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Young Minds Trust
Annual Report and Accounts
Year ended 31 March 2017

YOUNGMiNDS

Young Minds Trust
Annual Report and Account for the Year Ended 31 March 2017
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YOUNGMiNDS

Impact Report

**How we made a difference to
children and young people in 2016-2017**



As the Chair of YoungMinds it has been enormously encouraging to witness the seismic shift in the profile of mental health over the last year. The need to do more about the wellbeing of children and young people has been integral to this and is reflected in our exciting new partnerships.

YoungMinds is proud to be a partner of the fantastic Heads Together campaign, established by The Duke and Duchess of Cambridge & Prince Harry which has shone a bright light on the lives of those affected by mental health concerns, to end stigma and to help us all 'start the conversation'.

We enable young people and parents to join the conversation by promoting their voice through our new national scheme: Amplified. We are helping all mental health services engage young people and their families in their own care.

Evidence shows how increased engagement, better information and understanding lead to improved outcomes for young people.

YoungMinds was also delighted that the importance of young people's mental health was recognised by OBE awards to both Sarah Brennan (Chief Executive) and myself (Chair). With careers working alongside children and young people we know there is still a long way to go to improve children and young peoples' mental health.

This is confirmed every day by the carers and parents who use YoungMinds' unique telephone resource, the Parents Helpline. They are often desperate, struggling to understand the barriers to receiving mental health services for their children and meanwhile doing what they can to best support their children and continue to manage their own lives.

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We believe this moment in the spotlight requires YoungMinds to do more than ever to make the progress that is so needed. So, we commissioned an external review of our internal operations in order to increase our effectiveness and make us sustainable long into the future. Over the coming year we will implement the review's recommendations.

Enormous thanks to all who have supported YoungMinds during the year. I want you to know how much I appreciate your continuing involvement and look forward to working together to overcome the challenges which remain. I am enormously proud to be part of YoungMinds and know you will be too.

Carole

Carole Easton OBE
Chair, YoungMinds

"Meeting the young royals at Kensington Palace was surreal, amazing and an experience I will never forget. I left feeling very proud of myself and like I am making a real difference."

Jessica, YoungMinds Activist

Our vision and mission

YoungMinds is the UK's leading charity championing the wellbeing and mental health of young people.

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, 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.

Our Strategic Objectives

- 1 We ensure the most vulnerable children and young people get help**
by fostering innovation to meet their needs.
- 2 We promote good mental health**
to more children and young people than ever before.
- 3 We empower young people and parents to be a force for change**
by championing their voices to influence mental health policy and practice.
- 4 We help professionals provide excellent support**
by inspiring excellence to achieve transformed, integrated services.

What's the problem?



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.



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



Children's mental health receives just over **6%** of the total amount the NHS spends on mental health.



The average maximum waiting time for Children and Adolescent Mental Health Services is **6 months** for a first appointment and nearly **10 months** till the start of treatment.



1. We ensure the most vulnerable

Mental ill health makes young people vulnerable. But, other vulnerabilities or adverse experiences such as abuse, family breakdown, racism and bereavement can also cause mental health problems. These young people have increased chance of experiencing poor mental health outcomes yet, too often, cannot access the right care.

“With YoungMinds I have pushed myself out of my comfort zone, giving speeches to businesses, potential backers and people willing to help the YoungMinds cause.

Working in a helpful, non-pressured environment has made the previously uncomfortable totally comfortable.”

Sam, YoungMinds Activist



children and young people get help

We are focusing our attention on these most vulnerable young people to make sure that when they need inpatient care, it works for them. If they need medication – they feel in control of why and what the effects are. And for those with complex needs, all children's services recognise and understand the impact on mental health.

9,000 people signed our Always campaign petition calling for the rights of young people and parents to be respected and enforced in inpatient care.

The rights set out in our Always Charter were co-developed with 55 young people, 41 parents and 14 services to be observed across inpatient settings.

1,193,380 people received straight-talking advice and information about mental health medication on our HeadMeds website.

Information about eight new medications has been added this year to make sure the content is up-to-date and relevant.

Our Beyond Adversity clinical summit brought together over **50** of the biggest names and organisations in trauma-informed care to share best practice.

The summit, along with our Beyond Adversity report, helped build support for our campaign for the Government to create a national focus on childhood adversity and trauma.

1. We ensure the most vulnerable

YoungMinds and our activists supported NHS England's **consultation on inpatient care**.

We supported young people and parents and carers to share their views about the updated service specifications for inpatient mental health services.

We put **young people's voices** at the heart of new mental health services in Yorkshire and Humber.

NHSE North commissioned us to gather insights from local young people and families with experience of mental health services. "It was a great experience working with YoungMinds... we know this is a model of participation that really does work." - Commissioner

Next year we will...

- Educate professionals and the children's workforce to understand more about trauma and how to make their services more trauma-informed through national conferences and training.
- Continue our Always Campaign for the NHS to uphold the rights of children who spend time in mental health hospitals, and those of their families.
- Build on our Beyond Adversity project to introduce trauma-informed care, and publish a collection of papers for local commissioners on good practice in addressing childhood adversity.
- Strengthen our case for increased CAMHS funding by analysing current spends and the level of priority given in commissioning plans.

children and young people get help

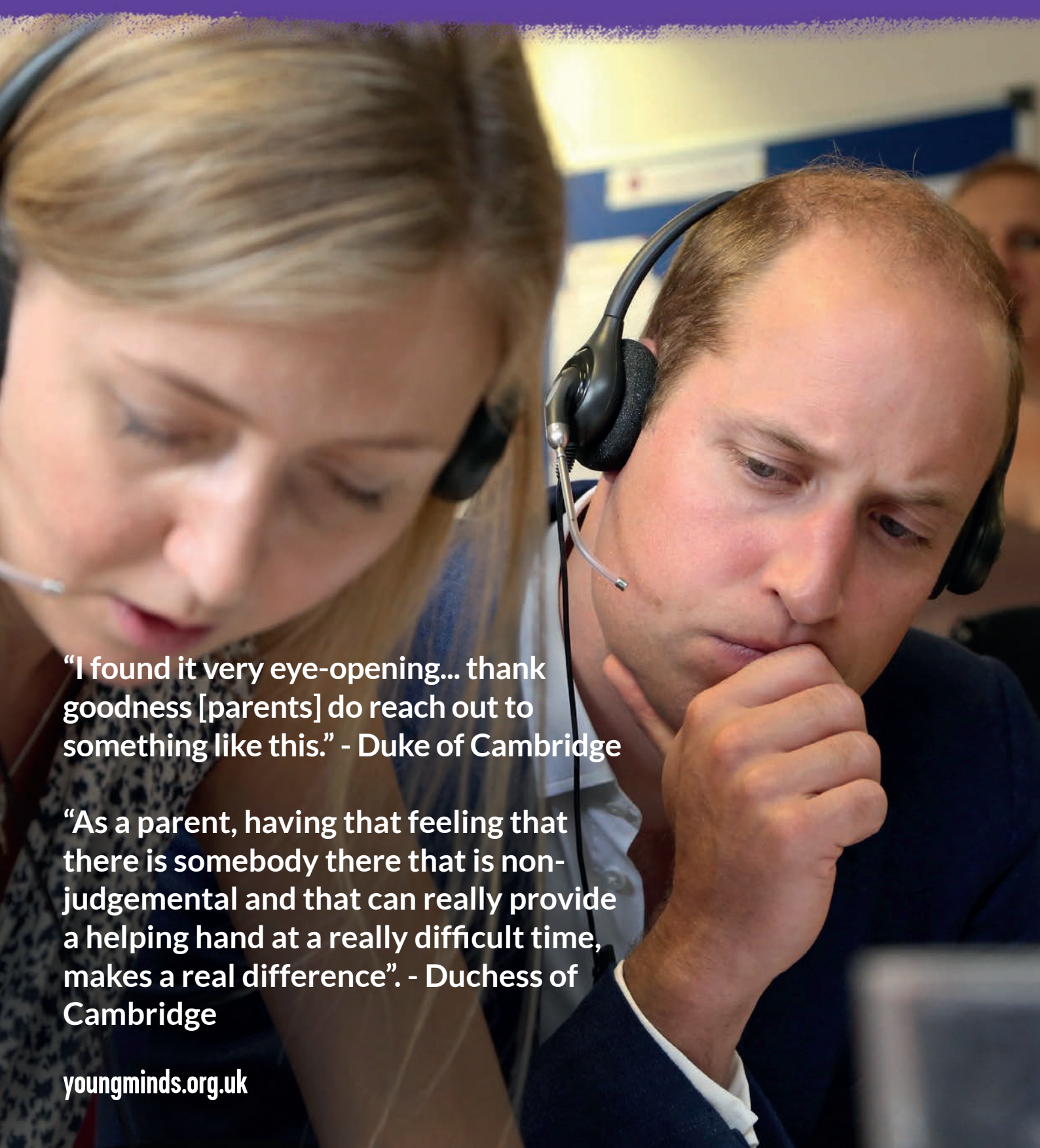
"I did two days of training which was eye opening. I was like: this is exactly what I want it to be."

"The amount of times I'd tried to break out of this shell, talk about 'I'm feeling a bit down', 'I'm feeling a bit scared', I couldn't do it. And now I can do it openly."

Alex, YoungMinds Activist

2. We promote good mental health

We believe that to really improve children and young people's mental health, we have to prevent the escalation of early problems becoming serious illness. Services are already struggling and cannot cope.



"I found it very eye-opening... thank goodness [parents] do reach out to something like this." - Duke of Cambridge

"As a parent, having that feeling that there is somebody there that is non-judgemental and that can really provide a helping hand at a really difficult time, makes a real difference". - Duchess of Cambridge

youngminds.org.uk

to young people and parents

So we are helping children and young people understand their mental health, helping schools to develop young people's wellbeing, coping skills and resilience, and supporting parents in understanding how to best help their children and themselves.

Our Parents Helpline received a special visit from the Duke and Duchess of Cambridge.

The visit included an intensive training session, listening in to live calls, a debriefing session and meeting our volunteers. William and Kate spoke to a number of our Parent Helpline volunteers, who are themselves parents of young people who have experienced mental health issues, illustrating just how experienced and empathic our volunteers are.

11,748 parents received high quality support and advice from our Parents Helpline volunteers and advisers.

Our Parents Helpline, supported by the Department for Education and the Big Lottery Fund, has made a huge impact this year. 82% of callers noticed a significant improvement in their child's difficulties following the call, and 92% said they felt less isolated and stressed.

10,000 people signed our Wise Up campaign's open letter to the Prime Minister, calling for wellbeing to be made a priority in all schools.

The campaign report launched in Parliament to MPs and Peers. Our YouGov survey found that 82% of teachers agree that the focus on exams has become disproportionate to the wellbeing of students. 70% think the government should rebalance the education system to focus more on wellbeing.

2. We promote good mental health

We worked with **GirlGuiding** to launch a new **'Think Resilient' badge**.

The badge helped the Guides look after themselves and cope with stress and came with an activities pack to help build resilience. Over 7,000 Guides have now received it – making it their most popular badge!

We launched a new website, custom-built to ensure young people can easily find the support and information they need.

The new site also launched our fresh branding, co-developed with young people. Last year, we saw 2,416,874 visits to our website.

Our **#HelloYellow** campaign, to raise awareness of children's mental health on World Mental Health Day, reached over **250,000 people in 24 hours**.

This helped grow our reach on social media to 27,749 likes (a 20% increase) on our Facebook page and 89,808 Twitter followers (a 20% increase).

Next year we will...

- Introduce new digital platforms to increase accessibility for parents who need our help. Just under 20,000 people called the helpline last year.
- Continue our Wise Up campaign to rebalance the education system so that wellbeing is as much a priority as academic achievement.
- Hold our flagship fundraising day, #HelloYellow, on World Mental Health Day. People across the country will wear yellow and fundraise for us to show young people they're not alone when it comes to their mental health.

to young people and parents



“When our daughter was admitted to hospital under section, a call from your Professional Adviser kept me going and I still remember and replay her words, as times are still difficult. They will stay with me forever. I cannot express how much I needed your help that you gave. Thank you.”

3. We empower young people and

The best insights and most effective change agents are young people and parents who themselves have experience of mental health problems and the barriers they face.



“I have attended a number of conferences and events with YoungMinds. Telling my personal story to big rooms of people was terrifying but so worth it. I owe so much to YoungMinds for giving me these opportunities.”

YoungMinds Activist

parents to be a force for change

YoungMinds has led the way nationally for young people's and parents' participation to become central in government policy and service design. We are proud to have built on these foundations with new projects and increased reach last year.

We launched our Amplified programme to give a voice to young people and parents at every level of the mental health system.

The four-year programme, funded by NHS England, has already reached 1,640 young people, 645 parents and 400 professionals. Amplified is co-designed by young people and parents. It will increase participation in the decisions made in local and national NHS bodies, as well as in schools, mental health services, and youth and social services.

Our Wise Up campaign enabled 451 young people to have their say on a crucial Parliamentary inquiry into wellbeing in schools.

As part of our Wise Up campaign, we were asked by the Education and Health Select Committees to consult with young people as part of their research. Their views were reflected directly in the enquiry's influential report.

Our 70 incredible Young Activists continue to be front and centre of everything we do.

This year they've taken part in 79 different opportunities including speaking in the media 19 times, presenting in Parliament and at 13 professional conferences, helping with our recruitment, planning our campaigns and supporting our brand refresh.

3. We empower young people and

Our new Youth Panel ensures that young people have direct influence over our governance and strategy.

The panel's 12 young people have attended Board meetings, met regularly with Directors and the Chief Executive and informed strategic decisions as experts through experience.

Our parent peer-to-peer support pilots have reached almost **160 parents** in Sefton, Liverpool and Lewisham.

We trained fantastic parent volunteers to give other parents, whose children had experienced mental health problems, someone to talk to for advice and support in their local area.

Powerful speeches from a youth activist and a parent ambassador were the highlights of a Christmas reception with the Speaker of the House of Commons.

They were joined on the podium by the Secretary of State for Health, and spoke to an audience of over 150 MPs, Peers and influential guests.

Next year we will...

- Lead a pioneering three-year programme, funded by the Asda Foundation, to reach 75 schools in the UK. Resources for students, schools and parents will be designed, with young people, to help students cope with the changes they experience at school.
- Launch Transforming Together, an approach using participation to drive service improvement and local transformation.
- Grow our Amplified Digital Participation Network through which members will hear about opportunities and keep up to date with good practice. We will also develop free resources with a team of Participation Champions and Advisors.

parents to be a force for change



“Being an activist has opened up so many opportunities for me to really make a difference in something I am passionate about, and that affects me.”

Elizabeth, YoungMinds Activist

4. We help professionals provide

Thanks in part to our campaigning, it is now well recognised that children and young people need 'the right help at the right time'. The recent new funds and call for improvements to services are welcome. Yet we also know that service providers in all sectors are stretched and demands are changing.



excellent support

We are helping professionals better understand what children and young people need, increasing their skills and service quality and enabling commissioners to use their funds well through our respected and growing training and consultancy offer.

We worked with 963 schools to train 6,163 staff in children and young people's mental health, wellbeing and resilience.

Across professional sectors, our training reached 10,625 professionals, with 96% saying they would recommend the course to colleagues and 100% reporting an increase in their knowledge.

We have developed an accredited 'train the trainer' course, empowering people to expertly facilitate the Academic Resilience Approach (ARA) in schools.

Participants are able to support schools to take a 'whole school approach' with wellbeing. We worked with 87 schools on ARA over the year.

We trained 144 CAMHS Transformation Champions to improve mental health service delivery for children and young people.

Working with the Association for Child and Adolescent Mental Health and MindEd, we reached over 200 professionals at CAMHS transformation conferences, and developed e-learning modules to support service transformation.

4. We help professionals provide

We co-developed a children and young people's mental health training session with the Air Cadets to be rolled out to all Air Cadets staff.

The fully tailored training session will be received by staff working with over 40,000 young people across the UK.


We worked with Boots to develop a workshop on young people's mental health for their staff to deliver in Children In Need projects around the UK.

We worked alongside the Youth Sport Trust to develop a piece of e-learning for Boots staff to help them understand mental health and, using our handbook and workshop plan, deliver workshops on mental health directly to young people from across Children In Need projects.

Next year we will...

- Write an 'Introduction to Children and Young People's Mental Health' e-learning course for Educare and work with Pearson's to develop resources around exams and school stress.
- Work with schools across Nottingham to embed the Academic Resilience Approach by skilling up the local workforce to become accredited facilitators.
- Launch our new Schools Community inspiring professionals working in schools to improve the wellbeing of their students. Through this platform they can share information, top tips, best practice and provide and receive support from each other.

excellent support



"I have found the whole process very enlightening. Having been a former patient in a number of CAMHS inpatient settings, some of which were hundreds of miles away from home, I know how vital having an inpatient unit in the Humber region will be. So it was very valuable to me to express my opinion."

Heads Together Partnership

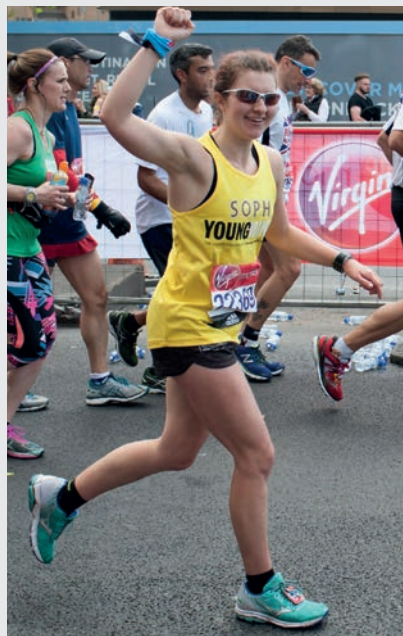


As a charity partner for Heads Together, YoungMinds has played a vital role in transforming the national conversation on mental health and wellbeing and ensuring stigma no longer prevents anyone getting the help they need.

The London Marathon

The Duke and Duchess of Cambridge and Prince Harry joined two training days to help runners prepare for the marathon. Both were incredibly fun and our runners had the chance to take part in a relay race with the Royal Highnesses! Being part of the Heads Together campaign made this year's London Marathon the biggest for us so far. With **43** runners raising close to **£81,000**, we couldn't be more grateful for the efforts they all put into making this such an amazing year.

youngminds.org.uk





Father's Day

On Father's Day we celebrated the fathers and father figures in our lives that have had a positive impact on our mental health. Our Young Activist Harriet and her father Chris met Prince William for breakfast to discuss how dads can support their children through difficult times.

Conversation Videos

Young Activist, Alex, spoke to Will from YoungMinds about how being an Activist helped him open up: "Just that initial 'help'. That initial 'help me.' That can really kick-start any kind of help... it all starts with a conversation."

Catherine talked about how she became a Parent Helpline volunteer and about the time she called the helpline herself. "My eldest had been a victim of cyberbullying and I just said: 'that is where I have to go and volunteer.' From that point on it did change my life."



The videos received almost 28,000 views on Facebook.

Thank you for your fantastic

Thanks so much for all you do to raise funds for our work improving the emotional wellbeing and mental health of children and young people.



90 employees from **Mills & Reeve** climbed Ingleborough, the second highest mountain in the Yorkshire Dales, followed by a trip through the Long Churn Cave raising **£17,350**.

Supporting YoungMinds throughout the year and raising **£1,490** so far, **Reading School** have organised their own Christmas Market and FIFA tournament, took on the Green Park Challenge, hosted an own-clothes day and volunteered at Reading Half Marathon!



youngminds.org.uk



Our first year of the fantastic campaign **#HelloYellow** helped to raise awareness and **£6,500** to support young people. By wearing something yellow and donating to YoungMinds on World Mental Health Day 2016, thousands of people helped us to create a brighter future.



LABC fundraised for YoungMinds at their 12 Regional Award evenings with raffles and auctions raising **£30,471**.

Over 100 students, teachers and alumni at **Kingston Grammar School** took part in a sponsored 42.5 miles row along the River Thames in support of YoungMinds, raising almost **£22,000**.



fundraising

In memory of her son William, **Emily Brailsford** along with friends and family cycled the epic Coast-to-Coast challenge across the width of the country. Emily didn't rest for long as she took on the London Marathon 2017 to raise even more awareness and funds for YoungMinds, taking the total to **£11,104**.



Lord Mayor Geoff Reid chose YoungMinds to benefit from his 2016/17 Mayoral Appeal concluding with the epic Bradford Dragon Boat Festival! On top of fundraising at the festival, **tens of thousands** have been raised through raffles, curry nights, dinners and more.

Passionate supporter **Laura Vann** faced her fears to raise **£160** for YoungMinds, completing a bungee jump!



Alex Andreadis took on the Atlantic Coast Challenge, running 3 marathons (78.6 miles) in 3 days from Padstow to Land's End on the South West Coastal Path. For a bonus donation, he ran the whole thing in a pink tutu, bringing the total raised to over **£10,000!**



Rachel Wash and her daughter Charlotte took to the streets of London in the fun and fantastic Colour Run and raised **£200** for us!

Rachael, John and the whole **Banham family** supported YoungMinds as they cycled the 2016 RideLondon raising **£2,733** for us. Keep an eye out for Rachael and John on a tandem bike at the 2017 event, they will be supporting us again!

Text Anywhere donated 1% of their pre-tax profit for 2016 to YoungMinds and raised **£9,500**.



Alongside family and friends, **Richard Walker** organised the annual Charity Bike Ride in memory of his son, Lawrence. The team of riders managed to raise a total of **£4,278** for YoungMinds.

Amy Turner set a Guinness World Record for the fastest woman to cover a mile on a space hopper to raise awareness and **£1,095** for us!



Where we're going...

YoungMinds has never been more in demand, whether that's from young people wanting to be involved, parents needing our helpline, journalists and politicians seeking our expert opinion or education, mental health or social care professionals looking for our expertise and guidance.

But this great focus also brings challenges.

So, next year we will continue and grow the projects and campaigns started so successfully this year – like **Amplified, Wise Up, Always, Beyond Adversity and our work in Schools**. But, we will also develop internally, implementing many of the recommendations from our external organisation review. In this way we are future proofing YoungMinds and the work we do, making sure we have the systems, processes and skills to ensure we have greater impact, can help more young people and parents and families, and improve the mental health of children and young people in the UK.

Excitingly, we will continue our partnership with **Heads Together**, which will now focus on the implementation of nationwide projects and resources which both fill gaps and support the sector in delivering our work. We are assisting with the schools resource coming online next year.

We will reinvigorate our **offer to schools**, ensuring we are reaching as many school staff as possible, offering them an integrated, comprehensive package of the support they need the most. We will modernise our **Parents Helpline**, trialling new digital solutions to help us make sure fewer calls go unanswered. Through our **Amplified** programme, we will ensure that hundreds more young people have the opportunities to shape the mental health agenda across the country. And as **Westminster's policy agenda** puts more focus on young people's mental health, we will ensure that our young activists are at the heart of those debates.

We are learning from testing new models of working, for instance, our new commissioning support model **Transforming Together**; our **Parent Peer-Peer pilots** and our newly developed model for **Participation in Mental Health Services** will all be trialled and tested, before rolling out.

We hope you will continue to join us along our journey and help us reach our goals as we seek to increase our impact on what could be a crucial year for young people's mental health.

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



Sarah Brennan OBE
Chief Executive, YoungMinds

youngminds.org.uk



How our funds are spent

Our income in 2016-17	£'000	%
Projects and services (grant funding)	717	25
Donations	1,429	49
Training contracts	720	25
Other	45	1
Total income	2,911	100

For every £1 we spent on fundraising in 2016-17, we raised £5.23

How we spent the money we received in 2016-17	£'000	%
Parents Helpline	597	19
Working with young people	155	4
Fundraising	410	13
Training and consultancy	1,106	35
Policy, information and research	903	29
Publications	11	0
Total expenditure	3,142	100

Our reserves	£'000	%
Unrestricted reserves	1,186	78
Restricted reserves	339	22
Total	1,525	100

We are incredibly grateful to all of our supporters whose generosity enables us to help children and young people. Sadly we are unable to list everyone, but we would like to thank the following supporters who made significant grants or donations in 2016-17.

The 3 T's Charitable Trust
 Alexia Adrianopoulos
 Allen & Overy Foundation
 Alexander Andreadis
 ASDA Foundation
 The Batchworth Trust
 Big Lottery Fund
 Emily Brailsford
 The Brook Trust
 BUPA UK Foundation
 Capital Generation Partners
 Cheltenham Ladies' College
 Alice Cheshire
 John Coates Charitable Trust
 Copt Heath Golf Club
 Ecorys
 Department for Education (DfE)
 Esmée Fairbairn Foundation
 Sarah Finke
 Sean Fletcher
 Gresham's School
 Paul Hamlyn Foundation
 Hands Trust
 David and Claudia Harding Foundation
 Simon Vint Horner
 Kenny Moriarty
 Kingston Grammar School Rowing Club
 The Beatrice Laing Trust
 The Lancashire Foundation
 Local Authority Building Control
 Masonic Charitable Foundation
 Mills & Reeve
 The Monday Charitable Trust
 Colin Naules
 Nightscape Capital LLP
 Oak Foundation
 The Orp Foundation
 Pears Foundation
 Pharmaceuticals Marketing Society
 The Pickhaver Family
 The Pixel Fund
 Nora Priestley
 Rakuten Play.com
 The Royal Foundation
 Paul Scates
 Norman Scates
 Texel Foundation
 TextAnywhere
 Jane Tomlinson Appeal
 Uppingham School
 R & P Ware
 Watford Grammar School For Boys

About YoungMinds

YoungMinds is the UK's leading charity championing the wellbeing and mental health of young people.

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, 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.

T 020 7089 5050

Parents Helpline 0808 802 5544

YoungMinds

Suite 11 Baden Place

Crosby Row

London SE1 1YW

ymentquiries@youngminds.org.uk

[youngminds.org.uk](https://www.youngminds.org.uk)



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Company limited by guarantee number: 02780643



Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

The Report of the Trustees should be read in conjunction with the Impact report on pages 1 to 27 which includes the Trust's Strategic Review. Further information can be found on the Young Minds website (youngminds.org.uk).

Reference and administrative information set out on pages 52 and 53 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:

- 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. The 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 July 2008. 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 2017 was 10 (2016: 11).

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 52. No member of the Board or Committees receives any remuneration for their services. The Board met 5 times during the year.

Subcommittees report to the Board and comprise the Finance and Fundraising Subcommittee which meets five times each year and the Human Resources Subcommittee which meets at least three times each year. The members of these committees are listed on page 52.

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.

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

Day to day operation of the organisation is delegated to the Chief Executive, Sarah Brennan OBE, and her Senior Management 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. The charity is committed to principles ensuring that pay and conditions of employment do not discriminate unlawfully and are free from bias.

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 externally and also among Trustees' personal contacts. Once appointed new Trustees are inducted by the Chief Executive. 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.

Trustees retire at the third annual general meeting following their initial appointment but are eligible for re-election by an ordinary resolution by the Members. Trustees must then retire at every third annual general meeting following reappointment and are eligible for re-election by a resolution by at least 75% of members present. No Trustee can continue to serve after the twelfth annual general meeting after their initial appointment.

Connections to a wider network

YoungMinds is proud to be one of eight charities partnering the Royal Foundation Heads Together campaign. The campaign has attracted substantial media coverage and played a vital role in transforming the national conversation on mental health, raising awareness and tackling stigma.

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 benefit from our work and services. In particular, our free Parents' Helpline is available for any parent or adult worried about the behaviour of a child or young person.

YoungMinds produces a wide range of printed and electronic information available for purchase or free download from our website. The information is aimed at helping children, young people and parents understand specific mental health issues, how to help and how to access services. Our website provides information in plain English about treatment options available and the evidence of their outcomes and side effects. Also available is a wide range of research and policy for all members of the public.

Printed materials include reports, studies, booklets and leaflets about children and young people's mental health and emotional wellbeing.

In addition, YoungMinds has a Training & Consultancy service. This offers training to anyone working with children and young people, about mental health and creating healthy schools, colleges, communities or workplaces.

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

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

YoungMinds future activities. In particular the Trustees consider how planned activities will contribute to YoungMinds charitable purpose.

Plans for future periods

We published our strategic objectives in 2016. In the next year we will continue to advance these objectives by:

We ensure that the most vulnerable children and young people get help

- continue our Always Campaign for the NHS to uphold the rights of children who spend time in mental health hospitals, and those of their families
- build on our Beyond Adversity work to campaign for the introduction of trauma-informed care and advocate good practice by local commissioners in addressing childhood adversity
- run conferences and training days around the country to educate professionals to understand more about trauma

We promote good mental health to young people and parents

- introduce new digital platforms to increase accessibility for parents who need our help
- continue our Wise Up campaign to rebalance the education system so that wellbeing is as much of a priority as academic achievement
- hold our flagship fundraising and awareness day #HelloYellow on World Mental Health Day (10 October 2017)

We empower young people and parents to be a force for change

- lead a pioneering three year programme funded by the ASDA Foundation to provide resources for students, teachers and parents to help students cope with the changes they experience at school
- launch Transforming Together which will use participation to drive service improvement and local transformation
- grow our Amplified digital participation network which promotes good practice and free resources for professionals

We help professionals provide exceptional support

- develop e-learning courses including "Introduction to Children and Young People's Mental Health" in conjunction with Educare
- work with schools across Nottingham to embed our Academic Resilience Approach by training the local teams to become accredited facilitators
- launch our new Schools Community inspiring professionals working in schools to improve the wellbeing of students

Under-pinning this work is our core infrastructure. Both our income and the number of staff has increased by over 35% in the last two years. We commissioned an independent review of our organisation in early 2017 and in July we will launch a transformation programme which will restructure our operations to better deliver our strategic plan and support future growth, update our internal processes and systems to improve efficiency and support a charity of our size, and help us embed our vision, mission and values firmly in everything we do.

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

Financial review

The charity remains in a good financial position. Total income has increased by 20% to £2,911k (2016: £2,418k) and expenditure has increased by 32% to £3,142k (2016: £2,378k). The net deficit of £230k (2016: surplus of £41k) is in line with the planned deficit of £227k.

Income

Fundraised income of £2,146k is a 47% increase on 2016 income of £1,456k. This includes strong growth in income from charitable activities which has increased from £461k in 2016 to £717k. Significant grants to support our Parents' Helpline from the Big Lottery Fund (£496k across two years) and the Department of Education (£200k across 15 months) contributed to this increase.

The growth is the result of increasing our investment in fundraising from £233k in 2016 to £410k in 2017; this includes developing new roles in the fundraising team.

However income from trading activities has fallen from £952k to £734k. In the year to March 2016 £274k of trading income was from the Headstart project which was successfully delivered in March 2016. During the current year we signed a new four year contract with NHS North East London CSU to develop the Children and Young People's Improving Access to Psychological Therapies Programme with total contract value of £657k.

Expenditure

Charitable expenditure in the year was £2,732k (2016: £2,145k) including support costs of £684k (2016: £468k). The main areas of increased expenditure in the year were the Parent Helpline and policy, information and campaigns. Additional staff were recruited to the Helpline to increase the number of calls we can respond to and a new database was introduced to help manage our call responses more effectively.

Our policy work included the launch of our Beyond Adversity report. We developed our new Wise Up campaign which promotes awareness of wellbeing and mental health in schools. We continued to invest in our digital communications channels and including redesigning our website and refreshing our brand.

During the year we took on additional office space so that all our office staff are located in one office which improves internal communication and efficiency. Additional rent costs of £187k contribute to the increase in support costs.

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' forecast unrestricted expenditure.

At 31 March 2017 the charity had unrestricted reserves of £1,186k (2016: £1,424k) which represents 6.0 months' (2016: 9.6 months') future 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

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

reputable banks maturing at regular intervals to enable flexible access to funds whilst ensuring modest returns.

Financial outlook

We have significantly increased our income and expenditure across the last two years and we intend to continue growing. This growth in income is not dependent on any single income source, but is spread across a range of fundraising activities and funding sources.

We have several new projects to deliver across the next year and therefore we plan to increase staff numbers by 10% to ensure delivery. This, and a full year of rent for our additional office space, means that expenditure is also expected to increase by 10%.

This means that we expect our unrestricted reserves to reduce by approximately £100k in the year to 31 March 2018; this reduces our unrestricted reserves to 5.5 months' future unrestricted expenditure.

The transformation project following our organisational review will require additional expenditure outside of the annual budget and therefore further reserves of up to £250k have been set aside to deliver the project. However, it is expected that further funds can be raised to help deliver the transformation and therefore this represents the maximum additional investment from reserves.

Principal risks and uncertainties

The Finance 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 May 2017. The committee reports on the risk management process to the Board annually.

The register identifies the likelihood and impact of each risk and this allows risks to be ranked by priority. Ownership of each risk is assigned to a member of the senior management 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.

The key risks identified by the Finance Committee (on a post mitigation basis) in May 2017 were:

- Breach of charity IT systems results in breach of data protection legislation, loss of critical data or protracted lack of access to charity data. Mitigations: started a cyber security review in April 2017, strong IT policies (reviewed regularly), staff training
- The charity lacks the capacity, financial reserves or key skills within its workforce to support growth including delivering the strategic plan. Mitigations: will implement the recommendations of the organisational review completed in May 2017, process in place for all new projects to be reviewed for capacity, new funding and return on investment to ensure projects only accepted if they are in line with strategic objectives and present acceptable financial risk
- The charity's digital strategy is undeveloped and there is insufficient digital, marketing and other communications resource to develop the charity brand in a crowded market. Mitigations: will implement the recommendations of the organisational review completed

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

in May 2017, implementing a market positioning project, potential use of pro bono digital consultancy review

- Key Performance Indicators (KPIs) do not provide the necessary information to manage the organisation, outcomes and progress effectively. Mitigations: project in progress to review KPIs, monthly review of KPIs by senior management

Volunteers

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

Many of our volunteers are young people. Our Youth Activists speak at conferences, appear in the media and join our campaigns to help raise awareness of mental health in young people. Our Amplified project has developed a network of young people giving their input on how mental health services are delivered to young people. Our Youth Panel is key to bringing young people's voices into conversations with our Senior Management Team and departments across the organisation and informs our policies and direction.

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.

Fundraising

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

The individuals that we mail are our supporters with whom we already have a relationship, and who have given their consent to be contacted by us. We never buy in any data lists for fundraising and we do not sell or share supporter details with any other individuals or organisations.

We have processes in place to ensure that 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.

We do not employ professional fundraising agencies with regard to any aspects of our fundraising activities. All of our activities are planned and delivered in house by our small fundraising team, who build relationships with our supporters.

Our fundraising activities are led by a Director of Fundraising who is a full member of the Institute of Fundraising, and who in turn ensures that all of our fundraising activities are

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

compliant with the Institute of Fundraising Code of Practice. We also pay close attention to the changing regulatory environment to ensure that we are compliant with best practice and that our fundraising is transparent, honest and non-intrusive. We have not received any complaints about our fundraising practice.

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.

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

Young Minds Trust

Report of the Trustees

For the Year Ended 31 March 2017

Auditors

A resolution to re-appoint haysmacintyre 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 5 July 2017 and signed on its behalf by

Dr Carole Easton
Chair

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

We have audited the financial statements of Young Minds Trust for the year ended 31 March 2017 which comprise the Statement of Financial Activities, the Balance Sheets, the Cash Flow Statement and the related notes. 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).

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.

Respective responsibilities of Trustees and auditor

As explained more fully in the Statement of Trustees' responsibilities set out on page 34, 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.

We have been appointed auditors under Companies Act 2006 and section 44(1) (c) of the Charities and Trustee Investment (Scotland) Act 2005. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the Financial Reporting Council's website at <http://www.frc.org.uk/auditscopeukprivate>

Opinion on financial statements

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 2017 and of its net movement in funds, including its 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, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Opinion 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 incorporates the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Trustees' Annual Report (which incorporates the directors' report) has been prepared in accordance with applicable legal requirements.

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

In the light of our 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).

Matters on which we are required to report by exception

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

- the charitable company has not kept proper and adequate accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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
- the Trustees' were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption from the requirement to prepare a strategic report or in preparing the Trustees' report.

Kathryn Burton (Senior Statutory Auditor)
For and on behalf of haysmacintyre, Statutory Auditor
Chartered Accountants
26 Red Lion Square
London WC1R 4AG

Date: 5 July 2017

haysmacintyre is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Young Minds Trust

Statement of Financial Activity (including the income and expenditure account)

For the Year Ended March 2017

	Notes	Unrestricted funds £	Restricted funds £	2017 Total funds £	2016 Total funds £
Income from:					
Donations and legacies		1,290,100	139,060	1,429,160	995,570
Charitable activities (grant funding)		-	717,197	717,197	460,806
Trading activities		734,172	-	734,172	951,760
Investment (bank interest)		2,063	-	2,063	3,008
Other		28,797	-	28,797	7,314
Total income	2	2,055,132	856,257	2,911,389	2,418,458
Expenditure on:					
Raising funds		410,216	-	410,216	233,208
Charitable activities					
Training and consultancy		964,117	142,062	1,106,179	1,152,651
Publications		10,991	-	10,991	18,677
Parents' Helpline		127,388	469,532	596,920	465,067
Working with young people		89,499	25,000	114,499	124,149
Policy, information and campaigns		764,756	138,254	903,010	383,975
Total expenditure on charitable activities	3	1,956,751	774,848	2,731,599	2,144,519
Total expenditure		2,366,967	774,848	3,141,815	2,377,727
Net income		(311,835)	81,409	(230,426)	40,731
Transfers		74,256	(74,256)	-	-
Net movement in funds		(237,579)	7,153	(230,426)	40,731
Funds brought forward		1,423,966	331,469	1,755,435	1,714,704
Total funds carried forward	11	1,186,387	338,622	1,525,009	1,755,435

The Statement of Financial Activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities. The accompanying notes are an integral part of this Statement of Financial Activities.

Prior year split between unrestricted and restricted appears in Note 18.

Young Minds Trust

Balance Sheet

As at 31 March 2017

COMPANY NO: 2780643

	Notes	£	2017 £	£	2016 £
Fixed Assets					
Tangible Assets	5		181,766		71,928
Current Assets					
Stock	6	3,050		4,762	
Debtors and prepayments	7	539,581		650,909	
Cash at bank and in hand		1,509,289		1,550,192	
			<u>2,051,920</u>	<u>2,205,863</u>	
Current Liabilities					
Creditors:					
Amounts falling due within one year	8	(651,802)		(444,096)	
Net Current Assets			<u>1,400,118</u>		<u>1,761,767</u>
Total assets less current liabilities			1,581,884		1,833,695
Creditors falling due after one year	9		(56,875)		(78,260)
Net Assets			<u>1,525,009</u>		<u>1,755,435</u>
Reserves					
Restricted funds			338,622		331,469
Designated funds			-		381,000
General funds			1,186,387		1,042,966
Unrestricted funds			<u>1,186,387</u>		<u>1,423,966</u>
Total funds	11, 12		<u>1,525,009</u>		<u>1,755,435</u>

The financial statements were approved and authorised for issue by the Board of Trustees and were signed on its behalf on 5 July 2017

Carole Easton
Chair

Andrew Cottrell
Treasurer

Young Minds Trust

Cash Flow Statement

For the Year Ended 31 March 2017

	Notes	2017 £	2016 £
Cash flows from operating activities			
Net cash provided by/ (used in) operating activities	A	108,524	99,550
Cash flows from investing activities			
Dividends and interest		2,063	3,008
Purchase of property, plant and equipment		(151,490)	(50,478)
Net cash provided by/(used in) investing activities		<u>(149,427)</u>	<u>(47,470)</u>
Change in cash and cash equivalents in the reporting period		(40,903)	52,080
Cash and cash equivalents at the beginning of the reporting period		1,550,192	1,498,112
Cash and cash equivalents at the end of the reporting period	B	<u>1,509,289</u>	<u>1,550,192</u>

NOTES TO THE CASH FLOW STATEMENT

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

	2017 £	2016 £
Net income for the reporting period	(230,426)	40,731
Depreciation charges	41,652	20,749
Decrease in stock	1,712	317
Increase in debtors	111,328	(242,139)
Increase / (decrease) in creditors	186,321	282,900
Interest and Dividends	(2,063)	(3,008)
Net cash provided by/ (used in) operating activities	<u>108,524</u>	<u>99,550</u>

B - Analysis of cash and cash equivalents

	2017 £	2016 £
Cash at bank and in hand	1,509,289	1,550,192
	<u>1,509,289</u>	<u>1,550,192</u>

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

1. Accounting Policies

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.

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.

Statement of cash flows

The charitable company's cash flow statement reflects the presentation requirements of FRS 102, which is different to that prepared under FRS 1.

Public benefit

The Trustees confirm that they have referred to the information contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives, and in planning activities and setting policies and priorities for the year ahead.

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.

Expenditure

Where possible, expenditure is directly allocated against charitable activities or the costs of raising funds.

Support costs include governance costs and are allocated to charitable activity and the costs of raising funds on the proportion of direct (non-staff) costs.

The costs of raising funds relate to the costs incurred by the charity in raising funds for its charitable work including salaries, direct expenditure and a proportion of support costs.

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 2017

1. Accounting Policies (continued)

Tangible Fixed Assets

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

Fixtures and fittings	10% Straight Line
Computer software and equipment	25-33% Straight Line

Assets costing more than £1,000 are capitalised

Stocks

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

Restricted funds

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.

Designated funds

Designated funds are unrestricted funds set aside at the discretion of the Trustees for particular purposes.

General unrestricted funds

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

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.

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.

Cash at bank and in hand

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

Creditors and provisions

Creditors and provisions 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 and provisions are normally recognised at their settlement amount after allowing for any trade

Employee benefits

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

Estimates and Judgement

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Although these estimates are based on management's best knowledge of the amount, events or actions, actual results may ultimately differ from those estimates. The trustees consider depreciation to be subject to estimation and judgement and are discussed above.

Financial instruments

Basic financial instruments are initially recognised at transaction value and subsequently measured at amortised cost with the exception of investments which are held at fair value. Financial assets held at amortised cost comprise cash at bank and in hand, together with trade and other debtors. A specific provision is made for debts for which recoverability is in doubt. Cash at bank and in hand is defined as all cash held in instant access bank accounts and used as working capital. Financial liabilities held at amortised cost comprise all creditors except social security and other taxes.

At the balance sheet date the charity held financial assets at amortised cost of £1,893,813 (2016: £2,097,855) and financial liabilities at amortised cost of £586,457 (2016: £423,771).

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

2. Income

	Unrestricted funds £	Restricted funds £	2017 Total funds £	2016 Total funds £
Donations and legacies				
Donations	1,202,465	20,715	1,223,180	945,570
Legacies	82,635	-	82,635	50,000
Donations from trusts	5,000	118,345	123,345	-
Total donations and legacies	1,290,100	139,060	1,429,160	995,570
Income from charitable activities				
Government grants and statutory funding				
Department of Education	-	160,000	160,000	315,793
Big Lottery Fund	-	246,856	246,856	47,547
Department of Health	-	-	-	49,919
Other grants to directly support charitable activities				
Alexia Adrianopoulos	-	150,000	150,000	-
BUFA UK Foundation	-	39,708	39,708	-
Masonic Charitable Foundation	-	28,952	28,952	-
ASDA Foundation	-	17,425	17,425	-
Oak Foundation (capital grant)	-	74,256	74,256	-
Comic Relief	-	-	-	47,547
Total income from charitable activities	-	717,197	717,197	460,806
Income from trading activities				
Training and consultancy	719,680	-	719,680	925,057
Publications	14,492	-	14,492	26,703
Total income from trading activities	734,172	-	734,172	951,760
Investment				
Bank interest income	2,063	-	2,063	3,008
Other income				
Rent income	24,033	-	24,033	-
Other income	4,764	-	4,764	7,314
Total other income	28,797	-	28,797	7,314
Total income	2,055,132	856,257	2,911,389	2,418,458
Included in the above is income from fundraising activities (including, donations, legacies and income from charitable activities) of	1,290,100	856,257	2,146,357	1,456,376

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

3. Expenditure

Analysis of total resources expended

	Salaries, NI and pensions £	Other direct costs £	Support costs £	2017 Total £	2016 Total £
Cost of raising funds	298,434	50,277	61,505	410,216	233,208
Charitable activities					
Training and consultancy	724,808	171,532	209,839	1,106,179	1,152,651
Publications	-	4,943	6,048	10,991	18,677
Parents' Helpline	338,208	116,363	142,349	596,920	465,067
Working with young people	57,544	25,617	31,338	114,499	124,149
Policy, information and campaigns	479,259	190,594	233,157	903,010	383,975
Total expenditure on charitable activities	1,599,819	509,049	622,731	2,731,599	2,144,519
Total expenditure	1,898,253	559,326	684,236	3,141,815	2,377,727

All activities are undertaken directly.

Support costs are allocated on the proportion of direct (non-staff) costs.

Support costs

	Finance and admin £	Human resources £	CEO and governance £	2017 Total £	2016 Total £
Cost of raising funds	41,658	11,165	8,682	61,505	12,518
Charitable activities					
Training and consultancy	142,128	38,091	29,620	209,839	273,159
Publications	4,096	1,098	854	6,048	10,189
Parents' Helpline	96,416	25,840	20,093	142,349	92,656
Working with young people	21,226	5,689	4,423	31,338	29,055
Policy, information and campaigns	157,922	42,324	32,911	233,157	50,275
	421,788	113,042	87,901	622,731	455,334
Total support costs	463,445	124,207	96,583	684,236	467,852

Expenditure is stated after charging

	2017 £	2016 £
Payments under operating leases - property	294,700	107,125
Payments under operating leases - equipment	4,832	4,319
Depreciation	41,652	20,749
	2017 £	2016 £
Governance costs		
Auditors remuneration	12,374	11,406
Trustees expenses	223	668
Other costs	753	692
Total governance costs	13,350	12,766

No fees were paid to the charity's auditors except in respect of audit services.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

3. Expenditure

Analysis of total resources expended

	Salaries, NI and pensions £	Other direct costs £	Support costs £	2017 Total £	2016 Total £
Cost of raising funds	298,434	50,277	61,505	410,216	233,208
Charitable activities					
Training and consultancy	724,808	171,532	209,839	1,106,179	1,152,651
Publications	-	4,943	6,048	10,991	18,677
Parents' Helpline	338,208	116,363	142,349	596,920	465,067
Working with young people	57,544	25,617	31,338	114,499	124,149
Policy, information and campaigns	479,259	190,594	233,157	903,010	383,975
Total expenditure on charitable activities	1,599,819	509,049	622,731	2,731,599	2,144,519
Total expenditure	1,898,253	559,326	684,236	3,141,815	2,377,727

All activities are undertaken directly.

Support costs are allocated on the proportion of direct (non-staff) costs.

Support costs

	Finance and admin £	Human resources £	CEO and governance £	2017 Total £	2016 Total £
Cost of raising funds	41,658	11,165	8,682	61,505	12,518
Charitable activities					
Training and consultancy	142,128	38,091	29,620	209,839	273,159
Publications	4,096	1,098	854	6,048	10,189
Parents' Helpline	96,416	25,840	20,093	142,349	92,656
Working with young people	21,226	5,689	4,423	31,338	29,055
Policy, information and campaigns	157,922	42,324	32,911	233,157	50,275
	421,788	113,042	87,901	622,731	455,334
Total support costs	463,445	124,207	96,583	684,236	467,852

Expenditure is stated after charging

	2017 £	2016 £
Payments under operating leases - property	294,700	107,125
Payments under operating leases - equipment	4,832	4,319
Depreciation	41,652	20,749
	2017 £	2016 £
Governance costs		
Auditors remuneration	12,374	11,406
Trustees expenses	223	668
Other costs	753	692
Total governance costs	13,350	12,766

No fees were paid to the charity's auditors except in respect of audit services.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

4. Staff costs

	2017 £	2016 £
Salaries	1,804,945	1,411,973
National insurance	173,218	135,338
Pension costs	38,027	14,517
	2,016,190	1,561,828

There were no payments in respect of redundancy in the year (2016: £15,628).

There were five members of the senior management team during the periods under review: Chief Executive, Director of Operations, Director of Finance and Resources, Director of Fundraising and Director of Communications and Campaigns.

The remuneration of these employees (salaries and pension costs) were £261,458 (2016: £319,978).

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%.

One employee received employee benefits (excluding employer pension costs) of between £90,000 and £100,000 (2016: one between £80,000 and £90,000).

Employee numbers

	2017 £	2016 £
The average numbers of employees during the year was:		
Fundraising	9	8
Charitable services	37	32
Charitable services - employees on "zero hours contracts"	15	21
Support services	10	7
Total number of employees	71	68
The full time equivalent number of staff during the year was:		
Fundraising	9	6
Charitable services	31	25
Support services	9	7
Total full time equivalent number of employees	49	38

5. Tangible Fixed Assets

	Computer software & equipment £	Fixtures & fittings £	Total £
Cost			
As at 1 April 2016	95,762	91,565	187,327
Additions	140,761	10,729	151,490
As at 31 March 2017	236,523	102,294	338,817
Depreciation			
As at 1 April 2016	59,122	56,277	115,399
Charge for the year	28,979	12,673	41,652
As at 31 March 2017	88,101	68,950	157,051
Net book value			
As at 31 March 2017	148,422	33,344	181,766
As at 31 March 2016	36,640	35,288	71,928

The charity has no capital commitments (2016: £nil).

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

6. Stocks

	2017 £	2016 £
Publications for sale	3,050	4,762
Total stocks	3,050	4,762

7. Debtors

	2017 £	2016 £
Due within one year:		
Trade debtors	305,806	452,963
Accrued income	76,688	94,700
Prepayments and other debtors	100,554	70,619
Total debtors due within one year	483,048	618,282
Due after one year:		
Rent deposits	56,533	32,627
	539,581	650,909

8. Creditors: amounts falling due within one year

	2017 £	2016 £
Trade Creditors	90,351	97,605
Taxes and social security	122,220	98,585
Accruals and other creditors	105,393	56,990
Deferred income	333,838	190,916
	651,802	444,096

9. Creditors: amounts falling due after one year

	2017 £	2016 £
Deferred income	43,750	78,260
Rent deposit	13,125	-
	56,875	78,260

10. 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:

	2017 £	2016 £
Opening deferred income	269,176	91,359
Released in the accounting period	(190,916)	(91,359)
Deferred to future periods	299,328	269,176
Closing deferred income	377,588	269,176
Anlased as deferred income falling due:		
within one year	333,838	190,916
after one year	43,750	78,260

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

11. Statement of funds

	Funds at 1 April 2016 £	Income £	Expenditure £	Transfers £	Funds at 31 March 2017 £
Restricted funds					
<i>Parents' helpline</i>					
Department of Education	-	160,000	(160,000)	-	-
Big Lottery Fund	-	246,856	(246,856)	-	-
Royal Foundation	-	7,875	(7,875)	-	-
Other donations restricted to parents helpline	331,469	20,715	(45,414)	-	306,770
<i>Other charitable activities</i>					
Alexia Adrianopoulos	-	150,000	(138,254)	-	11,746
BUPA UK Foundation	-	39,708	(34,952)	-	4,756
Masonic Charitable Foundation	-	28,952	(27,029)	-	1,923
ASDA Foundation	-	17,425	(3,998)	-	13,427
Oak Foundation (capital grant)	-	74,256	-	(74,256)	-
Royal Foundation	-	9,067	(9,067)	-	-
Esmée Fairbairn Foundation	-	40,000	(40,000)	-	-
Paul Hamlyn Foundation	-	30,000	(30,000)	-	-
Batchworth Trust	-	15,000	(15,000)	-	-
David and Claudia Harding Foundation	-	10,000	(10,000)	-	-
Pixel Fund	-	4,167	(4,167)	-	-
Other restricted grants	-	2,236	(2,236)	-	-
Total restricted funds	331,469	856,257	(774,848)	(74,256)	338,622
Unrestricted funds					
Designated funds	381,000			(381,000)	-
General fund	1,042,966	2,055,132	(2,366,967)	455,256	1,186,387
Total unrestricted funds	1,423,966	2,055,132	(2,366,967)	74,256	1,186,387
Total funds	1,755,435	2,911,389	(3,141,815)	-	1,525,009

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. It is the only national helpline of its kind. During the year it was supported by:

- Department of Education grant to support running costs in the year
- Big Lottery Fund grant of £495,651 to support running costs and the promotion of the service for two years
- Other smaller grants and donations to support running costs

Alexia Adrianopoulos

Alexia Adrianopoulos provided an initial grant of £50,000 to scope a campaign to rebalance the education system so that the wellbeing of students is as important as academic achievement in schools. This initial work led to a follow up grant of £200,000 over 12 months to deliver the Wise Up to Wellbeing in Schools campaign.

BUPA UK Foundation

BUPA UK has provided funds for a 15 month programme to pilot and support a London parent peer-to-peer support group for mid-life parents raising children with mental health problems.

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

11. Statement of funds (continued)

Purposes of restricted funds (continued)

Masonic Charitable Foundation

The Masonic Charitable Foundation provided funds for a 12 month programme to fund a new peer support group for parents of children suffering from mental health problems.

Oak Foundation

The Oak Foundation provided capital grants in the year totaling £74,256 to support the costs of developing the new YoungMinds website that was launched in April 2017.

Royal Foundation

The Royal Foundation provided a grant of £50,825 across nine months to meet the additional demands created by YoungMinds engagement with the Heads Together campaign including helping increasing capacity on the Parents' Helpline.

Esmée Fairbairn Foundation

In 2014 the Esmée Fairbairn Foundation provided a grant of £120,000 across three years. This was awarded to support our Helpline, improve services so that young people will receive more understanding and support and help empower young people to speak out about mental health.

Paul Hamlyn Foundation

The Paul Hamlyn Foundation provided a £60,000 grant across two years from December 2015 to support Youth

Batchworth Trust

This charitable settlement donated £20,000 to fund an operations co-ordinator across 12 months and have approved a further distribution of £20,000 in 2017.

David and Claudia Harding Foundation

The David and Claudia Foundation provided a donation of £10,000 to help support our Young Avtivists Network.

Pixel Fund

The Pixel Fund awarded YoungMinds a grant of £10,000 over 12 months to support the Northern Hub project.

Purposes of the designated fund

At 31 March 2016 the Trustees designated £381,000 to be allocated towards new projects and to invest in new staff and a volunteer structure to deliver the strategic plan. These funds were fully utilised during the year.

Transfers between funds

The transfer from restricted to unrestricted funds £74,256 represents the reclassification of the capital grant to develop the new YoungMinds website as these funds were fully utilised on the project during the year. As noted above, the designated funds of £381,000 were fully applied during the year and have been transferred to the general fund.

12. Analysis of net assets by fund

	Unrestricted funds £	Restricted funds £	Total funds £
Fixed assets	181,766	-	181,766
Current assets	1,713,298	338,622	2,051,920
Current liabilities	(651,802)	-	(651,802)
Non-current liabilities	(56,875)	-	(56,875)
Total	1,186,387	338,622	1,525,009

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

13. Lease commitments

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

	Land and buildings		Equipment	
	2017	2016	2017	2016
	£	£	£	£
Less than one year	295,100	69,500	10,476	4,319
Between two and five years	355,200	63,500	20,079	10,079
	<u>650,300</u>	<u>133,000</u>	<u>30,555</u>	<u>14,398</u>

14. Income from leases

The charity sublets a property under a non-cancellable operating lease. The minimum future receipts under this lease are as follows:

	Land and buildings	
	2017	2016
	£	£
Less than one year	52,500	-
Between two and five years	13,125	-
	<u>65,625</u>	<u>-</u>

15. Taxation

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

The charity is able to partly recover VAT on its expenditure. In the year to March 2017 the charity incurred VAT of £87,677 (2016: £44,857) of VAT it was unable to recover.

16. Related party transactions

There were no related party transactions during either of the periods under review (2016: £nil).

No Trustee received any remuneration or benefit in kind during the year (2016: £nil).

In the year expenses were paid in relation to one Trustee (2016 - two) for travel and subsistence costs of £223 (2016: £668).

17. Legal status of the charity

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

Young Minds Trust

Notes to the Financial Statements

For the Year Ended 31 March 2017

18. Statement of Financial Activities for prior year (2016) split between unrestricted and restricted funds

	Unrestricted funds £	Restricted funds £	2016 Total funds £
Income from:			
Donations and legacies	791,345	204,225	995,570
Charitable activities	-	460,806	460,806
Trading activities	941,260	10,500	951,760
Investment (bank interest)	3,008	-	3,008
Other	7,314	-	7,314
Total income	1,742,927	675,531	2,418,458
Expenditure			
Cost of generating funds	233,208	-	233,208
Charitable activities			
Training and consultancy	1,030,982	121,669	1,152,651
Publications	18,677	-	18,677
Parents' Helpline	92,656	372,411	465,067
Working with young people	25,305	98,844	124,149
Policy, information and campaigns	383,975	-	383,975
Total expenditure on charitable activities	1,551,595	592,924	2,144,519
Total expenditure	1,784,803	592,924	2,377,727
Net income	(41,876)	82,607	40,731
Transfers	-	-	-
Net movement in funds	(41,876)	82,607	40,731
Funds brought forward	1,465,842	248,862	1,714,704
Total funds carried forward	1,423,966	331,469	1,755,435

Young Minds Trust

Reference and Administrative Details

For the Year Ended 31 March 2017

Company number	02780643																											
Charity number	1016968 (England and Wales) SC039700 (Scotland)																											
Registered office and operational address	Suite 11 Baden Place Crosby Row London SE1 1YW																											
Website	youngminds.org.uk																											
Patron	Lord Listowel																											
Vice Presidents	Professor Judith Trowell Peter Wilson																											
Trustees	<p>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:</p> <table><tr><td>Dr Carole Easton OBE</td><td>Chair</td></tr><tr><td>Peter Jenkins</td><td>Vice-Chair</td></tr><tr><td>Andy Cottrell</td><td>Treasurer</td></tr><tr><td>Rebecca Baird</td><td></td></tr><tr><td>Andrew Bell</td><td>(resigned 18 May 2016)</td></tr><tr><td>David Cottrell</td><td>(resigned 18 May 2016)</td></tr><tr><td>Helene Denness</td><td></td></tr><tr><td>Julie Dodd</td><td>(appointed 27 May 2016)</td></tr><tr><td>Dr Peter Hindley</td><td>(resigned 25 May 2017)</td></tr><tr><td>Maria Kane</td><td></td></tr><tr><td>Robert Mack</td><td></td></tr><tr><td>David Redfern</td><td>(resigned 1 February 2017)</td></tr><tr><td>Imogen Thompson</td><td>(appointed 27 May 2016, resigned 8 May 2017)</td></tr></table>		Dr Carole Easton OBE	Chair	Peter Jenkins	Vice-Chair	Andy Cottrell	Treasurer	Rebecca Baird		Andrew Bell	(resigned 18 May 2016)	David Cottrell	(resigned 18 May 2016)	Helene Denness		Julie Dodd	(appointed 27 May 2016)	Dr Peter Hindley	(resigned 25 May 2017)	Maria Kane		Robert Mack		David Redfern	(resigned 1 February 2017)	Imogen Thompson	(appointed 27 May 2016, resigned 8 May 2017)
Dr Carole Easton OBE	Chair																											
Peter Jenkins	Vice-Chair																											
Andy Cottrell	Treasurer																											
Rebecca Baird																												
Andrew Bell	(resigned 18 May 2016)																											
David Cottrell	(resigned 18 May 2016)																											
Helene Denness																												
Julie Dodd	(appointed 27 May 2016)																											
Dr Peter Hindley	(resigned 25 May 2017)																											
Maria Kane																												
Robert Mack																												
David Redfern	(resigned 1 February 2017)																											
Imogen Thompson	(appointed 27 May 2016, resigned 8 May 2017)																											
Finance and Fundraising Sub-Committee	Andy Cottrell Dr Carole Easton OBE Peter Jenkins Maria Kane David Redfern	Chair (until October 2016) (until 1 February 2017)																										
HR Sub-Committee	Rebecca Baird Helene Denness Robert Mack	Chair																										

Young Minds Trust

Reference and Administrative Details

For the Year Ended 31 March 2017

Senior Staff	Sarah Brennan OBE Lysanne Wilson Diane Gault Tom Madders Alex Fowles	Chief Executive Director of Operations Director of Fundraising Director of Communications and Campaigns Interim Director of Finance
Company secretary	Sarah Brennan OBE	
Principal Bankers	CAF Bank Limited Kings Hill West Malling Kent ME19 4TA	
Solicitors	Russell-Cooke, Solicitors 2 Putney Hill London SW15 6AB	
Auditors	haysmacintyre Chartered Accountants 26 Red Lion Square London WC1R 4A	
Policy and Advisory Group members at 31 March 2017	Association for Child and Adolescent Mental Health Association for Family Therapy Association for Infant Mental Health Association for Psychoanalytic Psychotherapy Association for Child Psychotherapists Association of Educational Psychologists British Association of Art Therapists Ltd British Association for Counselling and Psychotherapy British Psychotherapy Foundation British Psychological Society Caspari Foundation Play Therapy UK Royal College of General Practitioners Royal College of Nursing Royal College of Paediatrics and Child Health Royal College of Psychiatrists Social Emotional Behavioural Difficulties Association	