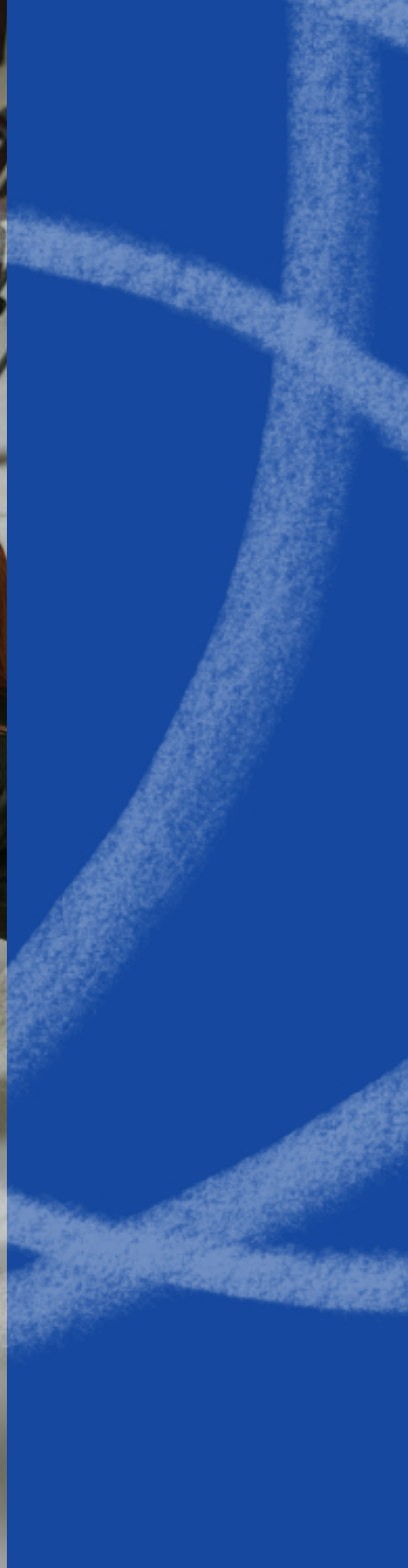


IMPACT Report



2024-2025



Welcome

I am honoured to introduce our 2024–25 Impact Report and to reflect on the difference Oxfordshire Mind and Mind in Berkshire have made together this year. It is a privilege to lead such a dedicated and values-driven organisation, one that works every day to ensure no one has to face a mental health problem alone.

This year, we have continued to see demand for our services rise — and our teams have risen to the challenge with determination, creativity and compassion. From our Safe Haven crisis services, where almost 800 people were supported with urgent same-day help, to the 3,770 people who received initial sessions through our Primary Care teams, we have been there for people at their most vulnerable moments. Our Supported Self-Help programme for children and young people gave tailored one-to-one support to over 500 young people, filling a vital gap and giving families hope. Our housing services continued to provide safe, supportive places to live, with 88% of residents moving on positively to independence.

We are also investing in prevention, equipping hundreds of people with skills and confidence to support others through our mental health and suicide prevention training. Across Oxfordshire, we trained over 600 people this year, with an outstanding 99% satisfaction rate. Alongside this, our hubs, peer support groups and wellbeing programmes have helped people build confidence, connection and resilience, ensuring support is not only there in moments of crisis but throughout life's challenges.

Beyond services, we are proud to have strengthened our campaigning and communications this year, reaching more than 1.7 million people through our channels. Our focus has been on amplifying the voices of those with lived experience, challenging stigma, and making sure our community is heard in local and national conversations about mental health. By combining direct support with advocacy, we are building not only stronger services, but also a stronger movement for change.

These achievements are a testament to our incredible staff, volunteers, supporters and partners. Every day, they bring energy, compassion and expertise to their work, and every story of recovery and resilience begins with their commitment. I am deeply proud of the organisation we are today: rooted in local communities, shaped by lived experience, and driven by the belief that better mental health is possible for all.

Looking ahead, we know there is more to do. In 2026 we will launch our new strategy, setting out a bold vision for the future. This will build on our strong foundations, expand our reach across Oxfordshire and Berkshire West, and ensure that we continue to tackle inequality, champion voices that are too often unheard, and speak out fearlessly for better mental health. It will be ambitious, inclusive and grounded in the values that have guided us since our beginnings in 1967.

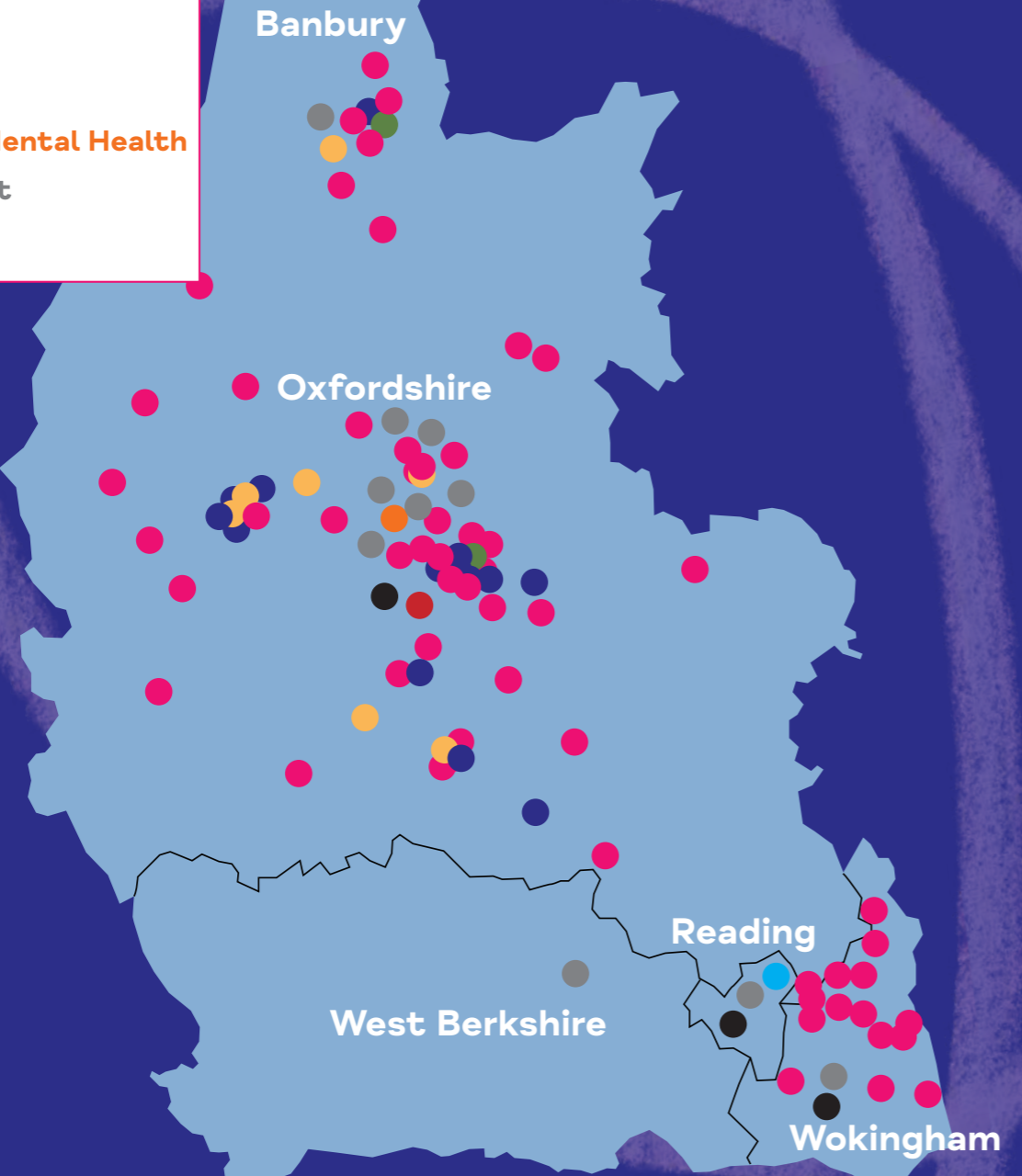
I want to thank everyone who has been part of our journey this year — whether through delivering services, volunteering, fundraising, campaigning, or simply by standing with us. Together, we are creating a community where people feel supported, respected, and never alone.



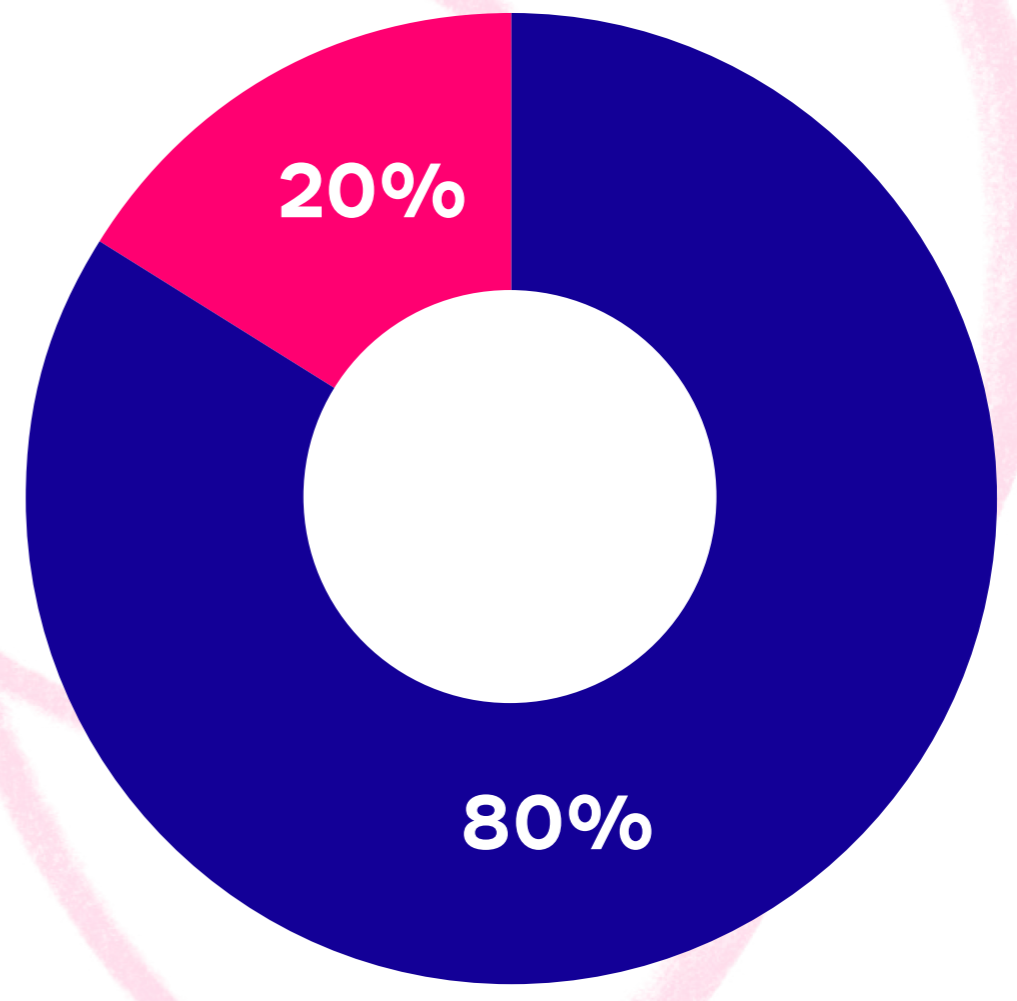
Jess Willsher
Chief Executive Officer

Oxfordshire Mind and Mind in Berkshire work locations

- Housing
- Primary Care Service
- Safe Haven
- Wellbeing Hub
- Physical Wellbeing
- A&E Outreach
- Benefits for Better Mental Health
- CYP & Family Support
- Information Service



People who engaged with Oxfordshire Mind/Mind in Berkshire West in 2024/25 by place of residence



■ Oxfordshire ■ Berkshire West

Children and Young People's Supported Self Help (SSH)



Our CYP Supported Self Help services offer up to six one-to-one appointments for 7-17 year olds through their GP practice. Accessing support alongside a trusted adult, this fills a crucial gap between clinical primary and secondary mental health support services.

Of the CYP we triaged last year, only **5%** were referred back to their GP and **7%** were referred on to CAMHS.

70% of the young people who completed the SSH programme this year improved their Wellbeing (as measured by the Short Warwick Edinburgh Mental Wellbeing Scale)

1,292
triated to SSH
or other support
in their local
community

1,747
started the SSH
programme

522
completed it

Housing

Our housing services provide safe, supportive environments for people living with mental health challenges, helping them build skills, confidence, and independence.

- **87 people live in supported Oxfordshire Mind housing at one time in over 20 housing projects**
- **100% of residents surveyed said that the service was either good or excellent**
- **88% of our clients who moved on did so positively. Most moved to local authority or housing association social housing**

Ben's story

Ben moved into Oxfordshire Mind supported housing in March 2021. Living with chronic OCD, depression, and low self-esteem, he often experienced suicidal thoughts. With regular one-to-one support from his key worker, Ben began to rebuild his confidence, attend wellbeing courses, and connect socially through football, quizzes, and community events.

After 18 months, Ben's progress was recognised, and he successfully moved into his own flat. He is now in full-time work and continues to manage life's challenges with resilience.

“I've learned when to reach out for help, and I feel proud to be living independently.” – Ben, former resident

“Our housing services are about more than a roof. They give people the tools and support to rebuild their lives.” – Housing Support Worker

“Seeing people move on to their own homes is the most rewarding part of my job.” – Housing Manager

Information Service

Our Information Service phone lines open weekdays from 9 am to 4.30 pm and are often the first point of contact for people reaching out for support. The team provides signposting and information about Oxfordshire Mind's services, wider mental health support available in Oxfordshire, and general wellbeing topics.

People can get in touch by phone, text, email or through our online referral form. The service is there for anyone — individuals, family members, carers, and professionals.



93 crisis calls handled

7,513 calls received last year

AMHT Embedded Workers

Up to six sessions of one-to-one wellbeing support for people recently discharged from Adult Mental Health Teams.



229 people accessed support



86% improved their wellbeing

Safe Haven

“Safe Haven has been so kind and grounding. When I feel low or isolated, the staff listen with care and I always feel better after reaching out. I’m so grateful for the support”.

- Crisis service offering same-day one-to-one support over the phone or in person
- Adult Mental Health Team Embedded Workers
- Up to six sessions of one-to-one wellbeing support for people recently discharged from Adult Mental Health Teams

2,227
episodes of same-day
support provided

768
unique individuals
accessed support

675
new individuals this
year

Locality Hubs

Hubs located in communities around Oxfordshire (Oxford City, Abingdon, Witney and Banbury) offering a mix of “Options” signposting sessions, peer support groups and short wellbeing courses.

229
people accessed
support

86%
improved their
wellbeing

1,416
Options sessions in
2024/25

Average waiting time
for an Options session is
less than four days

1,067 hours of Peer
Support offered in
2024/25

Training

Our mental health training programme continues to play a vital role in building skills, confidence and awareness across Oxfordshire and Berkshire West. Through a range of courses, we have equipped hundreds of people – from community groups to corporate teams – with the tools to support their own wellbeing and that of others.

609
people trained

99.5%
satisfaction rate reported
across all courses

561
people trained through
Oxfordshire County Council’s
funded MHFA and suicide
prevention courses

“The training was welcoming, well-paced and sensitive, giving us a clear understanding of mental health and practical tools to support others. It really reduced the stigma around difficult topics like suicide, and I left feeling more confident, informed and ready to put what I’d learned into practice.”

Marketing and communications

Over the past year we have worked hard to reach our audience in new and engaging ways, making sure our campaigns don’t just share information but give a platform to the voices of our community. Our marketing and communications strategy is rooted in campaigning and storytelling, ensuring that the people we support are represented and heard.

Across our social media
channels have reached 1.7
million people

88%
net follower growth
compared with 2023/24.

Our webpage had
over **20,000** visits

Oxford United – “Can We Talk?”

In partnership with Oxford United and the Joey Beauchamp Foundation, we launched the “**Can We Talk?**” campaign on World Mental Health Day to tackle stigma and encourage open conversations about suicide and mental health. The launch video, created with Sky Sports, achieved over **1.3 million views**, including **600,000** on X, and was featured with an 8-minute segment on Sky Sports News, alongside coverage from BBC, ITV, and national press.

“Can We Talk” Workshop

The campaign reached far beyond media, with Oxford United hosting its first mental health workshop attended by **200 people**, and chaired by **Oxfordshire Mind**. Equipping the community with practical tools to support others. By harnessing the power of football, we connected with new audiences and used the club’s platform to champion mental health awareness in Oxfordshire and beyond.



Voices from our Community

When Keith first came to our Witney Hub, he could barely speak. He stayed in the kitchen, face hidden under a hood, and told our team the group wasn't for him. But something made him come back the following week.

Over time, he started attending more sessions, joined our Complex Needs programme, completed two short courses, and found common ground with other service users. At our open day, Keith wore a badge that said "I'm happy to talk" and warmly welcomed visitors. He now attends two peer support groups and helps new members feel at ease.

"I didn't think I'd ever feel part of something again. But I do."

Women United

In the East of Oxford, our Women United group has grown into a strong community of connection and mutual care.

Members described it as a space for **"confidence, support, friendship and skill-sharing"**. The impact goes beyond the group sessions – it's about long-term belonging.

"The group has increased my confidence in speaking out and given me a place where I know there is always someone to help me."

A Drop-In Group that Changed a Life

After years of struggling with anxiety, agoraphobia and depression, one man found a new beginning in a Tuesday peer group in Abingdon.

He was anxious at first and nearly left. But the support he received helped him stay for the full session — and then return the next week. Slowly, things started to change.

"The places and groups I now attend haven't 'cured' me, but they've lifted a weight I didn't even realise I was carrying."

Fundraising

Growing Through Challenge

Fundraising this year has remained incredibly tough. Individuals feeling the pinch, corporate giving is under pressure, and charities across the UK are being asked to do more with less. Despite this, the growing awareness around mental health and the continued trust in our work means we saw a rise in supporters and income. Our fundraising grew by 30%, a vital uplift helping us stay resilient, expand our reach, and plan for the future. Our supporters showed incredible creativity, commitment and heart — taking on challenge events, setting up monthly donations, or partnering with us for profound, community-led change.

Launch of Oxfordshire Mind Champions

This year we launched Oxfordshire Mind Champions, our first-ever dedicated supporter scheme. Designed to bring together fundraisers, donors and advocates, the programme recognises their efforts and gives them behind-the-scenes updates on the difference their support makes. More than just a mailing list, OM Champions is a growing community who are not just donating, they're shaping what support looks like across Oxfordshire.

OCF Well Together Fund

Working in partnership with Oxfordshire Community Foundation (OCF), we helped pilot the Well Together Fund with our Women United group. This pioneering model puts funding directly into the hands of grassroots community groups to shape their mental health responses. This initiative reached underrepresented communities and proved the power of local trust.

Mental Elf 5K: Strong Start Despite Weather Challenges

Our inaugural Mental Elf 5K Fun Run saw 134 people sign up, despite being cancelled due to bad weather. Several participants undertook the run in their own time, and alongside strong stewardship and community support, the fundraising target was exceeded. The event not only raised vital funds but also engaged new audiences, laying the foundation for future growth of this festive community fundraiser.

Highlight: Cleenol Community Partnership

Oxfordshire-based hygiene company Cleenol selected Oxfordshire Mind as one of its three charity partners, donating £25,000 through its Cleenol in the Community initiative.

Beyond the funds, they've engaged in meaningful partnership work — offering time, advocacy, and local connections to strengthen our visibility and support. This partnership model shows what's possible when local businesses invest in long-term, values-led impact.

Thank You

To every fundraiser, donor, company, and partner, thank you. Your support doesn't just raise money; it lifts up lives.

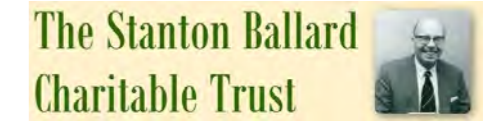
We hear you.
And we're
here to help.



Thank you!



MAGDALEN COLLEGE
OXFORD



**We have been fighting
for better mental health,
for everyone for over 55 years.**

**For support. For respect.
For you.**



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