

The logo for Mind Rochdale and District features a stylized, hand-drawn symbol consisting of several overlapping loops and lines, resembling a scribble or a complex knot.

Mind Rochdale and District

**Annual Report
2020/21**



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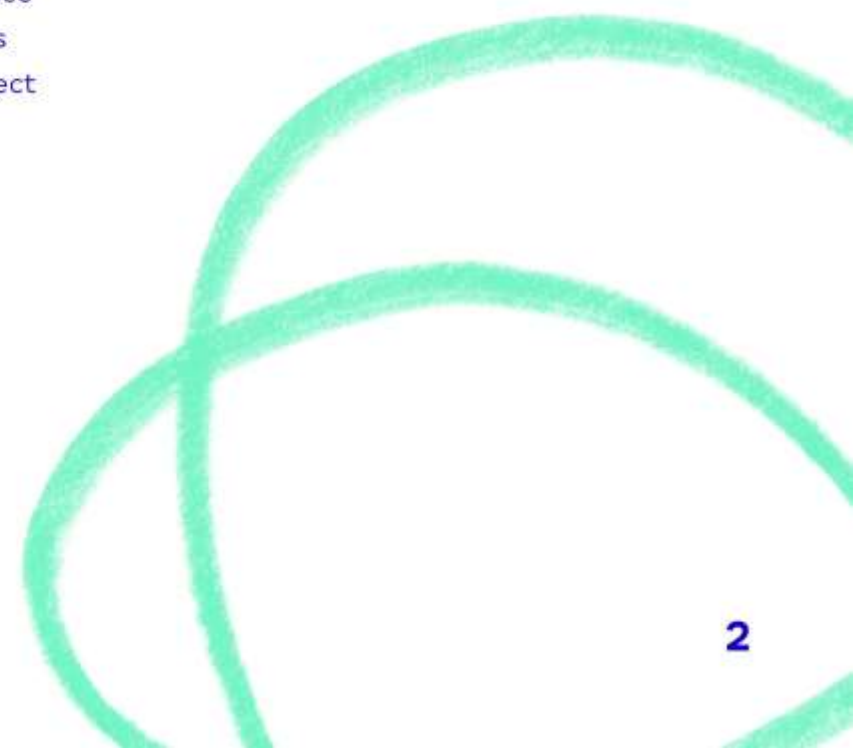
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Introduction from our CEO



Our Vision is to promote and protect good mental health and wellbeing for everyone, so that people can thrive.

However, what we continue to see particularly at Rochdale and District Mind is so many who barely survive. The charitable sector continues to struggle with the high numbers of those needing help and support, and we see increased numbers of individuals struggling with mental health coming to us in more desperate need than ever. This is not straightforward for any charity to manage as it could be so easy just to open our doors all of the time to anyone who needs help. The consequence of this however is in effect to open the flood gates where we also end up overwhelmed and eventually are unable to do the work we believe passionately we are here to do. This is an important balancing act, to be open to all but ensure we are clear about what we are here to do and can do best.

With this in mind we've strived more than ever to prepare Rochdale and District Mind for a successful future, through collaboration, problem solving and making some strategic decisions. We have developed new posts and initiatives to enable us to increase revenue, reduce costs, and embrace technology to inform our delivery. We are planning new ways of working to future proof our organisation and reduce over reliance on funding streams to secure the future of Rochdale and District Mind and ensure ongoing support for our community.

This has been a year of achievements and progress on one hand and challenges and unexpected situations to meet on the other, and at times like these we remind ourselves of our values.

Open - We reach out to anyone who needs us.

Together - We are stronger in partnerships.

Responsive - We listen, we act.

Independent - We speak out fearlessly.

Unstoppable - We never give up.


These Values guide all we do and when a global pandemic suddenly strikes and creates a whole new level of anxiety, as has happened, it means we act fast and do all we can to ensure everyone with a mental health problem gets support and respect.

Our Team of amazing staff and volunteers ensure we continue to meet these values and they too need support and recognition for how they are managing so that Rochdale and District Mind can give the best we can to the people who come to us. I thank each for their contribution, passion and skills and for our wider supporters, fundraisers and funders who have always been unstoppable, it's a quality that has never seemed more valuable.

Thank you for your support at this uncertain time,

Rebecca Steele
CEO

rebeccastele@rochdalemind.org.uk

 @BeccySteele81

Message from our Chair



The last year has been a strange one in terms of our endeavours to continue to provide services, in the context of a global pandemic. However, the Board are both reassured and delighted at the flexibility and commitment shown by staff and volunteers to ensure that supportive services have remained in place throughout. Whilst some services have had to be delivered more remotely, feedback from service users tells us that they remain appropriate, helpful and timely. Indeed some service users have indicated that they prefer the differing style of service delivery and we are looking at offering a more mixed offer for the future.

In the last annual report we indicated the firm intention to remain positive about the future despite many difficult years of austerity, and described our intention to strengthen the management function within the organisation to better pursue alternative funding streams. As a Board we are pleased to report that this strategy has been successful and the organisation is now on a much more secure financial footing with a more positive outlook.

We remain proud of the impact that we make as an organisation on the lives of people experiencing mental health issues and poor emotional wellbeing, and acknowledge that the pandemic has impacted on the lives of many people.

Delivering services that create change

We have a number of quality monitoring processes in place and the Board receive regular feedback as to the level of satisfaction expressed by service users about the services they receive. We are reassured that the levels of satisfaction and the measure of reported improvements remain consistently high. Feedback from the organisations that provide us with funding is also very positive.

Dedication of staff and volunteers

With the establishment of new funding to develop new projects a number of new staff have joined the organisation during the year and as a Board we welcome them and thank them for their contribution. A number of new volunteers have also joined and we also thank them for their support and commitment.

During the year we undertook a skills audit of trustees and successfully recruited against identified gaps and I would like to formally welcome our new trustees and thank them for their interest and involvement. The Board now has a good mix of skills and abilities and is well placed to support the organisation in the future. I remain amazed by the commitment of staff, volunteers and trustees to the values of the organisation and am constantly reassured by the lengths individuals go to, to ensure that services provided are beneficial and welcomed.

Opportunities for growth

As mentioned above successful applications have been made to develop a range of new services during the year and the pursuit of a broader range of funding streams will continue. We continue to work closely and collaboratively with the other Minds within Greater Manchester despite the withdrawal of funding for a post which facilitated this closer collaboration.

Personal Note

Having been chair of Rochdale and District Mind for 9 years now I have decided that the time is right to step down to enable a new chair, with a fresh pair of eyes and some new ideas, to take over, so this will be my last contribution to an annual report. I have thoroughly enjoyed my time as Chair and always appreciated the contact with and support of staff, volunteers, trustees and service users. I do feel that the organisation is well placed in facing the future and wish all involved the very best.

Barry Windle

Chair

Who we are...

Mission

We exist to ensure that people do not face mental health issues and poor emotional wellbeing alone and can lead their lives free from stigma and discrimination.

We provide information and support to empower anyone experiencing a mental health issue or poor emotional wellbeing to improve and maintain their wellbeing.

We campaign to improve services, raise awareness and promote understanding.

Our Vision

We promote and protect good mental health and emotional wellbeing for everyone in Heywood, Middleton, Rochdale, Bury and N.E. Lancashire.

We will not give up until everyone experiencing a mental health issue and poor emotional wellbeing gets both support and respect.

Our Values

Our values reflect those of Mind nationally and inform all aspects of our work and support:



Open – We reach out to anyone who needs us

Together – We are stronger in partnerships

Responsive – We listen, we act

Independent – We speak out fearlessly

Unstoppable – We never give up

Our year in numbers...

1,213 individuals accessed our services last year, with over 84% saying they saw an increase in hope, confidence, self-esteem or wellbeing. This is not achieved in isolation; involvement and empowerment are in the foundations of Rochdale and District Mind from a staff, volunteer and service user perspective, alongside collaboration with the many organisations with whom we work in partnership.

88% of our service users report maintained or increased **confidence**

85% of our service users report a maintained or increased **sense of hope**

84% of our service users report maintained or increased feelings of **relaxation**

84% of our service users report maintained or increased **self-esteem**

72% of service users report maintained or improved **resilience**



77% of service users maintain or improve feeling **better informed**

57% of our service users report having more **social interaction**

47% of service users maintain or improve feeling more **in control**

26% of our service users report having more **community engagement**



Our service users reduced **GP appointments** by **1927** per year

30% of our service users report feeling less dependent on **medication**

13% of our service users report using other **professional support** less

Wellbeing Support Services

We offer a range of wellbeing support for residents aged 18+ within the borough of Rochdale. Our wellbeing services are delivered by a team of motivated and compassionate Wellbeing Coordinators.

Wellbeing Coordinators are trained to undertake assessments, reviews and one to one wellbeing sessions. In addition they facilitate a range of wellbeing peer support groups, self-help courses (based on cognitive behavioral therapy) projects and groups to encourage individual creativity, practical skills and relaxation.

Our Wellbeing Services adapted during Covid. We moved online during this difficult time to ensure that service users could maintain connection through wellbeing groups. Our Social Cafes from Heywood, Middleton and Rochdale combined into a daily drop in session. Art 4 Wellbeing was facilitated over Zoom including a virtual tour around the Tate Gallery. Everyone has varying ICT skills because of this the black, Asian and minority ethnic (BAME) women's group moved to Whatsapp where videos and audios kept the women connected. One to one wellbeing chats were facilitated during lockdown from our team of Wellbeing Coordinators. The Dementia and Carers project moved to Garden Gate and community walks to reduce isolation and increase wellbeing.

Our Objectives:	Our Impact:
Provide a culturally appropriate service reflective of our local borough.	We run 2 successful BAME women's groups delivered in Urdu/Punjabi covering the full range of wellbeing services.
To provide a safe space for women to access support with their mental health and emotional wellbeing.	Women only Wednesday (WOW) was launched this currently includes relaxation, safe space and women's support group.
To increase wellbeing during the coronavirus pandemic.	85.2% of service users reported an increase sense of hope.
To provide a quality and beneficial wellbeing service.	100% of service users would recommend us to their Friends and Family.



I wouldn't be hear with out your support. Depression can be a scary place. Thank you for helping me see the way out the other side.

Service User



I thoroughly enjoyed my first time and will come again can't believe how calm I feel.

Art 4 Wellbeing Service User



Our Specialised Wellbeing Services

Asylum Seekers and Refugees

Service users are allocated a Wellbeing Coordinator who will make a tailored plan to support individuals with settling in to a new community. One to one support is available to discuss mental and emotional wellbeing.

Working with the BAME community

Our wellbeing support is facilitated in local languages including Urdu and Punjabi so that everyone gets the opportunity to access our services. Work on stigma and breaking down barriers is key to supporting recovery in mental health.

Dementia/Carers

Our Dementia and Carers project offers mental health and emotional wellbeing support to all our communities across the Rochdale borough living with dementia. We offer one-to-one and group support to help the person living with dementia, their carer and family, with the aim of empowering and enhancing their ability to live well. We have a range of activities and open days throughout the year which are all free to attend. We support people right from the beginning of their journey; the individual doesn't need to be diagnosed with dementia to reach out for our support.

Our Objectives:	Our Impact:
To work together with other local organisations in supporting Refugees and Asylum seekers.	The Refugee and Asylum seeker Forum has continued to meet throughout Covid.
BAME Community Services: To be accessible to the local community.	89% of referrals where Urdu/Punjabi was the first language went on to engage with our services.
Dementia Support Services: To support families of people with Dementia through this difficult year.	80.6% of Dementia Support Services clients maintained and improved their social connections by feeling close to other people and feeling loved so reducing their isolation.



I'm doing great! You helped me get to a great place, and I've decided I'm going to stay in that place. I'm holding on to what I learned, staying strong and staying positive.

Service User



Young People

Transition support is provided to 18-25 years old. We provide confidential support for young people who have mild to moderate emotional health issues in the Rochdale Borough. We are passionate about empowering young people to develop and grow their skills, knowledge and experiences to enable them to take control of their issues.

Survivors of childhood sexual abuse

We facilitate two separate support groups: one for those who identify as female and one for those who identify as male. In these sessions individuals are able to talk in a safe, confidential group about their experiences and how this has affected their lives. People share and learn new strategies to manage their wellbeing and follow their path to recovery.

Forward Project

Our specialist Forward Project Wellbeing Coordinator offers one-to-one sessions with individuals who are involved in, or are at risk of becoming involved in the criminal justice system to identify areas of their lives which are having a negative impact on their mental health and emotional wellbeing. As well as actively supporting people to access appropriate services to address their broader needs the Forward Project encourages people to focus on their own wellbeing and develop techniques to empower them to achieve their potential.



I used to think that it was just me that felt anxious. I compare myself to everyone at school and think why are they ok? Talking to Mind made realize that anyone can feel anxiety. Some people are just better at putting on a face!

Young person



Our Objectives:	Our Impact:
To provide an age appropriate service to Young People.	100% of Young People who accessed the project went on to access appropriate services either from Rochdale Mind or locally.
Survivors of Childhood Sexual Abuse Service: To work in a trauma-informed way to support those dealing with the impact of adverse childhood experiences.	100% of Wellbeing Coordinators are trained in Adverse Childhood Experiences.
Forward Project: To support the whole needs of the individual by providing opportunities to develop and grow the skills, knowledge and experiences that allow people to take control over their issues.	The Forward Project supported 83% of service users to engage with services appropriate to their needs.

Training & Courses

Over the past year Rochdale and District Mind have been involved in the roll-out of the Connect 5 training programme in Greater Manchester. The aim of this programme has been to improve how we have conversations around mental wellbeing by enabling individuals to develop the confidence and skills to facilitate such conversations.

The Connect 5 programme consists of three modules introducing learners to the skills and strategies needed to facilitate an intervention with someone who is experiencing issues regarding their mental wellbeing. The three modules are delivered by a Community Trainer, who has completed train the trainer over two days - delivered by a Connect 5 Lead Trainer. Rochdale and District Mind, in partnership with Tameside, Oldham and Glossop Mind provided the Train the Trainer two days training, creating a large amount of skilled and approved individuals currently delivering the Connect 5 programme across Greater Manchester.

Our Courses

We also continue to deliver weekly CBT-based self-help courses for service users. These six week courses include: Living Life to the Full, Managing Anxiety and Managing Depression. Throughout the course individuals learn strategies and tools that they practice and develop for managing and overcoming the issues that present. Progress is monitored and recorded showing excellent improvement in wellbeing levels for those individuals who complete the course.

Our Objectives:	Our Impact:
To train 211 Community Trainers qualifying them to deliver the three Connect 5 Modules.	211 new Connect 5 Community Trainers qualified and skilled now delivering the three Connect 5 modules.
To provide new Community Trainers with the skills and confidence needed to facilitate Connect 5 sessions with learners.	There are now fully skilled new community trainers rolling out the Connect 5 modules in their places of work and in the community.
To improve how we have conversations regarding mental wellbeing in the workplace and wider community.	The positive impact for people attending the modules will be seen through the improvement in wellbeing in the workplace and community.
To help reduce levels of anxiety and depression for individuals who complete a six week self-help course.	GAD7 and PHQ9 outcome measurements consistently show significant improvement in wellbeing from week 1 to week 6 for service users completing the course.
To equip learners with strategies that they can use in everyday life.	Service users feed back the positive improvement for their wellbeing each week and share their experiences of practicing what they have learned.



I just wanted to say what an amazing experience it was to observe 10 vulnerable people attend the course and watch them become empowered over a period of 6 weeks! It truly was inspiring and I could feel the support/tolerance/listening that without exception they all afforded each other. Neil created a safe environment and the people that left the course bore little resemblance to the group that began their journey.

Independent Observer



Counselling Services

At Rochdale and District Mind we offer a range of counselling services for anyone aged 12 or over living in, or whose GP is in Rochdale, Heywood or Middleton, and who is not accessing counselling/therapy elsewhere.

The counselling service provides a private and confidential space to explore and make sense of thoughts, feelings and experiences without judgement. Counselling is provided by one of our team of employed or volunteer counsellors who have studied or are currently studying at the region's most respected training institutions. Our services are BACP (British Association of Counselling and Psychotherapy) accredited, demonstrating their safe, ethical and professional nature and overall high quality.

Services are delivered either face to face or via telephone dependent on service user need with the addition of extended out of hours service provision for those unable to attend sessions during school or office hours. We continue to work in partnership with Thinking Ahead for the delivery of adult services and have recently developed a partnership with #Thrive for the delivery of children and young people (CYP) counselling services. We are continuing to develop relationships with local businesses and service providers such as Hopwood Hall college in order to support the mental health and wellbeing of their staff.



Our Objectives:	Our Impact:
Develop our counselling offer so we can engage with and support more individuals within our community.	We received 441 referrals for adult counselling and 1189 counselling sessions were delivered.
Develop a counselling service for children and young people (CYP).	We secured funding in December 2020 to establish and develop a CYP counselling service for those aged 12-18 years. 41 service users have engaged with this service.
Increase governance of the service through the development of a new role for the coordination of delivery.	Our new Therapeutic Lead provides clinical support and is the Designated Safeguarding Lead. Each counsellor benefits from both internal and external clinical supervision.
Continuing to grow our bank of volunteers, building on relationships with local training providers.	We are a well-respected placement provider for the region's most respected training institutions and continue to recruit high quality trainees and qualified volunteer counsellors alike.
Maintaining our BACP Accreditation to continue to demonstrate that we deliver an accountable, ethical and responsive service.	We continue to hold BACP Accreditation for our Psychological Services and work in partnership with the BACP to inform best practice across the counselling profession.



It's definitely helped. I feel like I was punishing myself and I had stopped eating. Now I am eating again and have been able to do things for myself. I have been challenged on my perspectives and been able to look at things differently.

Counselling client



Information Service

1 in 4 people experience mental health sometime in their lives and so if you, or someone else is having a mental health episode, then having the correct information to hand is vital in your next step forward.

Rochdale and District Mind understand that having a diagnosis of a mental health problem can be a very confusing time, and so our information service wants to try and help out as much as possible to make this experience easier and less complicated. We therefore have an informative mental health wellbeing directory which can guide you towards the right help. Search for local, regional and national services that are updated every month providing you with the most up to date help.

Take a look at our Wellbeing Directory on www.wellbeingrochdale.info

Browse through the listings to find information on most mental health problems, where you can get help, providing links to other organisations and finding downloadable booklets where possible.

We have a mental health information line (open from 9.30am till 4.30pm Monday to Friday), to ring and speak to a professional about what services are available – whether this be in the Rochdale Borough or elsewhere. We can talk through our services, and how to refer to them if suitable.

Your call will be answered by a professional who understands mental health and can make your journey more comfortable. Why not give us a ring?

Our Info line is available on 01706 752 338 or email us on info@rochdalemind.org.uk



Having someone to talk to at Rochdale and District Mind was my first step to gaining some control back with my mental health.

Information Line User



Our Objectives:	Our Impact:
To respond to all enquiries within 2 days.	All enquiries were responded to within 12 – 18 hours.
Maintain an up to date wellbeing directory with local, regional and National links.	61,438 searches were made on our directory within a 12 month period.
To listen to the needs of the community within the Covid regulations.	The information line received 1,759 calls during covid, 78% were about accessing our services, with 16% requiring mental health information.
To attend events and presentations out in the community to get the message across about mental health and wellbeing.	Due to covid, we adapted our services to provide information via our website and social media more to get our message across that we were still available for people in need.
To provide information and support to anyone experiencing a mental health problem.	We empowered people to understand their condition, and the choices available to them.

Community Cafés

Our Comple@t Cafes in Rochdale and Middleton provide a friendly space for all members of the community to enjoy homemade meals and drinks. They offer a safe environment for people to discuss mental health and emotional wellbeing and find information and support.

COVID-19 has had a significant impact on the café services we provide and the support offered to our service users. Initial government restrictions meant that our cafes had to close, and when these restrictions were eased, we operated under strict safety measures to ensure that we kept the café safe for customers, service users and staff. We provided a takeaway service and reduced menu. This meant that we could only open our Rochdale Café safely, and the Middleton Café had to remain closed.

As restrictions were lifted, we were able to allow service users back to the project to support the café service. We revised the menu we offered and increased the number of items we provided.

This gave us the opportunity to update and refresh the café menu, offering a new and exciting range with healthier options. We launched a range of healthy smoothies, which have been very popular and a great success.

We have now closed our café in Middleton, and acquired new premises in the area. This is a fantastic development for Rochdale and District Mind, with our relaunched service offering our excellent café services alongside a space for individual sessions, and a groupwork space. We look forward to opening the doors of our new café towards the end of February 2022.



Had a fantastic day and time at Nye Bevan House at the Complete Café. Met a friend yesterday that I saw at the Mind anxiety group... I'm feeling happier with all the things that are happening and it gets me out of my flat in the morning. Thank you Rochdale and District Mind.

Service User



Our Objectives:	Our Impact:
Provide high-quality supportive work experience for people with mental health and emotional wellbeing problems.	Service users who attended our project are low this year due to COVID and the restriction that were put on retail. When we were allowed to have service users accessing the project we have had 8 attending the project. This number is still restricted due to COVID.
Contact 90% of new referrals to the project within 10 working days to arrange a visit.	95% of service users were contacted within 10 days.
Train 100% of service users in Health and Safety and food hygiene.	100% of service users accessing the project have been trained in Health and Safety.
Support people to maintain and improve their mental wellbeing, confidence and sense of hope.	91% of service users attending the cafes reported maintaining and improving their mental wellbeing, 86% maintained and improved their confidence and sense of hope.
Support people with mental health and emotional wellbeing problems to move towards employment.	We have had 317 attendances this year and 1 service user, 1 volunteer gained employment.

The Growth Project

The Growth Project is our eco-therapy allotment project in Rochdale. The project promotes mental and physical health and wellbeing for our service users, through working with nature in a safe and supportive setting.

The Growth Project achieves these aims by using green spaces, gardening, plants and horticulture to help individuals develop both physically and mentally, and actively promoting the “5 Ways to Wellbeing”. Everything that is constructed, developed, grown and finally eaten has been produced wholly by people who access the service.

As usual, we were part of the Royal Horticultural Society (RHS) “It’s Your Neighbourhood” scheme and were again successful in achieving “Outstanding” for the 8th year running.

The importance of the Growth Project was recognised by the National Garden Scheme’s Garden and Health campaign:

“The project is a shining example of what the National Garden Scheme’s Gardens and Health campaign is about; championing gardens and gardening as a key component in improving mental and physical health,” said National Garden Scheme CEO, George Plumptre.



Our Objectives:	Our Impact:
To provide 25 individuals with the opportunity to attend the Growth Project each quarter.	31 service users attended 849 sessions with 100% improving or maintaining their wellbeing.
90% of service users who express an interest in being part of the Growth Project will be contacted within 10 working days.	We contacted 97% of new referrals within 10 days to arrange a site visit.
100% of service users will successfully complete Health and Safety training.	100% of service users accessing the Growth Project completed Health and Safety training.
Provide a high quality supportive eco-therapy environment for people with mental health and emotional wellbeing problems.	We have a net promoter score of 90 with a 100% of service users saying they would recommend us.



The Growth Project has helped me with my paranoia and brought me out of my shell. I know that I am supported here, especially when things go wrong. I feel calm and not as stressed out – at peace.

Service User



Advocacy Service

We provide statutory advocacy across 3 settings namely Prospect Place, Tatton and CAMHS (Fairfield Hospital). We support 80 patients at any one time within low secure settings and CAMHS. Being a rights-based service we support people with respect to their rights whilst detained under the Mental Health Act.

Often patients will be detained for periods of 2 years or longer, hence we also provide generic advocacy whilst they are in the hospital setting. The relationships we build with patients and our independence from the NHS underpin our approach. We aim to facilitate the patients' progress whilst detained to ensure they can move to a less restrictive setting in as smooth and timely way as possible.

On the CAMHS units we provide statutory advocacy on both the short and long stay units. We further provide advocacy to young people who are admitted informally/voluntarily. We support young people at Ward rounds, hearings and appeals about their section status or renewal. We operate proactively with respect to offering our service to ensure that all young people upon both units have access to advocacy if they should want this.

We have now held these contracts for over 12 years which is a reflection of the quality of service we have provided to the patients and young people and the partnerships we have established with the service providers and commissioners.

Our Objectives:	Our Impact:
Achieve commissioning targets which reflect face to face delivery of advocacy service.	During the whole of the year we have met targets which we now base on 80% face to face contact for contracted hours.
Enhance the service we provide with 'add on' value.	Have delivered courses within units e.g. Living Life to the Full, How to get the best from meetings. Built links for voluntary work with one patient currently volunteering at the Listening Lounge.
Maintain the Advocacy Quality Performance Mark (QPM) by providing excellent services in line with QPM standards and the advocacy charter.	We were the first Advocacy provider in the region to achieve this standard and have subsequently been revalidated every 3 years since.
Provide a more flexible and accessible service.	By changing from one full-time and 2 P/T staff to 2 F/T we have achieved full 5 day cover of the units we provide advocacy for.
Promote advocacy and our service to a wider audience.	We continue to enjoy an extremely positive reputation and we utilize shadowing opportunities to afford access to the type of service we provide.



The advocate helped me at the CTM meetings (Clinical Team Meetings), without their support I would not have had as much leave and would be taking Clozapine as opposed to a medication that I can tolerate.

Service User



Our Volunteers

Rochdale and District Mind would not be able to carry out its mission to ensure that people do not face mental health issues alone and can lead their lives free from stigma and discrimination without the help of its volunteers.

Volunteers support the organisation in a variety of roles such as facilitating groups, counselling, peer support, fundraising, office support and working on our allotment based Growth Project. Many of our volunteers come with lived experience and some are working towards qualifications in psychology or counselling.

Our BACP accredited counselling service would not be able to provide a high quality and accessible service to so many residents of Rochdale, Heywood and Middleton without the commitment and dedication of our team of volunteer counsellors. Many of our volunteer counsellors come to the organisation during the latter stages of their professional training and remain with us following qualification, attracted by the variety of work and the support and mentoring that we provide.

Volunteers receive additional training and supervision whilst volunteering. This includes thorough induction to the organization followed by a range of further training offers to support them in their role including:

- Safeguarding Children and Adults
- Prevent Training Anti-Radicalisation
- GDPR
- Conflict Resolution Training
- Connect 5

We would like to take this opportunity to thank all of our volunteers for the time, skills and dedication that they kindly donate to us and our service users.

Our Objectives:	Our Impact:
The delivery of projects within Wellbeing Services e.g. relaxation, Growth Project and Women's Support Group.	Last year 38 volunteers helped support the delivery of our services.
To provide individual opportunities for volunteers with self-development.	Our volunteers have access to a broad range of in-house and accredited training and have opportunities to develop their skills, knowledge and experience in a variety of settings and types of work.
We recruit volunteers with lived experience to be reflective of our service users.	80% of wellbeing services Volunteers have lived experience of mental health.



I have lived with mental health issues my entire adult life. After using the service for many years I wanted to give some thing back. I now give peer support to others who are using the service. I feel I can empathise as I know what it is like to feel to be in that dark place. I wanted to be able to share the things that have worked for me. Mind have given me the opportunity to do this.

Volunteer



Fundraising

Despite the fact that mental ill health is affecting 1 in 4 of us, mental health charities still receive very little support. It's our mission that nobody should face a mental health problem alone, and so we need your help more than ever.

We need this help so that we can be on the end of the phone, in our local communities and showing people that we do make a difference and this is where our wonderful team of fundraisers stepped up to the mark. Without their support and dedication to our charity, we could not run our services and we would like to personally thank each and every individual in the first instance, who has chosen our charity for their fundraising. These people have gone above and beyond to help us raise vital donations to keep our services going through this last year. From virtual fundraising such as online quizzes, sponsored skydives through to cake bakes – you are the best!

This year we have received many 'In Memory Of' donations and we'd like to sincerely thank the family and friends of people who are sadly missed for thinking about us at possibly the worst time of their lives. We send our heartfelt condolences to these people.

South Pennine Records have kindly run open mic nights, and 2 day outside festivals, and donating the proceeds to us. At the time of writing, we have bought musical instruments and are hoping to start up a music group in the future with the donations. Thank you for all your support, we look forward to working alongside you in the next year! Fortunately, Rochdale and District Mind have amazing supporters that go above and beyond to help us by understanding the importance of understanding mental health, and then choosing to support our charity. We need your help so we can continue to offer and even expand our service! Every penny goes to supporting people in your local community.

Our Objectives:	Our Impact:
To develop a specific online donation page that fundraisers could easily use.	12 fundraisers used this new online tool, with easy access.
To gain the support of corporate donors.	Due to covid, Zen Internet kindly extended their Charity of the Year partnership from 1 year to 2 years.
To utilise new fundraising initiatives online during covid.	We kept in contact with fundraisers via online platforms to keep the momentum going of the fundraising.
To engage with new fundraisers.	During this year, 9 new fundraisers supported us to provide valuable donations.
To generate additional vital funds to operate new services.	£21,095 During 2020/21 our fundraiser works 2.5 days on this service.



By fundraising we know that we will help local people get more support with their mental health needs.

Fundraiser



By fundraising to Rochdale and District Mind, I know my donation will help others like my late mum who used your services and really benefitted from the support.

Donor



Our appreciation



Funding sources

We would like to thank all of our funders for their support in 2020/21, Rochdale and District Mind could not continue to operate without this valued support.



Heywood, Middleton
and Rochdale
Clinical Commissioning Group



action
together



ROCHDALE
METROPOLITAN BOROUGH
COUNCIL



Garfield Weston
FOUNDATION



Pennine Care 
NHS Foundation Trust

Corporate donors

We would like to personally thank Zen Internet who have supported us for the last two years. We had the pleasure of welcoming volunteers from Zen Internet to our wellbeing centre to decorate and transform the atmosphere of our space for service users. They also helped us with donations and virtual events through this very difficult period of time. They were kind enough to present us with a cheque for over £11,000 at the end of October this year.

Crown Oil & Gas in Bury have recently made us their charity of the year. Some staff have visited our centre in Rochdale and have already started working alongside us to promote mental wellbeing in their workplace. We look forward to the next 12 months!



Quality marks and collaborative working

We work hard to deliver a high standard of service which is recognised by the quality marks and awards we have received. We believe a well workforce is essential and we are committed to promoting the wellbeing, growth and development of our staff and to providing a positive place to work. All of our staff and volunteers are offered training including Safeguarding Children and Adults, Prevent Training Anti-Radicalisation, GDPR, Conflict Resolution Training and Connect 5. We see the benefit of partnership working and work collaboratively with individuals and organisations across the mental health sector and wider area.



An international standard that specifies requirements for a Quality Management System.



Empowers organisations to take a lead in supporting the mental wellbeing of staff.



A robust quality assurance framework created by Mind. To achieve the MQM, 24 key standards must be met or exceeded.



A partnership of five local Minds from across Greater Manchester.



Recognising quality in independent advocacy
an NDI Programme

Awarded to organisations that provide excellent services in line with QPM standards and the advocacy charter.



Encourages employers to recruit and retain disabled people and those with health conditions.



Recognises the achievement of high standards of knowledge, experience and development in counselling and psychotherapy.



Funded by Greater Manchester Health and Social Care Partnership to roll out our Connect 5 - Train the Trainer programme across Greater Manchester.



We have partnered with Thinking Ahead to improve mental health service delivery.



Established a good working relationship with Hopwood Hall College to support their staff with their mental health.



We have partnered with #Thrive to improve mental health service delivery for children and young people.



Regulates fundraising across the charitable sector in England.

Financial Highlights

In 2020/21, total income received was £942,714 (2019/20 = £1,028,685) which was a slight year on year decline of 9.4%. Some funding streams finished during the year and were replaced with different funding streams but with a slight time delay.

Expenditure for the year totalled £839,883 (2019/20 = £998,035.) This represented a cut of 5.5% and was achieved by robust budget control, renegotiation of contracts and cost saving measures such as in-house absorption of work as employees have left the organisation.

As a service delivery organisation, salaries are our single biggest area of expenditure. In 2020/21, expenditure on salaries totalled £588,075 which represents 70% of total expenditure. (In 2019-20 this was 74%).

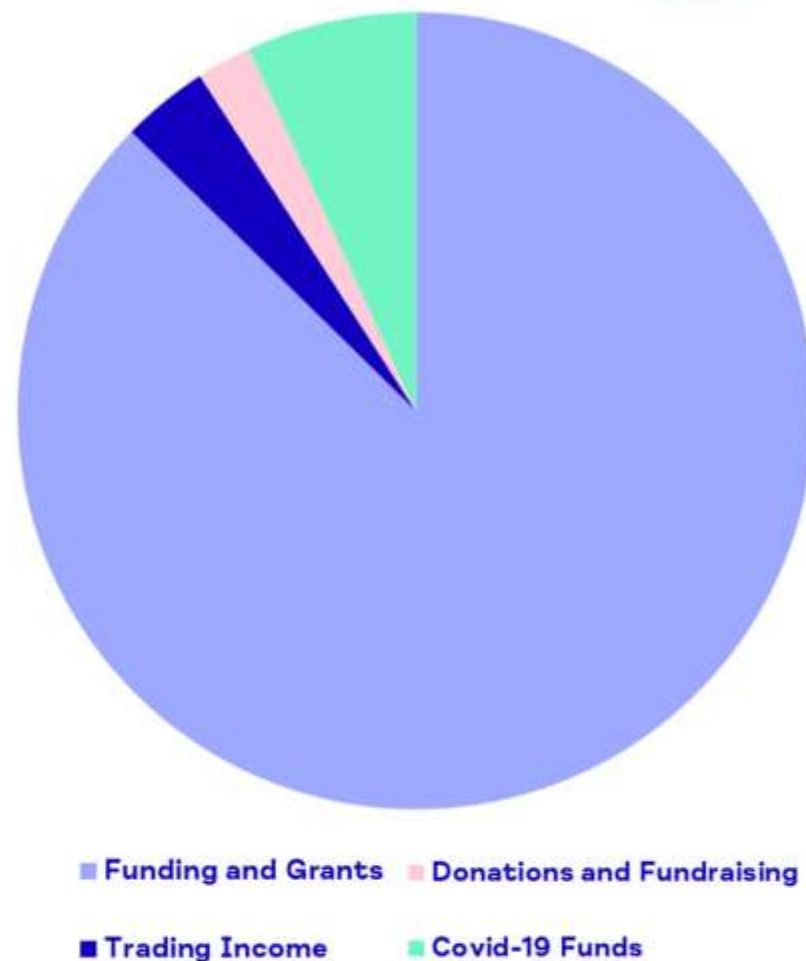
In the 12 months to 31st March 2021 the budget projection was for all projects to be delivered within balanced budgets. Most projects broke even or generated small surpluses which has contributed to an increase in reserves. However, going forward into 2021-2022 the emphasis will need to focus on revenue streams and recovery from Covid-19. It will also be critical to monitor cash-flow and ensure that minimum level of reserves (as per reserves policy) is maintained.

The financial performance will be continually monitored and reported to the Trustees through bi-monthly management account reports.

In 2020/21, our unrestricted reserves increased by a total of £48,394.

Our restricted reserves increased by a total of £54,437 due to Covid-19 funding.

Rochdale and District Mind remains reliant on public sector funding, in particular the contract jointly commissioned by Rochdale, Heywood and Middleton Clinical Commissioning Group and Rochdale Council. This contract accounted for 44% of our income in 2020/21. This is an amazing baseline and going forward it can be used as leverage for matched and complimentary funding.



We will not give up until everyone experiencing a mental health issue and poor emotional wellbeing gets both support and respect.



We are an independent local mental health charity. If you'd like to know more about our services or are thinking of donating or fundraising for us we would love to hear from you...

Rochdale and District Mind

3-11 Drake Street


Rochdale OL16 1RE

01706 752 352 / 0800 07 0729

info@rochdalemind.org.uk

www.rochdalemind.org.uk

 @RochdaleMind

 Rochdale and District Mind

 @RochdaleMindCharity



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V1.11/21