

SANE: 2010/11 SUPPORTER REPORT

1. WHAT WE DO

SANE is a UK-wide charity set up to improve quality of life for people affected by mental illness:

- **SERVICES:** Providing emotional support, care and information for people with mental health problems, their family, friends and carers.
- **RESEARCH:** Initiating research into the causes and treatments of serious mental illness and investigating the psychological and social impact.
- **CAMPAIGNING:** Raising awareness and combating stigma; educating and campaigning to improve mental health services.



2. ACHIEVEMENTS

In 2010/11 SANE provided emotional support and practical help to more than 22,000 people through the combined work of our helpline, email, support forum and caller care teams. Our service users provided the following feedback on our efforts to support them through their experience of mental illness:

- “From calling SANEline over the years I’ve learnt that even though I was ill, I still had a personality and a sense of humour inside me. It has improved my ability to socialise, I can talk to people and make friends easily now where I couldn’t before. I wouldn’t have done that without SANE encouraging me.”
- “...Posting on here is just my way of trying to feel a little less alone, this board [Support Forum] is my lifeline at the moment. It’s all I’ve got. I really appreciate everyone’s support.”
- “I cannot thank you enough for your thoughtful and incredibly useful email regarding my nephew. I will forward your information to both my sister in law and my brother.”

In addition, SANE reached a much wider audience through its campaigning work across the media and government; while our research initiatives created fresh insights and understandings for professionals and the general public.

Through funding from the BIG Lottery and The James Wentworth-Stanley Memorial Fund SANE has a clear research focus centred on establishing a new focus for suicide prevention. Our campaigning work also has a consistent set of objectives to improve understanding of mental health and provision of care. These activities also have practical benefits that inform how we implement our services work, and improve quality of life for people who come to us for help and support.

3. VOLUNTEERS

Under the guidance of our professional staff, volunteers play a central role in providing emotional support. Over the last 18 months we have attracted increasing numbers of applicants, particularly as our training is highly valued and we offer a recognised career entry route into mental health professions. Our volunteers are highly effective ambassadors who understand the daily reality of mental illness.

Over the next 2 years we wish to increase the strength of our volunteer team by 50%, from 130 to 195. This will allow us to have more volunteers on shift at any one time, and means we can respond to more phone calls or emails. Also, it will provide the capacity to introduce new services.

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4. DEVELOPMENT PLANS

Befriending – support for isolated people

Many people contact the helpline on a regular basis, and often this is due to loneliness and isolation. Mental health problems are frequently accompanied by a lack of self-esteem and feelings of social exclusion.

SANE's Coordinators will identify older and isolated people who could benefit from more ongoing support. These people will be offered a personalised support programme to help them with their mental health and related issues.



Text Care - Emotional support via text messaging

SANE Text Care will provide emotional support via text to people affected by mental health problems, their family, friends and carers. The service will help people to manage symptoms and minimise the risk of relapse. Texts can be timed to arrive at 'difficult' times, like Saturday night, when other sources of help are unavailable or a person's medication means they cannot participate in ordinary social activities. Texting can also help to alleviate the isolation often experienced by a lone carer, trapped at home without a source of support.

Text Care will be an important complement to our existing Services. It will be informed by our 25 years of consistent contact with people affected by mental illness and the humanity that experience brings.

5. THANK YOU

Thanks to your generosity, SANE received an income of £1,125,255 in 2009/10 and we anticipate a similar amount in 2010/11. We invested the money in much needed emotional support, care and information for people affected by mental ill health, campaigning for better mental health resources and innovative research.

With your loyal support our essential work is set to continue.

6. FINANCIAL SUMMARY

The table below provides a 5-year overview of SANE's income and expenditure:

	ACTUAL		PROJECTED		
	2008/2009	2009/2010	2010/2011	2011/2012	2012/2013
Total Income	£1,162,160	£1,125,255	£1,120,000 est.	£1,245,000	£1,300,000
Expenditure	£965,380	£1,041,918	£1,190,000 est.	£1,230,000	£1,255,000
Surplus/(Loss)	£196,780	£83,337	(£70,000)	£15,000	£45,000

SANE's financial performance during 2008/9 and 2009/10 resulted in a good surplus. We expect to record a small loss in 2010/11 due to strategic investments in staff, technology and infrastructure, with a return to surplus in 2011/12 and beyond.