



May 2011

Dear Supporter,

Twenty five years ago *Forgotten Illness* was first published in *The Times*; ever since SANE has conducted a powerful campaign to bring mental illness out of the shadows. SANE has been able to reach this 25-year milestone due to the generosity of so many wonderful people. We extend our sincere thanks for your continued support. This heartfelt sentiment is echoed by the hundreds of thousands of people you have enabled us to reach:

"I cannot thank you enough for your thoughtful and incredibly useful help. I was amazed by your information and most impressed by your compassion and concern."

There will be a number of activities throughout this special anniversary year, running from July 2011 through to July 2012. The connecting themes will be raising awareness of mental illness and extending help to even more people. We will keep you informed as the plans unfold.

Your kindness has made it possible for SANE to deliver another strong programme of emotional support, research and campaigning throughout 2010/11. Our annual supporter report is overleaf; we hope you find it interesting and informative.

SANE relies on voluntary income, something which we never take for granted. And we understand that for some people 2011 may be a very challenging year. However, for those of you who are able to donate, we welcome your contribution. Each £5 enables us to provide 10 vital minutes of emotional support – enough time to transform a life. Our new donations brochure is enclosed, along with a freepost envelope. You can also make donations online at www.sane.org.uk.

Looking ahead, we are delighted to confirm that we can extend our emotional support work through a new initiative: **Befriending** will offer a personalised care programme to older and isolated people affected by mental health problems.

We are also investigating a new way of reaching people: **Text Care** will provide help and support via text to individuals, their family, friends and carers.

You will find more information on both of these exciting developments in the supporter report.



There are many other important ways you can express your support for mental health.

In January 2011 we were delighted to launch the new SANE website. One of the primary motivations for this project was to make sure all our supporters could be more involved in what we do. The new website has a completely updated Support Forum, extensive online research capabilities, as well as much wider access to our campaigning work. At the heart of the site is the SANE Community – people of all ages and backgrounds connected by the shared understanding that **mental health matters**. Over 3,500 people have already registered – please join them and encourage your friends to participate as well.

You can also raise awareness of mental health issues by following us on Twitter and via our pages on Facebook and You Tube. Please share your 'likes' with everyone you know – it really helps to change attitudes and reduce stigma.

Thanks to your support and goodwill SANE continues to be a passionate and positive force: by making our services accessible to those who need them; carrying out innovative research and campaigning; and offering hope to people affected by mental ill health.

Yours sincerely,

A handwritten signature in blue ink that reads "P.T. Flitcroft".

Paul Flitcroft
Director of Fundraising & Marketing

A handwritten signature in blue ink that reads "Marjorie Wallace".

Marjorie Wallace CBE
Chief Executive