	CEO and Governance £	2018 Total £
Cost of raising funds	70,036	36,775	6,292	113,103
Charitable activities:				
Advocacy and awareness	142,013	74,568	12,759	229,340
Parents' services	167,816	88,118	15,077	271,011
Training and consultancy	129,405	67,949	11,626	208,980
Youth engagement	227,804	119,617	20,467	367,888
	<u>667,038</u>	<u>350,252</u>	<u>59,929</u>	<u>1,077,219</u>
<b>Total support costs</b>	<u><b>737,074</b></u>	<u><b>387,027</b></u>	<u><b>66,221</b></u>	<u><b>1,190,322</b></u>

All activities are undertaken directly.

Support costs are allocated on the proportion of direct staff costs associated with the activity.

#### 5. Net income/(expenditure) for the year

Net income/expenditure for the year is stated after (crediting)/charging:

	2019 £	2018 £
Operating lease rentals:		
Property	259,357	295,100
Equipment	10,476	10,476
Auditors remuneration:		
Statutory audit fee - current period	10,845	10,425
Statutory audit fee - prior period over-accrual	-	(1,875)
Depreciation	67,876	73,391
Loss on disposal of fixed assets	-	5,377
	<u>346,554</u>	<u>372,974</u>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 6. Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable

#### 7. Analysis of staff costs, trustee remuneration and expenses, and the cost of key management

	2019 £	2018 £
Wages and salaries	2,548,596	2,079,364
Social security costs	251,596	203,374
Defined contribution pension scheme contributions	50,793	42,630
Temporary staff and contractors	42,127	243,780
	<u>2,893,112</u>	<u>2,569,148</u>

Redundancy and termination costs, included above, amounted to £15,100 (2018: £10,346) of which £Nil (2018: £Nil) was provided for at the year-end.

The key leadership personnel of the charity comprises the trustees and the Senior Leadership Team. The total amount of any employee benefits paid to key leadership personnel for their services to the charity, including salary, employer's National Insurance and employer's pension contributions, was £475,250 (2018: £291,612). The cost of key leadership personnel employed as contractors on an interim basis during the year was £45,127 (2018: £222,133).

The trustees did not receive any remuneration during the period. Travel and subsistence expenses incurred by one (2018: one) trustee on Board business amounted to £680 (2018: £865) during the year.

Key management personnel do not receive any benefits not available to all employees. All employees have access to a pension scheme with an employer contribution of up to 3%.

The number of employees whose total employee benefits (excluding employer pension costs) fell within each band of £10,000 from £60,000 upwards was as follows:

	2019 Number	2018 Number
£90,000 to £99,999	-	1
£80,000 to £89,999	1	-
£70,000 to £79,999	1	-
£60,000 to £69,999	3	2
	<u>3</u>	<u>2</u>

The average monthly head count was 87 staff (2018: 72 staff) and the average monthly number of full-time equivalent employees (including casual and part-time staff) during the year and analysed on a functional basis was as follows:

	2019 Number	2018 Number
Charitable services	35	27
Fundraising	12	12
Support services	21	19
	<u>68</u>	<u>58</u>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

#### 8. Tangible Fixed Assets

	Computer software & equipment £	Fixtures & fittings £	Total £
<b>Cost</b>			
As at 1 April 2018	227,971	92,428	320,399
Additions	28,171	-	28,171
As at 31 March 2019	<u>256,142</u>	<u>92,428</u>	<u>348,570</u>
<b>Depreciation</b>			
As at 1 April 2018	132,825	76,585	209,410
Charge for the year	62,536	5,340	67,876
As at 31 March 2019	<u>195,361</u>	<u>81,925</u>	<u>277,286</u>
<b>Net book value</b>			
As at 31 March 2019	<u>60,781</u>	<u>10,503</u>	<u>71,284</u>
As at 31 March 2018	<u>95,146</u>	<u>15,843</u>	<u>110,989</u>

All tangible fixed assets are used for operational purposes.

#### 9. Stock

	2019 £	2018 £
Publications and merchandise for sale	5,672	9,366
	<u>5,672</u>	<u>9,366</u>

#### 10. Debtors

	2019 £	2018 £
Due within one year:		
Trade debtors	358,894	422,826
Accrued income	228,027	50,546
Prepayments and other debtors	100,321	125,680
Total debtors due within one year	<u>687,242</u>	<u>599,052</u>

**Young Minds Trust**  
**Notes to the Financial Statements**  
**For the Year Ended 31 March 2019**

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11. Creditors: amounts falling due within one year

	2019 £	2018 £
Trade creditors	79,065	92,817
Taxation and social security	127,572	140,128
Accruals and other creditors	110,044	101,710
Deferred income	511,316	618,942
	<u>827,997</u>	<u>953,597</u>

12. Creditors: amounts falling due after one year

	2019 £	2018 £
Deferred income	15,000	30,000
	<u>15,000</u>	<u>30,000</u>

13. Deferred income

Where income is received that relates to a contract or a grant that extends over more than one accounting period, the element that relates to future periods is deferred. The movement in deferred income is as follows:

	2019 £	2018 £
Opening deferred income	648,942	377,588
Released in the accounting period	(633,942)	(347,588)
Deferred to future periods	511,316	618,942
Closing deferred income	<u>526,316</u>	<u>648,942</u>
Analysed as deferred income falling due:		
within one year	511,316	618,942
after one year	<u>15,000</u>	<u>30,000</u>

**Young Minds Trust**  
**Notes to the Financial Statements**  
**For the Year Ended 31 March 2019**

14. Statement of funds

Current year	Balance at the start of the year £	Income £	Expenditure £	Transfers £	Balance at the end of the year £
<b>Restricted funds</b>					
Parents' Helpline	173,686	536,890	(520,860)	-	189,717
YoungMinds Welcome	14,087	197,116	(123,094)	-	88,109
Find Your Feet	11,912	194,953	(180,450)	-	26,415
Wise Up	3,694	103,500	(107,194)	-	-
YoungMinds Activists	-	97,895	(97,895)	-	-
Mentally Healthy Schools	4,976	70,348	(75,324)	-	-
A Million & Me	-	67,267	(67,267)	-	-
Action to Achieve	-	65,274	(65,274)	-	-
Newcastle Schools Hub	-	37,012	(31,499)	-	5,513
Workforce training	-	32,765	-	-	32,765
Capture Change	4,369	30,631	(35,000)	-	-
360° Schools	-	19,188	(19,188)	-	-
Activating Change	-	10,000	(10,000)	-	-
<b>Total restricted funds</b>	<b>212,724</b>	<b>1,462,839</b>	<b>(1,333,045)</b>	<b>-</b>	<b>342,519</b>
<b>Unrestricted funds</b>					
Designated funds	-	-	-	-	-
General fund	1,346,086	3,570,417	(3,034,287)	-	1,882,216
<b>Total unrestricted funds</b>	<b>1,346,086</b>	<b>3,570,417</b>	<b>(3,034,287)</b>	<b>-</b>	<b>1,882,216</b>
<b>Total funds</b>	<b>1,558,810</b>	<b>5,033,256</b>	<b>(4,367,332)</b>	<b>-</b>	<b>2,224,735</b>
<b>Prior year</b>					
	Balance at the start of the year £	Income £	Expenditure £	Transfers £	Balance at the end of the year £
<b>Restricted funds</b>					
Parents' Helpline	306,770	364,579	(497,663)	-	173,686
YoungMinds Welcome	-	63,509	(49,422)	-	14,087
Find Your Feet	13,427	197,600	(199,115)	-	11,912
Wise Up	11,746	142,500	(150,552)	-	3,694
Mentally Healthy Schools	-	35,450	(30,474)	-	4,976
Capture Change	-	4,369	-	-	4,369
Other restricted funds	6,679	75,109	(81,788)	-	-
<b>Total restricted funds</b>	<b>212,724</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>212,724</b>
<b>Unrestricted funds</b>					
General fund	1,186,387	3,149,227	(2,989,528)	-	1,346,086
<b>Total unrestricted funds</b>	<b>1,186,387</b>	<b>3,149,227</b>	<b>(2,989,528)</b>	<b>-</b>	<b>1,346,086</b>
<b>Total funds</b>	<b>1,399,111</b>	<b>3,149,227</b>	<b>(2,989,528)</b>	<b>-</b>	<b>1,558,810</b>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 14. Statement of funds (continued)

##### **Purposes of restricted funds**

The charity's funds comprise amounts restricted to specific activities and not yet spent.

##### *Parents Helpline*

The Parents Helpline is a free telephone and online advice service for parents and carers concerned about the mental health of a child or young person under the age of 25.

##### *YoungMinds Welcome*

The Linbury Trust provided funds for a project which aim to build skills and capacity within the children's services workforce and help professionals to support the mental health needs of asylum seeking and refugee children in East Kent, Croydon and Teeside.

##### *Find Your Feet*

The ASDA Foundation provided funds for a 3-year programme supporting the delivery of training and youth engagement resources to improve and protect the mental health and wellbeing of children as they enter secondary education.

##### *Wise Up*

The charity received funds from various donors to deliver our Wise Up campaign, which calls on the Government to rebalance the education system to make the wellbeing of students as important as academic

##### *YoungMinds Activist Program*

The YoungMinds Activist Program is a three year program for young people aged 14 to 25 from across England who have experience related to mental health (including personal experience or caring for someone with a mental health problem).

##### *Mentally Healthy Schools*

In partnership with The Anna Freud Centre and Place2Be, and with funding from the Royal Foundation, Mentally Healthy Schools ensures all staff working in primary schools have access to the best mental health and wellbeing teaching resources, all on one quality-assured website.

##### *A Million & Me*

As part of a national programme around children and young people's mental health, BBC Children in Need are funding a project to help support for parents and carers of 8 to 13 year olds to help children develop emotional wellbeing.

##### *Action to Achieve*

In partnership with Youth Sport Trust with funding from Sport England, this project delivered a new approach to increase social action amongst boys aged 10-14 from black and minority ethnic communities in Haringey, London, as a means to improve emotional resilience, and mental health and wellbeing.

##### *Newcastle Schools Hub*

With funding from Newcastle City Council, this project provided free training on children and young people's mental health in the Newcastle area. Some of the delivery has continued into 2019/20.

##### *Workforce training*

Health Education England provided funds to deliver transformative workforce training to professionals to raise awareness of the impact of childhood trauma and adversity on young people's mental health amongst children's services. This work is being carried out in 2019/20.

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 14. Statement of funds (continued)

##### Purposes of restricted funds

###### *Capture Change*

With funding from the Co-op Foundation's #iwill fund programme, this project helped young people from Southwark to build their understanding of mental health, explore belonging within their local community and develop peer education skills.

###### *360° Schools Programme*

YoungMinds 360° Schools is our one-stop shop for mental health, wellbeing and resilience for schools across the country, provided school staff with free teaching resources, tips and advice.

###### *Activating Change*

Building on the success of the Capture Change project, the Co-op Foundation #iwill fund provided continuation funding for a two-year Community Workshops project to support young people with experience of mental health problems build their confidence and skills to deliver peer education sessions in their local communities.

#### 15. Analysis of net assets by fund

Current year	Unrestricted funds £	Restricted funds £	Total funds £
Fixed assets	71,284	-	71,284
Current assets	2,653,930	342,519	2,996,448
Current liabilities	(827,997)	-	(827,997)
Non-current liabilities	(15,000)	-	(15,000)
<b>Total</b>	<b>1,882,217</b>	<b>342,519</b>	<b>2,224,735</b>
<b>Prior year</b>	<b>Unrestricted funds £</b>	<b>Restricted funds £</b>	<b>Total funds £</b>
Fixed assets	110,989	-	110,989
Current assets	2,218,694	212,724	2,431,418
Current liabilities	(953,597)	-	(953,597)
Non-current liabilities	(30,000)	-	(30,000)
<b>Total</b>	<b>1,346,086</b>	<b>212,724</b>	<b>1,558,810</b>

# Young Minds Trust

## Notes to the Financial Statements

### For the Year Ended 31 March 2019

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#### 16. Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases are as follows:

	Land and buildings		Equipment	
	2019	2018	2019	2018
	£	£	£	£
Falling due:				
Within one year	96,600	258,600	9,603	10,476
Between two and five years	-	96,600	-	9,603
	<u>96,600</u>	<u>355,200</u>	<u>9,603</u>	<u>20,079</u>

#### 17. Income from operating leases

The charity previously sublet a property under a non-cancellable operating lease. The minimum future receipts under this lease were as follows:

	Land and buildings	
	2019	2018
	£	£
Falling due:		
Within one year	-	13,125
	<u>-</u>	<u>13,125</u>

#### 18. Related party transactions

There were no related party transactions during either of the periods under review (2018: £Nil).

No trustee received any remuneration or benefit in kind during the year (2018: £Nil).

#### 19. Post balance sheet events

Since the year-end, the charity has entered into a new office lease agreement with total future minimum lease payments of £1,403,375 over a 5-year term. Capital expenditure on fit out costs, new furniture and IT equipment are estimated to be in the region of £400,000 (exclusive of VAT).

# Young Minds Trust

## Reference and Administrative Details

### For the Year Ended 31 March 2019

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<b>Company number</b>	02780643	
<b>Charity number</b>	1016968 (England and Wales) SC039700 (Scotland)	
<b>Registered office and operational address</b>	Suite 11 Baden Place Crosby Row London SE1 1YW	
<b>Website</b>	youngminds.org.uk	
<b>Trustees</b>	The Trustees, who are also directors under company law, who served during the year and up to the date of this report were as follows:	
	Dr Elizabeth Vallance Peter Jenkins	Chair of Board of Trustees Vice-Chair (resigned 5 December 2018)
	Beccy Baird Alex Calcutt Jenny Clayton Meryl Davies Julie Dodd Caroline Hope Robert Mack Simon Major	(resigned 5 December 2018) (appointed 5 December 2018)
<b>Audit and Risk Committee</b>	Jenny Clayton Alex Calcutt Peter Jenkins Dr Elizabeth Vallance	Chair (appointed 5 December 2018) (resigned 5 December 2018)
<b>People and Governance Committee</b>	Beccy Baird  Simon Major  Meryl Davies Caroline Hope Robert Mack	Chair (resigned 5 December 2018) Chair (appointed 5 December 2018)
<b>Transformation Committee (until November 2018)</b>	Julie Dodd Meryl Davies Rob Mack	Chair
<b>Remuneration Committee</b>	Meryl Davies Jenny Clayton Dr Elizabeth Vallance	Chair

**Young Minds Trust**  
**Reference and Administrative Details**  
**For the Year Ended 31 March 2019**

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<b>Nominations Committee</b>	Dr Elizabeth Vallance Julie Dodd Caroline Hope Simon Major	Chair
<b>Senior Staff</b>	Emma Thomas  Sarah Brennan OBE  Phil Hall Dr Marc Bush Deirdre Kehoe  Tom Madders  Jason Cater  Diane Gault  Jon Forde  Alex Fowles	Chief Executive (appointed 17 July 2018) Chief Executive (until 16 May 2018) Chief Operating Officer Director of Evidence and Policy Director of Training and Services (appointed 18 April 2018) Director of Communications and Campaigns Interim Director of Development (appointed 25 March 2019) Director of Fundraising (until 15 March 2019) Interim Director of HR (until 24 July 2018) Interim Director of Finance (until 31 May 2018)
<b>Company Secretary</b>	Sarah Brennan OBE Phil Hall	(resigned 16 May 2018) (appointed on 16 May 2018)
<b>Principal Bankers</b>	CAF Bank Limited Kings Hill West Malling Kent ME19 4TA	
<b>Solicitors</b>	Barlow Robbins The Oriel Sydenham Rd Guildford GU1 3SR	
<b>Auditors</b>	Haysmacintyre LLP Chartered Accountants 10 Queen Street Place London EC4R 1AG	

# About us

We're leading the fight for a future where all young minds are supported and empowered, whatever the challenges. We're here to make sure they get the best possible mental health support and have the resilience to overcome life's difficulties.

The crisis in children and young people's mental health is real and it is urgent. More children and young people than ever before are reaching out for help with their mental health. But for those who take that brave step, help is much too hard to find.

Together, we are changing this. We're fighting for young people's mental health. Join our fight.

T 020 7089 5050

Parents Helpline 0808 802 5544

YoungMinds

Fourth Floor

India House

45 Curlew Street

London

SE1 2ND

[yemenquiries@youngminds.org.uk](mailto:yemenquiries@youngminds.org.uk)

**[youngminds.org.uk](http://youngminds.org.uk)**



Registered charity in England and Wales 1016968  
and Scotland SCO39700  
Company limited by guarantee number: 02780643

