

MEETING: 28/01/2015

Ref: 12379

ASSESSMENT CATEGORY - Improving Londoners' Mental Health

SANE

**Adv: Ciaran Rafferty
Base: Tower Hamlets
Benefit: London-wide**

Amount requested: £164,942

Amount recommended: £99,000

The Charity

SANE, established in 1986, is a national mental health charity which aims to improve the quality of life of anyone affected by mental illness. Annual turnover in the past four years has been c.£1m (very little of which was from statutory sources), which has enabled its provision of a range of specialist support services (365 days per year); education and awareness work; and research into the causes of mental illness. Its recent *Black Dog* campaign may be familiar to you, whereby statues of a black dog (a prevailing metaphor for depression) have been placed throughout cities across the UK to bring more attention to the issue.

The Application

This application is to fund, in full, a key and senior post within the organisation, that of Director of Services. Although this post has existed for many years (and has been fundamental to managing and developing the organisation's core services) it has been funded, for the most part, from general, unrestricted, income which the charity feels is unsustainable in the longer term – hence this application.

The Recommendation

Whilst it is undeniable that SANE delivers an impressive range of services with and for people with mental health needs - and that the Director of Services is a key post which underpins this work - it is clear that both the remit and the impact of the postholder is UK wide. Whilst a significant proportion (60%) of their work can be shown to be of benefit to Londoners, it is this element only which can be considered by the Trust, hence the recommendation:

£99,000 over three years (3 x £33,000) towards the salary and related costs of the f/t Director of Services post.

Funding History

Meeting Date	Decision
25/01/2001	£100,000 (£33,500, £33,500, £33,000 towards the costs of salaries and running costs for a telephone helpline benefitting Londoners with mental illness.

Background and detail of proposal

SANE prides itself in being available for people 365 days per year (particularly through web-based services and social media) and for offering assistance across the wide spectrum of manifestations of poor mental health. In this it knows its client group exceptionally well. It knows, for example, that poor mental health often does not follow a linear path, that people experience peaks and troughs. With no little input from the current Director of Services in recent years, the charity has worked

hard to refine and improve the range and suitability of its support – not least in the recruitment, training and management of volunteers, most of whom are in London.

The application form states specific, and impressive, numbers of beneficiaries related to funding of the Director of Services post. The organisation is able to present these figures as it records the numbers of people making contact/supported through its various portals. Whilst the number of beneficiaries is impressive, it is fact nonetheless that 40% of the postholder's work will benefit non-Londoners, and that the range of mental health clients served will also extend beyond the particular parameters which you state as your priorities. For these reasons a grant of 60% of the request is advised. This rationale has been explained to and understood by the organisation, and it would be grateful for any contribution which you may make.

Financial Information

Of the forecast income for the current year 2014/15, 55% (£573,845) had been confirmed as of 1st November 2014. Most of the organisation's income is unrestricted (typically $\frac{3}{4}$ in any year) of which a large proportion is derived from donations and legacies which are received throughout the year. Total income for 2012/13 is higher than for subsequent years as greater income was received through private donations and legacies.

Year end at 31 March	2012/13 Audited Accounts £	2013/14 Draft Outturn £	2014/15 Current Year Forecast £
Income and Expenditure			
Income	1,295,050	1,074,891	1,034,653
Expenditure	1,279,577	1,228,689	1,185,002
Unrestricted Funds Surplus / (Deficit)	650,060	648,057	583,852
Restricted Funds Surplus / (Deficit)	(634,587)	(801,855)	(734,201)
Total Surplus / (Deficit)	15,473	(153,798)	(150,349)
Surplus / (Deficit) as a % of turnover	1.2%	(14.3%)	(14.5%)
Cost of Generating funds (% of income)	127,860 (9.9%)	124,000 (11.5%)	-
Free unrestricted reserves			
Unrestricted free reserves held at Year End	756,575	699,140	582,450
How many months' worth of expenditure	7.1	6.8	5.9
Reserves Policy target	£640k - £1.28m	£614k - £1.23m	£593k - 1.19m
How many months' worth of expenditure	6 - 12	6 - 12	6 - 12
Free reserves over/(under) target	-	-	(10,051)