

MENTAL HEALTH INNOVATIONS
ANNUAL REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2019

MENTAL HEALTH INNOVATIONS

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Edward James Wray Ajaz Ahmed Dominic Brendan Flynn Peter Fonagy Charles Stuart Mindenhall Simon Christopher Weaver	(Appointed 3 December 2019)
Chief Executive	Victoria Hornby	
Charity number	1175670	
Principal address	Portrait Solicitors 21 Whitefriars Street London EC4Y 8JJ	
Auditor	HW Fisher Acre House 11-15 William Road London NW1 3ER United Kingdom	
Bankers	Barclays Bank Plc Leicester LE87 2BB	

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TRUSTEES REPORT

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The Board of Trustees are pleased to present their Trustees' Annual Report and accounts for the year ending 31 December 2019. The Trustees' Annual Report contains a Directors' Report as required by company law. The report and accounts comply with the requirements of the Companies Act 2006 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS102 (effective 1 January 2019).

Introducing Mental Health Innovations

Mental Health Innovations, or MHI, is a digital mental health charity which develops new ways to help people have conversations about mental health. We combine digital innovation, data-driven analysis and expertise in mental health. Our purpose is to transform lives by improving access to helpful digital resources for mental health in the UK.

MHI was founded in November 2017 with the support of The Royal Foundation following their successful Heads Together campaign. Heads Together identified the potential that digital tools offer in supporting people struggling with their mental health. MHI works in partnership with charity partners, academic institutions and the corporate sector to help improve mental health in the UK.

MHI's first digital mental health service is Shout 85258. Shout was developed in partnership with the US charity Crisis Text Line and provides 24/7 text message support for anyone who is struggling to cope.

Public Benefit

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

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Shout: 24/7 support for the UK

Shout 85258 is a free, confidential, 24/7 text message support service for anyone in the UK who is struggling to cope. The service is staffed by trained volunteers who are overseen by clinical supervisors. The Shout service is available around the clock and is designed to enable individuals to take their next steps towards feeling better.

How it works

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

- A person in need of support sends an SMS text message
- They will receive an automated response explaining how the service works
- The texter is connected to a trained Shout Volunteer
- The volunteer will listen and help the texter move to a calm state
- The Shout Volunteer will work with the texter to address their needs and help the texter form an action plan to help themselves
- The volunteer will follow a risk assessment methodology to assess if the texter is at imminent risk, and work with a clinical supervisor to notify the appropriate services in cases of imminent risk of suicide or where there are safeguarding concerns
- The texter might be provided with information about other specialised charities and services for additional on-going support

Every conversation is with a human being and there are three levels of risk management and quality assurance operating across the service:

- Clinical supervisors: permanent paid staff members, who are experienced, masters qualified clinicians working alongside and supporting the Shout Volunteers to monitor conversations 24/7. These experienced clinical staff ensure the quality of the service is delivered to the highest standards
- Shout Volunteers: aged over 18, who have gone through an application process, reference checks and 25 hours of empathetic listening and crisis response training. These highly trained volunteers converse with texters and are the foundation of Shout. Volunteers receive real time monitoring and support from clinical supervisors, 24/7, as well as receiving on-going training and coaching from MHI's team of coaches
- Technology enabled prioritisation: the platform reviews the initial text for risk and prioritises texters in the queue

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Clinical oversight of the platform and ensuring the quality of our conversations is at the heart of Shout 85258. Professor Peter Fonagy of UCL and the Anna Freud Centre is an MHI Trustee, and the Shout service currently employs more than thirty clinicians with a breadth of previous experience drawn from NHS roles, private practice and crisis response. Clinical supervisors monitor conversations in real time, provide support to volunteers in their responses to texters, review transcripts, monitor case notes of repeat users and are responsible for appropriately responding to safeguarding cases or conversations where a risk-to-life is identified.

As of 31 August 2020, Shout 85258 currently has more than 2,100 active Shout Volunteers (compared with 544 and 1,671 as of 31 December 2018 and 2019 respectively).

Crisis Text Line partnership

Mental Health Innovations is pleased to be in partnership with Crisis Text Line to bring to the UK the established technology platform and service model that underpins the Shout service. Mental Health Innovations licenses the technology platform from Crisis Text Line. No fee is payable in respect of this service or the IT support provided by Crisis Text Line.

Crisis Text Line's US service is a free, nationwide, text-based, 24/7 service for people experiencing crisis. The service has been operating in the USA since August 2013. As of August 2020, Crisis Text Line has exchanged more than 140 million messages with US texters in crisis. More information on Crisis Text Line can be viewed at: www.crisistextline.org.

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2019 in Numbers

From launching the Shout service in its pilot phase in May 2018 to 31 August 2020, Shout 85258 has grown to having:

- Conducted more than 400,000 conversations
- Supported around 180,000 individuals
- Built a trained volunteer community of over 2,100 from around the country
- Established a team of 30+ clinical staff ensuring quality and supporting volunteers
- Established a team of 10+ supporting the coaching, training and admissions of volunteers
- More than 30% of conversations have presented with suicidal ideation, with a significant proportion of conversations also expressing depression, anxiety, relationships and loneliness.

In terms of the conversations we are having:

- Over 6,500 conversations have resulted in a Shout clinician calling what is called an Active Rescue. In instances where service users who have the means and imminent timeframe to complete suicide and de-escalation has not been possible, police have been called to the individual's location. This police relationship is carefully managed, with MHI having direct links into the Met Police
- Each day, around 45% of Shout service users are contacting us for the first time
- 83% of texters contact us just once or twice
- 9 out of 10 service users tell us that they thought their conversation was helpful

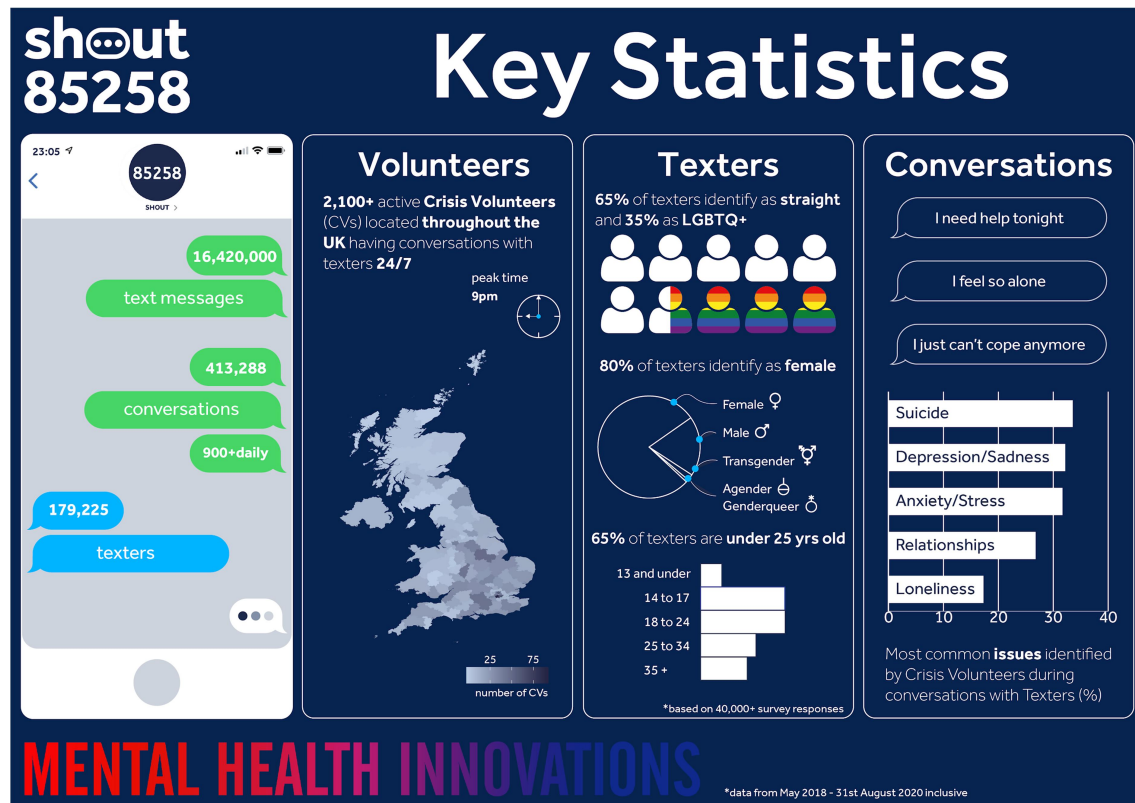
Historically, 65% of texters identify as straight and 35% of texters as LGBTQ+. Female users have represented 80% of users. 65% of texters have been under 25 years old.

Being the second year of operations, 2019 was a year of significant growth for the charity. The impact we were able to have on our community scaled significantly between 2018 and 2019, and has continued to grow on every measure into 2020:

	2018 (May to December)	2019	2020 (Period to 31 August)	2018 - 2020 (Period to 31 August)
Total conversations	26,571	166,620	220,097	413,288
Total texters*	14,218	81,933	101,829	179,225*
Active Volunteers	544 (As of 31 December)	1,671 (As of 31 December)	2,100+ (As of 31 August)	2,100+ (As of 31 August 2020)
Conversations per day	269 (December average)	698 (December average)	938 (August Average)	n/a

Note: * Total texters row represents unique texters in each period. As a result, the total column is not additive.

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*data from May 2018 - 31st August 2020 inclusive

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Texter Feedback



You were amazing.
Thank you for your kindness,
patience and the right words.
I couldn't see to type at the
beginning of the conversation,
tears were pouring down but
now I'm calm and smiling.
I forgot how that felt.



shout
85258



Thank you for being so
understanding and supportive
of the way I was feeling at the
time. I was feeling like I had
nowhere to turn and you made
me feel I wasn't alone.



shout
85258



Thank you for helping me. I've
never done anything like this
before and I hate talking on the
phone so it's nice to have a text
service. I was worried about
doing this but I'm glad I did, you
calmed me down and put my
mind at ease.



shout
85258



You've saved a life
tonight and helped
me find hope again



shout
85258

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Review of 2019 Operations

2019 was a year of significant growth and change for the charity.

MHI began 2019 in a pilot phase, working on scaling the text service in readiness for the public launch of the Shout brand in May 2019. Prior to May 2019, our focus as an organisation was centred on building our staff and volunteer teams, governance and processes, readying the organisation for a public launch. In this period we had been acting as a white-label provider with charity partners, enabling the text service to reach communities and scale its reach ahead of having a public brand.

In May 2019, Shout 85258 launched publicly, with an appeal for volunteers kindly led and supported by the Duke and Duchess of Cambridge and the Duke and Duchess of Sussex. The response from the community to this appeal was wonderful, enabling MHI to significantly grow the Shout volunteer base, providing the service with the capacity to reach more people in need.

Over the course of 2019, MHI focused on building awareness of the service and sought to build partnerships with organisations throughout the country to enable more users to access the service.

In 2019, Shout continued to white-label the service to charity partners, universities and corporate partners in order to provide support to specific vulnerable groups, and to add capacity to the wider sector. Many charities that offer excellent services during the day are able to signpost their service users to Shout during the night-time, thereby offering round-the-clock support.

In the year, the staff team grew significantly, growing from 26 full time equivalent (FTE) team members at the end of 2018 to 46 FTE at the end of 2019.

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2020 Strategic Focus

In 2020, MHI has built on the strong foundation developed in 2018 and 2019. We have continued to grow the impact and reach of the Shout 85258 service in what has been a unique year in the context of the COVID-19 global pandemic.

Whilst the context of the pandemic and the subsequent lockdown required some changes to business practices at MHI, as a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations through the pandemic while responding to 25% growth in daily demand since the beginning of lockdown, with an increase in daily conversations from around 750 to around 950.

As the pandemic affected normal routines, we responded to many texters who had been separated from their regular means of emotional support. They had been removed from work, schools, groups and clubs, separated from support services, counsellors, and friends. They had been isolated from their peer groups, and may have had their incomes affected.

For some, self-isolation may have involved being trapped in a potentially difficult or harmful domestic environment. This created a need for emotional support that the Shout service was able to respond to. Our clinically robust and monitored digital service demonstrated its ability to scale rapidly to facilitate the replacement of at least some of this support.

MHI focused on building out staffing and systems to respond to the pandemic and to ensure sufficient capacity to cater for this growth in service demand. MHI's clinical and volunteering teams were bolstered. This enabled us to provide the necessary service capacity and enabled us to respond to the increased expressions of interest received to become volunteers during lockdown, and to accelerate cohorts of trainees to provide as needed.

MHI's operations in New Zealand have also expanded, enabling MHI to have clinical supervision staff members, trained in UK practice, in a favourable time zone and under aligned data protection regulations to provide increased capacity to meet increased overnight demand for the 24/7 Shout service.

MHI accelerated its fundraising activity to allow for us to respond to growth. Numerous generous funders kindly provided support to enable the team to build the capacity to respond to the increased demand, stemming from the pandemic.

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In 2020, MHI has also established partnerships with the NHS and local authorities to support the efforts of these bodies to respond to the pandemic and to provide a tailored service to their communities. In this context, MHI has been commissioned to support the communities of Greater Manchester, Kent County Council and NHS frontline workers.

In 2020 and beyond, MHI seeks to diversify income, complementing the kind support of our philanthropic donors with support from the corporate sector, as well as growing the commissioned service offer to sectors that would benefit from a tailored, white-labelled version of the Shout 85258 service in serving their communities.

MHI was also commissioned by Student Minds to deliver the support of the Shout 85258 service to Student Space, a service developed collaboratively with services, higher education professionals, researchers and students to complement the existing services available to students. This service will deliver text based support to 2.3 million higher education students across England and Wales and is supported by funding from the Office for Students.

MHI also convened and project managed a number of collaborations across the sector in response to the pandemic. These initiatives included the Our Frontline collaboration between MHI, Mind, the Samaritans and Hospice UK. This service offers a curated set of resources and services to offer round-the-clock one-to-one support to frontline health, care, emergency, education and key workers. MHI led the marketing efforts in this regard.

MHI also partnered with the Mix and Young Minds to deliver One Space, working in partnership to ensure a simple user journey for young people seeking support for their mental health during the COVID-19 pandemic and its aftermath.

The user base of Shout 85258 is currently skewed towards white, female texters aged 14-24. MHI aspires to widen the appeal and reach of the service to a broader range of demographics and seeks to grow service usage among different genders, ethnicities and socio-economic groups. We are focused on identifying underserved demographics and reaching these audiences through community based marketing activities, deploying behaviour change marketing principles. We will also reach more diverse audiences through the generation of new keyword partnerships with charities and community organisations who have reach into these demographics.

Growing our Data Insights capacity and outputs has been a key focus in 2020. Data insights support the day-to-day operation of the Shout 85258 service and MHI's future programme of charitable activities including the identification of areas for the development of additional digital products and services:

- We are working with researchers in the EPSRC Centre for Mathematics of Precision Healthcare at Imperial College London to examine conversation content. Aims include identifying distinct conversation types by issue and/or demographics, sentiment analysis, and prediction of outcome measures.

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- A set of analyses interrogating the anonymised Shout 85258 data will enable MHI to be data-led in making operational decisions for the Shout service, measure the impact of the service with greater precision and draw insights enabling MHI to impact the broader mental health landscape throughout the UK.

Over the 2020-2021 period, MHI will be investigating additional products informed by our data insights, to address specific under-addressed service gaps to complement our activities in delivering the Shout 85258 service.

Governance

Mental Health Innovations

Mental Health Innovations is a Charitable Incorporated Organisation established in 2017, regulated by the Charity Commission (Charity no. 1175670). The business of the charity is governed by the Board of Trustees (whose members during the year are listed below). The trustees are responsible for overseeing the management of all the affairs of Mental Health Innovations and delegate day-to-day management of the organisation to the Chief Executive and the Senior Management Team. The trustees make decisions in accordance with the provisions of the Companies Act 2006 and Charities Act 2011. The board meets at least four times a year.

Give us a Shout Ltd

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

Trustees

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

Edward James Wray
Ajaz Ahmed
Dominic Brendan Flynn
Peter Fonagy
Charles Stuart Mindenhall
Simon Christopher Weaver
Ian Michael Cheshire
Nancy Beth Lublin

(Appointed 3 December 2019)
(Resigned 22 June 2020)
(Resigned 12 June 2020)

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Senior Management Team

Victoria Hornby (Chief Executive Officer)	
Clare Bolton (Director of Marketing and Communications)	(Appointed June 2020)
Chris Chapman (Finance Director)	(Appointed June 2020)
Alistair Crawford (Chief Operating Officer)	(Resigned June 2019)
Edward Conway (Director of IT and Security)	
Ben Hurdis (Director of Strategy)	(Director of Finance & Strategy to June 2020 and Director of Strategy from June 2020)
Sarah Kendrick (Clinical Director)	(Appointed October 2020)
Dr. Fiona Pienaar, PhD (Senior Clinical Adviser)	(Chief Clinical Officer to December 2019 and Senior Clinical Adviser from March 2020)
Dr. Mark Ungless (Director of Data Insights)	(Appointed September 2019)
Alex le Vey (Director of Income)	(Appointed September 2020)

Registered address

Portrait Solicitors
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London
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Independent Auditor

HW Fisher
Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

Principal Bankers

Barclays Bank Plc
Leicester
LE87 2BB

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Charity Governance Code

During 2019, MHI has focused on reviewing and enhancing its processes in relation to the 7 principles of Charity Governance. The principles encourage charities to publish a brief narrative in their annual reports explaining how they apply it.

The Board has assessed MHI's governance arrangements in areas covered by the code and believes that the charity's governance aligns well with the code.

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

As the MHI team, volunteer community and Shout service reach grow, the Board and Senior Management Team are committed to developing a diverse and inclusive organisation with services that appeal to and are accessible by a wide range of demographics among the UK population.

To help achieve this, in the second half of 2020 we appointed a search agency with a strong track record of helping organisations ensure diversity and inclusion to recruit two additional Trustees and a Director of People to the Senior Management Team. Alongside supporting our staff, the Director of People will take the lead in ensuring diversity and inclusion in our volunteer community, and in ensuring that our service is visible and welcoming to all communities in the UK. A Marketing and Partnerships Manager is also being appointed who will have specific responsibility for developing partnerships and campaigns to reach people from communities that are currently under-represented in usage of the Shout 85258 service.

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Safeguarding

Our commitment at MHI is to ensure robust safeguarding measures are in place for our texters. We therefore have a Safeguarding policy in place, as well as a complaints policy.

Training

Regular training in Safeguarding for all staff should become a standard for all employed staff and we are working towards this:

- As of May 2020, all staff have completed basic Safeguarding training to Level 2, covering:
- Safeguarding Adults: Levels 1 and 2
- Safeguarding Against Radicalisation: The Prevent Duty
- Safeguarding Children: Levels 1 and 2
- Safeguarding Children with Disabilities

We will train all Clinical Supervisors and Coaches to Level 3, and our Safeguarding Panel members to Level 5, by the end of 2020.

For Trustees

Trustees are undertaking training in Safeguarding for charity trustees in line with the Charity Commission guidance on good safeguarding governance.

Digital safeguarding

We are currently developing our own in-house training which focuses on safeguarding in the digital space.

Priorities for the next quarter:

- Completion of a Section 11 audit by the end of Q3 2020. Section 11 is an audit that local authorities require when working with partners and ensures the organisation is meeting Safeguarding expectations.
- Continue to monitor and support supervisors and their Safeguarding decision making processes, as well as identifying any possible learning needs.
- Access and analyse the data available during COVID-19 and lockdown to determine an increase in domestic abuse, children's emotional responses, and the physical well-being of others. This would be beneficial when applying for funding or supplying information to the local government.

Safer recruitment

We are working towards adopting Safer Recruitment practices to further enhance our approach to safeguarding in the recruitment process, and expect this to be in place by the end of 2020.

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Data Protection

Data security is paramount to MHI. MHI has undergone three Cyber Security Reviews since 2018, conducted by ECSC, implementing measures based on their findings. These included locking down and hardening of laptops, a web application firewall and intrusion detection systems. A significant effort was placed in people, ensuring we had a suitable security culture through training and awareness. A strong emphasis was based on policy, password management and access to systems. We used the CE+ certification to validate a number of our controls. We are currently aligning to ISO 27001 (expect to certify in December 2020).

Internal policies and Regulatory Compliance

In 2019 our focus was on reviewing the existing policies for completeness, and we have implemented a comprehensive series of policies and procedures.

In 2020 our continuing focus is to strengthen our policies further to improve their understanding, and support our staff with their application and compliance to these policies and procedures.

Fundraising Compliance

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

Our People

Our employees and our volunteers are at the heart of everything we do. As a fast growing organisation we are constantly evolving to ensure that we attract the right people and that they want to stay with us.

Staff wellbeing is at the forefront of our ways of working, and is especially important given the challenging subject matter of our work. We have invested in support for our staff to help look after their wellbeing including an employee assistance programme, and paid-for supervision for our clinical team.

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

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We are investing in our team and offer opportunities for people to grow and learn new skills through on-going training, learning and development.

Our organisation is committed to being truly diverse and inclusive in order to create a more valuable and creative workspace, and to provide the best possible service to a broader range of texters. We have formed a Diversity and Inclusion working group to support the organisation's Trustees and Senior Management Team in delivering a strategy for diversity and inclusion.

Our Supporters in 2019

We would like to thank all those who supported Mental Health Innovations and the Shout 85258 service, as without their help, our work would not be possible.

Our Donors in 2019 include:

- The Royal Foundation
- BBC Children in Need
- The Mohn Westlake Foundation
- The Stone Family Foundation
- The National Lottery Community Fund
- The Vodafone Foundation
- The Bridges Impact Foundation
- The Rayne Foundation
- LivePerson

New Donors in 2020

- Garfield Weston Foundation
- Royal Bank of Canada
- Selfridges Group Foundation
- The CHK Foundation
- The Gaudio Family Foundation
- The Jongen Charitable Trust
- Virgin Unite

Partnerships

- Our charity, corporate, university and government partners
- Imperial College London
- Crisis Text Line
- Heads Together
- ECSC
- GGMR
- Superunion

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

Volunteers

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

Our Texters

- Thank you to everyone who has been courageous and reached out for support from the Shout service

And a final thanks to all those who have helped us raise awareness of Shout 85258 and all who wish to remain anonymous.

Financial Review

2019 in Review

A £3 million investment from The Royal Foundation of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex, between 2017-2019, provided the initial funding underpinning the Shout service in its pilot year.

In 2019, MHI was fortunate to have the continued support of BBC Children in Need and to receive support from a number of new supporters including the Mohn Westlake Foundation, the Stone Family Foundation, the National Lottery Community Fund, The Vodafone Foundation, The Bridges Impact Foundation, The Rayne Foundation and sponsorship for the annual volunteer even from LivePerson. Income in the year totalled £3.5m (2018: £3.8m)

Many of these funders have agreed multi-year commitments, creating a solid platform for the continued growth of the service into 2020 and beyond. Since December 31st 2019, MHI has received additional pledges totalling £7.2M. These pledges are to be received by the charity in the years between 2020 and 2022.

In 2019, this support from our funders enabled MHI to support significant growth of the Shout service. In order to respond to growing demand, there was significant investment in building the staffing of the organisation, the volunteer community and the underlying systems supporting service delivery and robust governance.

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MHI is committed to ensuring that Shout service users experience the highest quality of support. As such, Shout's primary expenses are:

- **Clinical supervision**, in providing 24/7 clinical support of our volunteers and texters
- **Volunteer training and support** of a growing volunteer community
- **Information technology and data security** to ensure robust data protection and to ensure the robust operating of a scaled platform
- **Communications and partnership management** to raise awareness of the service and to build partnerships in the sector to reach prospective service users
- Other management staff costs to manage the growth of the organisation

Over the course of 2019, MHI's expenditure was £3,964,995 (2018: £2,027,128).

Restricted funds are those that are subject to restrictions specified by the donor and can only be used for the specified purpose, namely the Shout 85258 text service. The charity had restricted funds of £0.5m at the end of the year (2018: £1.8m).

In addition, there were unrestricted reserves at the end of the year of £0.8 (2018: nil), which are available to use for the purposes of the charity as the trustees see fit.

Reserves Policy

The trustees maintain a prudent reserve policy to ensure that long term commitments can be met. The established policy is to maintain a sufficient level of both restricted and unrestricted reserves so that there are adequate funds to meet the obligations of the charity for a period of time.

Our reserves policy in 2018 and 2019 was equivalent to between three and six months' expenditure, equivalent to £1 to £2 million.

As of December 2019, our reserves policy is amended to: Our reserves policy is to maintain reserves of between three to six months' expenditure, equivalent to £1.3 to £2.6 million throughout 2020. By December 2020, MHI will aim to hold £2.6 million in reserves or six months of forecast expenditure, whichever is greatest. A proportion of this amount will be free and unrestricted.

The Trustees consider that reserves at this level will ensure that, in the event of a significant reduction in funding, they will be able to continue the charity's current activities while consideration is given to raising additional funds.

The fund balance as of 31 December 2019 met MHI's reserves policy, and our funding reserves have grown beyond the year end figure over 2020 to ensure the continued adherence to this policy.

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Risk Management - Principle risks and Uncertainties

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

The key risks identified for the charity include:

- The retention of key staff and the successful recruitment for key roles provide a key focus to ensure the charity has appropriate levels of knowledge, skills and experience within the organisation to ensure that the successful achievement of its objectives are not impacted. In order to manage this risk the charity is working to improve training and development and, where possible, career progression opportunities.
- Ensuring that there are sufficient volunteers to meet the number of texters with a minimal wait time. The organisation is working to manage this risk by continually growing the volunteer base in the UK and employing platform supervisors in New Zealand to reduce the reliance on night shifts in the UK.
- Ensuring that the quality of the service is maintained including the quality of advice and positive user feedback. The organisation manages this risk by employing qualified staff to supervise all conversations between the volunteers and texters and by collecting and reviewing feedback.
- Securing sufficient funding to meet the financial commitments and maintain the quality and level of service provided. The organisation manages this risk by adopting a suitable reserves policy and by operating a coordinated approach to both maintain and establish new relationships to raise funding across a number of sources.

COVID-19

As a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations through the COVID-19 pandemic while responding to 25% growth in daily demand from service users since the beginning of lockdown.

The impact on MHI of the COVID-19 pandemic has been outlined in the above section "2020 Strategic Focus".

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Key risks and uncertainties facing the organisation as a result of COVID-19 included impact on potential income streams, financial controls, impact on staff, the impact of home working on our systems and management of the organisations.

MHI was able to robustly mitigate each of these risks and uncertainties:

- MHI has been able to accelerate fundraising discussions, and as of August 2020 is ahead of income generation targets for the 2020 year. MHI forecasts that the income position of the charity will remain healthy over 2020-21, and beyond. We have grown the income generation team in the intervening period, and, as of August 2020, 20% of the forecast 2021 cost base has already been pledged. MHI anticipates having the financial resources to be able to respond to the increased need for the service in 2020 and beyond.
- Financial controls were maintained throughout COVID-19. Financial documentation and controls were already in place in digital form before the pandemic.
- The potential for COVID-19 to have impacted the health of our staff and volunteers remains front of mind for the organisation. Business continuity plans were put in place to respond to a potential eventuality where a significant proportion of MHI's staff or volunteers were impacted by the crisis.
- As all volunteers and more than half of paid staff already regularly worked from home before the pandemic, the impact of more widespread homeworking was minimal in comparison with other organisations
- The Senior Management Team responded to COVID-19 by establishing more regular meetings amongst the senior teams and replicating line management despite an increased level of homeworking.

Going Concern

We have set out above a review of MHI's financial performance and the general reserves position. We have adequate financial resources and we are able to manage business risk. Our planning processes, including financial projections, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure.

Taking into account all factors we have a reasonable expectation that we have adequate resources to continue in operational existence for the foreseeable future and believe that there are no material uncertainties that call into account MHI's ability to continue in operation. Accordingly, the accounts have been prepared on the basis that MHI is a going concern.

MENTAL HEALTH INNOVATIONS

Disclosure of Information to Auditors

Each of the persons who is a trustee at the date of approval of this report confirms that:

- So far as they are aware, there is no relevant audit information of which the charity's auditor is unaware; and ~ they have taken all steps that they ought to have taken as a trustee to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information.

The auditor is deemed to have been re-appointed in accordance with section 487 of the Companies Act 2006.

The Trustees' report was approved by the Board of Trustees.

.....
Edward James Wray
Trustee

Dated:

MENTAL HEALTH INNOVATIONS

STATEMENT OF TRUSTEES' RESPONSIBILITIES

FOR THE YEAR ENDED 31 DECEMBER 2019

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that year.

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

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

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

MENTAL HEALTH INNOVATIONS

INDEPENDENT AUDITOR'S REPORT

TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Opinion

We have audited the financial statements of Mental Health Innovations (the 'Charity') for the year ended 31 December 2019 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the 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 charity's affairs as at 31 December 2019 and of its incoming resources and application of resources, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

Basis for opinion

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

Conclusions relating to going concern

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 has not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the Charity'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 is responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Trustees' report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

MENTAL HEALTH INNOVATIONS

INDEPENDENT AUDITOR'S REPORT (CONTINUED) TO THE TRUSTEES OF MENTAL HEALTH INNOVATIONS

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities, the Trustees is 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 is responsible for assessing the Charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

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

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

Other matter

Your attention is drawn to the fact that the charity has prepared financial statements 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)" (as amended) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

This has been done in order for the financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2016.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

HW Fisher

Chartered Accountants

Statutory Auditor

Acre House
11-15 William Road
London
NW1 3ER
United Kingdom

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HW Fisher is eligible for appointment as auditor of the Charity by virtue of its eligibility for appointment as auditor of a company under of section 1212 of the Companies Act 2006

MENTAL HEALTH INNOVATIONS

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2019

	Notes	Unrestricted funds 2019 £	Restricted funds 2019 £	Total 2019 £	Restricted funds 2018 £
Income from:					
Donations and grants	3	801,250	2,737,671	3,538,921	3,787,100
Investments	4	5,997	-	5,997	64
Total income		807,247	2,737,671	3,544,918	3,787,164
Expenditure on:					
Raising funds	5	-	168,290	168,290	44,700
Charitable activities	6	-	3,796,705	3,796,705	1,982,428
Total resources expended		-	3,964,995	3,964,995	2,027,128
Net income/(expenditure) for the year/ Net movement in funds		807,247	(1,227,324)	(420,077)	1,760,036
Fund balances at 1 January 2019		-	1,760,036	1,760,036	-
Fund balances at 31 December 2019		807,247	532,712	1,339,959	1,760,036

The statement of financial activities includes all gains and losses recognised in the year.

All income and expenditure derive from continuing activities.

MENTAL HEALTH INNOVATIONS

BALANCE SHEET

AS AT 31 DECEMBER 2019

	Notes	2019 £	£	2018 £	£
Fixed assets					
Tangible assets	10		59,178		38,769
Investments	11		100		-
			<u>59,278</u>		<u>38,769</u>
Current assets					
Debtors	12	401,861		1,095,330	
Cash at bank and in hand		1,096,642		831,293	
		<u>1,498,503</u>		<u>1,926,623</u>	
Creditors: amounts falling due within one year	13	(210,401)		(184,255)	
Net current assets			1,288,102		1,742,368
Total assets less current liabilities			<u>1,347,380</u>		<u>1,781,137</u>
Creditors: amounts falling due after more than one year	14		(7,421)		(21,101)
Net assets			<u>1,339,959</u>		<u>1,760,036</u>
Income funds					
Restricted funds	16		532,712		1,760,036
Unrestricted funds			807,247		-
			<u>1,339,959</u>		<u>1,760,036</u>

The financial statements were approved by the Trustees on

.....
Edward James Wray
Trustee

MENTAL HEALTH INNOVATIONS

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2019

		2019		2018	
	Notes	£	£	£	£
Cash flows from operating activities					
Cash generated from operations	21		300,246		877,624
Investing activities					
Purchase of tangible fixed assets		(40,794)		(46,395)	
Proceeds on disposal of subsidiaries		(100)		-	
Interest received		5,997		64	
Net cash used in investing activities			(34,897)		(46,331)
Net cash used in financing activities			-		-
Net increase in cash and cash equivalents			265,349		831,293
Cash and cash equivalents at beginning of year			831,293		-
Cash and cash equivalents at end of year			1,096,642		831,293

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

Charity information

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

1.1 Accounting convention

These financial statements have been prepared in accordance with FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102"), "Accounting and Reporting by Charities" the Statement of Recommended Practice for charities applying FRS102, the Charities Act 2011 and UK Generally Accepted Accounting Practice. The Charity is a Public Benefit Entity as defined by FRS 102. These financial statements are not consolidated.

The financial statements are prepared in sterling, which is the functional currency of the Charity. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

As noted in the Trustee Report and in note 17, as a largely digital, cloud-based, distributed workforce, MHI has been able to continue operations through the COVID-19 pandemic while responding to 25% growth in daily demand from service users since the beginning of lockdown. The Charity has adequate financial resources and we are able to manage business risk. Its planning processes, including financial projections, have taken into consideration the current economic climate and its potential impact on various sources of income and planned expenditure. However, going concern is dependent on future donations continuing at an acceptable level and the trustees are confident that this is achievable.

Therefore at the time of approving the financial statements, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the Trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the Trustees in furtherance of their charitable objectives unless the funds have been designated for other purposes. Restricted funds are funds received with specific conditions attached and are restricted for use on those activities only.

1.4 Income

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

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

The Charity has a licence with a third party for the use of an IT platform for the provision of the Shout Service. There is no fee payable in respect of this service or the IT support. No licensee pays a licence fee so it is not practicable to estimate a sum for the purposes of the accounts.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies

(Continued)

1.5 Expenditure

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

- Costs of raising funds comprise the costs of attracting voluntary income and the costs of fundraising
- Expenditure on charitable activities includes the costs of the delivery of its activities and services for its beneficiaries

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

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

Support costs represent costs that cannot be directly attributed to activity.

Governance includes the costs of compliance with constitutional and statutory requirements and other costs related to the governance of the charity.

Support and governance costs are allocated in full to the single charitable activity.

1.6 Tangible fixed assets

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

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

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

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

1.7 Fixed asset investments

A subsidiary is an entity controlled by the Charity. Control is the power to govern the financial and operating policies of the entity so as to obtain benefits from its activities. The investment in Give us a Shout Limited is disclosed in note 20 and the investment is shown at cost.

1.8 Impairment of fixed assets

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

1.9 Cash and cash equivalents

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

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

1 Accounting policies (Continued)

1.10 Debtors and creditors

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

1.11 Financial instruments

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

1.12 Employee benefits

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

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

1.13 Retirement benefits

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

2 Critical accounting estimates and judgements

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

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

3 Donations and grants

	Unrestricted funds	Restricted funds	Total	Restricted funds
	2019 £	2019 £	2019 £	2018 £
Donations and gifts	801,250	2,737,671	3,538,921	3,787,100
Donations and gifts				
Royal Foundation	-	-	-	3,000,000
Children in Need	-	500,000	500,000	500,000
Mohn Westlake Foundation	-	1,500,000	1,500,000	-
Stone Family Foundation	250,000	-	250,000	-
National Lottery Community Fund	-	250,000	250,000	-
Bridges Impact Foundation	-	100,000	100,000	-
Other	551,250	387,671	938,921	287,100
	801,250	2,737,671	3,538,921	3,787,100

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

4 Investments

	Unrestricted funds	Restricted funds
	2019	2018
	£	£
Interest receivable	5,997	64

5 Raising funds

	Restricted funds	Restricted funds
	2019	2018
	£	£
<u>Fundraising</u>		
Staff costs and consultants	141,191	44,700
Other costs	409	-
Office accommodation	26,690	-
	<u>168,290</u>	<u>44,700</u>

6 Charitable activities

(a) Charitable activities

	Delivery of Shout Service	Delivery of Shout Service
	2019	2018
	£	£
Staff costs	1,877,875	1,018,249
Depreciation and impairment	18,963	-
Other costs	1,322,408	717,621
	<u>3,219,246</u>	<u>1,735,870</u>
Share of support costs (see note 7)	564,499	236,658
Share of governance costs (see note 7)	12,960	9,900
	<u>3,796,705</u>	<u>1,982,428</u>

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

6 Charitable activities	(Continued)
(b) Charitable activities	<div>2019</div> <div>2018</div> <div>£</div> <div>£</div>
Clinical Supervision	1,563,673 788,503
Volunteer training and support	585,050 248,822
Information technology and data security	391,456 211,665
Communications and partnership management	457,325 209,454
Other management staff costs	221,742 277,426
	<div>3,219,246</div> <div>1,735,870</div>
Share of support costs (see note 7)	564,499 236,658
Share of governance costs (see note 7)	12,960 9,900
	<div>3,796,705</div> <div>1,982,428</div>
Clinical Supervision	
Clinical Supervision staff costs and consultants	1,517,654 768,422
Clinical Supervision training and events	21,998 8,039
Office accommodation	24,021 12,042
	<div>1,563,673</div> <div>788,503</div>
Volunteer training and support	
Volunteer training and support staff costs and consultants	413,103 157,588
Volunteer event	58,001 20,684
Volunteer training and community management	56,862 22,380
Office accommodation	57,084 48,170
	<div>585,050</div> <div>248,822</div>
Information technology and data security	
IT and data security staff costs and consultants	196,805 86,544
Tech and data costs	173,299 113,079
Office accommodation	21,352 12,042
	<div>391,456</div> <div>211,665</div>

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

6 Charitable activities (Continued)

Communications and partnership management

Staff and Consultant costs	255,513	197,412
Service Marketing and Overheads	164,446	-
Office accommodation	37,366	12,042
	<u>457,325</u>	<u>209,454</u>

Other management staff costs

Other management staff costs and consultants	205,728	253,341
Office accommodation	16,014	24,085
	<u>221,742</u>	<u>277,426</u>

7 Support costs

	Support costs	Governance costs	2019	Support costs	Governance costs	2018
	£	£	£	£	£	£
Staff costs	241,699	-	241,699	27,281	-	27,281
Depreciation	1,422	-	1,422	7,626	-	7,626
Accountancy	36,168	-	36,168	20,794	-	20,794
Consultants costs	75,962	-	75,962	48,483	-	48,483
Legal and professional	89,272	-	89,272	65,420	-	65,420
Office accommodation costs	41,670	-	41,670	8,064	-	8,064
Office supplies and stationery	11,261	-	11,261	25,894	-	25,894
Travel and subsistence	58,441	-	58,441	33,096	-	33,096
Miscellaneous	8,604	-	8,604	-	-	-
Audit fees	-	12,960	12,960	-	9,900	9,900
	<u>564,499</u>	<u>12,960</u>	<u>577,459</u>	<u>236,658</u>	<u>9,900</u>	<u>246,558</u>
Analysed between						
Charitable activities	<u>564,499</u>	<u>12,960</u>	<u>577,459</u>	<u>236,658</u>	<u>9,900</u>	<u>246,558</u>

Governance costs includes payments to the auditors of £12,960 (2019: £9,900) for audit fees. In addition our auditors also carried out payroll and bookkeeping services, included in Accountancy above, and payments to them for these services totalled £36,168 (2018: £20,794).

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

8 Trustees

None of the Trustees (or any persons connected with them) received any remuneration, benefits or reimbursed expenses from the Charity during the year.

9 Employees

Number of employees

The average monthly number of employees during the year was:

	2019 Number	2018 Number
	39	18

Employment costs

	2019 £	2018 £
Wages and salaries	1,897,538	881,363
Social security costs	198,753	98,253
Other pension costs	164,474	65,914
	2,260,765	1,045,530

For 2019, the key management personnel of the charity comprised the Trustees, the Chief Executive Officer, the Chief Operating Officer, Chief Clinical Officer, Head of Technical Operations, Director of Finance and Strategy, Head of Quality, Director of Data Insights, Head of Operations and clinical supervisors. The aggregate remuneration was £586,070 (2018: £467,477).

Volunteers

Volunteers underpin the service operating model to provide support to texters in crisis. The number of active volunteers as at 31 December 2019 was 1,671 (2018: 543).

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

	2019 Number	2018 Number
£60,000 - £69,999	3	2
£80,000 - £89,999	1	1
£110,000 - £119,999	1	-
£120,000 - £129,999	-	1

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

10 Tangible fixed assets

	Fixtures and fittings	Computers	Total
	£	£	£
Cost			
At 1 January 2019	6,189	40,206	46,395
Additions	6,576	34,218	40,794
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2019	12,765	74,424	87,189
	<u> </u>	<u> </u>	<u> </u>
Depreciation and impairment			
At 1 January 2019	453	7,173	7,626
Depreciation charged in the year	1,422	18,963	20,385
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2019	1,875	26,136	28,011
	<u> </u>	<u> </u>	<u> </u>
Carrying amount			
At 31 December 2019	10,890	48,288	59,178
	<u> </u>	<u> </u>	<u> </u>
At 31 December 2018	5,736	33,033	38,769
	<u> </u>	<u> </u>	<u> </u>

11 Fixed asset investments

	Other investments
Cost or valuation	
At 1 January 2019	-
Additions	100
	<u> </u>
At 31 December 2019	100
	<u> </u>
Carrying amount	
At 31 December 2019	100
	<u> </u>
At 31 December 2018	-
	<u> </u>

	Notes	2019 £	2018 £
Other investments comprise:			
Investments in subsidiaries	20	100	-
		<u> </u>	<u> </u>

Fixed asset investments not carried at market value

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

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

12 Debtors

	2019	2018
	£	£
Amounts falling due within one year:		
Grants receivable	363,286	1,091,000
Other debtors	802	-
Prepayments and accrued income	37,773	4,330
	<u>401,861</u>	<u>1,095,330</u>

13 Creditors: amounts falling due within one year

	2019	2018
	£	£
Other taxation and social security	64,311	58,284
Pension creditor	19,691	10,689
Accruals and deferred income	126,399	115,282
	<u>210,401</u>	<u>184,255</u>

14 Creditors: amounts falling due after more than one year

	2019	2018
	£	£
Accruals and deferred income	<u>7,421</u>	<u>21,101</u>

15 Retirement benefit schemes

Defined contribution schemes

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

The charge to profit or loss in respect of defined contribution schemes was £164,474 (2018 - £65,914).

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

16 Restricted funds

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

	Movement in funds 2018			Movement in funds 2019		
	Incoming resources	Resources expended	Balance at 1 January 2019	Incoming resources	Resources expended	Balance at 31 December 2019
	£	£	£	£	£	£
Shout service	3,787,164	(2,027,128)	1,760,036	2,607,671	(3,964,995)	402,712
Partnership and data insights	-	-	-	130,000	-	130,000
	<u>3,787,164</u>	<u>(2,027,128)</u>	<u>1,760,036</u>	<u>2,737,671</u>	<u>(3,964,995)</u>	<u>532,712</u>

Shout service relates to funds to provide support services to individuals struggling with their mental health through text service. Partnership and data insights fund supports the growth of Mental Health innovations, particularly the data analysis and research work for the development of further innovations in mental health.

17 Operating lease commitments

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

	2019 £	2018 £
Within one year	157,194	157,194
Between two and five years	66,785	223,979
	<u>223,979</u>	<u>292,127</u>

18 Events after the reporting date

The Trustees have considered the effect of the Covid-19 outbreak that has been spreading throughout the world during 2020 on the charity's activities (as detailed in the Trustees Report and note 1.2). Whilst the context of the pandemic and the subsequent lockdown required some changes to business practices at MHI, it also presented an opportunity to deliver the Shout 85258 service during a period of national need. The Trustees believe there is some uncertainty around the impact on the Charity in the future, but do not expect significant disruption.

MENTAL HEALTH INNOVATIONS

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2019

19 Related party transactions

The Chairman, Edward Wray, also sits on the board of The Mix which is a partner of Mental Health Innovations (MHI). The Mix was the first charity partner through which the Shout service was offered as a white label service during the 2018 pilot. No fee was paid to the Mix in this regard in 2019 (2018: £60,000).

The Royal Foundation is the founding donor supporting Mental Health Innovations in establishing the Shout service. The Trustee, Charles Mindenhall, also sits on the board of the Royal Foundation. No donations from The Royal Foundation were received this year (2018: £3,000,000).

The Trustee, Charles Mindenhall, also sits on the board of Hive Learning, which provides a learning and community management environment for Shout volunteers. A fee of £24,427 was paid to Hive Learning for delivery of this service in 2019 (2018: £nil).

Mental Health Innovations licences the technology platform underpinning the Shout service from Crisis Text Line. Nancy Lublin, MHI Trustee until June 2020, was also CEO of Crisis Text Line until June 2020. A fee of £61,989 was paid to Crisis Text Line for consultancy support in developing Shout operations 2019 (2018: £nil).

20 Subsidiaries

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

21 Cash generated from operations	2019 £	2018 £
(Deficit)/surplus for the year	(420,077)	1,760,036
Adjustments for:		
Investment income recognised in statement of financial activities	(5,997)	(64)
Depreciation and impairment of tangible fixed assets	20,385	7,626
Movements in working capital:		
Decrease/(increase) in debtors	693,469	(1,095,330)
Increase in creditors	12,466	205,356
Cash generated from operations	300,246	877,624

22 Analysis of changes in net funds

The Charity had no debt during the year.