



40 years

Providing services in Washington,
Sunderland and the Coalfields

1981 - 2021

**Annual Report
2020 - 2021**



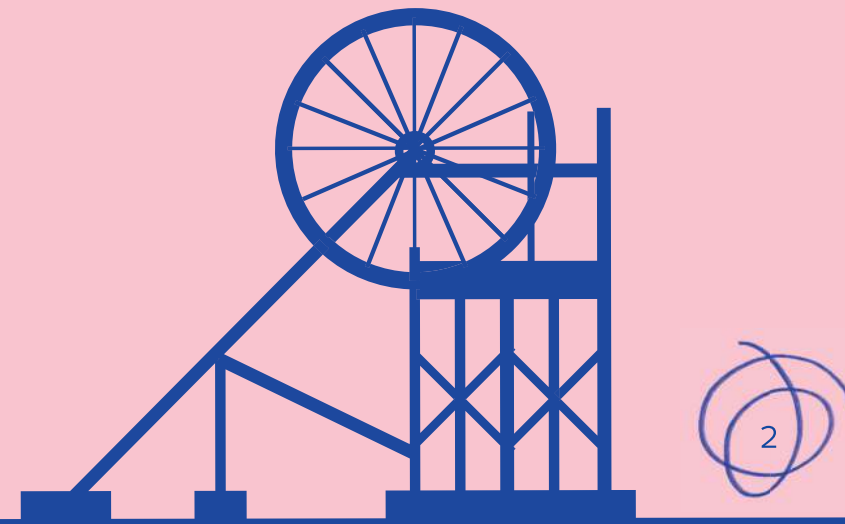


Mission

“ Washington Mind’s mission is to work in partnership with our community to promote recovery and improve mental health and wellbeing. ”

Our Vision

“ A society that understands and is active in improving mental health and wellbeing and building the emotional resilience of people of all ages. ”



Contents:

2. Mission/Vision
3. Contents
4. Chairs Introduction/Chief Executives Overview
5. President and Patrons
6. Our Year in Numbers
7. Stats
8. How we have changed (Branding and Websites)
9. Timeline of our Projects Achievements (Counselling Service and Wellbeing Info)
10. Timeline of our Projects Achievements (Young People's Project and Training)
11. The Life House
12. Photos By Decades
13. Out and About in our Community
14. Fundraising Throughout The Years
15. Thanks to our Funders



Welcome to our Annual Report in our 40th year as a charitable organisation



Chair's Introduction:

Welcome to our Annual Report for 2020-21, and a very special year it is for our charity in this our 40th year of delivering mental health and wellbeing support for our local communities. On behalf of my fellow Committee members I would like to begin with a huge thank you to our staff and volunteers for their commitment to supporting people struggling with the impact of mental health issues in what has proved to be the most difficult of times.

We haven't been able to celebrate our 40th Birthday quite as we would have liked and none of us could have anticipated what 2020/21 would bring; the terrible loss and the impact this would have on the nations physical health, mental health and wellbeing. Our staff and volunteers have worked tirelessly throughout the pandemic to support the demand for our services and we the Board recognise the commitment they show to Washington Mind.

One of the challenges for any business, but especially a charity is making sure that the funding we receive is used for the maximum benefit of those who need our help most. To do this one of the focuses of the Board this year was to consider a comprehensive staffing and pay scale restructure, this is now in place, to help us to retain a competent and committed staff team.

Sadly we say goodbye to our fellow Trustee Derek Sleightholme who died earlier this year. Derek was a champion of Washington Mind for many years and he will be greatly missed.

Bernie Cornish Chair



Chief Executive's Overview:

As a team we are all pleased and proud to present this our annual report, which not only highlights the impact of our work during the last year 2020/21 but also celebrates our 40th year as a charity.

In these tough times a strong, confident, voluntary sector can help to make a real difference to people's lives and Washington Mind has indeed stood the test of time. Back in 1981 when the charity was established 'Care in the Community' was promising great changes to how we would care for people with mental health issues in their own communities. Forty years later and we and others like us continue to find creative and innovative ways to do just that. More so we believe strongly that all people who access our support should not be passive recipients - participation is central to all that we do.

Every year I say that we are working in a difficult, challenging and changing environment, and this is not the year to break that tradition. I am not sure what could be more challenging than working thorough a pandemic but our team have done so commendably. There is little doubt that in challenging times we are indeed a resilient bunch. Alongside the support we provide, we very much have a part to play in promotion and prevention, and recognise that having a presence in our local community is vital to do this. Restrictions have limited this element of our work but we so look forward to being out and about in the very near future (hopefully in our new Van!)

I cannot praise the trustees, staff and volunteer team highly enough for their passion and their commitment to maintaining quality support to meet the ever demanding need for mental health support.

Jacqui Reeves CEO





President: Sharon Hodgson MP

As the President of Washington Mind, I am so proud of all the work the trustees, staff and volunteers do to help people in Washington, Sunderland and the Coalfields with mental health issues, particularly after a turbulent few years for all of us, which saw people who never thought they would need help reaching out for the first time. Washington Mind go above and beyond for our community every year, and I can't thank you enough for that. It is a privilege to be part of a charity that inspires change and the best in everyone.

Patron: Gary Bennett

I am once again proud to be one of the Patrons of Washington Mind, a much needed source of support for our community in this lockdown period, when looking after our mental health is especially important. Through my links with SAFC, we appreciate the commitment given to the fans through the BLC mental health hub and the development of referee training for the English Football League.



Patron: Norma Wright

As Patron of Washington Mind I am delighted and honoured to once again be part of the annual celebration of Washington Minds achievements, more so in this our 40th year. Unbelievably my own involvement with the charity goes back almost all of those 40 years, where does the time go? That said the last two years have been some of the most difficult of times for our communities, with many of us facing great losses and isolation. The pandemic has impacted not only on our physical health but particularly on our mental health and I know Washington Mind's support has been invaluable to some of you.

We are fortunate indeed to have a fantastic organisation like Washington Mind where staff and volunteers have stepped up and found new ways to provide that much needed support, to those who need it most.

It is therefore most appropriate at this point to give huge thanks to all our Trustees, staff, volunteers and funders. Thank you All.

Our year in numbers

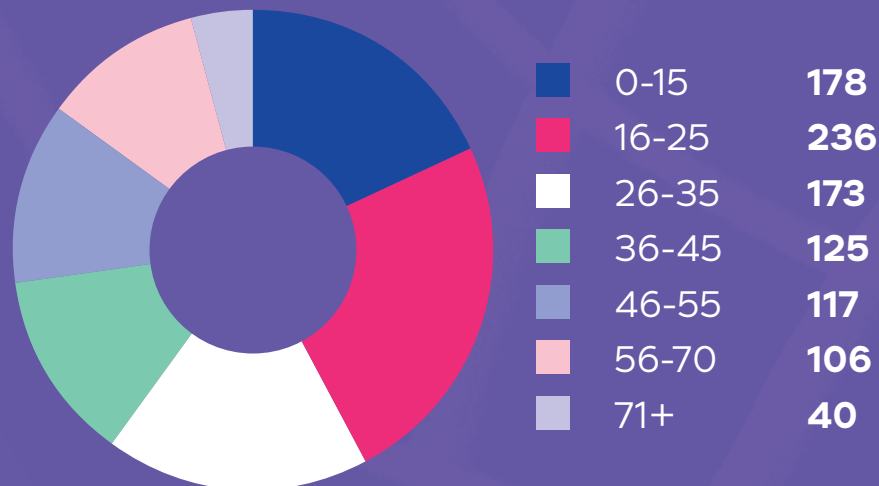
Despite the restrictions in place Washington Mind collected data about the services and activities we provide. This year we have seen **975** new referrals, but in total **1,496** people have received support throughout the year, including accessing therapies, social support, alternative and therapeutic group work and a variety of wellbeing activities, everything from cycling and dog walking to meditation and yoga.

The Life House itself has seen over **993** visitors in addition to our delivery in other community venues across the City. Our small team rely on the support of our partners and volunteers to ensure that we can offer a wide range of activities to accommodate this growing need for mental health and wellbeing support for the community.



Around **60,000** people directly supported over **40** years

Age Breakdown:



wellbeinginfo Unique Visitors:

163,500



Young people's activity attendees:

422



5,793

Counselling Appointments



110,751

Enquiries



975

New Referrals



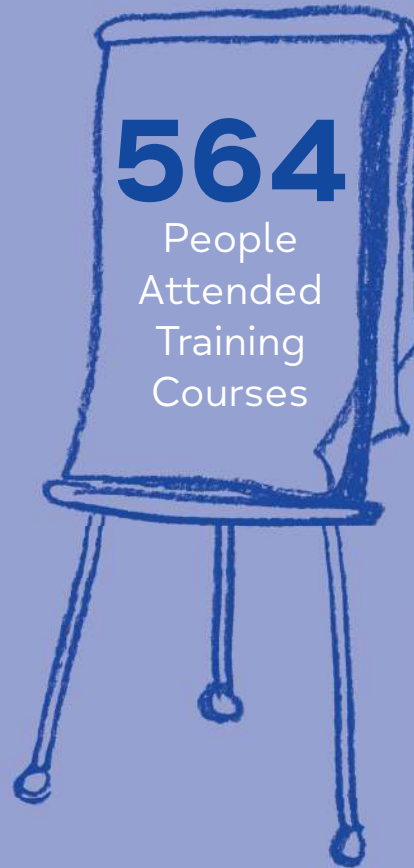
993

Visitors to the
Life House



175

Online support group



564

People
Attended
Training
Courses

31

Active
Volunteers



635

Social support
attendance

Our Impact In Numbers

New Referrals

12,850

Since April 2013

Enquiries

632,090

Since April 2013

Life House Visitors

111,678

Since April 2014

Social Support Attendance

16,572

Since April 2013

wellbeinginfo unique visitors

602,722

Since April 2016

Washington Mind Website

Unique visitors

276,144

Since April 2016



How we have changed



2010-2011 AGM



2016-2017 AGM



2019-2020 AGM

Our logos...

WASHINGTON
MIND

Washington Mind

mind | Washington
for better mental health

mind
Washington

Our websites...



Village Lane - 2007 to 2013



Grasmere Terrace - 2013 to present

Timeline of achievements over the years



Counselling Service

Washington Mind's Counselling project started out with volunteers back in 2007. After securing funding from the local NHS Trust we joined up with Sunderland Counselling Services and Sunderland Mind in 2009 to deliver GP counselling across the City. This project continues today, offering a safe and confidential space, now also delivered in partnership with Sunderland Psychological Services.



- We have worked hard to reduce our waiting times and additional funding means we are able to employ more counsellors to ensure waiting time are kept to a minimum.
- We look forward to re-establishing our volunteer placement programme.
- Alongside one to one support we offer therapeutic group support and provide a Match day Mental Health Hub at SAFC home games.

We are a British Association for Counselling and Psychotherapy (BACP) accredited service, demonstrating that the service continues to be run in a professional and accountable way.



Wellbeinginfo

Wellbeinginfo.org started in 2011 as printed health and wellbeing guides but quickly transitioned to an online directory in 2012 to keep up with ever changing health, wellbeing and voluntary sector services. Since the launch of the site over 800,000 unique visitors have accessed information through the site on how to manage their own health and wellbeing, or that of those around them, and how to access local support.



We have tackled many new challenges along the way; introducing a new content management system in 2016, the development of our dedicated young people's section in 2017, a site-wide redesign in 2017-18, the launch of the wellbeinginfo app in 2018. In recent years we have continued to maintain the site and work with partners across all sectors to introduce new content to the site and enable visitors to further take care of themselves.

In 2021 we began work on a full revamp of the site which will be finalised in early 2022 and will enable the site to continue to meet the needs of our communities and keep up with the ever changing digital world.



Timeline of achievements over the years



Young People's Project

The Young People's Project began in its current capacity in 2014, after we secured funding from the CCG to co-produce a service that offers counselling, as well as a range of other interventions that impact positively on the mental wellness of 11-25yr olds.



During the last 7yrs we have developed a model of good practice, as defined by Young People, focusing on accessibility, creativity and the reduction of stigma. As part of this work we have secured Service Level Agreements with 6 local schools, set up YP Advisory groups, and delivered services from a coffee shop. Other work has included a 3 yr project funded by the Kavli Trust, researching youth loneliness and working with YP to develop creative wellbeing tools. In addition this allowed the setting up an LGBT+ group who organised Washington's first 'Out and Proud' Event.

Funding from Washington Area Committee has enabled us to further understand the adolescent experience of self harm and offer additional counselling to YP, as well as funding our Safe Care Project. Funding from Coalfield Area Committee has allowed us to offer additional creative wellbeing opportunities in the area.

Alongside this work we have published 5 zines, and created a mental health zine library – it's goal to amplify YP voices, encourage solidarity, and celebrate the shared experiences of what it really means to be human.

We established a multi-disciplinary team, worked with some incredible partners, and there's a lot more in the pipeline. We remain proudest of all, of our ongoing partnerships with Young People.



Training

Washington Mind began delivering Emotional Resilience training in 2009, this initial training session originated from the Washington Area and West Area Committees. This was followed by the launch of the Sunderland Health Champions Programme in 2010 and our training project has since then, grown from strength to strength.

We have continued over time to develop and deliver a varied training programme that meets the changing needs of our community. Healthy Money Healthy You, offering insight into the links between mental health and finances, 1 in 4 Mental Health Awareness highlighting how many of us experience a common mental health problem soon followed.

During 2012 we were approached by the Primary Care Trust to develop a community approach to Suicide Prevention. To this day we have been successful in maintaining continuous funding for A LIFE Worth Living enabling us to train over five thousand people across localities in the LIFE model. This essential training is part of the wider agenda in reducing suicides and saving lives.

We continue to deliver Mental Health First Aid England's courses and we have recently developed The Stories We Tell And Are Told, an innovative training session that explores traditional models of grief as we aim to support the creation of a more grief aware society.

Our reputation for developing and delivering training has been recognised by the EFL and the FA as we support the increased awareness of mental health in the world of football. Both On Your Side for EFL clubs and Mental Health Champions for grassroots referees have been delivered nationally.

Whilst training supports the sustainability of Washington Mind, looking beyond this, we can see how the training programmes supports both our vision and mission statements as we continually challenge the stigma that still remains associated with mental health problems. To date we have trained over twelve thousand people to support us in our endeavour.



Life House

The Life House opened in June 2013, providing a much needed wellbeing resource centre for the community. The bigger premises enabled Washington Mind to deliver a wider range of wellbeing services, develop new partnerships and provide a healthy environment for service users and our staff and volunteers to work in.

Since 2013 we have welcomed over 100,000 members of our community to access counselling, alternative therapies, therapeutic group work and wellbeing activities.

Alongside our services we have also worked with some fantastic partners who offered a range of activities from weight management to physical activity.

Our future plans will include continuing to expand our services from our digital support offer of online group work and we will grow by adapting the Life House and introducing Café Life to our community. The café area and outdoor space will be upgraded to allow the facilitation of a weekly programme of wellbeing activities including brunch/lunch/afternoon/evening clubs, healthy eating courses and opportunities for social healthy-lifestyle activities.



80's & 90's



2000's



2010's



2020's



Out and about in our community...

And our visitors



Fundraising throughout the years



Thank you to all our funders

Once again we are grateful to the wide range of partners who support our organisation through commissioning services, providing grants and working in partnership with us.

Finance

David Wright, Treasurer:
'This year's report reflects our continuing achievements during the financial year ending 31 March 2021. The voluntary sector is competing for funding more than ever and we have all been affected by the pandemic particularly by losses in income generation, fundraising and core funding. Demand on our services continues to outweigh capacity while mental health services continue to be very high on the public's agenda. With the uncertainties arising from COVID-19 continuing we will aim to source funding to meet the expected additional demand on our services. At the same time, we will continue to explore all other avenues of funding open to us including income generation.



Heworth Grange
School



And a
big
thank
you to...

Jill Franklin Trust

Hedley Denton Charitable Trust

Semta Group

North East Entrepreneurs Network



Many thanks to
all of you who
have supported
Washington
Mind. We look
forward to
sharing our
future plans
with you



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