

Winter 2019

Response

For supporters of
Rethink Mental Illness



Inside...

Latest on our appeal

Sign up for Miles for
Mental Health

Get ready for Time to Talk Day

**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



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

- www.facebook.com/rethinkcharity
- www.twitter.com/rethink_
- www.rethink.org

Registered with FUNDRAISING REGULATOR
 MINDFUL EMPLOYER
 POSITIVE ABOUT DISABLED PEOPLE

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Introducing Miles for Mental Health

Here's your latest issue of Response to show the impact your support is making to those severely affected by mental illness. This year the response to our appeals, campaigns and the fundraising events you have taken part in have been incredible. Thank you as always for all your support and donations over the year. It has meant we are able to continue to help people living with mental illness who need it.

As we embark on a new year, and new decade, we have great plans to further improve people's lives. We'd love you to join us in this resolution and make a pledge to support us further if you can. Whether it's by signing up to a regular gift, or taking part in the events featured in our magazine, we'd love to have your support. Why not start off the new year by taking part in our new virtual event, Miles for Mental Health.



Our new fundraising event is a challenge to complete a marathon (26.2 miles) distance over the course of a month in any way that suits you.

Miles for Mental Health is our exciting new event. It allows you to challenge yourself to run a marathon, within a month, in any way you want, while raising money to support people living with mental illness. All while also getting active and looking after your mental wellbeing.

Whether you run a mile a day for 26 days or choose to do the distance all in one weekend its totally up to you. All we ask is that you let your friends and family know what you are doing and raise £150 while completing your challenge.

We will be with you the whole way to support you on your journey and if you go above and beyond with your fundraising we will reward you with a running top and a medal.

Taking part will help you look after your health, set you a challenge and help raise vital funds to support people living with mental illness who we help.

To sign up for this event and get more information about it, go to www.rethink.org/milesformentalhealth or email us on events@rethink.org

The impact of your support

Thanks to you our last appeal for our Advice and Information Service was a great success. We wanted to let you know what a difference your donations are making to people using the service and the impact your support is making.

Who do we help and how are your donations helping them?

The Rethink Mental Illness' Advice and Information Service is a national helpline that advises people affected by mental illness of their rights, helps them to identify their options of support and empowers them to take action. All this happens thanks to your support.

Our Advisers equip people with the information they need to get the right help. We make sure that everyone who uses our service:

- 1 Has a better understanding of their own situation.**
- 2 Feels more confident to confront and respond to issues they face in their life and is empowered to take action.**
- 3 Has a better understanding of their rights and is equipped with the tools to ensure they are upheld and respected.**
- 4 Knows exactly what local support is available and, more importantly, how to access it.**

This service also provides free access to 120 factsheets, that our Advisers have written, on a range of topics. From 2018 to 2019, people viewed these factsheets 3.5 million times. They are all available for free on our website at www.rethink.org/advice



Emma Carrington manages our Advice and Information Service. She has seen at first-hand how much of a lifeline our service can be. As she explains:

“Each day, we hear from and support people who literally have no one else they can turn to, who feel isolated and alone, as they try in vain to access the help they need. Our holistic, all-round support makes a huge difference.”

I think it's no exaggeration to say that the Advice and Information Service is something incredibly valuable. There is no other service in the country that offers the breadth and depth of advice and information we provide to those affected by mental illness.

Thank you so much for supporting our summer appeal.”



The impact of the service

We completed an impact survey with the people who have used the service and it revealed:

- **98%** said that they felt they were treated with respect and dignity by the service.
- **85%** said they had more knowledge of the support available after using the service.
- **93%** felt more able to take action after using the service.

When we follow up with people who have used the service within two months of contacting the Advice Service, we found since April 2019:

- **90%** said they had already taken action as a result of our advice – including making contact with health or social services, enforcing their rights and planning for the future.
- **75%** had gained access to services and support as a result of our advice – including further information and advice, health and social care, and group support.
- **50%** said that their circumstances had already improved as a result of our advice.

We have received some excellent feedback from the people who have used the service in the last year.

“It's wonderful that there is such a resource with knowledgeable people to help us negotiate the system at a difficult time”

“It's vital, as a service user, I have access to information about my rights. Rethink, 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.”

We are only able to continue supplying this service because of your generous donations and support. Thank you so much for responding to our last appeal and ensuring we can continue to support people accessing our Advice Service.



Neil Coyle MP discussing the Mental Health Act in Parliament

Latest from campaigns

An important part of what we do is campaign for the rights of people severely affected by mental illness.

Thanks to your support, we've helped keep reform of the Mental Health Act on the agenda in Parliament in 2019.

"We secured the first ever parliamentary debate on the Mental Health Act Review"

The Mental Health Act is the law that allows people to be detained and treated without their consent if their mental illness means they pose a risk to themselves or others. Rethink Mental Illness has been calling for people to have a greater say over their treatment and to improve the way their loved ones are involved.

In July we mobilised 803 people to email their MP to ask them to attend a debate on the Independent Review of the Mental Health Act. Despite this being the last day before parliament went on summer recess, there was a good turn out

and MPs heard a moving speech by Neil Coyle MP, who shared his personal story of how his mum, who lives with schizophrenia, was detained for long periods of time under the Mental Health Act.

We also met with MPs at the Conservative party conference and at the Labour conference were pleased to hear the Shadow Secretary of State for Health mention speak about his plans to reform the Act.

"We got Neil Coyle, MP to share his experience of the Mental Health Act in Parliament for the first time"

Once again thank you to the continued support of our fundraisers and campaigners who continue to make change possible.

For up to date info on the campaigns you help fund go to www.rethink.org/campaign



This Christmas there is still time to fund precious starter packs for new tenants at our supported housing services.

You could improve the lives of people whose mental illness has left them homeless, or struggling to sustain a home.

People like Lee, who came to our housing service in Staffordshire earlier this year, when he urgently needed our vital support.

We provide housing and support to Lee, and others like him severely affected by mental illness who are in need of a home. It's a lifeline. Especially at this time of year when it's both colder and can be an emotional time for people finding it hard to cope.

Most of our tenants lack the basic possessions that make a house into a proper home. They may not have warm bedding, pots and pans to cook food with, or even something to make a cuppa. Our starter packs contain all the essentials to help Lee and our other tenants settle in, without having to struggle to find extra money.

Mugs, crockery, cutlery – small things maybe but with a precious significance, as Lee himself says:

"Just being able to prepare my own meals and eat off a plate with a knife and fork means a great deal. And this December I'll be able to spend some precious time with my son, which definitely wouldn't have been possible before"

Find out more about our Christmas appeal at www.rethink.org/christmasresponse



THANK YOU

all so much!



Albert enjoyed the sun after riding London to Brighton & raised £170. Thank you so much



Mat before and after the mighty Yorkshire Tough Mudder. Thank you so much for raising an amazing £400!



The Capital One team also completed a Three Peaks challenge with our very own Jemima. Their support has been amazing!



Stephie Grace has been raising money for us by releasing music and holding concerts. So far she has raised over £124, thank you so much



Dan and Robyn took their fundraising abroad. Here they are with their well earned medal in the Johannesburg Half Marathon in South Africa



Anna has raised an incredible £4,770 by doing 11 events including the 2018 London Marathon and 2019 Blenheim Tri. You are amazing!



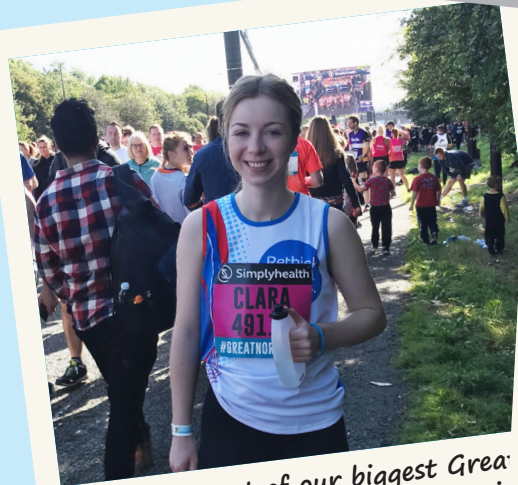
Our Snowden Triple Challenge team raised £2,906 this year. You can join the team next summer!



The Ministry of Justice Lincoln office organised their own challenge and raised awareness as well as funds. Thank you



Vicky decided to organise her own Walky Talky along Hadrian's Wall and raised a brilliant £810. Thank you!



Clara was part of our biggest Great North Run team this year and raised £440. Thank you



Florence also joined our London to Brighton team & raised £750. You are great!



Helen & Mary (Manchester group coordinator) organised a World Mental Health Day coffee morning. Thank you for all your support



Natalie ran the Cardiff Half and raised £490, incredible



We had our first Swim Serpentine team in 2019. Annabel joined us & raised £385!



Steve raised £1,045 by running the Great North Run. You smashed it, thank you!



Paul set himself an amazing cycling challenge and raised over £900 this year. What a difference your support makes!



Jan and her friend raised £420 by doing the Nuclear Run. We are so grateful



Lee rode in the amazing Ride London and raised £325. Thanks for taking on the challenge



Claire, Matt, Drew & David completed a Three Peaks trek & raised £3,275.32. We think you're brilliant!



The company Carat from Leeds completed the Yorkshire 3 Peaks trek. What a climb and you smashed your target! Well done on raising £2,821.88

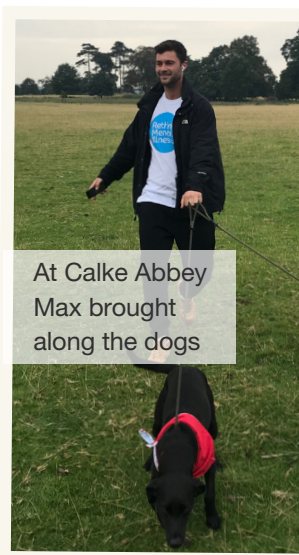
We had an AMAZING 2019

This year has seen some of our most amazing fundraisers do incredible challenges to raise money and awareness for our cause. Whether you held a bake sale or cycled Lands End to John O Groats you are all incredible.

A special thank you to all that took part in our fundraising event Walky Talky. Whether you joined us for the 5k London walk, the 7k Midlands walk, or organised your own, you all helped to raise over £13,000, which will make a huge difference to our work and those severely affected by mental illness.

It wasn't just the money raised that made a big impact. It was the conversations that were had on the day, and the shared consciousness that everyone was there to raise awareness of mental illness.

One of our corporate partners, Dodd Group, brought a team to Walky Talky Midlands at the beautiful Calke Abbey, and raised £715.



At Calke Abbey
Max brought
along the dogs



Walkers leaving messages
on the wellbeing tree



The Dodd Group at Walky
Talky Calke Abbey

Walky-Talky was a wonderful morning; the route we were given was beautiful and easy to follow, the volunteers at the checkpoints were all cheerful and encouraging, and we met lots of new people...all while raising lots of money and awareness for a fantastic cause!

We understand that suffering from mental health issues can be just as exhausting and limiting as any physical illness or injury, so we were proud to be taking part and supporting Rethink in spreading the word.

Thank you for a wonderful day!



You were amazing at Walky Talky 2019!

If you've been inspired, want to try something different or just support a 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

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 you to join the team. We have spots in the 1 mile and 2 mile discipline in September 2020. Places going fast!

Tough Mudder

Tough Mudder puts teamwork over finisher ranking 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 2020 from April onwards!

Skydiving

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

London to Brighton Cycle

We are now taking bookings for the cycle in September 2020 and sign up is only £55. This ride is on every cyclist's bucket list and is a great intro to long distance cycling. Why not get some friends, join the team and become part of making a difference to the lives of people living with mental illness. Email us for more info.

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

Rethink Remembers



Ernestine Adams
1931 – 2019

'Member No.1'

Dan Walshe remembers Ernestine Adams, who has died aged 87.

Ernestine was the first person to respond to John Pringle's 1970 article in the Times about his son's schizophrenia. John's article about his distress concerning his son's illness, the lack of available information and the stigma surrounding it struck a chord with Ernestine as her beloved younger brother, Philip, lived with schizophrenia. After becoming Philip's primary carer she was instrumental in setting up the organisation and became member no.1 of the National Schizophrenia Fellowship, later to become Rethink Mental Illness.

Ernestine felt that there were many breakthroughs in care made after Philip began to experience schizophrenia. However, it was important for her to remain an ardent campaigner for what she believed was right. She had experience of neighbours crossing the street when she or her brother came along, which fuelled her interest in our Time to Change programme and in

our conversations she frequently asked about its progress. In later years she'd often ask me for leaflets which she'd then take out with her so that she could give them to anyone she thought would find them relevant.

Before she passed away Ernestine told me "I am actually leaving a legacy to Rethink Mental Illness, I feel that if I leave what I have to them that they do have the determination and the expertise and the perseverance to keep the momentum going."

Ernestine went on to say "Well I do know that many people do find the idea a bit daunting as I did or even a bit depressing but once you get professional help it's much easier than you think and your mind is so much calmer after, knowing that it is done and that you can just get on with your life".

We are grateful to Ernestine and all of our supporters who make the significant decision to put a gift in their Will to help people severely affected by mental illness.

For more information on leaving a legacy go to www.rethink.org/legacy

Our Corporate Partners, Ongoing Support



Our journey of support with Virgin Trains

Huge thanks to Virgin Trains, whose teams have raised over £300,000 for our activities along the West Coast Mainline since 2017.

“Without the support of Virgin Trains we would not have had the opportunity to reach these communities and build mental health services to keep people safe and prevent their needs from escalating” - Martin Stanier – Group Development Manager, Rethink Mental Illness.

Their fundraising means that we have opened new support groups and sustained 30 support groups with three full years of guidance from our central teams, enabling them to deliver peer-to-peer activities for their communities. As a result 1,800 people have been able to access local face-to-face support without needing a referral or being on a waiting list.

We’re also proud to have used over 800 free train tickets, trained 120 of their managers in mental health awareness, won seven awards for our joint ‘It’s A Wonderful Line’ campaign, and had a train named after us!



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.

Capital success

A massive thank you to our partners Capital One. Dave Richards, their Head of Corporate Responsibility picks up the story:

“Rethink Mental Illness have become valued partners of Capital One and we are proud to have raised over £100,000 since 2017. Fundraising events have included a coast to coast bike ride, the National Three Peak Challenge, and the London Marathon... much of which has been fuelled by numerous cake sales. We look forward to raising even more in 2020”



Lloyds Banking Group extend partnership with Mental Health UK

We’re thrilled that Lloyds Banking Group have chosen to continue to support Mental Health UK , our UK charity partnership, on our young people’s resilience programme, Bloom, for a further two years. Colleagues have been absolutely fantastic with getting behind our cause, learning about mental health and raising over £10 million to help our work. Here’s to the next two years!

Choose to talk about mental health this Time to Talk Day.

Talking about mental health can change lives. That’s why, on **Thursday 6 February 2020** we’re asking everyone to have a conversation about mental health for **Time to Talk Day**.

The more conversations we have, the more myths we can bust and barriers we can break down – helping to end the isolation, shame and worthlessness that too many of us with mental health problems are made to feel.

This year, we’re using the popular game ‘Would you rather?’ to highlight that talking about mental health doesn’t have to be awkward.

There are lots of ways to get involved – whether you text a friend, chat to a colleague or organise a stigma-busting event, by choosing to talk about mental health you can make a real difference.

Help us spread the message and share what you’re getting up to on social media with **#timetotalk**

Visit our website to find out how you can get involved. We’ve got all the tips, tools and resources you need.

Order a resource pack and download your Time to Talk Day tools and tips at: **www.time-to-change.org.uk/timetotalkday**



time to change
**time to
talk day**
06/02/20

WOULD YOU RATHER

Have the neck of an ostrich?

OR

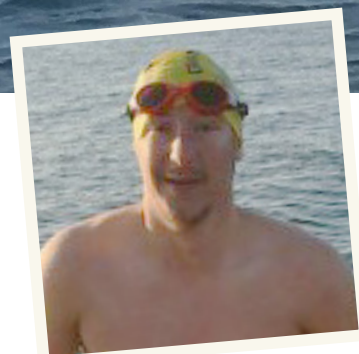
Talk to a friend who’s burying their feelings?

Choose talk, change lives.
Together we’ll end mental health stigma.

time to change
**time to
talk day**
06/02/20
#timetotalk

Choose talk, change lives.

Robins Amazing Story



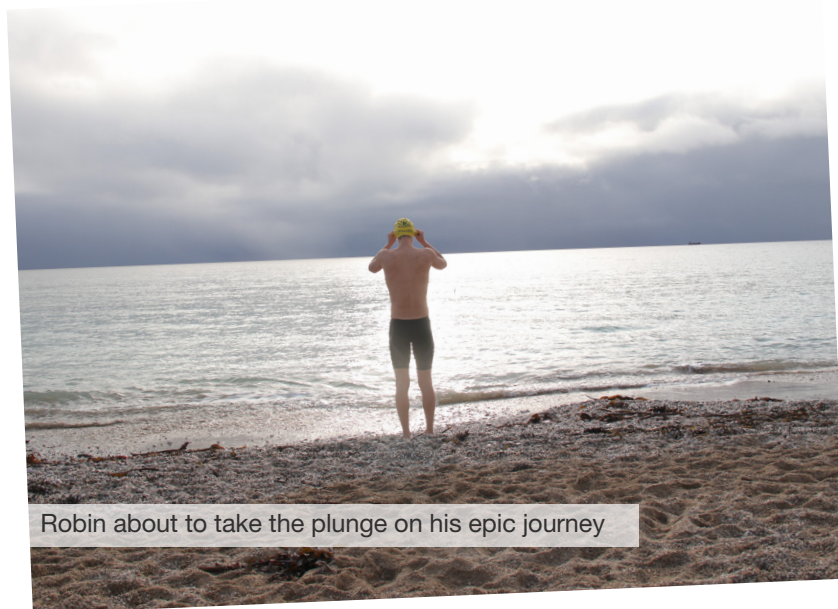
Our fundraisers are the best and we are always blown away by the challenges people set themselves and the incredible stories that inspire their adventures. Robin Fisher raised money by swimming the English Channel this summer. Here is his story;

I heard about Rethink Mental Illness through my mother, Karen Fisher. She used to be quite heavily involved with the charity. I know how important mental health is to all of us and how there are many people greatly afflicted by mental illness. I also find it shocking, that suicide is the leading cause of death, in men, under the age of 45.

My brother John Fisher, had an ongoing struggle with Schizophrenia and addiction, throughout his life. Tragically, this led to him taking his own life in 2015. This led me to take on the challenge of swimming the English Channel, and I felt that Rethink Mental Illness was the best charity to raise money for, so that hopefully, less stories like mine will exist in the future.

The mental nature of this challenge has always appealed to me. Most channel swimmers would agree, that although the challenge is very physical and at times, painful, the majority of the battle, is in your head.

I faced many challenges during training, and the swim itself. The biggest one for me, is I find it easy to ignore when I am struggling. During my training, this definitely led to periods of burn-out and even now, post swim, it has left me deflated somewhat. It has been an incredible learning experience though, and has taught me that mental health should always be the priority.



Robin about to take the plunge on his epic journey

There are so many highlights of this journey. The main one, was being completely overwhelmed by the support of my friends and family. So many people at University rallied behind me. Success on the day almost didn't matter. During the channel swim, the highlights had to be how staggeringly beautiful, swimming into the sunrise was and then seeing the rocky shore below me in France. I was hugely appreciative of Tom's and Amy's tireless efforts on the boat supporting me and to Beth for swimming 4 hours beside me in the channel.

In total I managed to raise £11,779 so far which was a huge highlight. This is the main reason why I did the swim. It kept me going in all the hard moments. Aside from the swim, to raise this money I created a large online social media presence, but I also ran various bake sales, raffles and fundraising events. I also sent many emails and got in touch with family contacts and generally promoted the cause.

My top tips for anyone setting up their own fundraising challenges are, do not worry about the final stages, but remember it is a process. Just commit by taking the first step and the others will fall into place. It definitely does help then to break the goal down into smaller chunks and create a thorough plan. Lastly, build a support network. Even if your challenge is a solo one, I guarantee it will be a team effort and you will come to rely on the people close to you, and they will be your rocks.

If you are inspired by Robin's Story and would like to complete your own challenge contact us now by emailing events@rethink.org.



Well done Robin. We can't thank you enough!



Huge Thank You!

We would like to say a huge thank you for all your incredible support over 2019. Your donations mean we can continue to support and campaign for the rights of people living with mental illness.

We hope you have an amazing festive season and a we can't wait to let you know how your incredible hard work and support is changing lives in 2020.

INSPIRED? Make a gift today

We hugely value your support, which is enabling us to improve the lives of people 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 support anyone affected by mental illness.

Help us to help more people by donating online at www.rethink.org/response or alternatively you can complete the sections below.

Name

Address

Telephone

Email

1. How would you like to give?

F2568

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

Start date

Expiry date

Issue no if applicable

Security number

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

- You can change how you hear from us at any time:
- Click 'change preferences' in one of our emails
 - FREEPOST Rethink Mental Illness
 - Call 0121 522 7007
 - Email supportercare@rethink.org



On that note, we're making a few changes to our privacy policy to be able to reach as many people as possible, like you, who we think might be interested in hearing from us.

Please take a moment to read this at www.rethink.org/privacy and note the changes we have made, including asking anyone completing a new consent preferences form to opt out rather than opt in to mail. In addition, we are lengthening consent duration to beyond two years if you are still in touch with us. And we are going to start building profiles of our supporters so we can find other like-minded people to support us, and to their full potential.

Please note you can update your consent preferences or opt out of this activity at any time by contacting us at supportercare@rethink.org or **FREEPOST Rethink Mental Illness** or on **0121 522 7007**. 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.

For more information please go to www.rethink.org/privacy

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Telephone

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1. How would you like to give?

F2566

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

Start date

Expiry date

Issue no if applicable

Security number

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

- You can change how you hear from us at any time:
- Click 'change preferences' in one of our emails
 - FREEPOST Rethink Mental Illness
 - Call 0121 522 7007
 - Email supportercare@rethink.org



giftaid it

By letting us know you are able to add Gift Aid to your donation you are making your generosity go further. This means we can help more people living with mental illness with our support groups and Advice and Information Service. Even telling us you cannot add Gift Aid for tax reasons is really useful, too.

If you are a UK taxpayer, you can boost your donation by 25p of Gift Aid for every £1 you donate, at no additional cost to you! Please tick the box below to join the Gift Aid scheme.

☐ I am a UK taxpayer*

Please treat all donations or membership payments I make or have made to Rethink Mental Illness for the past 4 years as Gift Aid donations until further notice.

☐ I cannot Gift Aid

Signed

Date

* I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.