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Chair's Report

2012 was another busy and challenging year for Anxiety UK with more and more demand for our services and the introduction of some innovative techniques.

In fact, the continuing economic downturn, budget cuts and ever-tighter purse strings means the importance of Anxiety UK's role in supporting the 1 in 6 sufferers of anxiety becomes even greater than ever before.

Our services and profile are more crucial than ever and continue to provide help and support to thousands of anxiety sufferers.

I am pleased to say Anxiety UK continues to respond to the needs of our members, patrons and the public at large. For the Board and myself, 2012 was about seeing the world through the prism of resilience and the media.

We have, through various staffing changes, increased our focus on income generation and more innovative service delivery, making sure the charity is more resilient for the challenges of the future and to ensure our longer term sustainability.

The launch of the schools membership, CSBF/APDO/PHA partnerships, refreshed website and GAD awareness video developed with the support of our partner Pfizer represent only a handful of examples of innovative projects developed in response to your needs and feedback.

This year has also seen AUK truly join the social media age. Our Twitter and Facebook pages are now the dominant methods of contact with AUK and some of the most popular in the mental health world.

AUK is responding quickly to the instant needs for support via our online live web chats, our community forum and the jewel in our crown our phone app are just some of the ways Anxiety UK's offer has grown.

This good work needs to continue to reflect the changing face of mental health.

This year we will build on the learning of 2012-resilience and our media work will be supported by greater lobbying at a policy and government level to make sure the voice of anxiety sufferers continues to be heard.

There is no excuse for you, our valued members, not to get involved.

Tell us what we should shout about, retweet and 'like' our pages. Tell others about our services, renew memberships and text 2 donate!

Let's have an even better 2013!



Amandip Kalar
Anxiety UK Chair

How Anxiety UK has helped

"Anxious Times is a very good read full of really good information and a credit to the work of AUK."

Anxiety UK's 2012 Activities & Services

"I would like to thank you for all the wonderful support you have given me."

Anxiety UK received **1500** requests for email support.

Anxiety UK referred **851** individuals for therapy.

Anxiety UK received nearly **1,000** requests for Live Chat support.

Anxiety UK had **899** new members.

Over **6,000** copies of Anxious Times magazine were sent to members or those interested in anxiety.

Anxiety UK's Smartphone Application, Stress Tips, was downloaded **4,391** times.

Anxiety UK received **13,344** helpline calls.

Fundraisers raised nearly **£12,000** for Anxiety UK, through fun runs and other activities.

469,500 people visited the Anxiety UK website.

"This is a unique and invaluable service, please convey my heartfelt thanks to your team."

"Thank you so much for turning my life around. The mentoring programme has opened my eyes to a new life full of possibilities."

"Anxiety UK is a fantastic charity doing much needed work - keep it up!"

January

Anxiety UK's new Membership database goes live
Partnerships starts with "For you by You" the charity for Civil Servants
Membership retention strategy launched

February

Harold Fisher, founder of Anxiety UK, celebrates his 80th birthday!
Anxiety UK's Children & Anxiety booklet & DVD sent to secondary schools in the north of England.

March

Schools membership package launched
Association of Professional Declutterers & Organisers conference launching AUK partnership
Spring issue of Anxious Times produced

April

Health unlocked forum goes live
AUK fundraising event at Bury FC

May

Training consultant appointed
Live web chat with Prof Lovell and Dr Russell
Salford Uni project focusing on anxiety and social media commences
Anxiety UK website given refresh

June

Recruitment for Members Advisory Reference Panel starts
Stuart Jessop completes fundraising walk around the coast of England
Summer issue of Anxious Times produced

July

New members' incentive scheme launched
Salford Uni technology research findings published
Live webchat on nutrition and anxiety

August

Membership Advisory Reference Panel established

September

Steps to success project launched
Reality of GAD event at Manchester University Freshers week
Autumn issue of Anxious Times produced

October

Anxiety UK's latest "Stress tips" phone app (Phase 2) launched on World Mental Health day
Pulmonary Hypertension Association partnership launched at PHA conference

November

Let's talk about GAD video launched
Give what you are good at – Pfizer "Thinkathon" event

December

Text donation campaign started
Development work for Blackberry phone app commences
Winter issue of Anxious Times produced

Feedback on Stress Tips app

"This app is so convenient for when I can feel my anxiety building - it just helps to put my mind at ease. Plus it's free!"

"I thought I was the only one that suffered from anxiety!! This app made me realise I'm not and it has some great advice too!!"

"Now I can feel a bit free from stress by using this app. Great, it works!"

"I can highly recommend this app it's really helpful to have real people explaining how they cope with anxiety. It can be a real comfort."

Chief Executive's Report

The challenges Anxiety UK faced in 2012

The pressures that we faced at Anxiety UK in 2012 - like so many of our friends and partners in the voluntary sector – were as challenging as ever operating in the current uncertain economic times and at a time when there continues to be immense need for our support and advice services.

With both commissioners and individuals who are directly affected by anxiety having less money to spend on our services we have found that people are struggling to afford even a modest membership fee and as a result the key unrestricted revenue stream membership provides is decreasing.

However, as a charity we are taking a very proactive approach to addressing those challenges with a growing recognition that in coming years membership may not be as central to us as it has been since our inception.

We also understand that we are frequently dealing with a group of complex people who often have not been able to find the right support prior to approaching Anxiety UK and whose anxiety presentation is frequently of a severe and longstanding nature. Understandably when such individuals approach us they are often in a very distressed state requiring a high level of intense support that can be a challenge to provide with a team of only four WTE staff.

Service developments and success in 2012

We have been very excited and pleased to see the partnership working we have been developing with “For you, by you”, The Charity for Civil Servants, and more recently with the Pulmonary Hypertension Association (PHA) continue.

These partnerships are indicative of a growing trend towards the way in which we support people, reaching them through relationships with other partners and we expect we will see more and more of this in the years ahead.

We also continue to innovate with our smart phone app's phase two version being rolled out in 2012 which now has a very unique self 'DIY' diagnosis guide for anxiety. This has proved to be a very useful tool for new sufferers who require assistance with identifying the type of anxiety they are experiencing then ascertaining which treatments are most appropriate. Our smart phone app should also be available in 2013 on the Blackberry platform.

Additionally we have worked closely with our colleagues at Pfizer to launch a successful campaign aimed at raising awareness of Generalised Anxiety Disorder (GAD) with a multifaceted initiative including production of a video, user-friendly literature and an event at the University of Manchester that took place during Fresher's Week which was pivotal to improving the awareness campaign.

On the communications front, we secured some significant high profile media coverage for our research in partnership with the University of Salford into the effects of social media in those living with anxiety. This continues to be a popular theme with the media and will form a key element of our ongoing work with the press.

Our three-year business plan that sets out our organisational objective up to 2015 was refreshed during the year. Those new objectives are –

- Providing high quality, innovative, personalised services based on the experiences of those who have experience of anxiety
- Developing a range of membership options, responding to the needs of those affected by anxiety
- Creating an unrestricted income for the charity through fundraising and income generation activities
- Engaging with key stakeholders in the mental health field, including GPs, to increase knowledge and understanding of anxiety disorders, improving early diagnosis and treatment
- Building a community of individuals with experience of anxiety to support and share knowledge and experiences
- Promoting an understanding of anxiety disorders amongst the general public

We have also welcomed new Board members during the year that have brought specific expertise and knowledge to the table which is invaluable to the organisation's strategic growth.

Looking ahead to 2013

We are planning to launch a new service delivery model in 2013 that will be less driven by the need to focus on membership revenue and more on enabling people to access our services without the need to maintain a long standing relationship with Anxiety UK; thereby widening the access to much needed support for more people.

We will be looking to increase our partnership work and have already secured a relationship with the Lauren Currie Twilight Foundation (LCTF) and are very excited about potential developments with the Registered Social Landlord (RSL) sector.

We foresee our campaigning role growing in the coming year with key areas of focus being on discrimination of those living with anxiety disorders, especially in relation to the Blue Badge scheme.

Our web site will be further developed to focus more on the individual users' experience and will guide visitors along pathways designed to address their needs be they individuals, carers, family & friends or professionals; reflecting our new service delivery model.

The former 'Destigmatize project' will be refreshed so that the Anxiety UK website will include information on common anxiety disorders in a range of South Asian languages. In addition, commonly requested factsheets will also be made available in different community languages in an instant download format.

A key area of our work within the charity remains young people living with anxiety and we are delighted to be able to work with anxiety sufferer Cameron Twynham and his Dad, Julian. Cameron has recently been signed to race for Midlands based Team West-Tec in the 2013 European F3 Open Championship and is Anxiety UK's Young Ambassador. Cameron will help us raise awareness of anxiety in children and young people and crucially advise care givers, teachers and schools on how to manage those living with anxiety disorders.

Finally a huge thank to the many volunteers and supporters who work so hard and tirelessly to raise funds for Anxiety UK through organising and participating in a range of challenging, creative and sometimes quite scary schemes! As always I welcome feedback from members and supporters via info@anxietyuk.org.uk and look forward to another exciting year ahead.

Nicky Lidbetter
Anxiety UK CEO



Peer Mentoring Project:

The Peer Mentoring Project is approaching its third and final year. This project is being funded by the National Lottery through the Big Lottery Fund. The project is centred on matching trained mentors who have experienced anxiety with those who need support towards getting back into employment, volunteering or training.

In 2012, 27 peer mentoring relationships were established, many resulting in positive outcomes for both mentors and mentees. The recruitment of older people has increased in comparison with previous years.

In the case of mentees, it has become apparent that self-referral is better than referral by a healthcare professional. Mentees are more likely to attend their initial screening meeting with the coordinator and more likely to progress in their mentoring relationship.

Different activities including a self-esteem course, yoga and Tai-Chi classes took place during this year. The most popular activity was a meal in a restaurant in the Northern Quarter of Manchester which was attended by nine people.

In November, 2 mentors and 1 mentee completed an application for a course at the University of Manchester. They were all accepted on the course "Enhancing the quality and purpose of care planning in mental health". The long term aim of this course is to provide potential employment and to offer an opportunity to be involved in research at the University of Manchester.

Looking ahead:

The main areas to focus on until the end of the project (July 2013) are:-

- * to continue supporting existing mentors and mentees in their relationship
- * to develop training and workshops for mentors and mentees
- * to ensure the smooth closure of the project.



2012 Financial Report

Overview

Despite the continuing economic downturn and the difficult climate that this presents for charities - Anxiety UK's financial performance this year was strong. Throughout the year, much focus was placed on developing new income streams through furthering partnership work whilst also developing the charity's ability to self generate income; both with an aim to reduce reliance on grant funding external support. Keeping expenditure in check remained important with the charity continuing to operate in a lean manner without this adversely affecting service delivery and the support offered to beneficiaries.

Income remained similar to levels in 2011 however membership was slightly up on the previous year as was income derived from the charity's therapy services. Income generated through fundraising activities increased in 2012 as a result of a more proactive approach being taken across the charity.

Looking ahead, Anxiety UK will need to continue to develop unrestricted income channels so as to be able to plug the funding gap that will be left when the Big Lottery Fund support ends in July 2013.

Totals

Total income & expenditure (£)	2012	2011
Income	187,107	193,772
Expenditure	146,772	174,371
Operating surplus	40,335	19,401
Unrestricted general funds	226,971	226,061
Designated (restricted) funds	2,241	2,816
Total funds	269,212	228,877

Income 2012 (£)

Shop sales & products	12,617 (7%)
Training, consultancy & honoraria	9,281 (5%)
Therapy services	28,751 (15%)
Membership	32,843 (18%)
Gifts, donations & fundraising	27,542 (15%)
Grants	60,007 (31%)
Other income	11,239 (6%)
Investment income	4,827 (3%)

Expenditure 2012 (£)

Cost of goods sold	4,114 (3%)
Salaries & pensions	91,228 (62%)
Staff & volunteer support costs	6,375 (4%)
Premises costs	8,135 (6%)
Running costs & depreciation	23,844 (17%)
Financial & professional costs	3,517 (2%)
Project fees	7,330 (5%)
Trustee expenses	1,411 (1%)

Our Staff & Trustees

as at 31st December 2012

Staff

Chief Executive

Nicky Lidbetter

Services Coordinator

Andrew Kearins

Membership Coordinator

Pete Nunes

Communications Officer

Terri Torevell

Peer Mentoring Project Coordinator

Susana Castro

Administration Coordinator

Hannah Maycraft

Board of Trustees

Chair

Amandip Kalar

Vice Chair

Colin Fyfe

Trustees

Rose Beech

Carol Fare

Satish Raghavan

Jonathan Chippindall



Our Patrons

Anxiety UK is proud to have the generous support of the following celebrities and mental health experts.

Celebrities

Rebecca Front
Marcus Trescothick
Ruby Wax
Simon Webbe

Young Ambassador

Cameron Twynham

Clinical Advisors

Professor David Clark
Professor Cary Cooper CBE
Professor Robert Edelman
Professor Malcolm Lader
Dr. David Baldwin
Dr. Sam Cartwright-Hatton
Dr. Chris Williams
Professor Adrian Wells
Dr. Fred Penzel
Professor David Nutt
Professor Paul Salkovskis
Professor Karina Lovell
Professor Ursula James



Our Supporters

Special thanks to the following businesses, organisations and individuals for their financial and/or in kind support in 2012.

Big Lottery Fund

Bury Football Club

NatWest

Give what you're good at

Pfizer Pharmaceuticals

Ursula James Ltd

Yorkshire & Clydesdale Bank

Individual fundraisers

Stuart Jessop

Rahool Patel

Clare Moroney

J Cameron

David Baldwin

Richard Easton

Michael Roberts

Amy Wilshaw

Richard Mayne

Angela Dight

Monifieth High School

Kate Rosier

Maigan Briggs

Jennifer Lant

Carrie Wood

A photograph of two people sitting on a grassy hill, looking out over a sunset. The sky is filled with soft, golden light and clouds. The people are seen from behind, their silhouettes against the bright horizon.

Thank you for your support!

Anxiety UK
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