

# IMPACT REPORT

# 2025





# mind Suffolk

**Our mission is to make Suffolk the best place in the world to talk about and take care of mental health.**

**To achieve our mission, Suffolk Mind delivers training throughout Suffolk and elsewhere. We work in partnership with other organisations, and we deliver a variety of services to support people living in Suffolk and Sawston.**

## **Our environmental impact**

We are proactively working to lessen our environmental impact. From developing our allotments, having a staffed Green Group, calculating our carbon output and developing a strategy, we are working on positively affecting our environment.

“Suffolk Mind minimises its negative environmental impact and promotes a positive environment for those involved in the local Mind.”

**National Mind assessors**



## **The Emotional Needs survey**

How is your wellbeing? Take our short questionnaire and find out. In doing so, you are also anonymously contributing to our research on how Suffolk is faring.

[suffolkmind.org.uk/survey](https://suffolkmind.org.uk/survey)



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# 2025 at a glance



**7,603**  
counselling  
sessions delivered



**93**  
attended Anxiety  
Management



**228**  
hours of GreenCare  
sessions



**130**  
Helpline calls  
and emails every  
working day



**97%**  
NPS score for our  
SNO service



**4,508**  
hours donated  
by volunteers



**115**

clients supported through SWW



**25**

grants received



**21**

new starters



**284**

clients attended Waves

**April  
2024**

Suffolk Night Owls contract renewed until March 2027



Our fire and glass walk raises £8,000

**June  
2024**

Frontline Families service launches



Delivered an EARLY Minds Kitbag session

Axter Ltd donates money for Mental Health Kitbag training to be delivered in the Shotley Peninsula



Taking Care of my Colleagues event, SuffolkForward

Over £23,000 raised at our Midsummer Celebration event!



Midsummer Celebration 2024

**May  
2024**



**July  
2024**

September  
2024



November  
2024



January  
2025



Our Skydive and  
Larking Gowen  
Ipswich Half  
Marathon event  
weekend raised  
over £33,000!



Big Give campaign  
raised over £26,000 to  
support the Helpline  
for 6 months

October  
2024

December  
2024

\*Find out what these terms mean on page 43

# A message from our CEO

A question I'm often asked is why demand for mental health services keeps rising. Is it because things are getting worse for people? Is it just because awareness is higher now, and more people are willing to come forward? Is something causing it? Covid impact, the cost of living...or is it mobile phones and social media?

I don't have a straight and concrete answer. All we can do at Suffolk Mind is raise awareness of the potential impact of things like Covid lockdowns, financial struggles and the ever-increasing proliferation of devices that draw on our attention.

And we can try to help people with the results of whatever it is that's causing their mental ill health.

This year, our services have continued to see growth in demand, while the resources of the public sector to meet that demand remain challenging. It's tough out there, and our team are tackling change all the time. But I'm always proud of the way they approach those challenges.



In these pages you'll see some of the impact they've had. Some of the stories from people we've helped.

But there are thousands of people we haven't been able to help in Suffolk. And we'd always like to be able to do more. So, you can also read about some of the ways people fundraise for us, volunteer their time or support us in other ways too.

Thank you for your support – in whatever way you give it.

**Jon Neal**  
**Chief Executive Officer,**  
**Suffolk Mind**

# A message from our Chair of Trustees

As I look back on nearly a decade with Suffolk Mind I am heartened to think of all that has been achieved by the excellent team of dedicated people who work and volunteer for us.

This year, I've been particularly pleased about the number and quality of corporate partners and supporters we have engaged with.

We're helping workplaces become better environments for both staff engagement and mental health. One of our new activities that support this aim is SuffolkForward, our professional network for businesses in Suffolk. It's networking with an extra purpose – you learn something about mental health, and you're supporting Suffolk Mind and the great work they do.

Every penny we raise is spent in Suffolk, and helps people to learn about their emotional needs, how they can look after themselves and the people around them better, and where to go to seek the right kind of support.

**Ian White**  
**Chair of Trustees, Suffolk Mind**



# Our people

Suffolk Mind wouldn't be Suffolk Mind without our people. Both paid staff and our volunteers are integral to our success.

This year, we celebrated one 30-year long service award, one 20-year long service award and two 10-year long service awards!

'Good place to work at. Lots of opportunities and different people to meet. Day and night opportunities. Lots of training and other things to do. I would recommend.' - Review from Indeed page.

Our Company score on Indeed: 4/5. Dataset that provides insight into how employees feel at work and why, known as the Work Wellbeing Score.

Take a look at our current vacancies: [suffolkmind.org.uk/vacancies](https://suffolkmind.org.uk/vacancies)



**46**  
part time  
staff



**45**  
full time  
staff



**21**  
new starters



**38**  
jobs  
advertised

### Wellbeing

- Conducted 20 check-ins with new staff
- 50% of our employees are using the health and dental insurance plan benefit
- Implemented a new pay review structure



# Our approach

To influence our services and products we use an ‘organising idea’: that we all have physical and emotional needs and a set of skills and resources that we’re born with to meet those needs.

This is referred to as the Emotional Needs & Resources approach.

This approach forms the base of everything we do at Suffolk Mind.

Find out more about our Emotional Needs & Resources by scanning the QR code or visit [suffolkmind.org.uk/enr](https://suffolkmind.org.uk/enr)

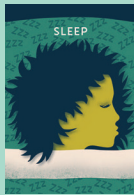
## Our Physical & Emotional Needs

Stress is nature’s way of telling us that one or more of our needs is unmet. If we can meet our needs in healthy ways, we can prevent stress causing mental ill health.

To be healthy and mentally well, we all need to:



Have **FOOD** that nourishes & **DRINK** that hydrates



Get good quality **SLEEP**



Get a bit of **MOVEMENT**



Feel **SECURE** where we live, work, study and play



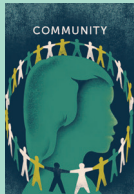
Feel some **CONTROL** over our lives



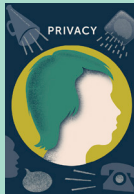
Give and receive good quality **ATTENTION**



Share an **EMOTIONAL CONNECTION** with at least one other person or pet



Feel part of a **COMMUNITY**



Have time, space and **PRIVACY**



Feel valued and respected with a sense of **STATUS**



Build our confidence through **ACHIEVEMENT**



Feel our life has **MEANING & PURPOSE**

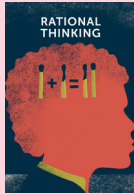
## Our Resources

To meet our physical and emotional needs, we have resources we can use (or misuse).

We need to:



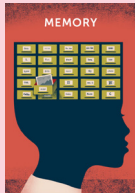
Calm strong **EMOTIONS**



Think more clearly and **RATIONALLY**



Use **BLACK & WHITE THINKING** for emergencies only



Use **MEMORY** to learn



Break unhelpful **PATTERNS** and learn new ones



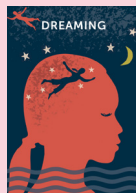
Use **IMAGINATION** to problem solve, not to worry



Learn to build **RAPPORT** and nurture healthy relationships



Step back and become more **AWARE**



Clear unresolved emotions through **DREAMING**

## Some of the groups we work with include:

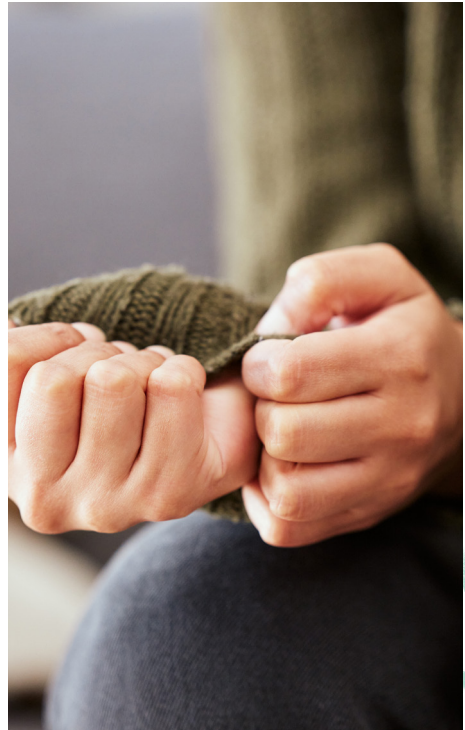
- Health and Wellbeing Network
- Integrated Care Partnership
- Integrated Care System (ICS) Voluntary, Community and Social Enterprise (VCSE) Assembly and Steering Group
- The Mental Health Collaborative
- National Literacy Trust Get Suffolk Reading Steering Group
- Suicide Prevention Steering Group



# Anxiety Management

Our online Anxiety Management course is designed to help people reclaim control of anxiety. The course consists of two 4-hour sessions and aims to teach techniques to manage anxiety, strategies for better sleep and challenging negative perceptions.

These courses were funded by Suffolk Community Foundation grants for those over 70, residents in the Newmarket area or those from the LGBTQIA community. We also ran two courses for University of Suffolk, one for their staff and one for students.



**93**

clients attending the course



**8**

courses delivered

“Helpful and informative course, it was different and easy to follow.”

“I will definitely use the breathing and distraction techniques.”

“The trainer was very knowledgeable and kind, super understanding of the variety of people on the Zoom call and their concerns.”

“Lots of good information, delivered in a friendly manor, I felt empathy and warmth. I will be using the advice and information that I am receiving.”

# Counselling

Suffolk Mind's counselling service is available to anyone in Suffolk over the age of 18.

We provided counselling and CBT face to face in Bury St Edmunds, Ipswich and Saxmundham. We also provided sessions by phone, WhatsApp video call and Zoom.

We had 864 clients and delivered 7,603 sessions in 2024.

## Compared to 2024

The Suffolk Mind counselling service's NPS stands at 98, last year it was 86.



# 7,603

counselling  
sessions delivered



# 864

clients supported  
by our counsellors

“I have found it to be lifechanging and my family have noticed a difference in me from having the sessions.”

“The referral process was so simple and the cost was affordable - both things I expected to be barriers to accessing counselling, but it was easy and I benefitted from the session.”

“The sessions, despite being emotional at times, really helped me. Speaking about things without fear of being judged or ridiculed. I believe I am a better version of myself now, than at the start of the counselling.”

# Eating Recovery

Our Eating Recovery Service provides vital support for individuals living with eating disorders or disordered eating, offering a safe, supportive, and non-judgmental environment for adults aged 18 and over.

We run group sessions that focus on different themes, helping members gain deeper insight into their experiences while fostering greater self-compassion and understanding. Through a combination of psychoeducation, CBT tools, and peer support, we offer practical and emotional strategies to encourage them to begin to change both their mindset and their behaviours.

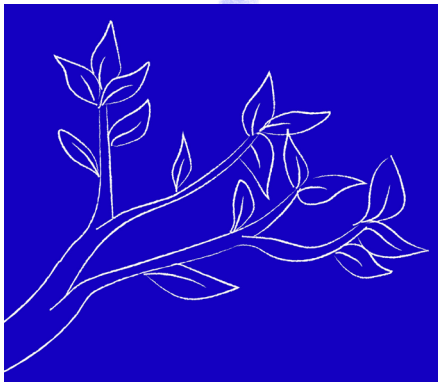
Our group program is available in Ipswich, Bury St Edmunds, and via Zoom.



**“When I started, I said I wanted to change my relationship with food but, coming to group for several weeks now, I’ve come to understand it’s about changing my relationship with myself.”**

**“I’ve already noticed I have been bingeing less since starting group only two weeks ago.”**

**“Thank you so much for changing my life. This group has been the best thing I have ever done for myself. You have taught me so much that I will forever be grateful for, such as believing in myself, being kind to myself and seeing myself as worthy. No words will ever express my gratitude. You are amazing at what you do.”**



# GreenCare

Our four GreenCare allotments at Haverhill, Ipswich, Bury St Edmunds and Felixstowe have been blooming with produce and participants who regularly come by to contribute to the thriving spaces.

There were 76 sessions across our four GreenCare plots this year with a total of 228 hours.

GreenCare has an NPS of 86 (an increase on last year's score of 71).

## Compared to 2024

GreenCare had 28 new faces this year, an increase of seven on last year. We have also benefitted from seven regular volunteers, compared to last year's four.



**“It’s massively improved my mental health. I like the regularity of it, getting outdoors and seeing people. It’s made a huge difference.”**

**“I’m so thankful to find out about this service. My life was so different a year ago to now.”**

**“It’s a relaxed environment - you can come as you are - the important bit is that you got there.”**

**“It’s made a big difference. It gives me something to look forward to. It’s a safe space that gives me peace of mind. It makes me feel part of a community. I have formed friendships. It’s given me confidence. It’s opened my eyes to gardening. Nice to see seasons change and take notice of nature. It gives me structure to the week.”**



**228**

hours of GreenCare sessions



**42**

clients going to GreenCare sessions



**550**

cups of tea made at sessions

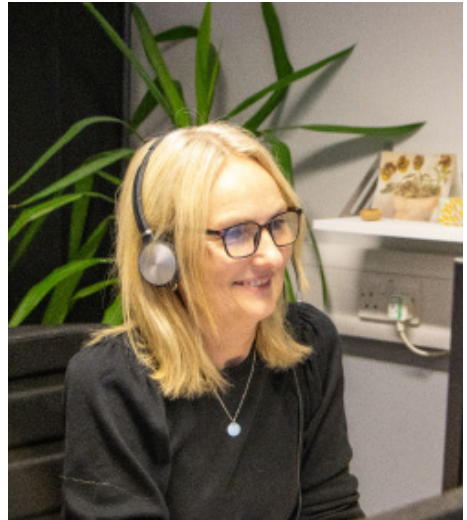


# Helpline

The Suffolk Mind Helpline consists of our 0300 number and our info@ email address.

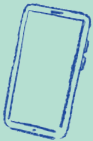
This service is largely supported by fundraising and they are often the first person someone speaks to when looking for help.

The Helpline team listen and are able to recommend the best services available from Suffolk Mind, or signpost to other organisations where appropriate.



## Compared to 2024

We have seen a 27% increase in calls and emails to the Helpline, having received 33,968.



# 33,968

calls and emails received



# 130

calls and emails every working day

Here's just one of the hundreds of stories we have from the Helpline team

**“I spoke with someone who was feeling incredibly low. His friend had told him to call us as they were worried about him.**

**He has suicidal thoughts every day and said he has no fight in him anymore. He feels empty and the only thing that has stopped him from taking his own life so far is that he hasn't built up the courage in himself to do it.**

**We completed a referral together over the phone for Suffolk Night Owls and arranged for the number to be sent to him today so he can start using the service immediately.**

**We also offered him funded telephone counselling which he's due to start soon.”**

# Menopause & Me

Menopause & Me provides support and guidance for people experiencing the menopause and perimenopause.

This is delivered through 6 week training courses for people in the community and a one-day workshop for businesses.

95% of participants felt they had changed their behaviour as a result of the support received, 96% of employers felt confident in their own ability to advise employees on menopause support.



“This course is a must do! The tools you will learn about make it a very worthwhile investment of your time, thank you”

Course attendee

“Very approachable, warm and friendly. The content was easy to digest and understand.”

Course attendee

“Lots of discussion and opportunity to share experiences and workplace practices.”

Course attendee

“Well delivered and organised. A lovely group of people to share ideas and experiences.”

Course attendee



8

lived experience courses



7

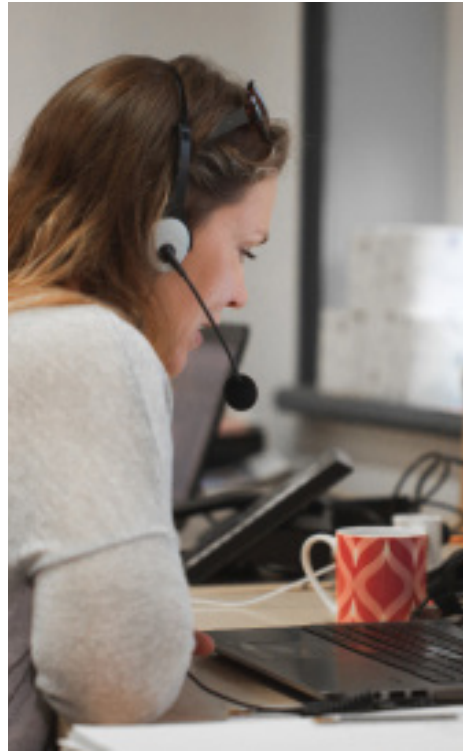
workshops delivered

# Suffolk Night Owls

Suffolk Night Owls is a telephone, text and email support service run by Suffolk Mind. The support line is open seven nights a week, 7pm to 1am. The majority of calls are helping people stay well at night. We are there for people who are feeling lonely, distressed or in need of support.

## Compared to 2024

NPS: 97% would recommend the service to a friend or family member, this is a 17% increase from the year before (NPS 83). There is also a 17% increase in Emotional Need Audit scores.



## 2,790

texts received  
to SNO



## 10,329

calls / voicemails  
received to SNO



## 3,601

emails received  
to SNO

“Fantastic service,  
with extremely  
professional staff.”

“The service is incredible, especially  
for it to be every day and staffed  
by such wonderful people”

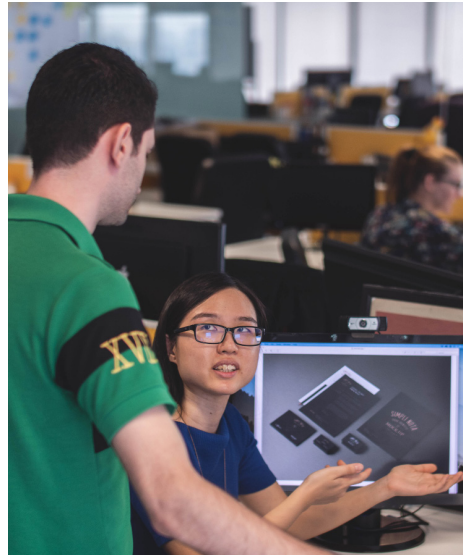
“It’s a lifesaving  
service.”

# Suffolk Work Well

Suffolk Work Well (SWW) is a free service within Suffolk Mind funded solely through a grant from the Big Lottery Community Fund. SWW supports persons to sustain, retain and/or gain or regain employment (or education, training) and build confidence and self-worth. Support is tailored to the individual being dynamic, flexible and holistic delivered by a dedicated Case Worker over a thirteen week period, either face-to-face, remotely or a mix. SWW is proud that its processes already align with the Keep Britain Working government report.

## Compared to 2024

SWW had 115 clients this year, a 25% increase from last year and delivered more than 1,275 sessions, compared to 1,100 in 2024.



115

clients supported through SWW



1,275

sessions delivered to clients

More than  
**80%**

retained their employment at the end of the support period

“A thank you note from me to you, for who you are and what you do!  
Thank you for all the guidance, support and encouragement you’ve given me throughout this journey back into work.”

# Supported Housing

Suffolk Mind’s aim for Supported Housing is to provide single supported accommodation to ensure a successful tenancy for those that have experienced mental illness.

Our housing services embrace recovery approaches for mental health and wellbeing; a holistic, enabling, person-centred approach to mental distress, disadvantage and social exclusion.

Suffolk Mind has eight supported housing locations.



“I feel secure and safe here.”

“I am supported by all the staff. Staff are willing to listen to any problems or concerns I have.”

## Coastal\* housing

**45**

clients supported

**7**

positive move-ons to less support

**100%**

were happy with the support they had received

## Montrose House

**10**

clients supported

**Outstanding**  
Care Quality Commission (CQC)

**100%**

felt staff were caring and approachable

## Green Road

**14**

clients supported

**100%**

said they like living at the Green Road

**100%**

said they felt listened to

\*Spinney Close, Eastwood Terrace, Pembroke Ave, Old Bell Yard, Larkhill Way and Manwick Road

# Waves

Waves is an innovative service for people with a diagnosis of, or traits of, borderline personality disorder (BPD) or emotionally unstable personality disorder (EUPD). Waves offers a weekly online facility, as well as face-to-face, providing a safe, supportive and empowering environment.



## Compared to 2024

The NPS for Waves has gone up to 75 this year compared to 63 in 2024.



**284**

clients attended Waves



**653**

referrals for Waves

“Asides from the learning and therapeutic opportunities, one of the best things about Waves has been the safe socialisation aspect.”

“Loved being able to share stuff about my life and listen to others sharing.”

“Waves has helped me a great deal in understanding my own behaviours and thoughts. It was nice to speak and listen to others with the same feelings, made me feel a little better knowing I’m not alone.”

# Open Space

Open Space are weekly support drop-ins managed by Suffolk Libraries and supported with Suffolk Mind volunteers. They provide a friendly and informal environment for discussion and activities to help reduce isolation and improve your wellbeing. Everyone is welcome.



**Newmarket Library**  
Wednesdays, 2pm – 4pm

**Haverhill Library**  
Fridays, 1pm – 3pm

**Bury St Edmunds Library**  
Mondays, 2pm – 4pm

**Stowmarket Library**  
Tuesdays, 11am – 1pm

**Sudbury Library**  
Thursdays, 2.15pm – 4.15pm

**Ipswich County Library**  
Wednesdays, 1pm – 3pm

**Woodbridge Library**  
Wednesdays, 1.30pm – 3.30pm

**Felixstowe Library**  
Thursdays, 2pm – 4pm



Face-to-face drop-in groups at various locations across Suffolk.

# Martyn's Story

Martyn was helped back into the world of work thanks to our Suffolk Work Well service – and is now giving up his time to support people with their mental health.

Martyn had been working in the public sector when multiple changes to his team dynamics saw an increase in stress, which eventually led to him experiencing symptoms of depression.

The decline in his mental health saw him avoid work – and the outside world in general – as his attempts to resolve the situation hit a stumbling block within the organisation.

**What Martyn said: “I felt like I had been pushed to the edge. I didn’t want to do anything - I felt like I wanted out of my life”**

“I took time off with stress, and a colleague who was going through a similar experience told me to give Suffolk Mind a ring. That’s how I found my case worker, Nicki.”

Nicki helped arrange numerous meetings with Martyn’s employer to help resolve the situation, identifying barriers and problems and helping advise on steps and reasonable adjustments that could be taken to better meet his needs.



He was also given access to The Mental Health Toolkit (The Essentials) course, helping him better understand his physical and emotional needs and identify areas for improvement and growth.

Martyn returned to work and continued to keep in touch with Nicki and the Suffolk Mind team, who were always on hand to provide support if necessary.

**Martyn said: “I wouldn’t be here without Nicki. She has been the rock for me to lean against when I’ve not felt in the best place.**

“Even now I know that if I’m not feeling ok, I can pick up the phone and speak to her. She always makes the time to support me.

“To me she is one in a million – she’s the sister I never had.”

Now enjoying an early retirement, Martyn is giving back to Suffolk Mind having trained and enrolled as a Volunteer, supporting across multiple areas of the business.

# Volunteering

As a charity we really value each and every volunteer. They play a vital part in helping us to promote mental wellbeing across the county, and supporting us in the delivery of our services.

People volunteer in our services, as well as in our offices, or at events.



## 49

regular volunteers  
at Suffolk Mind



## 4,508

hours donated  
by volunteers

“I have felt valued and supported which has improved my confidence and self-esteem massively.”

“I can’t tell you what a great experience I have had with Suffolk Mind and my fellow volunteers.”

“I am made to feel like a valuable part of the organisation.”

“Thank you so much! I love volunteering for you and appreciate your kindness and support in return.”

## Interested in volunteering?

We’re always on the look out for volunteers.

Visit [suffolkmind.org.uk/volunteering](https://suffolkmind.org.uk/volunteering) to see our current roles.

# Frontline Families

We are here to provide support and training to service people, ex-military personnel, and their families across Suffolk to cope with the effects of trauma and mental ill health.

We also offer free training to people who help support military personnel.

Frontline Families offers a variety of support including 1-to-1 counselling and mental wellbeing training for Adults and Young People.

NEW



## Delivered:

- Veterans' group of 10: Mental Wellbeing training
- Mental Fitness and Anger Management training to 48 serving Army personnel
- Effective Mental Health Support to 22 Senior Army Officers
- Early Minds training delivered to children and teachers at a military primary school
- 1-to-1 counselling sessions delivered to serving personnel, veterans and partners

# Frontline Partners

NEW

Launched in 2025, we understand that there is less support for the partners and spouses of those serving in the military. This new service is here to give you support around employability, workshops to help improve your mental health and provide opportunities to make connections with other military partners.

Launched by Suffolk Mind and Combat2Coffee, the new Frontline Families and Frontline Partners services are open to serving armed forces personnel, ex-military personnel and their loved ones across the county.

Made possible through a grant by The Armed Forces Covenant Fund Trust, it provides free training to help people better understand trauma and how to support those experiencing mental ill health.




**THE ARMED FORCES  
COVENANT FUND TRUST**

# The Mental Health Kitbag

The Mental Health Kitbag is Suffolk Mind's programme of workshops, courses and resources to equip you and your students to take care of their own wellbeing – and that of those around them.

There's a 'Kitbag' for all age groups, from EYFS all the way up to age 25, giving primary and secondary schools, along with activity providers, parents and carers the practical skills and knowledge to support themselves, as well as their children and young people.

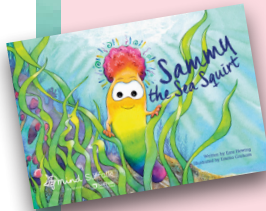
We provide a programme for primary schools called EARLY Minds, which can be tailored to suit EYFS, KS1 and KS2 classes.

Sammy the Sea Squirt Movement Sessions are specifically designed for EYFS, KS1 and SEND classes. These sessions are based on Suffolk Mind's first story book, Sammy the Sea Squirt, written by our Head of Education, Ezra Hewing.



**10,692**

children, young people and their adults had mental health training



**11**

Sammy the Sea Squirt Movement Sessions got children moving



**15**

Primary schools recieved EARLY Minds training



**19**

Life Hacks for Young Minds delivered



**10**

Skill-Shops for Young Minds delivered



“They understand that it’s normal to feel a range of emotions and they have immediate ways of making themselves feel better.”

EARLY Minds client – teacher



**10**

Schools joined our Bluesday Tuesday event



**1**

EWICA sessions taught to activity group providers



**5**

Schools trained with support from Axter



**1**

EWITC sessions taught to teachers



**The Mental  
Health Toolkit** ©  
by Suffolk Mind

The Mental Health Toolkit provides practical mental health training courses for organisations and individuals across the UK and worldwide.

We've been delivering workshops and courses since 2010, and have a wealth of experience and insights to share with you and your team.

Our approach to mental health is accessible and relevant to anyone. Some organisations offer The Essentials training to every new employee as part of their induction.

### **Compared to 2024**

We have delivered training to over 30% more individuals this year, and The Mental Health Toolkit's NPS as a whole is 80.

### **Want to book training for you or your organisation?**

Take a look at our suite of training on [thementalhealthtoolkit.co.uk](https://thementalhealthtoolkit.co.uk).

If you have more bespoke needs, you can call our friendly team on 01284 338 811 or email [hello@thementalhealthtoolkit.co.uk](mailto:hello@thementalhealthtoolkit.co.uk).



16% increase  
on last year

**1,283**

hours of training  
completed as part of...

**418**

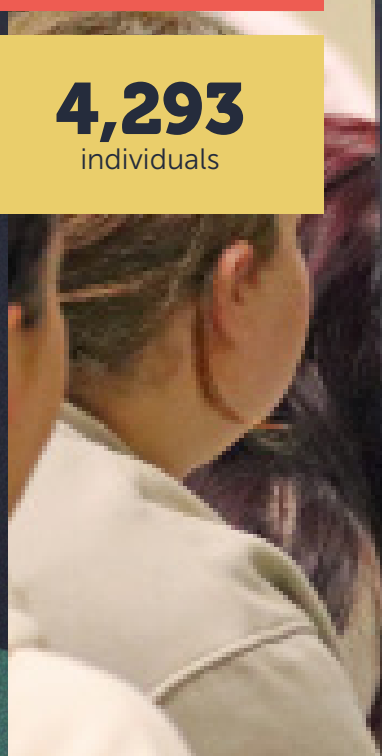
workshops and  
courses delivered to...

**84**

businesses and  
organisations and...

**4,293**

individuals



A woman with long dark hair, wearing a dark blue blazer, is standing and presenting in a room. To her left is a large dark blue sign with the word 'PRIVACY' in white capital letters. In the foreground, another sign for 'The Mental Health Toolkit' is visible, featuring a white silhouette of a person's head and shoulders. The background shows a projection screen with colorful abstract graphics.

**PRIVACY**

**“I feel enlightened and empowered. An extremely inspirational course. The facilitator was superb.”**

**The Essentials attendee**

**“This has been an amazing two days. Very informative and given me the confidence to use these skills daily.”**

**Supporting Mental Health attendee**

**“The session was very engaging and eye opening. I was able to relate to a lot of it to my own life.”**

**The Essentials attendee**

# Research & Evaluation

Suffolk Mind's research and evaluation team measure and evaluate the effectiveness of all our services across the organisation. We measure how well people are meeting their emotional needs, NPS and, in some services, other key indicators such as levels of self-esteem or anxiety.

The team are also continuously gathering anonymous data from the local Suffolk population, as well as other areas around the country.

## What questions do you ask?

We ask people how well they are meeting their emotional needs using the Emotional Needs Audit. We also ask about the factors that might be influencing how well their needs are met at the time – for example, finances, relationships, or physical health. We then ask for a few personal details so that we can understand what is happening within various demographic groups – for example ethnic minorities, or different age ranges.

## How well is Suffolk this year compared to last year?

Over the 2024/25 financial year, 23% of Suffolk respondents were meeting their needs well on average. This is lower percentage

than the year before where 41% were meeting their needs well.

Average ENA score: -0.07 (on a scale from -3 to +3), This financial year there has been a 16% decrease in average ENA scores.

The top needs were: Privacy, Close Relationships and Giving Attention and the least met needs were: Sleep, Community and Control.

On average, Suffolk respondents were only meeting 1 out of the 15 emotional and physical needs – this being Privacy. If we look at how this data compares to last year, there is a decrease in those meeting their needs in the 24/25 financial year. The biggest difference in average need scores were seen in the needs for Meaning and Purpose, Community and Control.

The biggest barriers for respondents not meeting the need for Meaning and Purpose were respondents physical and mental health, work situation, and the day-to-day environment.

The biggest barriers for respondents not meeting the need for Control were respondents physical and mental health, relationships and the cost of living.

The biggest barriers for respondents not meeting the need for Community were respondents physical and mental health, day to day environment and work life balance.

Since collecting data on individuals' mental health and needs, we have collected nearly 70,000 responses from across the UK (30,000 in Suffolk).

- Sleep is often the lowest met need with only 21% feeling rested after sleep
- 68% are feeling like they can get privacy when they need to
- Respondents who are meeting the need for privacy have stated that these supporting factors help – day to day and home environment and their relationships
- Over 50% of respondents feel able to talk about their mental health
- Nearly 40% of respondents feel able to take care of their mental health
- ENA by month  
- Respondents were meeting their needs the most well in Feb 2025

## How do you use the data you've gathered?

We use this information to make sure that the services we provide are addressing the needs of the local community. It helps inform the services we provide and the support we offer. We also use it to inform other individuals, organisations or groups on how they can direct their resources to best support people.

### Methodology:

- Emotional Needs Audit scale: -3 (Not at all met) to +3 (Very well met)
- Percentage (%) meeting Need: an average score of more than 1
- 15 questions that encompass all elements of the 12 needs, containing both emotional and physical aspects.
- Validated mental health measure inspired by the Human Givens Institute's ENA

### Interested in our research?

If your work, or a project that you're involved with, would find data such as this useful, please email our research team on [research@suffolkmind.org.uk](mailto:research@suffolkmind.org.uk)

# Fundraising

We rely on our fundraisers and supporters to reach as many people as we can in Suffolk. The support we have had over this past year has been incredible.

We have had countless donors and Charity of the Year supporters and our very first Colour Rush in October, with 480 runners and over £12,800 raised.

Some of the year's other activities and events include:

## May 2024 - Fire, Glass and Lego Walk – £8,000+ raised

To mark the end of Mental Health Awareness Week, 48 brave participants took on our Walk of Glass and Fire on Sunday 19 May. Walking over broken glass, hot coals and even Lego, these fearless fundraisers helped raise more than £8,000 to support mental health across Suffolk.

## July 2024 - Midsummer Gala – £23,339 raised

Our annual midsummer gala at Fynn Valley Terrace was a huge success, raising £23,339. Hosted by Georgy Jamieson

and featuring a star raffle prize of a luxury six-night European Christmas Market cruise donated by Fred. Olsen Cruise Lines, the event brought our community together to celebrate and support Suffolk Mind's vital work.

## September 2024 - Skydive & Ipswich Half Marathon – £33,193 raised

Across the weekend of 21 September, more than 75 fundraisers took part in two major events: our annual skydive and the Larking Gowen Ipswich Half Marathon. Together, their incredible efforts brought in £33,193 to help us continue delivering mental health services for those who need them.



## October 2024 - Colour Rush – £12,800+ raised

Our first-ever Colour Rush at Trinity Park took place on Saturday 5 October, with 480 runners taking part in either a 3km or 1.5km route. The vibrant, family-friendly event saw participants showered in colour as they ran — and raised more than £12,800 to support our mission.



## December 2024 - Record demand for the Suffolk Mind Helpline

In 2024, demand for the Suffolk Mind Helpline reached its highest level ever, with more than 33,000 requests for information or mental health support — an increase of 5,000 from the previous year.

Through our First Call campaign, we sought to secure the Helpline's running cost of £1,000 per week. With match funding from the Big Give Christmas Challenge, supporters raised £13,000 in just one week, which doubled to £26,000 — enough to fund the Helpline for half a year and ensure people across Suffolk can continue to access help when they need it most.



# Thank you!

to all of our fundraisers  
and supporters



# Pay-What-You-Can Counselling

East of England Co-op Community Cares fund:

Suffolk Mind was aware that there were a significant number of people living within the county whose mental health had either been impacted by the cost-of-living crisis or whose mental health issues were not being addressed because of cost-of-living restrictions.

We wanted to trial an innovative Pay-What-You-Can approach to our counselling service to try and meet this demand for support.

It was hoped that this Pay-What-You-Can approach for counselling would remove the financial barrier to mental health therapy, help those needing support, help maintain individuals' financial self-esteem and enable Suffolk Mind to maximise the use of its funds.

The East of England Co-op Community Cares Fund awarded us £3,960 to pilot a project that would fund 72 counselling sessions and support a minimum of 12 clients to receive six fully funded counselling sessions.

The full cost for a counselling session is £55 so we asked clients for a minimum of a £5 contribution to each session, however, some were able to pay up to £30 per session.

With clients contributions we were able to raise an extra £1,710 towards the Pay-What-You-Can Fund which ultimately enabled us to offer 126 counselling sessions to 25 clients – supporting double the anticipated number of beneficiaries.

Most importantly, we were able to provide this in a way that didn't further exacerbate the impact on people's wellbeing and financial self-esteem that the cost-of-living crisis had generated.



**£3,960**

funds awarded



**£1,710**

raised by clients



**126**

counselling sessions offered

# Pay-What-You-Can Counselling

A client was receiving counselling from Suffolk Mind when, approximately six sessions into their therapy, they were admitted to hospital after being assaulted by their partner.

Following their discharge from the hospital, they got in touch with us to let us know that they wanted to cancel their sessions. They wanted to leave the relationship, but their partner had complete control over their financial situation and they could not afford to pay for counselling on their own.

They broke down and said that counselling was the only space they had to talk to someone. During the phone call with the client, we were able to tell them about the East of England Co-op Community Cares Fund. We explained to the client that we had been awarded this grant, which allowed clients to pay as much as they were able to contribute to the cost of the sessions.

When asked if this would be of interest, the client stated that they could only afford five pounds per week. We agreed to the amount and the following week they were able to resume counselling.

The client was overjoyed to receive this offer, as it supported their self-esteem and independence. Consequently, during their subsequent counselling process, they were able to leave their abusive relationship.



# Bereaved by Suicide Support Service

NEW



Delivered in partnership between Suffolk Mind and Mid and North East Essex Mind.

The Bereaved by Suicide Support Service is for anyone in Suffolk or North East Essex who has been affected by suicide. This includes family members, friends, colleagues, or anyone else impacted by the loss.

We support both adults and young people. If a referral is made for a child or young person, we'll carry out an assessment to ensure we can offer the right kind of support for their needs. This service is free and confidential.

## Our service is:

Non-judgemental

Confidential

Built around your individual needs



**We offer one-to-one, practical support to help you navigate the days, weeks and months following a bereavement by suicide.**



**We also run peer support groups, giving you the opportunity to connect with others who have experienced a similar loss.**

# SuffolkForward Network

Suffolk Mind's SuffolkForward Network is a unique professional group based in Suffolk.

It's been created to enable like-minded people to come together to learn more about how to take care of themselves and others. Events encourage lively and informative discussions based on specific mental health topics, helping raise awareness and providing useful, practical skills.

Annual membership to the Network includes five mental health-oriented events and two social get-togethers which allow members to continue to network in a fun and informal way. Network participation and membership fees actively contribute to our ongoing mission to make Suffolk the best place in the world for talking about, and taking care of mental health.

Thank you to our event speakers for this financial year:

- **Ezra Hewing**
- **Colin Hopkins**
- **Zoe Hill**
- **Luke Chambers**
- **Luke Read**
- **Anna Clayton**
- **Emily Jennings**
- **Megan Wearing**
- **Imogen Smith**
- **Danielle Hall**
- **Ceri Bryant**
- **Harry Shuttleworth**
- **Shawn Leek**
- **Ashley Riley**
- **Cooper Berry**



## Thank you to our members

Babergh & Mid Suffolk  
District Councils  
Barker Gotelee  
Bates, Wells & Braithwaite  
Bay Tree VA  
Beckett Investment  
Management Group  
Birketts  
Conatus Financing Solutions  
East Suffolk Council  
Ellisons  
Ensors  
Events Under Canvas  
First Intuition  
Fresh Start Charity  
Friel  
George Baker Shipping  
Glowcroft Ltd  
Greene & Greene  
Handelsbanken  
Height Guys  
Helen Clarkson-Fieldsend  
Hudson Group  
IKON Training  
Ipswich Town Football Club  
Joseph Ihedoro  
Larking Gowen

Lighthouse Personnel Ltd  
MAD-HR  
Magic Word Media  
Ocala Healthcare  
Orwell Lady  
Pitkin & Ruddock Ltd  
Pound Gates  
Prettys  
Prominent Media  
Sizewell C  
Skybridge Recruitment  
Sona Insurance  
Suffolk Chamber of Commerce  
The Churchmanor  
Estates Company Plc  
Treatt  
Vistage  
Vivo Clean  
Wincer Kievenaar Architects Ltd



**SuffolkForward  
Network**

**Join us in 2026**

**Individual Membership £319**

**Organisation Membership £749**

**[suffolkmind.org.uk/sfn](https://suffolkmind.org.uk/sfn)**

# Grants

As a charity with free-to-access services available, we rely on grants funding to help us continue our important work. This year, we received 25 grants totalling £225,344.50. Below are just a few of the grants we have secured this year.



THE  
**CHILDWICK**  
TRUST

**£10,000**

grant donation from the Childwick Trust for 180 counselling sessions and 1 anxiety management course in Newmarket

THE ARMED FORCES  
COVENANT FUND TRUST

**£59,717**

grant donation from the Armed Forces Covenant Trust for the Frontline Partners project, providing support for the armed forces partners



SUFFOLK  
Community  
Foundation

**£19,360**

grant donation from Suffolk Carers Fund for counselling for carers 40 x eight sessions

**West Suffolk**  
Council

**£5,748**

grant donation from West Suffolk Council's thriving community fund for 4 x Anxiety Management for 60+ in West Suffolk



**£9,894.50**

grant donation from Babergh District Council for Great Cornard CFYP mental health training for 2 x primary and 1 x secondary inc. staff and parents

# Raising awareness

The awareness of Suffolk Mind continues to grow in the East of England and even further afield.

Events like the Suffolk Show, the School Farm and Country Fair, and Anglia Business Exhibition help the Suffolk Mind team connect with thousands of people every year.

We average 300+ visitors a day to our Suffolk Show stand, and we teach more than 3,000 school children dragon breathing at the School Farm and Country Fair. The Suffolk Mind team also attends health and wellbeing fairs, job centre events and local community events where possible.

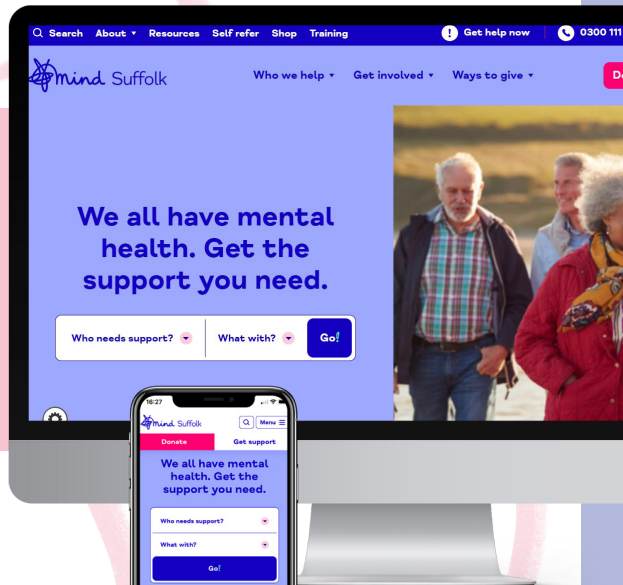
27% increase  
on last year

## Website

**386,804** page views  
**96,097** users

## Newsletters

**7,631** number of people signed up to our newsletters



7,212 followers



5,456 followers



4,121 followers

# Finance

Over the financial year, we have recorded a deficit of £73,798, compared to a surplus of £105,548 in 2023/24.

The total expenditure for 2024/25 was £4,089,819 while we received an income of £4,016,021.

Funding for the charity's activities comes from a variety of sources, principally Suffolk County Council, East Suffolk and West Suffolk Clinical Commissioning Groups (CCG) and Cambridgeshire CCG, enabling Suffolk Mind to provide housing and other support services.\*

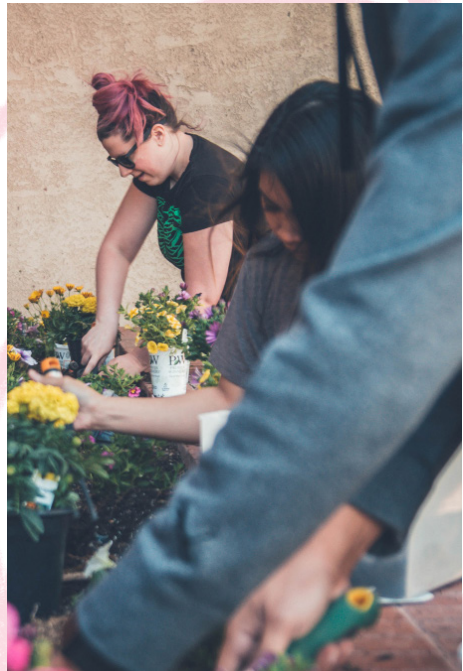
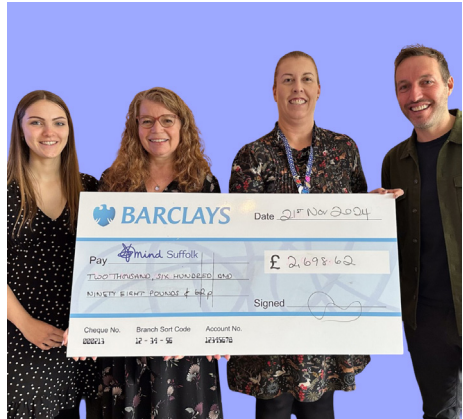
Donations and legacies are another important source of income enabling Suffolk Mind to deliver services in the community.

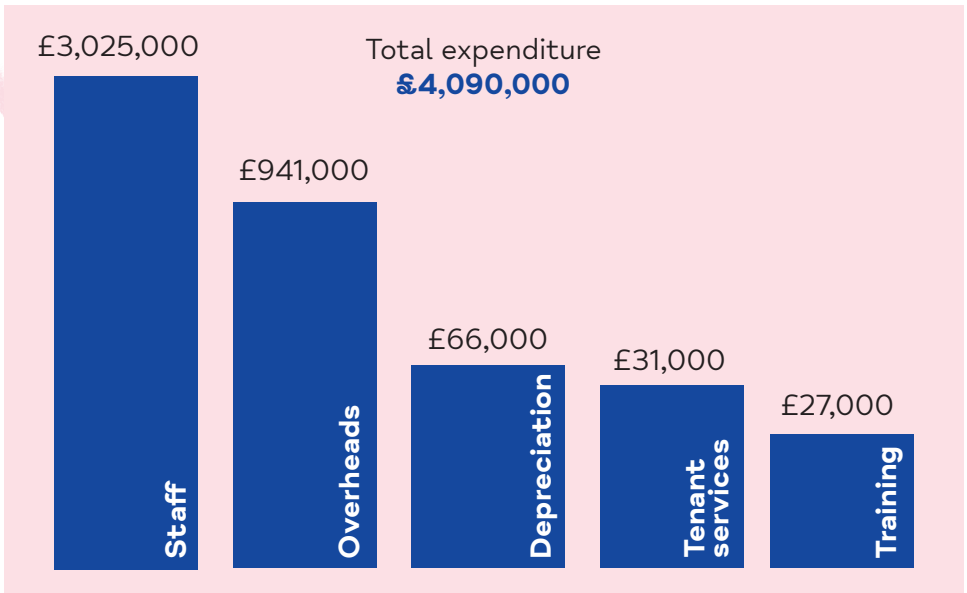
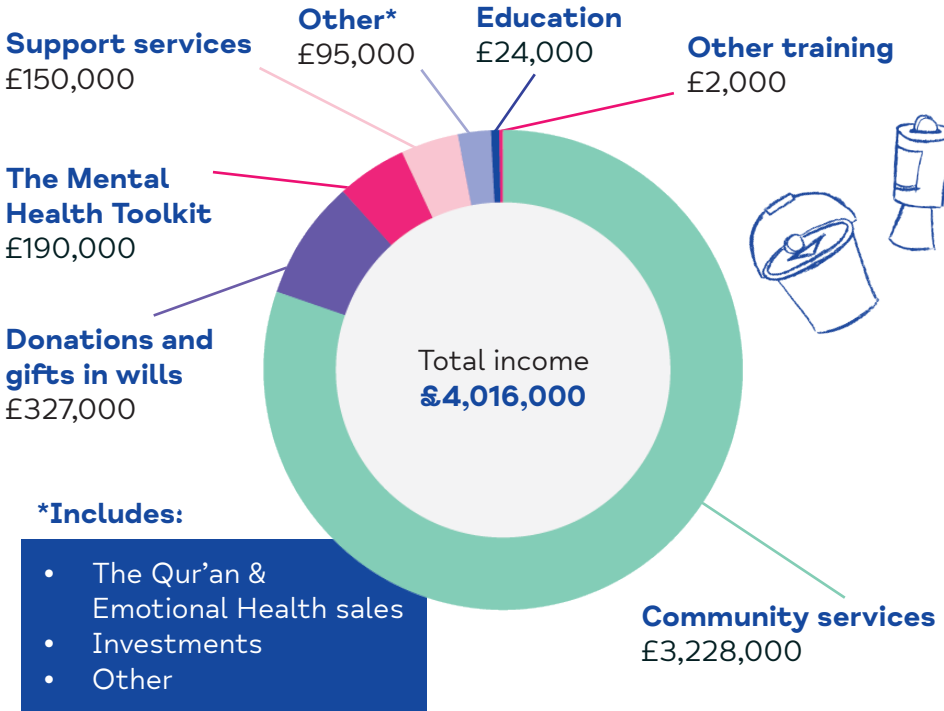
Trustees continue to monitor the situation closely looking at the impact on cash flow and forecasts.

\*At the time of printing following a retender Suffolk Coastal Housing contract was awarded to a different supplier.



**33,000+**  
people used  
our services





# More than just a 'sticking plaster'

The Mental Health Toolkit offers a range of interactive workshops and courses delivered live by our qualified trainers.

From our 45-minute introductory session to our in-depth, 8-module course (and much more in-between), we equip you and your team with practical tools to support workplace wellbeing.

[thementalhealthtoolkit.co.uk](https://thementalhealthtoolkit.co.uk)



# Glossary

## B

**Big Give:** Big Give and the Big Give Christmas Challenge are match-funding campaigns for charities and special causes

## C

**CFYP:** Children, Families and Young People

## E

**Emotional Needs:** 12 emotional and physical needs we need to meet to stay well

**ENS:** Emotional Needs Survey. A survey that measures how well we are

## N

**NPS:** Net Promoter Score. NPS is a widely used market research metric that typically takes the form of a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague, measured from -100 to 100. The benchmark score from over 150,000 organisations is 32

**NSFT:** Norfolk and Suffolk Foundation Trust

## R

**Resources:** nine skills that

we're born with to meet our emotional needs

## S

**SNO:** Suffolk Night Owls, a Suffolk Mind telephone service

**SWW:** Suffolk Work Well, a service that aims to help those towards or retain employment

## T

**TMHTK:** The Mental Health Toolkit

**Trustees:** Suffolk Mind has a formal constitution and is governed by an unpaid Board of Trustees with day to day management delegated to a CEO. The trustees are responsible for the governance of the organisation, the delivery of safe and high quality services, and keeping financial accounts and safeguarding the assets of the charity

## V

**VCSE:** Voluntary, community and social enterprises

## W

**Waves:** a service for people with a diagnosis of, or traits of, borderline personality disorder (BPD) or emotionally unstable personality disorder (EUPD)

# Signposting

If you or someone you know is experiencing a mental health crisis:

- Call your GP
- Call 999
- Visit A&E
- Call First Response 0808 196 3494
- Call Samaritans 116 123
- Call 111 and follow the prompts
- Text 'SHOUT' to 85258

Suffolk Mind is unable to provide a crisis service, however we can signpost to helpful information.

Call us on 0300 111 6000 or visit [suffolkmind.org.uk](http://suffolkmind.org.uk).



## Support us to help more people today

By donating to Suffolk Mind today, you can help us in our mission of making Suffolk the best place in the world for talking about and taking care of mental health.

### £5 a month

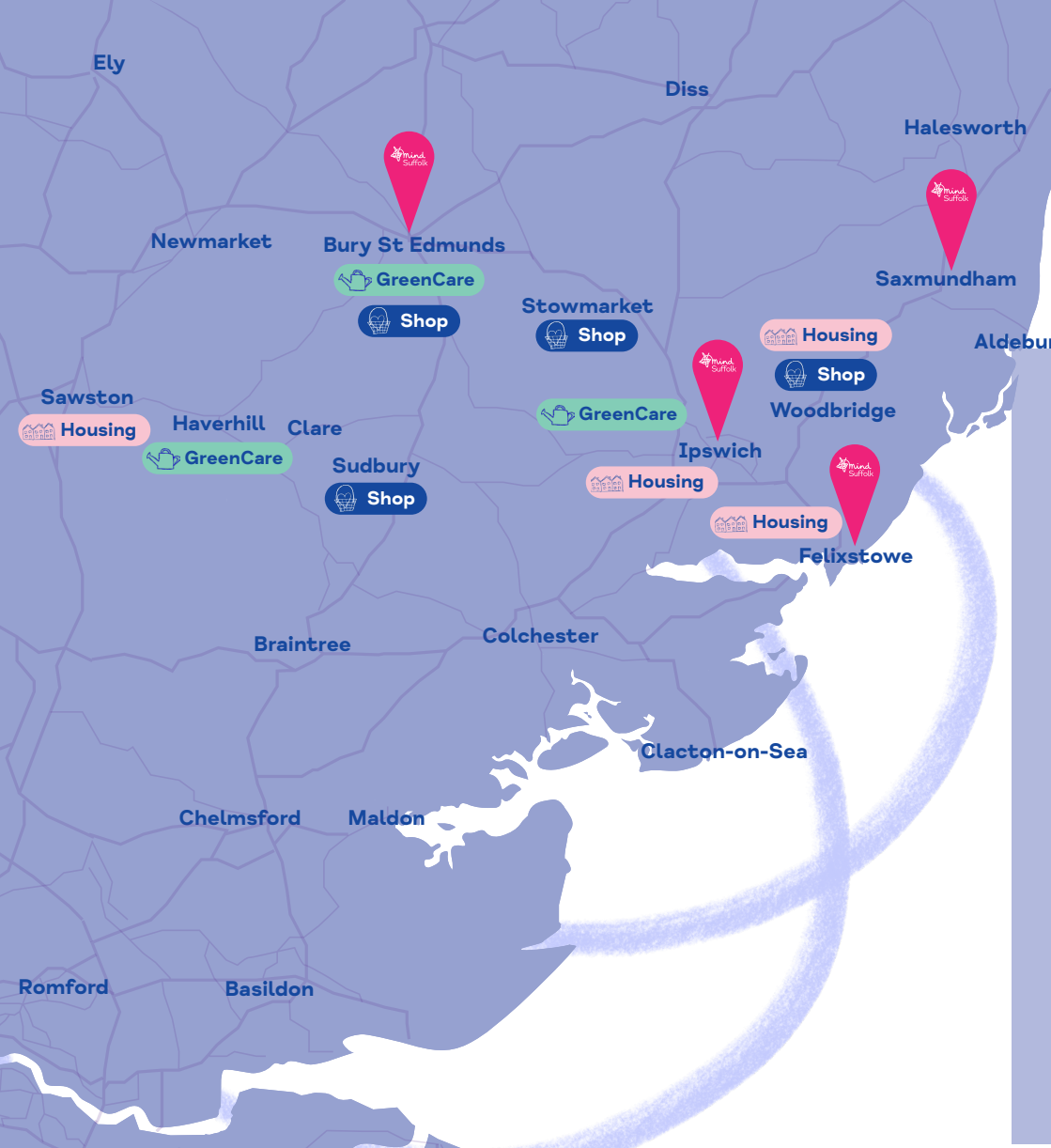
could supply a child with mental health resources

### £10 a month for eight months

could fund a place on The Mental Health Toolkit: The Essentials workshop


### £20 a month

could support vital conversations at our GreenCare allotments



FELIXSTOWE	BURY ST EDMUNDS	IPSWICH	SAXMUNDHAM
Suffolk Mind 26 High Road West Felixstowe Suffolk IP11 9JB	Suffolk Mind 5 St Andrews Street North Bury St Edmunds Suffolk IP33 1TZ	Suffolk Mind University of Suffolk Cliff Road Ipswich Suffolk IP3 0AT	Suffolk Mind The Willows Station Approach Saxmundham Suffolk IP17 1BW

# Notes



# Notes



ACHIEVEMENT

# mind Suffolk

Registered Charity No. 1003061

Please recycle

**INVESTORS IN PEOPLE**<sup>®</sup>  
We invest in people Standard

 SUFFOLK  
INFORMATION  
PARTNERSHIP

 Registered with  
FUNDRAISING  
REGULATOR

 CYBER  
ESSENTIALS  
CERTIFIED

Funded by a grant from  
**time to change**

 MINDFUL  
EMPLOYER

 COMMUNITY  
FUND

 mind  
Quality Mark

 SUFFOLK  
Care Awards 2023  
WINNER

# IMPACT REPORT 2025

