

# The City Bridge Trust

## Investing In Londoners: Application for a grant



### About your organisation

Name of your organisation: <b>CALM, the campaign against living miserably</b>	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? <b>Southwark</b>	
Contact person: <b>Ms Jane Powell</b>	Position: <b>Director</b>
Website: <b>http://www.thecalmzone.net</b>	
Legal status of organisation: <b>Registered Charity</b>	Charity, Charitable Incorporated Company or company number: <b>1110621</b>
When was your organisation established? <b>20/07/2005</b>	

### Grant Request

Under which of City Bridge Trust's programmes are you applying? <b>Improving Londoners' Mental Health</b>
Which of the programme outcome(s) does your application aim to achieve? <b>A reduction in suicide and self-harm amongst the recognised at risk groups</b>
Please describe the purpose of your funding request in one sentence. <b>To continue prevent male suicide in London by providing support/information to male Londoners who are depressed/in crisis; and encourage local involvement in the campaign.</b>
When will the funding be required? <b>01/11/2014</b>
How much funding are you requesting? Year 1: <b>£50,000</b> Year 2: <b>£50,000</b> Year 3: <b>£0</b> <b>Total: £100,000</b>

**Aims of your organisation:**

CALM, campaign against living miserably, is an award-winning national charity aimed at preventing male suicide in the UK. According to the latest Office for National Statistics figures (2012) suicide is the single biggest killer of men aged 20-49 in the UK. That year 77% of 5,981 suicides were men. Suicide consistently ranks as one of the leading killers of young men in the UK and there is a wealth of evidence to show that men are less likely to access mental health services.

CALM helps prevent suicide by providing easily accessible support, information and signposting to men when they are down or in crisis. We aim to change the culture which prevents men seeking help when they are down; influence decision-makers and commissioners to implement better suicide reduction strategies; and improve understanding of who takes their lives and why.

**Main activities of your organisation:**

We provide a free confidential and anonymous helpline and texting service open every day of the year, 5pm to midnight. Last year, calls to our helpline doubled to 30,000 and calls increase month on month, with almost 4,000 taken in June 2014. Webchat, aimed at young men, will be launched 1st Aug 2014 with the support of Comic Relief.

Our website, [www.thecalmzone.net](http://www.thecalmzone.net) averages 20,000 per month unique visitors. It showcases stories written by and for men about their experiences and packed in amongst high quality information and signposting.

We work with commissioners in London and Merseyside to provide local signposting and targeted campaigns 'on the ground' through 'CALMzones' to reach men who would otherwise not seek help. This is supported by a high number of volunteers who raise awareness of CALM and suicide amongst peers and the public. In London, 43,000 copies of CALMzine magazine are distributed at outlets including Topman, bars, sports venues and amongst student groups.

**Number of staff**

Full-time:	Part-time:	Management committee members:	Active volunteers:
<b>5</b>	<b>1</b>	<b>11</b>	<b>100</b>

**Property occupied by your organisation**

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
<b>Rented</b>	<b>3 month notice</b>

## Summary of grant request

CALM is seeking continuation funding support our London CALMzone, which seeks to raise awareness of male suicide, encourage men to seek help and talk about their problems.

It fits with the trusts programme outcome because it seeks to prevent suicide amongst the highest risk group -men. Suicide is the biggest killer of men under 50: 77% of 5,981 suicides in England and Wales in 2012 were men. Although the national analysis for suicide shows London has the lowest rates of suicide (13.4% per 100,000 population) compared with the England average of 16.4%, this does not show the wide discrepancies between boroughs: some areas of London have rates over 20%.

Over the last two years, calls to our helpline have increased by 51% and we are now receiving just under 4,000 calls per month, of which we estimate one third are from London, where we have a strong presence on the ground to raise awareness of suicide. We are seeing increasing calls from men desperate as a result of benefits and debt, with some men expressing suicidal intent due to Atos assessments, benefit delays and problems with bedroom tax.

The London CALMzone wants to achieve the following:

- Provide more support and information for men via a range of helpline channels including calls, text and a new web-chat service to be launched in August. We want to encourage more men to seek help when they need it, open up about their problems and feel confident to call again should they need help. We expect our service to deal with at least 30,000 calls from London per annum
- Build upon our website, [www.thecalmzone.net](http://www.thecalmzone.net) as a resource of stories and inspiration told for men and by men, currently reaching 250,000 unique visitors a year, of which 64,000 are currently from London. It includes our award-winning CALMzine magazine, which is distributed in London to young male audiences via outlets such as Topman, sports venues, festivals and events. We want more men to tell their stories without feeling a failure or less of a man for doing so.
- Continue to develop a network of volunteers, ambassadors and student groups who raise the profile of CALM, influence their peers, tell their stories and raise awareness of male suicide. We want to sustain at least 100 volunteers in London.

CALM has been active in the field of suicide prevention since we launched in Manchester in the late 1990s. We are a campaign for, about and populated by men. Key to our success is our brand and approach which genuinely reaches male audiences. We avoid mental health terminology and use men's contemporaries to raise awareness of suicide. Our campaign is gathering momentum and is winning awards for innovation, impact and good practice.

The London CALMzone meets the principles of good practice in a number of ways:

- 1.The campaign is for and by men. The majority of articles and stories published across our platforms are written for and by men who have mental health issues and problems to deal with. We have a growing network of men who are involved in the development and delivery of our communication/awareness raising activities.
- 2.We have a high number of volunteers and contributors: 100-120 are active in London - helping to distribute materials, attend events, help in the office, raise awareness through student action groups. Their contributions are the key to delivering highly impactful and successful 'CALMzones' on the ground.
- 3.Our helpline is delivered by a team of people who work from home and our campaign is increasingly becoming effective online - reducing the need to travel and produce materials.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

**N/A**

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?

**Our helpline achieved the Helplines Partnership accreditation in 2013.**

### **Outputs and outcomes**

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

**Continue to provide helpline services for men across London by phone, text message and a new web-chat service between 5pm-midnight, providing support and signposting information and receiving at least 29,000 calls from London over two years.**

**Continue to build upon [www.thecalmzone.net](http://www.thecalmzone.net) as a resource of stories and inspiration for men and by men attracting 538 men over two years from within London. over 158,000 unique visitors to the site over two years reading their stories, and reaching a further 16,000 readers through distribution of CALMzine.**

**Continue to expand our support and reach within the London CALMzone, increasing our supporter base to 45,000 over two years, which includes volunteers, ambassadors, corporate partners, social media followers, student groups and fundraisers.**

**Increase awareness of suicide as the biggest killer of adult men aged under 50 through extending our networks and influence to affect changes in policy relating to suicide prevention, playing active roles in suicide prevention advisory groups, alliances and working groups.**

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

**More men who engage with CALM's campaign. 700 men will feel more confident talking about their mental health issues, feel more supported, engaged and feeling that they are making a meaningful contribution. More men joining the campaign who report feeling connected with the cause.**

**Reduced stigma around mental health and normalising conversations around mental health. Over two years, 12,000 men using the helpline service realise it's OK to discuss their feelings and feel comfortable talking in depth about problems; 3,000 men reporting the helpline service met their needs; 2,400 confident to access signposting information.**

**More men experiencing crisis who wouldn't normally seek help open up about their problems. 3% of callers who report feeling suicidal or self-harming feel supported and better afterwards, 65% of men report feeling able to talk about their problems and confident to call again should they need.**

**Increase in public awareness of suicide as a leading killer of men aged under 50, from 17% to 22%**

**Increased involvement of CALM at policy level of the need for gender interventions with greater advocacy ability and evidence of the impact of gender interventions on men's mental health and suicide prevention.**

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

**We will seek to expand support from London Commissioners, broaden our London grant funding base and develop evidence of what works in targeting men to bid for further health commissions. We will continue to invest in resources to develop a sustainable individual supporter base and through extending corporate support.**

## Who will benefit?

### About your beneficiaries

How many people will benefit directly from the grant per year?

**48,300**

In which Greater London borough(s) or areas of London will your beneficiaries live?

**London-wide (100%)**

What age group(s) will benefit?

**0-15**

**16-24**

**25-44**

**45-64**

**65-74**

What gender will beneficiaries be?

**All**

**Male**

What will the ethnic grouping(s) of the beneficiaries be?

**A range of ethnic groups**

If Other ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?

**1-10%**

## Funding required for the project

**What is the total cost of the proposed activity/project?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary Costs	37,781	38,537	0	0
Staff Costs	680	693	0	0
Volunteer Costs	7,920	8,078	0	0
Helpline Services	142,533	145,383	0	0
Office Costs	7,164	7,307	0	0
Management Costs	7,229	7,374	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>203,307</b>	<b>207,373</b>	<b>0</b>	<b>0</b>

**What income has already been raised?**

Source	Year 1	Year 2	Year 3	Total
Comic Relief	13,200	13,200	0	0
Rayne Foundation	3,300	0	0	0
Tudor Trust	8,580	8,580	0	0
Commissioners	30,000	30,000	0	0
<b>TOTAL:</b>	<b>57,080</b>	<b>51,780</b>	<b>0</b>	<b>0</b>

**What other funders are currently considering the proposal?**

Source	Year 1	Year 2	Year 3	Total
John Ellerman Foundation	9,900	9,900	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**How much is requested from the Trust?**

Expenditure heading	Year 1	Year 2	Year 3	Total
Salary Costs	19,367	19,754	0	0
Staff Costs	680	680	0	0
Volunteer Costs	6,900	6,051	0	0
Helpline Services	16,164	16,487	0	0
Office Costs	3,582	3,654	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
	0	0	0	0
<b>TOTAL:</b>	<b>50,000</b>	<b>50,000</b>	<b>0</b>	<b>0</b>

## Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: March	Year: 2014
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Income received from:	£
Voluntary income	209,632
Activities for generating funds	251,673
Investment income	1,992
Income from charitable activities	170,570
Other sources	360
<b>Total Income:</b>	<b>634,227</b>

Expenditure:	£
Charitable activities	609,204
Governance costs	4,557
Cost of generating funds	21,448
Other	
<b>Total Expenditure:</b>	<b>635,209</b>
<b>Net (deficit)/surplus:</b>	<b>(982)</b>
<b>Other Recognised Gains/(Losses):</b>	
<b>Net Movement in Funds:</b>	

Asset position at year end	£
Fixed assets	
Investments	
Net current assets	136,175
Long-term liabilities	
<b>*Total Assets (A):</b>	<b>136,175</b>

Reserves at year end	£
Endowment funds	
Restricted funds	53,020
Unrestricted funds	83,155
<b>*Total Reserves (B):</b>	<b>136,175</b>

\* Please note that total Assets (A) and Total Reserves (B) should be the same.

### Statutory funding

For your most recent financial year, what % of your income was from statutory sources? 18.6%
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### Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:
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### Previous funding received

Please list the funding received by your organisation from the following statutory sources during the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	0	0	0
London Councils	0	0	0
Health Authorities	43,568	135,443	58,910
Central Government departments	0	0	0
Other statutory bodies	0	0	0

### Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Henry Smith Charity	0	32,500	33,100
Comic Relief	25,223	58,000	18,000
Criseren Foundation	7,200	17,500	10,560
Pilkington Trust	0	5,000	0
	0	0	0

### Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes      Full Name: **Jane Powell**

Role within                      **Director**  
Organisation: