

209

The City Bridge Trust

Investing In Londoners: Application for a grant



About your organisation

Name of your organisation: SANE	
If your organisation is part of a larger organisation, what is its name? Not applicable	
In which London Borough is your organisation based? Tower Hamlets	
Contact person: Mr Paul Flitcroft	Position: Director of Fundraising and Marketing
Website: http://www.sane.org.uk	
Legal status of organisation: Registered Charity	Charity, Charitable Incorporated Company or company number: 296572
When was your organisation established? 01/07/1986	

Grant Request

Under which of City Bridge Trust's programmes are you applying? Improving Londoners' Mental Health
Which of the programme outcome(s) does your application aim to achieve? A reduction in suicide and self-harm amongst the recognised at risk groups More children and young people receiving specialist help, resulting in improved mental health
Please describe the purpose of your funding request in one sentence. Enabling 345,031 Londoners to receive specialist mental health support, including 76,714 affected by suicide and self-harm, 64,545 children/young people, and 56,270 from BME communities.
When will the funding be required? 15/10/2014
How much funding are you requesting? Year 1: £54,548 Year 2: £54,912 Year 3: £55,482 Total: £164,942

Aims of your organisation:

Mental illness is the UK's most critical and under-resourced health challenge; it affects 1 in 4 people directly and touches everyone in society. Mental illness is a devastating experience, but there is a severe lack of specialist help and support. The causes of mental illness remain unknown.

Mental illness covers a large range of complex conditions: depression, anxiety, addiction, obsessive thoughts/impulses, phobias, eating disorders, bipolar, personality disorders, post-traumatic stress, schizophrenia, self-harm, suicide.

SANE improves the quality of life of anyone affected by mental illness (including family, friends and carers), through three aims:

1. Reducing the impact of mental illness
2. Improving treatment and care; Increasing knowledge about mental illness
3. Influencing policy and public attitudes; Increasing the understanding of mental illness

SANE provides consistent, personalised, expert care; each person receives the professional help and attention needed at any stage of life. Neuroscientific and psychosocial research inform these services. Education programmes aim to normalise mental illness like any physical condition.

Main activities of your organisation:

SANE undertakes three main activities:

1. Specialist mental health services: Free, confidential emotional support and expert information to anyone affected by mental illness, 365 days a year, helping more than 95,000 Londoners every year. This is delivered via:
 - i) Personalised channels - helpline, email, text, caller care, online forum and carers' circle
 - ii) Social media - emotional and psychological support and information with individual follow up
 - iii) Websites: sane.org.uk and blackdogtribe.com - resources, information, news/updates; a place to express oneself, and to give/receive peer support
2. Research into the causes of, and better treatments for, mental illness. Research is central to enhancing and developing SANE's service provision e.g. suicide and self harm.
3. Education and awareness projects: Tackling the stigma, prejudice and discrimination surrounding mental illness - this is the main reason why people don't ask for help when they need it.

SANE is the only mental health charity to combine these three resources, all of which are free.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
11	18	7	150

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?
Leased	Lease expires 31 March 2015

Summary of grant request

The grant request is to fund the Director of Services position for three years. The impact will be 345,031 Londoners receiving expert mental health support and information; 76,714 affected by suicide/self-harm will benefit, plus 64,545 children/young people and 56,270 from BME communities.

Over two million Londoners suffer with mental illness. Many find it harder to obtain work, are more likely to be homeless, and live in areas of high social deprivation. People with severe mental illnesses die on average 20 years early. 90% of the people who die from suicide have a mental health disorder. In Tower Hamlets 50% of the population is from BME groups. In any week, 12% of adults suffer from depression, 4% higher than the national average. Self-harm has reached 'epidemic' levels.

Founded in 1986, SANE has been at the forefront of mental health for over 25 years. SANE provides specialist help, support and expert information 365 days a year. This is vital because high-quality, long-term emotional support is the missing element from statutory provision.

SANE has a well established, integrated suite of complementary mental health services. These services - helpline, email, text, caller care, online forums, carers' circle, social media and websites - will be utilised to deliver the programme activities and outcomes. SANE reinforces these services with research and education. Recent projects include suicide, self-harm and anti-stigma.

The unique element of SANE's service provision is the nature, quality and depth of the emotional support offered, and the many different ways people can access help. This is distinct from what other organisations can provide e.g. Mind, Samaritans and Rethink. In 2013, 95,922 Londoners benefitted from this approach; we plan to increase this by 9% each year for the next three years.

SANE's Director of Services leads a team of twelve mental health professionals and 150 skilled volunteers. This combination of staff and highly-trained volunteers is essential due to the complexity of mental illness and the deep clinical/therapeutic approach SANE offers.

The Director of Services has recognised some sections of society are particularly at risk. She has initiated three programmes to tackle this need:

A reduction in suicide and self-harm among the recognised at risk groups: In-house data shows suicide and self-harm accounting for 30% of people looking for help from SANE. SANE will provide specialist support, informed by our ground-breaking research and distribute 4,500 leaflets and 9,000 drop cards to make more people aware of our unique web resources on suicide and self-harm. Outcomes include being better able to confide in others, and more awareness of coping strategies.

More children and young people receiving specialist help, resulting in improved mental health: Promote support via text messaging, social media and websites to reach more young people (11-24). This group is most comfortable with these forms of communication. The outcomes include improved self-esteem and confidence, and reduced distress and despair.

More people from BME communities accessing appropriate mental health services, resulting in them receiving the right care and treatment: Distribute SANE Services posters in ethnic languages to BME community organisations. Promote support via the helpline and websites. Make the availability real-time interpreter services more widely known. Outcomes include an increased sense of being supported consistently, reduced loneliness and exclusion.

212
The Director of Services is responsible for involving service users in SANE's work and taking action to reduce our carbon footprint. She has written all the services and valuing volunteers procedures, plus the Equality and Diversity Policy, and Environmental Policy and Management System.

Volunteer recruitment and training comes under the leadership of the Director of Services. She was instrumental in setting up and running the outcomes evaluation programme.

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

Not applicable.

Do you have a Vulnerable Adults policy? **No**

What Quality Marks does your organisation currently hold?

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.

Provide specialist mental health emotional support and expert information to Londoners and improve their quality of life. Through SANE's services, social media and websites SANE will reach and help 345,031 Londoners. The annual breakdown is:

Year 1: 104,675

Year 2: 114,542

Year 3: 125,814

Help 76,714 Londoners affected by suicide/self-harm through SANE Services and Outreach work. Promote SANE's web resource on suicide prevention & self-harm research - distribute 4,500 leaflets and 9,000 drop cards to organisations, companies, voluntary groups and individuals. Activity:

Year 1: 19,810 + 4,500

Year 2: 21,306 + 4,500

Year 3: 22,098 + 4,500

Promote and deliver specialist emotional support and information for Children and Young People, primarily via text messaging, social media and the websites (aged 11-24). 64,545 children and young people will benefit. The annual breakdown is:

Year 1: 18,150

Year 2: 20,570

Year 3: 25,825

Offer emotional support and provide practical help for people in BME communities, primarily via SANE helpline and websites. 56,270 people in BME communities will receive the right care and treatment. The annual breakdown is:

Year 1: 15,990

Year 2: 18,450

Year 3: 21,830

Provide SANE's local BME communities with practical information on SANE's Services in their ethnic languages, and promote the availability of LanguageLine. Distribute SANE services posters in Bengali, Turkish and Arabic to 135 BME community groups in London. The annual activity is:

Year 1: 40

Year 2: 45

Year 3: 50

214
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.

331,531 Londoners have a safe, expert place to turn to during a mental health crisis and/or dealing with long-term, enduring mental illness. Outcomes:

i) 85% of service users have a more positive attitude toward recovery and self-management

ii) 90% of service users are better able to cope with mental illness

63,214 at risk Londoners receive specialist help with suicidal thoughts/feelings/ideation and self-harm. 13,500 people and organisations are aware of SANE's specialist suicide web resources and self-harm research. Outcomes include:

i) 70% are more able to confide in those close to them

ii) 65% are more aware of coping strategies

64,545 children and young people receive specialist emotional support resulting in improved mental health.

Outcomes include:

i) 85% feel less distressed and despairing

ii) 80% have improved confidence and self-esteem

56,270 people in BME communities receive the right care and treatment. Outcomes include:

i) 87% of service users feel less lonely and isolated as a result of SANE's help

ii) 90% have an increased sense of being supported consistently and with continuity

135 community organisations receive information on SANE Services in their own languages - Bengali, Turkish and Arabic - and know that real-time interpreter services are available, if necessary, when calling SANE's helpline

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?

Yes. SANE has a strong fundraising team and programme. SANE relies 100% on voluntary income and fundraises its budget each year from the public, trusts and foundations, and companies. Income from these sources has increased by 85% over the last five years and we expect this trend to continue.

Who will benefit?

About your beneficiaries

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

115,010

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

75 and over

What gender will beneficiaries be?

All

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

White (including English/ Welsh/ Scottish/ Northern Irish/ British; Irish; Gypsy, Traveller or Irish Traveller; Any other White background)

Mixed/ Multiple ethnic groups (including White and Black Caribbean; White and Black African; White and Asian; Any other Mixed/ Multiple ethnic background)

Asian/ Asian British (including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

Black/ African/ Caribbean/ Black British (including African; Caribbean; Any other Black/ African/ Caribbean background)

Other ethnic group (including Arab)

If Other ethnic group, please give details: **Turkish, Arabic**

What proportion of the beneficiaries will be disabled people?

91-100%

Funding required for the project

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

Expenditure heading		Year 1	Year 2	Year 3	Total
Director of Services Salary (1.0 FTE)	43,000		43,425	43,862	130,287
National Insurance	4,806		4,860	4,915	14,581
Pension	0		0	0	0
Overheads - Project share of Office Costs	6,742		6,627	6,705	20,074
	0		0	0	0
	0		0	0	0

TOTAL:	54,548	54,912	55,482	164,942
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What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
None	0	0	0	0

TOTAL:	0	0	0	0
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What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Henry Smith Declined 10 October 2013	0	0	0	0
No other Trusts currently considering	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	0	0	0	0
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How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
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National Insurance	4,806	4,860	4,915	14,581
Pension	0	0	0	0
Overheads - Project share of Office Costs	6,742	6,627	6,705	20,074
	0	0	0	0
	0	0	0	0
	0	0	0	0

TOTAL:	54,548	54,912	55,482	164,942
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Finance details

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

Financial year ended:	Month: March	Year: 2013
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Income received from:	£
Voluntary income	1,026,725
Activities for generating funds	13,520
Investment income	28,207
Income from charitable activities	0
Other sources	226,598
Total Income:	1,295,050

Expenditure:	£
Charitable activities	1,126,861
Governance costs	6,900
Cost of generating funds	127,860
Other	17,956
Total Expenditure:	1,279,577
Net (deficit)/surplus:	15,473
Other Recognised Gains/(Losses):	0
Net Movement in Funds:	15,473

Asset position at year end	£
Fixed assets	1,228,371
Investments	100
Net current assets	1,262,337
Long-term liabilities	0
*Total Assets (A):	2,490,808

Reserves at year end	£
Restricted funds	1,234,133
Endowment Funds	0
Unrestricted funds	1,256,675
*Total Reserves (B):	2,490,808

*** 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?
0%

Organisational changes

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

None - other than office relocation described above.

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	6,000	0	0
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 £
John Ellerman Foundation	0	25,000	25,000
Garfield Weston Foundation	30,000	50,000	0
AD Charitable Trust	15,000	15,000	15,000
BIG Lottery	136,101	147,824	46,810
Sobell Foundation	20,000	20,000	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: **Paul Thomas Flitcroft**

Role within **Director of Fundraising and Marketing**
Organisation: