

Summer 2019

Response

For supporters of
Rethink Mental Illness



Inside...

Campaigns making
a difference

How your support helps

Community events you
can get involved in!

Rethink
Mental
Illness.

MAKING A DIFFERENCE

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Response is produced by the fundraising team at Rethink Mental Illness.

Chat to us about supporting Rethink Mental Illness, email info@rethink.org or call 0121 522 7007.

Have you got an amazing fundraising story to tell? Email your photos and story to events@rethink.org

**Rethink
Mental
Illness.**

**Leading the way to a better
quality of life for everyone
severely affected by mental illness.**



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People like you have been walking, dancing, baking and bucket-collecting their way to helping us realise a better life for people affected by mental illness – and we'd love you to join our team!

We support people affected by mental illness and campaign to make their lives better, but we need the energy and motivation of our fundraisers and donors to ensure we can continue to do so for as long as it is needed.

It's easy to get involved – all you need is a little time to spare and a passion for making a difference. Have a read of the things you could do to help us further and let's get fundraising!



WALKY TALKY

Join us in September to walk and talk for mental health. We have a beautiful walk planned in Regent's Park on Sunday 8 September and one in the grounds of the fabulous Calke Abbey in Derbyshire on **Sunday 22 September**. You can register on our new look website **www.rethink.org/walkytalky**.



Don't worry, we've been told it definitely won't rain this year.



Anna raised a terrific £79 from her clothes sale and said:
“It was loads of fun putting on my event whilst raising funds for a great cause. I got some new clothes out of it too!”

RETHINK YOUR WARDROBE

A great fundraising event to organise with friends or colleagues in the office. You will need...



People to bring you clothes they no longer want (only nice and clean pieces please!)

A date and location to hold your event with said clothes.

People to come to your event to have a look at the clothes and take away anything they like for a donation to Rethink Mental Illness.

Just get in touch with jemima.woolgar@rethink.org for your materials and to talk through details of how you can set up the best event for you!

STATION COLLECTIONS

We are always looking for wonderful people to spare a few hours of their time to collect at various London stations.

Just get in touch with jemima.woolgar@rethink.org in the fundraising team and she can organise everything for you.

Our last collection day at Marylebone station, in London, raised £340 in a few hours.

Whatever you're doing, wherever you're doing it, whatever amount you're aiming to raise, we're incredibly grateful to have your support. You'll be making a big difference helping us to realise a better life for everyone affected by mental illness. Let us know what you are doing and you could find yourself featured in these very pages.

The NHS Long Term Plan update

In January, the NHS Long Term Plan was published and for the first time people severely affected by mental illness were prioritised: a huge success! The support you have given has made this possible.

Our campaigning in 2018 highlighted the length of time people were waiting for treatment in our report Right Treatment, Right Time. This came after 1,600 of our supporters completed our survey on the care and treatment they received.

The Long Term Plan comes closer to showing equality in services for mental and physical health and a clear focus, for the first time, on severe mental illness. More money has now been set aside for radically improving mental health services, like crisis services.



Aims of the NHS Long Term Plan

Give the **370,000** people severely affected by mental illness in England more choice and control over their care.



Provide
24-hour
mental health
crisis support in
the community



2021



End by 2021
the placement of
people outside their
local area when they
need to be admitted
to hospital for care.

We'll work closely with NHS England, the Government and local commissioners to ensure that
**new and revised
community services**
consider the needs of people
severely affected by mental illness.



This is all thanks to your help

370,000 people severely affected by mental illness will have more choice and control over their care. This will transform community services and increase peoples access to mental health therapies, physical health and practical support. Linked to Rethink Mental Illness' requests, we're pleased to see a commitment to trial a four-week waiting time for community mental health teams, amazing news!

This plan goes a long way to address the needs of people with complex mental health problems like schizophrenia and bipolar disorder – something we have long campaigned for. Your donations and fundraising efforts mean we can now see these plans realised.

We plan to work with NHS England, local mental health trusts and commissioners to produce new models of community services.

Rethink Mental Illness has begun work on this at an event bringing together organisations outside of the mental health world. Employers and voluntary organisations identified partnerships and encouraged others to lead the way in their areas to radically improve holistic care for people severely affected by mental illness.

Thanks to our supporters sharing their stories, we showed these organisations various statistics and testimonies about the level of community support people currently receive.



We asked what support people wanted to help with their recovery:

50% of you said you wanted help with getting benefits

48% of you said support staying active

50% of you said accessing free community initiatives



We presented these responses in our Building Communities that Care report, to show how we can re-build mental health community care by 2024.

With your continued support we can build #CommunitiesThatCare and ensure that NHS England delivers on its commitments!

For more information on campaigns visit
www.rethink.org/get-involved/campaign-with-us

Thank you for helping support our Navigator Appeal



In spring we wrote to you appealing for support for innovative services and roles like Paula's. Paula is one of our pioneering new mental health navigators, based in Sheffield.

We were thrilled with the generous response to our appeal, which raised just over £10,000. Thanks to that, we'll be able to develop and put in place more innovative services and roles like this to meet the needs of people like Jon.

After an attempt to take his own life, Jon was referred to our crisis house in Sheffield. Jon said talking to others was a huge relief. But like so many other people who stay at our crisis houses or similar services, Jon felt anxious about returning home, as there wasn't anyone who could provide him with the continuing support he needed.

That's where Paula's role came in to help. For the past year she has been in that post, helping people like Jon access the support they need to stay safe when they return home, and move forward in their lives.

If you would like to donate to this or our next appeal (see next page), please go to **www.rethink.org/donate**, complete the donation form on the back page or call **0121 522 7007**.





Can you help more people severely affected by mental illness receive the all-round support they need?

Every year, our national advice and information service responds to over 7,500 calls, emails and web messages from people living with mental illness and those who care for them. Can you imagine how you'd feel though if your call to our Advice Service was not answered first time?

Imagine you are calling our Advice Service because you desperately need help with your benefits. You need to speak with one of our advisors to understand what you are entitled to before seeing someone from the DWP, but you're not able to.

This is such a shame, because for people trying to get through these delays can add pressure to already challenging situations. And it's a service that's proven to work, not only did it recently win the Helplines Partnerships' Helpline of the Year, but the feedback from people who actually receive help

speaks for itself. The following quote is taken from our recent satisfaction survey:

"I have been trying to reach out to so many different kinds of people – university teachers, uni advisors, police, legal advisors – about my problems. Finally, it was really moving to reach someone who actually sounded like they were willing to hear me out, without judgement."

You may have already received a letter or email from Emma

Carrington, the Manager of the Advice and information service, talking to you about how you can support much needed services like this and all of our other work to help people severely affected by mental illness.

With your support, we can provide the same high level of support to many more people, and even improve the quality of the service. Please do look out for this appeal and consider further supporting our vital work. If you'd like to do help now go online to **www.rethink.org/ourappeal** Thank you so much.

THANK YOU

all so much!



The Crystal Ship Tattoo Crew donated their time and fundraised at their studio. You are amazing!



Thumbs up from Andreas - he completed the Hackney Half Marathon.



Sarah on her way to the summit of the Atlas Mountains. What an achievement and she raised £1,192.17.



The Capital One team at a Samosa Sale at work.



Gareth raised an incredible £515 at the Etape Loch Ness cycle.



Charlotte you're braver than us! Thanks for your amazing support.



Grace completed not one, but three marathons (inc London Marathon) all in support of Rethink Mental Illness. Thank you so much!



Henry y London Your sup



Lucy took part in this years Vitality London 10k. Those are well earned medals.



Helen on her way to finishing the London Marathon!



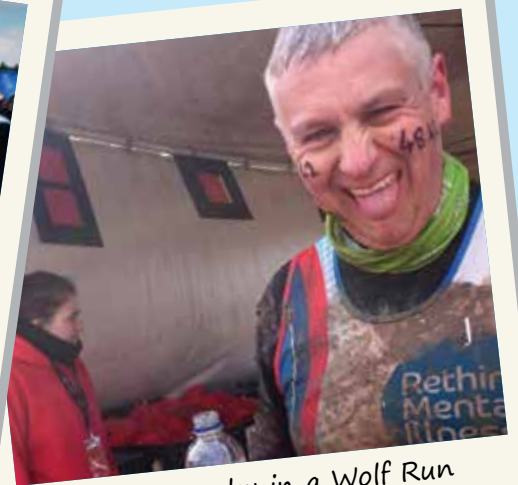
Tracy took on Snowdonia and trekked for mental health. Many thanks!



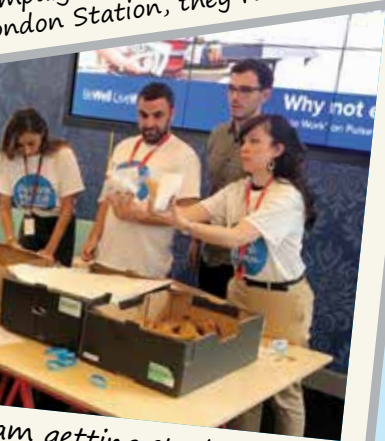
n and her friend from Queen Mary University did a bit of campaigning and a collection at a London Station, they raised £490!



Jenna you and the team were amazing this year, looking very fresh before your Tough Mudder.



Darryl got mucky in a Wolf Run as part of the Dodd Groups activity. We can't thank you enough!



am getting stuck in to work.



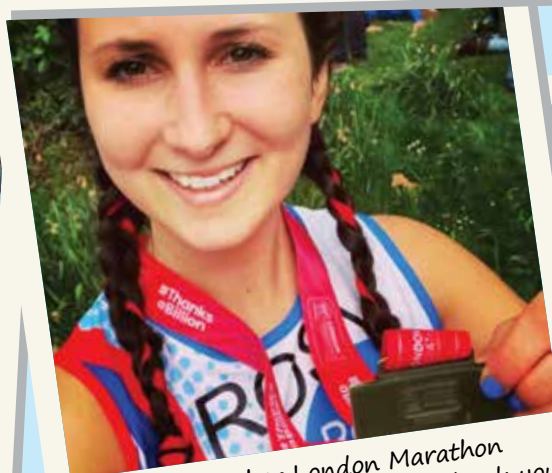
Akshay, Hal & Stuart were part of our London Marathon team. They also got stuck in to station collections to hit their target!



Marta collected £300 at Marylebone station, you are amazing!



ou were totally brilliant at the Marathon raising £2,225.47! Your support will make a huge difference.



Rosanna with her London Marathon medal, she raised £2,288.20. Thank you!



Jenna had so much fun at her Tough Mudder. Her team raised £4,737.28.



Hope said I was honoured to be able to raise £361, by cutting 21 inches of my hair off, I feel so proud to help such amazing work.



Thank you Char and the team at this years Bath Half. You were part of our biggest team ever raising over £15,000.

Our fundraisers are incredible!

Swim Serpentine

Time to take the plunge for Rethink Mental Illness. For the first time we have places in this incredible event in London and we would love for you to join the team. We have spots in the 1 mile and 2 mile discipline on the 21st September. Places going fast!

Tough Mudder

Tough Mudder puts teamwork over finishing first in a challenge that allows you to experience exhilarating, yet safe, world class obstacles you can't find anywhere else. If getting muddy for charity is your thing sign up and join our biggest team ever in 2019!

London to Brighton Cycle

We are now taking bookings for this year's incredible cycle on 15th September 2019 and sign up is only £60. This ride is on every cyclist's bucket list and is a great intro to long distance cycling. Why not gather some friends to join our team and make a difference to the lives of people living with mental illness. Email us (details below) for more info.

Skydiving

Book yourself in for the experience of a lifetime while supporting Rethink Mental Illness. Tick this big one off your bucket list. There's airfields available all over the country and it's a year-round activity, contact us to find out more.

If you want to take part in any of these events please contact events@rethink.org or call 020 7840 3040 for more information.

Here's to a brilliant summer 2019!



It has been another fantastic year thanks to the efforts of you, our brilliant supporters.

We can't thank you enough for helping raise the funds needed to help millions of people affected by mental illness by challenging attitudes and changing lives. Because of YOU we can continue to support people living with mental illness, their carers and loved one, across the country. Thank you!

The London Marathon is our biggest fundraising event, and is only getting bigger each year. This year, we had the support of 20 runners, each challenging themselves to their limit. One of our runners, Imran, says it was an experience he will never forget:

"It was the best ever. The crowd was amazing! At 17 and 25 miles Rethink Mental Illness had a cheer point and I high-fived their team in the crowd. That gave me a real buzz!... I would definitely run the London marathon again and I hope it inspires others to do a marathon or run and raise money for Rethink Mental Illness."

Thank you Imran (above) and every participant we had in this year's run – you all did yourselves so proud and we can't thank you enough!

You don't have to go to as extreme physical lengths as a marathon to support our work. Juliet Beal included us in her 60th birthday celebrations, and asked her friends and family to make donations instead of giving her gifts. She raised an incredible £1,000. She says she had wonderful time on her birthday, and shared why she was inspired to support us:



"Rethink Mental Illness is close to my heart as they have been the charity who supported us the most when my son developed schizophrenia after serving with the Royal Marines in Iraq."

If you've been inspired, want to try something different or just support this cause you feel passionate about, let us know. Tell us what you want to do and we can help make it happen! Contact us and let us know by emailing events@rethink.org

Rethink Remembers

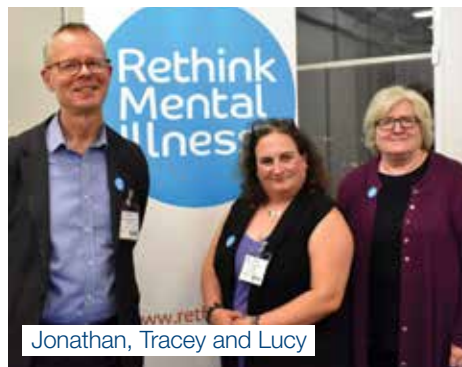
In March 2017 Ellie Shakerley tragically passed away. Ellie suffered hugely as an adult from intense shyness and chose long periods of isolation – made a lot worse by depression, hyperthyroidism and endometriosis.



Lucy, Pippa and Lee

Ellie used the art of poetry to help her through these difficult times and when Ellie passed away she left behind over 500 completed poems of extraordinary and vivid originality.

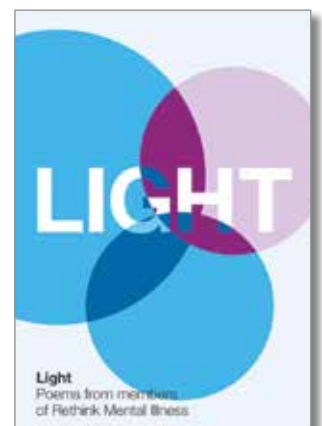
Through a generous donation from Ellie's family The Ellie J. Shakerley Poetry Competition was launched to support the vital work Rethink Mental Illness delivers. Ellie hoped that her example might help and inspire others, their families and carers to use creative writing to turn the toughest days into positives. With the generous donation we have been able to offer an annual prize for our support groups to use on activities to boost fun, joy and friendship.



Jonathan, Tracey and Lucy

A compilation of these poems are available to purchase from the Rethink Mental Illness online shop, visit www.rethink.org/shop to buy the 'Light' poetry book today.

If you want to do something like run, walk, skydive, or start your own annual event in memory of a loved one get in touch with bernice.williams@rethink.org



Did you know how important gifts in wills are for Rethink Mental Illness?

You might be interested to learn that the kindness of supporters who included a gift in their will meant last year these gifts equated to the cost of running our award winning Advice and Information Service for the year. Here's a quote from someone who recently used the service about why it's so important.

"Rethink Mental Illness, I believe, is a vital resource for everyone in the country with enduring mental health problems and I know I will have need of them again."*

If you feel the time is right to make a will, then contact Dan Walshe on **020 7840 3032** or daniel.walshe@rethink.org. We have a number of ways to help you through the process.



**Because of those we've lost.
Because of those saved.
It's down to us.
If we don't, who will?**

How our corporate partners help



The first few months of 2019 have been full of new beginnings. We have been selected as charity of the year by mechanical and electrical engineers Dodd Group, who have already completed their first challenge event with 18 brave individuals taking on a Wolf Run challenge event in support of Rethink Mental Illness.

We were also selected by HS2, the new rail network, as their first ever charity partner for 18 months, and finally, we were chosen as charity of the year at Carat Leeds, a division of marketing giant Dentsu Aegis.

In other news, we are now able to announce that during our 16 month partnership, Kent Law firm Cripps Pemberton Greenish more than doubled their target of £15,000 with a partnership total of nearly £33,000! Of this fundraising total, over £28,000 will help our Advice Service to answer over 730 calls from people needing our support.

We have loved working together to not only raise funds but also to create better mental health awareness in the workplace.

Jade, from Cripps Pemberton Greenish said:

“Rethink Mental Illness were fantastic at giving us plenty of support with our fundraising activities; nothing was too much trouble and it was so great that their representatives were able to attend and speak at a number of our events. Staff engagement with the partnership was amazing, everyone truly connected with the cause... I definitely noticed first hand that the partnership encouraged even more open discussion on the subject of mental health”.



If you work for a company that you think might like to support us and have a whole lot of fun, please get in touch with our Corporate Fundraising Team on 020 7840 3111.

Thank you for helping make Time to Talk Day 2019 our biggest so far

time to change
time to talk day
07/02/19

let's end mental health discrimination

On Thursday 7 February we got the nation talking about mental health for our sixth Time to Talk Day. This year was all about bringing together the right ingredients for a great conversation about mental health – whether that's a supportive friend and a cuppa, a long walk or your favourite scenic spot.

We wanted to show that there are lots of different ways to have a conversation about mental health, and you don't have to be an expert to talk.

Thousands of people across the UK took part and had conversations in their homes, communities, workplaces and schools. Conversations took place in shopping centres, libraries, art galleries and on sports pitches. They took place online, over the phone, and some of our Champions even shared



their stories with the media.

For the second year in a row, #timetotalk was the number one trending topic on Twitter in the UK for most of the day, and number two globally for part of the day.

Thousands took to social media to show their support, including familiar names such as Frankie Bridge, Fearne Cotton, Dr Ranj and Dame Kelly Holmes.

In our participants' survey,



over 90% said they thought the people around them were more likely to talk about mental health as a result of taking part in the day.

We know that tackling mental health stigma is a year-round task, so let's keep talking and help change the way we all think and act about mental health.

Next year's Time to Talk Day will be on Thursday 6 February – sign up to our newsletter and you'll receive all the latest updates on how to get involved. www.time-to-change.org.uk/email-signup

Catch up with our Canterbury Group

We caught up with Cheryl, Chris and Paul from the Canterbury & Coastal Rethink Carers Group which started in 1989. In 1999 the trio began coordinating the successful group and they now organise an amazing yearly cycling event, Cloisters to Oysters which you can see here.

Q You are coordinators for your group in Canterbury, what inspired you to join your Rethink Mental Illness Group and get so involved?

A We first joined our local carers support group in 1989 when our 16-year-old daughter was diagnosed with a mental illness. We felt so isolated and becoming part of a group made us feel that we were not alone and gave us hope. Current members tell us they feel the same. We feel part of a “family”, so 10 years later, we decided we couldn't let the group die.

Q What kind of activities do you and the group take part in?

A Over the last 20 years the group has participated in campaigning, fundraising and mental health awareness promotion. Mainly for carers, the group also has opportunities to involve service users, other organisations, and group Honorary Friends in its activities. We run a telephone helpline, produce a monthly newsletter and hold monthly meetings, often with speakers. We attend local events; participate in meetings of local organisations, including the Mental Health Trust and the Clinical Commissioning Group; join in with mental health awareness events, especially with local universities and Southeast Trains. We also run social events including an annual Christmas Quiz Evening.



For more info on our groups go to www.rethink.org/groups



Q You organise an annual cycle event called “Cloisters 2 Oysters”, How did that start?

A Three years ago, an inspirational group member, Paul Marsh, had the brilliant idea for a sponsored cycle event from Canterbury to Whitstable. As well as fundraising it aims to raise mental health awareness, and under his leadership the event has gone from strength to strength. This year saw a record number of cyclists, and the addition of runners and walkers with some of our members joining in, including helping with the event on the day.

Q What are the plans for the future of the group and any future events?

A Never one to stand still, Paul has already moved us on to another wellbeing project called “The Bike, Ride, Walk and Talk Club”. This includes regular cycling and walking trips for our carers and their families and friends along the River Stour path from Canterbury to Chartham. Working in partnership with ‘Wheel Potential’ the variety of cycles available, including those for the disabled, means that the project will promote social inclusion as well as a healthy way to encourage mental wellness.



Canterbury group co-ordinators Paul, Cheryl and Chris

Thanks Chris & Cheryl Ives and Paul Marsh MBE and huge thanks to you, our donors and fundraisers, who make it possible to set up groups like the Canterbury group that support people across England.

INSPIRED? Make a gift today

We hugely value your support, which is enabling us to improve the lives of people severely affected by mental illness. We'd love to do so much more, and with your help, we can. Any gift you can afford will help us offer more support and services across England.

You can help us support more people by donating online at www.rethink.org/response or alternatively you can complete the section below.

Name

Address

Telephone

Email

1. How would you like to give?

F2598

Please delete / tick where appropriate

☐ **Credit / Debit card** Please go to section 2.

☐ **Cheque**

Please enclose cheque made payable to Rethink Mental Illness.

2. I'd like to make a donation by credit/debit card

I would like to donate £ _____

Name on card _____

Card number

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Start date

M	M	Y	Y
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Expiry date

M	M	Y	Y
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Issue no if applicable

--	--

Security number

--	--	--

last three
digits on
back of card

Please return this form with your gift today to
Freepost Rethink Mental Illness

Keeping up to date



FREEPOST
Rethink Mental Illness



0121 522 7007



supportercare@rethink.org

We want to continue telling you how you're making a difference, but know some people prefer not to hear from us at all. If nothing's changed and you're happy with how you hear from us, you don't need to do anything. But if you want to change anything, just let us know. We will contact you every two years to check your preferences.

Michelle is a former teacher from Essex, who attends our art group in Braintree



In hindsight I think my mental health problems began the day I was born, 35 years later I have a collection of mental and physical health conditions and I am now medically retired after only 11 years in the classroom.

Losing my career has been like losing a member of my family and I am still coming to terms with the loss. I miss teaching every single day.

I found a Rethink Mental Illness Art Group for anyone with lived experience of mental health problems; I was pretty sure I fitted that criteria, so I went along. I was terrified, but everyone was so welcoming and I soon settled in.

The group meet once a week and we all get on really well. What I like most is the support, there's no pressure to do anything and at times you will go and just chill. There are so many different people with different mental health conditions, it's brilliant. In fact, it's given me the courage to try more things. I have joined a knitting group and book group now.

There are a huge number of fantastic support networks out there. I am very fortunate with my GP, family, the Rethink Mental Illness art group and my new friends.