



SAMARITANS

The power of human connection



Samaritans Impact Report 2020/21



We answered around **10,000 calls for help** a day.



Samaritans volunteers were here **day and night** for anyone struggling to cope.



1 in 5 calls for help were about worries linked to **coronavirus**.



We piloted online chat and had over **11,500 online conversations**.

2020/21

Samaritans' year at a glance



We trained **2,000** more railway staff, and **1,810 lifesaving interventions** were made on the railways.



More than **50,000 people** signed up to use our **self-help app**.



We engaged with **politicians and policymakers** more than **1,300 times**, encouraging them to take action to help reduce suicides across the UK and Ireland.




We answered over **360,000 calls** from people in prison and our Listeners in prisons provided face-to-face support over **26,000 times**.



We answered **20,000 calls** from **NHS and social care workers**.



We reached **3,658 employees** of 128 organisations through **online workplace training**.



We are grateful to **89,400 supporters** who have generously raised income for Samaritans – you've made it possible for us to be there for anyone who needs us.



Chris O'Donovan Photography/Samaritans

**Glenice and Philip,
Samaritans volunteers.**



Samaritans Impact Report 2020/21

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Welcome from the Chair and Chief Executive



Julie Bentley
Chief Executive



Keith Leslie
Chair of Trustees

Julie Bentley joined Samaritans as Chief Executive (CEO) in November 2020. Keith Leslie became Chair of Trustees in January 2021.

We're needed now, more than ever

Welcome to Samaritans' Impact Report for 2020/21, in which we round up Samaritans' year.

When the coronavirus pandemic hit, the impact on Samaritans was immediate. We urgently needed to make up for income lost from cancelled events, and keep the helpline running when the number of our listening volunteers fell by a third, due to people having to shield or isolate.

Thanks to generous support for our emergency appeal – and throughout the year – we have weathered the storm in good financial health. And through the dedication of our remarkable volunteers, for whom we secured key worker status, we were able to keep the helpline open 24 hours a day throughout the lockdowns. Even in self-isolation, many volunteers continued to contribute, for

example by answering calls to our new helpline for NHS and social care workers in England and Wales.

During this challenging time it wasn't a case of just keeping Samaritans afloat. It was vital that we pushed forward our work to reduce the number of people reaching crisis point. So, we lobbied for better support for people who self-harm, we launched a self-help app, and we piloted our online chat service. Online chat is a really significant development that means we can begin to be there for more people who need immediate support but who don't feel they can pick up the phone. A major priority for the coming year is to build capacity so it becomes part of our 24/7 service.



► Welcome from the Chair and Chief Executive

A silver lining of the crisis is it prompted an extraordinary response from people wanting to help others. Record numbers got in touch to become a Samaritans volunteer. More people than we could train at the peak of the pandemic, when we had to adapt all our recruitment and training processes to run virtually. As we catch up, we look forward to welcoming many into the Samaritans family. We're sure that they'll feel as proud as we do, to become part of such a dedicated and resilient team.

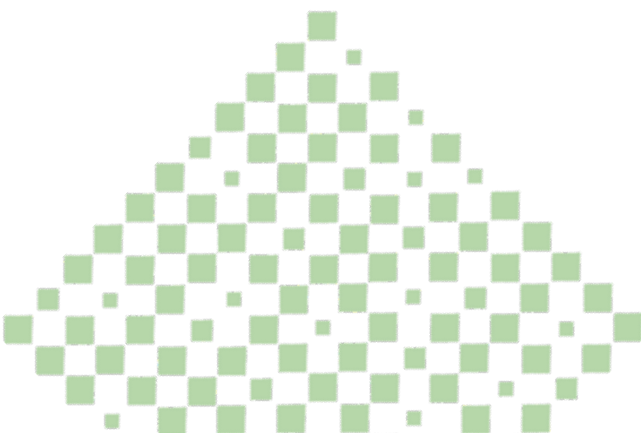
The pandemic has had a profound effect on people's emotional wellbeing, and we're needed now more than ever. Over the past year, one in five calls for help to Samaritans have been from people worried about the impact of the pandemic. Looking ahead, we hope that easing of coronavirus restrictions will mean we can get back out into communities when they need us most. To reach everyone who needs us, we must reflect the communities that we're part of by becoming more inclusive and diverse. This year we published Samaritans' commitment to equality, diversity and inclusion, and we will personally ensure it is at the heart of, and embedded throughout, the organisation's new strategy.

We want to extend thanks to our predecessors Ruth Sutherland, CBE, and Jenni McCartney who both worked tirelessly for Samaritans as CEO and Chair. Thank you also to all our supporters, who make it possible for us to continue to be here when we're needed most. And, of course, our biggest thanks must go to the 20,000 Samaritans volunteers and 250 staff who, day in and day out, make sure Samaritans is here for anyone who needs someone.

More than anything, this year has highlighted the importance of human connection. We're proud that, thanks to our amazing volunteers and supporters, Samaritans has continued to be here day and night.

Julie Bentley
Chief Executive

Keith Leslie
Chair of Trustees



 **We are Samaritans**

Our vision is that fewer people die by suicide.

Every 90 minutes, someone in the UK or Ireland dies by suicide. Every life lost to suicide is a tragedy, and we believe that suicide is preventable.

Samaritans is here for anyone finding it difficult to cope – day or night, 365 days a year. We listen and provide a human connection so nobody has to face their struggles alone.

We take action to prevent people reaching crisis point, helping people find ways to cope and learn the skills to be there for others. And we campaign to make suicide prevention a priority.

Samaritans is a charity working across the UK and Ireland and it's your donations that fund our life-saving work, and your support that helps make it possible.

Together we can make change that saves lives.



We are...



Ordinary people doing extraordinary things

It's our supporters and 20,000 volunteers who enable us to be here, day and night.



Local and national

We support communities through our 201 branches across the UK and Ireland.



Building skills

We help people to look after themselves and those around them.



Influencers

We work with governments to change policy.



Always learning

We're driving research into issues around self-harm and suicide.



Sharing expertise

We have over 65 years' experience and a wealth of knowledge to share.



Collaborative

We work with other people and organisations who share our vision.



Inclusive

We celebrate difference and value the unique contribution of each and every person.

Samaritans branches

(Festival branch and Correspondence branch are not shown on the map)



Our priorities

In this report you'll see how, in 2020/21, we worked to meet our pledges in the four priority areas set out in our 2015-2021 strategy:

➤ Service

We will improve the quality and consistency of our service.

➤ Access

We will improve access to Samaritans' services.

➤ Influence

We will have stronger and more effective external influence and connections with partners.

➤ Evidence

We will improve collection and application of evidence.

We also report on the three factors on which all our work depends:

➤ Our people

Amazing volunteers like Amanda (read her story on the next page) keep our vital helpline running.

➤ Our brand


We're known, trusted and respected, which inspires people to reach out to us, volunteer for us or support us.

➤ Our income

Your fundraising and donations make it possible for us to be here today and in the future.

To deliver all of this, we've made significant improvements across three key areas: volunteering, learning and development, and how we use digital technology.





“ My motivation for volunteering came from having known somebody who ended their life. Everyone has their own periods of feeling low too – I thought I’d like to be there for somebody else.

I used to be a nurse in intensive care. I was diagnosed with MS and my mobility was greatly reduced. I could no longer do my job in a wheelchair, so I had to leave. I wanted to find something that gave me the same sense of being valuable – as a nurse, you know what you’re doing is important.

Volunteering for Samaritans made me feel a lot more capable. I’m very happy talking to people and I knew these skills would be of use. ”

Amanda



Priority 1: Service

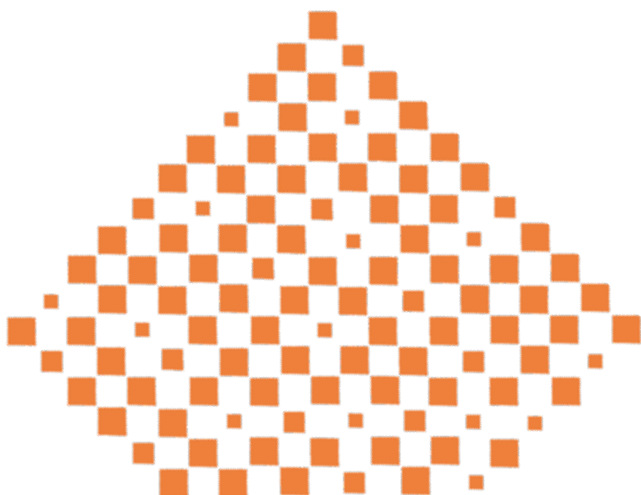
Listening without judgement, day and night

We aim to provide a high standard of service every time someone contacts us, however they choose to do so.

Being there in lockdown

The coronavirus pandemic affected all our lives this year, and Samaritans has been needed more than ever. Our volunteers and staff made sure we were there round the clock, every single day, for anyone struggling to cope. This was a particular achievement given that up to a third of volunteers had to step down or take a break from their listening duties.

Working with the prison services across the UK and Republic of Ireland, we ensured that, wherever possible, our prison Listeners could provide emotional support to those struggling to cope. However, coronavirus restrictions in prisons made this more difficult, and as a result there was a significant increase in calls from people in prison to our helpline. There were long periods when Samaritans volunteers couldn't visit prisons so we introduced remote support, selection and training to support our Listener scheme across the UK and Ireland.



➤ Priority 1: Service

We responded to over 10,000 calls for help every day in 2020:



➤ 3 million phone calls.



➤ 450 calls to our Welsh language line.



➤ 540,000 emails and 1,200 letters.

- 1 in 5 calls for help were about worries linked to coronavirus.
- 1 in 4 calls for help were about suicidal thoughts or feelings.
- 1 in 12 calls for help were about self-harm.



“ I felt like anything I said wouldn't shock the volunteers because they'd probably heard it all. It was so great to have support that wasn't emotionally invested in me because it was anonymous. I wanted to talk to someone who didn't know me.

Samaritans can help you and you don't have to be at rock bottom. In my head I always assumed the helpline was for people on the brink of suicide only, but it's much broader than that. Samaritans is like the friend that you didn't know you had – Samaritans is always there for you but people don't always realise; it's there for everyone. ”

Addy



The difference we make

This year we got the results of our Caller Outcomes Study, which is helping us understand how people's contact with Samaritans changed the way they were feeling. The results are summarised on page 14.

Most of the 400+ callers who took part in the research said reaching out to Samaritans helped them manage their level of distress and suicidal feelings. Even a week later, seven out of 10 said they were feeling better than before.

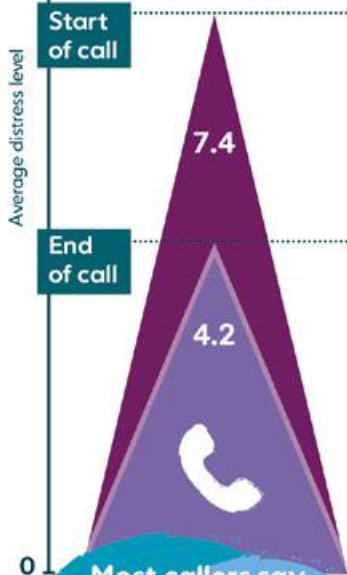
Almost all callers said they had the volunteer's undivided attention and were

treated with respect, dignity, care and compassion. They told us that what sets Samaritans apart is that we're on the end of the phone when people need us, even in the middle of the night, for as long as they need. They said our active listening approach allowed them to reflect and move forward with their own decisions and solutions.



Chris O'Donovan Photography/Samaritans

People report a significant **reduction in distress** after calling Samaritans*



Most callers say calling Samaritans helped them manage their own levels of distress and suicidal thoughts or feelings.



“ The whole tone of the voice and the way they relate to a caller – there’s a kind of compassion and sensitivity to how they treat you, and how they speak to you. ”

Samaritans caller

In what ways do people feel better after calling?

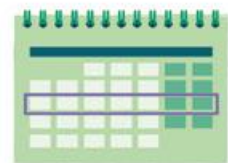


- 74% Feel listened to
- 74% Have options for dealing with difficult situations
- 70% More hopeful about the future
- 67% Better able to cope with everyday life
- 62% Feel more understood
- 62% Calmer
- 53% Feel less lonely or isolated

“ With Samaritans, they make you feel like just at that moment, you’re the most important thing they’re dealing with. ”

Samaritans caller

Impact of Samaritans' helpline



7 out of 10 callers still felt better one week after calling Samaritans.

What do callers **value most** about Samaritans' listening service?



Most callers use Samaritans alongside **other sources of support**, such as:

- their GP
- mental health services
- other charities
- social services
- websites
- and social media.



For 1 in 10 callers, Samaritans is their **only source of support**.





Priority 2: Access

For anyone, any time, in more ways

Our helpline services are free, and we make sure everyone who needs us, knows about us. Beyond our branches, we're present in the places and at the times we're needed most.*

Support for the frontline

Frontline and key workers faced pressures this year like never before. We worked with NHS England, the Department of Health and Social Care, the Welsh Government and other charities to provide dedicated support services for health, social care and key workers. We had a service for NHS staff up and running within one month of the first lockdown, with calls answered by Samaritans volunteers who were self-isolating at home. We also worked with Shout, Mind, Hospice UK and the Royal Foundation of the Duke and Duchess of Cambridge to launch *Our Frontline*, a partnership offering round-the-clock support for key workers across Great Britain.

Armed forces veterans

This year we piloted a new free app called Samaritans Veterans. It's designed to provide those transitioning out of the military, and ex-service personnel, with information and support when they need it. The King's Centre for Military Health Research is using feedback from over 500 service leavers and veterans to evaluate the app, before its release later in 2021. We're also working in partnership with armed forces charity SSAFA – using a joint grant – to identify and plug other gaps in support to the veteran community.

Self-help

This year we brought forward the launch of our self-help app, which provides practical ways to cope and stay safe during difficult times. Between May 2020 and March 2021, more than 50,000 people signed up to use it. This is the start of our self-help journey; we'll be adding to the app and expanding our self-help resources in the future.

*This year, we had to adapt our work during the pandemic, which meant suspending all face-to-face support in branches and communities so we could keep our volunteers safe.



➤ **Priority 2: Access**

Online chat

We began piloting our online chat service, initially making it available for a few nights a week. Our volunteers had 11,500 online chat conversations with people struggling to cope between September 2020 and March 2021. We're gradually building capacity for this channel across our branches, in order to scale up to a 24/7 service as soon as we're confident we can meet demand.

Chat stats

- **3 in 5 who contacted us through online chat said they had never contacted us before.**
- **More than half said that if chat wasn't available, they wouldn't have got in touch.**
- **More than 9 in 10 said they would use the service again.**

“ Lockdown and restrictions massively affected me. I found it really hard at the start – but it's getting easier now. I used Samaritans online chat when the pilot launched last year and it really helped me – it helped me to stop self-harming. I use it all the time, even now.

Ringling the helpline is brilliant, it's fantastic. But sometimes it's a lot easier to talk online. ”

John



Speak Media/Claire Wood



Priority 3: Influence

Working with others to make change

We work with other organisations to find and reach the people who need us most today. And we position ourselves at the heart of policymaking to make change for a hopeful tomorrow.

Pandemic insights

This year we conducted real-time [research to track how the pandemic is affecting our callers](#). This provided policymakers with a crucial part of the bigger picture, and we are using the results to influence national plans for recovery across the UK and Ireland. We're part of national advisory groups in every nation, working with policymakers to look at the impact of coronavirus and suicide both now and in the future.

Self-harm

This year we started a national conversation about self-harm. While most people who self-harm do not go on to take their own life, it is a strong risk factor for future suicide.

With [reports about self-harm](#) published in England, Ireland, Scotland and Wales, we called on governments to recognise the significant gaps in support systems for people who self-harm. In England, we presented our findings to policymakers in Westminster, and supported a cross-party inquiry exploring the experiences of young people who self-harm. We were invited to speak to a cross-party meeting of health spokespeople in Scotland, and the Scottish Government funded us to host discussion across partners to support a new policy approach.

Guided by our findings, we produced new resources on our website for people who self-harm, and for those who are trying to help a loved one.



► Priority 3: Influence

Online harms

This year, with young people, we co-created a hub of digital resources to help people stay safe when posting or engaging with content about self-harm or suicide online. We also launched an advisory service for professionals working in online safety and with people affected by the issues.

Crucially, we also worked with the world’s most powerful social media and tech companies and the government to develop guidelines for creating safer online spaces for vulnerable people.

There’s still a lot to learn about the impact of self-harm and suicide content online, so we’re collaborating with academics on research, as well as sharing the knowledge we already have. This year, we delivered our first online harms research webinar, with over 500 attendees from the UK, Ireland, other parts of Europe, Brazil, Canada, Israel and the US.

Working with the media

This year we updated our media guidelines for reporting suicide and expanded our resources for journalists and programme makers. We also ran training for local, national and digital news outlets, and regulators. We advised nearly 400 media professionals in this area, helping to shape reporting, storylines and documentaries about suicide including:

- An episode of EastEnders that was dedicated to a lead character calling Samaritans’ helpline.
- A Hollyoaks storyline that was cited by a viewer who’d been planning a suicide attempt, as encouraging them to reach out for help.
- An episode of River City where a lead character survives a suicide attempt.
- A documentary on TV presenter Caroline Flack.
- A documentary presented by Roman Kemp about male mental health and suicide.



➤ Priority 3: Influence

Rail partnership

This year we extended our partnership with the rail industry, securing funding for another five years of suicide prevention work in partnership with Network Rail on behalf of the wider rail industry.

The statistics this year highlight how important our long-running partnership with the rail industry continues to be:

- 2,000 more rail industry staff were trained to identify and reach out to people at risk of suicide on the railways.
- 1,810 life-saving interventions were made by railway staff and police.

“ I found Samaritans’ rail training really useful and got some great insight about the importance of listening and encouraging people to work through their own thoughts, as well as getting them the support they need. As an advocate for mental health in my industry, I think a great first step is encouraging as many staff to do the training as possible. ”

Heather





► Priority 3: Influence

Campaigns

Our flagship campaigns raise awareness of the importance of talking and listening.

Real People, Real Stories

In 2020, we ran phase two of our award-winning campaign to encourage men aged 20–60 to contact Samaritans when they're struggling to cope. Supported by Network Rail on behalf of the rail industry, and The NFU Mutual Charitable Trust to reach rural communities, the campaign features real men who've experienced tough times.

This year we decided to run TV on demand ads late at night and in the early hours of the morning when people tend to need us most. The campaign increased awareness of Samaritans among the target audience.

Raising awareness in every nation

We ran awareness campaigns in every nation across the UK and Ireland. In Dublin, Iarnród Éireann (Irish Rail) donated advertising space on digital screens, public transport and billboards during the coronavirus lockdowns. In Northern Ireland, we ran an outdoor and bus campaign across Belfast and beyond. In Scotland, where we were one of the lead partners to the Government's *Clear Your Head* campaign, our helpline details were included in a mailing to all households from the First Minister. And in Wales, we promoted our Welsh language helpline on channel S4C and social media – reaching out to those communities most in need.

Samaritans



Brew Monday



In January 2021 – when lockdown meant we couldn't get together for a cuppa in person – it was even more important for us to remind people to stay connected. With the help of artist Charlie Mackesy and celebrities including Scarlett Moffat, and Great British Bake Off finalist Laura Adlington (a Samaritans volunteer), our reminders to catch up for a cuppa were seen 2.2 million times on social media and the press coverage had a reach of 119 million.

Many of our branches held special online 'Learn to Listen' sessions and Samaritans volunteer Liz Twist MP hosted a virtual event in Westminster, attended by 40 MPs from across the political spectrum. The rail industry, businesses and organisations such as student unions and charities all got involved, and over 1,000 members of the public signed up to run their own virtual Brew Monday get-together.

Laura Adlington, Samaritans volunteer and Great British Bake Off finalist, who supported our Brew Monday campaign.





➤ Priority 4: Evidence

The more we know, the more we can help

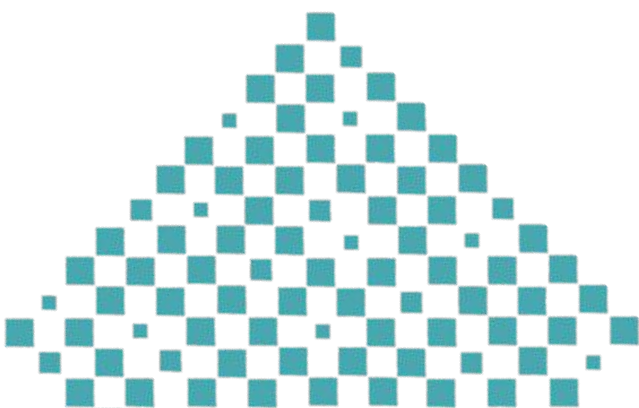
We're at the forefront of research into suicide, and we work hard to measure the impact of our services.

Mental health and coronavirus

Alongside the insight work we've done with our callers throughout the pandemic, we've invested in academic research to fully understand the mental health and wellbeing impacts of this challenging time. Together with the University of Glasgow and Scottish Association for Mental Health, we're helping to fund two nationally representative surveys involving around 5,500 people.

Initial findings have highlighted the profound impact of the pandemic, in particular on young people, socio-economically disadvantaged people and those with existing mental health conditions. We are also undertaking research into the impact on wellbeing in young people who are dealing with the economic consequences.

Chris O'Donovan Photography/Samaritans





► Priority 4: Evidence

Shaping services for men

In April 2020 we published *Out of sight, out of mind*: research into why less-well off, middle-aged men often don't get the mental health support they need before crisis point. Building on this evidence, we worked with 27 less well-off men in the UK and Republic of Ireland to explore ways that services could do better.

The work revealed there is no single approach that will appeal to and support men. Many were not drawn to stereotypically 'male' activities. However,

they did gravitate towards hobby-based activities focused on meeting general wellbeing needs, rather than formal mental health or crisis services.

From these insights, we developed a set of principles that services should use to inform their work with men. We drew these together in a handbook called *Engaging men earlier: a guide to service design*, which we presented at events for the NHS and local service commissioners and providers.



Chris O'Donovan Photography/Samaritans



➤ We depend upon: **People**

Ordinary people doing extraordinary things

Samaritans volunteers are at the heart of everything we do. Every minute of every day, they make a difference, by listening without judgement.

This year, more than 20,000 people volunteered their time for Samaritans.

➤ **Over 16,200 trained listening volunteers responded to calls for help.**

➤ **Over 3,200 volunteers supported the running of our 201 branches.**

➤ **Over 2,000 people in prison volunteered as trained Listeners.**

➤ **We had over 45,000 enquiries to become a Samaritans volunteer.**

A surge in interest

This year we received a record number of enquiries from people wanting to volunteer for Samaritans. It came at a time when up to a third of volunteers had to step down or take a break due to the pandemic. However, it was also when we had to adapt all of our recruitment and training processes to be delivered virtually, which took time. So, despite the surge in interest we had to pause recruitment and the year ended with around 2,000 fewer volunteers than pre-pandemic levels.

We're working hard to catch up and welcome a new influx of people who share Samaritans' vision. We've launched a new recruitment journey and policy to make volunteer recruitment faster, simpler and more flexible. And we're rolling out a new branch management tool, which automates recruitment administration and processes.



➤ We depend upon: **People**

Improving the volunteer experience

We look forward to introducing new and experienced volunteers to a new ethos of continuous learning, developed this year. No more 'one size fits all'; we've adopted a new approach to ensure training is relevant, interactive and suited to volunteers' individual learning styles.

Doing things differently

London City Hub launched in September 2020. It's the first of our planned centres that will overcome some of the barriers to volunteering by being centrally-located and operating flexible shift options.

“ My company Schrodgers works in partnership with Samaritans and they helped to support the launch of the new London City Hub. It's been a really amazing experience to be one of the first Samaritans volunteers to pilot the online chat service at London City Hub. It's been really exciting to be part of that journey to help build this with them and it's going to be vital for the future. ”

Tara





➤ We depend upon: **People**

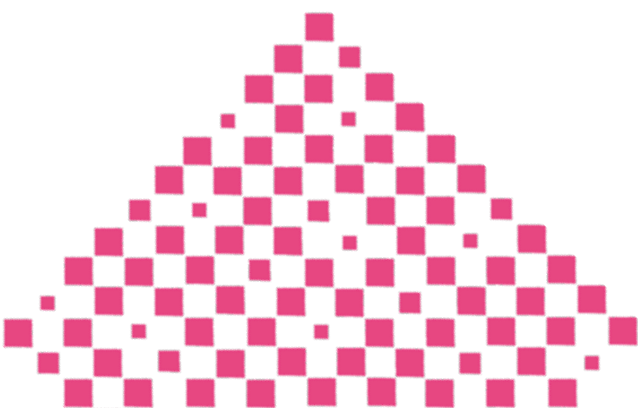
Equality, diversity and inclusion

We strive to become the best organisation we can be, for our callers, for our supporters and for each other. This means becoming more inclusive and diverse in everything we do, in working towards Samaritans' vision that fewer people die by suicide.

We want to better reflect the society that we are part of, so that more people will contact us if they're struggling to cope. We are aware and understand some of the barriers that result in people from some communities being less likely to have volunteering opportunities. At Samaritans, we want to be part of challenging this and creating change. This year, as part of a pilot project in Wales, we developed an equality, diversity and inclusion toolkit. The toolkit gives branches guidance on how to celebrate diversity, create a more inclusive volunteering experience, and reach wider and deeper into their communities, and branches in Wales have been putting it into practice. We secured funding for a three-year project in Scotland to

increase diversity and inclusion among our volunteers. We've also published our [commitment to equality, diversity and inclusion](#) to outline how we're working to become more inclusive and diverse in everything we do.

We're committed to building a culture where everyone is appreciated for their unique self and unique contribution, based on our shared values. And we're investing in resources and expertise to make this happen. Being diverse and inclusive will help us to reach people where we're needed most. This will be an important focus for Samaritans in the coming year, as we start to develop our next strategy.



► We depend upon: **People**



“ I have been volunteering for Samaritans for two years now. We're an anonymous place for people to speak, you won't be judged, we're not cultural or religious experts in any way, shape or form, but if there's something that's getting too much for you then there's someone you can speak to.

One of the key drivers or motivations for me is I'm a British Asian Muslim and whilst the stigma around mental health for men is sort of lessening and people are becoming more comfortable talking about it, I don't think it's the same in all communities. ”

Azhar



➤ We depend upon: **Brand**

The face and voice of Samaritans

Our brand represents who we are. It helps us reach out to people, to tell them we are here when they need us – whoever they are and whatever they're going through.

It inspires people to volunteer for Samaritans, fundraise for us, or donate to us so we can continue to be here to support anyone who needs us, day or night. Our brand is trusted and respected, and this helps us campaign effectively to make suicide prevention a priority.

Today, people are talking more openly about mental health, emotional wellbeing and suicide than ever before. The strength of our brand means we can be part of this movement, helping people find ways to cope when life is tough and develop the skills to be there for others.

As mental health and wellbeing has become a central part of the public conversation in this most challenging of years, it has highlighted the value of the work Samaritans does.



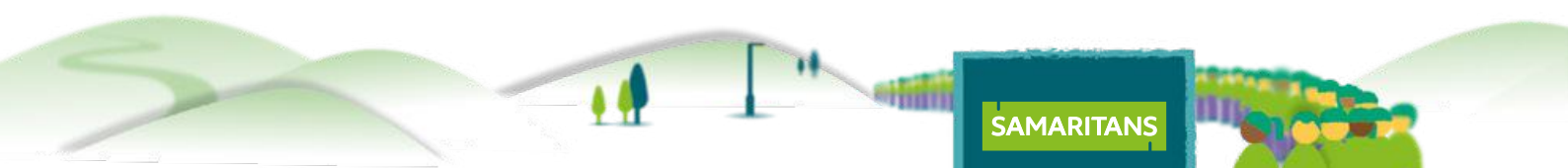
Samaritans was rated the 5th most popular charity this year.**



7 in 10 people think we are more relevant than ever.*



384,000 people followed us on social media, a 24% increase compared to the previous year.



*NFP Synergy Charity Brand Evaluator June 2020, online survey with nationally representative 13,127 adults 16+ in Britain.

**YouGov Ratings measuring popularity and fame, from October and December 2020 based on 1,322 interviews.

5 million people visited our website, 47% more than the previous year.



Chris O'Donovan Photography/Samaritans

Zainab, Samaritans volunteer.



➤ We depend upon: Income

Together we are Samaritans, together we've changed lives

Thank you to our wonderful supporters.

When the coronavirus pandemic meant we had to cancel all our face-to-face fundraising and events, our supporters responded. Your generosity and creativity helped us to be there for anyone who needed us during these difficult times.

We couldn't have done any of the life-saving work covered in this report without your generous support. By giving money or time, you have helped us be there for anyone struggling to cope.

- It costs Samaritans £5/€6 to answer a call for help.
- A donation of £96/€107 could cover the cost of ongoing training and development for an existing volunteer for a year.
- £200/€224 covers the cost for a new volunteer to build the skills they need to answer a call for help.
- A donation of £12,000/ €13,500 could help keep Samaritans' helpline open for 24 hours, helping volunteers respond to an average 10,000 calls for help.



“ I did three marathon distances over the month, and I'm hoping to do more this year. Samarathon gave me more of a purpose. Being out in nature helps put things in perspective. I really enjoy getting out in the fresh air, feeling freer and not restricted by your own thoughts or responsibilities. ”

Leonie

The costs above are based on figures across the whole organisation, including affiliated branches.



£16.5M

89,400 supporters

Generous donations from 89,400 supporters totalled £16.5m (including gifts left in Wills).



177,000

employees

We reached 177,000 employees through 94 corporate relationships.



4,380
supporter voices

4,380 supporters shared their time and voice in interviews, focus groups and surveys, helping us ensure that we champion our supporters' voices – from innovating new ways to fundraise to testing new communications.



21,779

fabulous fundraisers

21,779 supporters challenged themselves with creative at-home fundraising during the pandemic – from live streaming home-made game shows to hundreds of people, to running the distance of the London Marathon on their driveway – and rallied friends, family and colleagues to sponsor them in aid of Samaritans.





117,000 miles for Samarathon

3,622 people signed up to run, jog or walk 26.2 miles for Samarathon during the month of July, raising over £500k for Samaritans and covering a collective distance of more than 117,000 miles.



£10M raised sets new record

We raised an a record-breaking £10 million through corporate partnerships, major gifts, trusts, statutory sources and contracts – that’s more than a 40% increase in high value income.*



104 grants to 101 branches

Thanks to a £675,000 grant from the Pears Foundation DCMS Community Match Challenge, we were able to make 104 individual grants to 101 Samaritans branches across England to help them respond to the impact of the pandemic.



Branches

*This included financial and in-kind support for key strategic programmes.

The illustrations on this page reflect the income of Samaritans Central Charity in 2020/21 (not including affiliated branches).

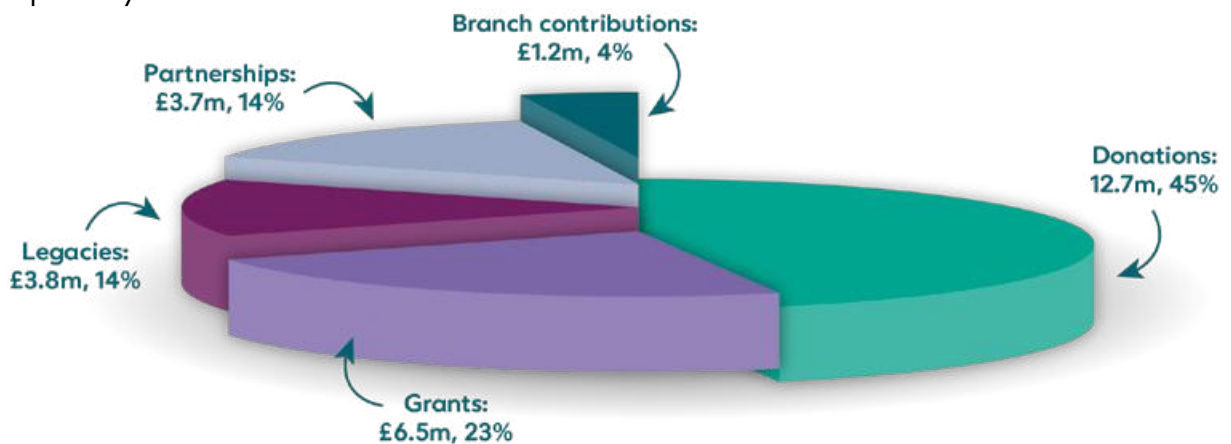


► We depend upon: **Income**

Financial information

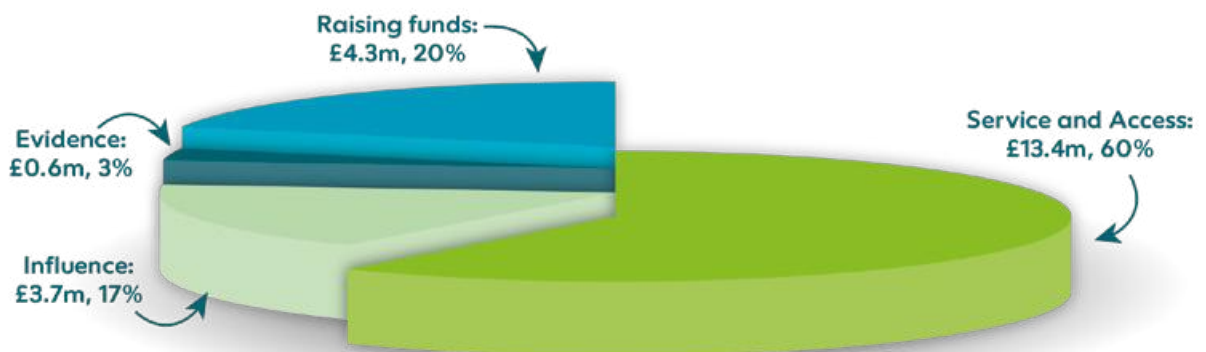
► Income (total £28m)

This chart shows Samaritans' charitable income in 2020/21. Thanks to the £28 million you helped us raise this year, Samaritans volunteers were able to answer 10,000 calls for help a day.



► Expenditure (total £22m)

This chart shows Samaritans' expenditure in 2020/21. This year we spent 80 pence in every pound across our four strategic priority areas, and 20 pence in every pound was invested in fundraising to help us raise enough income next year and beyond. The remaining income is being invested in developing our vital services for the future.



The charts above show the income and expenditure of our Central Charity and does not include our affiliated branches.



You helped us be there

Thank you to all our donors and supporters, including those who wish to remain anonymous. We would like to extend a special thank you to our Royal Patron, His Royal Highness The Prince of Wales.

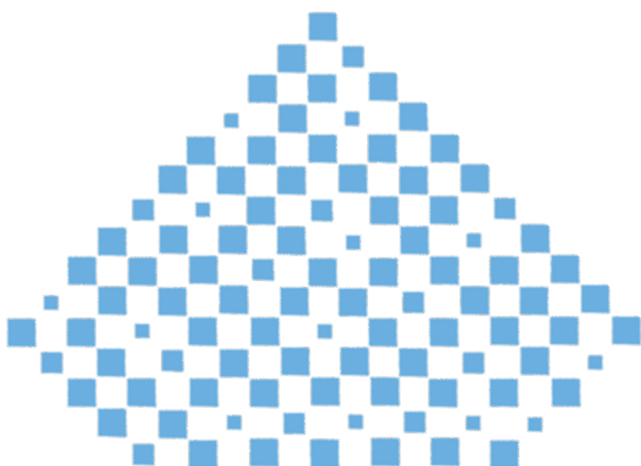
- 29th May 1961 Charitable Trust
- Admiral Group
- A D Power Will Trust
- Alan Boswell Group Charitable Trust
- Alice Ellen Cooper Dean Charitable Foundation
- Allied Irish Bank (GB)
- Anthony Scholefield Foundation
- Arco
- Atlas Fund
- Aviva plc
- AXIS Capital
- Banham Foundation
- Barclays
- Barratt Developments PLC Charitable Foundation
- Beder
- BGL Group
- Anthony Biddle
- Dr Paul Bostock
- Brora
- Builders Merchants Federation
- Bunzl
- Burberry
- Cadogan Charity
- CALA Group
- Calor
- CAST
- Coffee #1
- Constance Travis Charitable Trust
- Coronavirus Mental Health Response Fund, supported by Department of Health and Social Care (DHSC) and administered by Mind
- Costain
- Curtins
- David Family Foundation
- Dell
- Department of Health (Northern Ireland)
- Department of Health and Social Care
- Derek Raphael Charitable Trust
- Dr Vivian Child Charitable Trust
- EnQuest
- Facebook & Instagram
- Google
- Grace Trust
- GRAHAM
- Chris and Gilda Haskins
- Henry Oldfield Trust
- HP
- Hutchinson Charitable Trust
- InfraRed Capital Partners





► We depend upon: **Income**

- Inman Charity
- Irish Prison Service
- John Coates Charitable Trust
- J S F Pollitzer Charitable Settlement
- JUSACA Charitable Trust
- Kearney
- Legal & General
- Ministry of Justice: HMPPS
- Misses Robinson Charitable Trust
- Next plc
- Nominet
- Northern Ireland Prison Service
- Peacock Charitable Trust
- Pears Foundation
- Pears Foundation and DCMS Community Match Challenge
- Peter and Teresa Harris Charitable Trust
- P F Charitable Trust
- Pilkington Charities Fund
- Porta Pia 2012 Foundation
- PwC
- Julia and Hans Rausing
- Sandoz
- Schrodgers
- Scottish Government
- Scottish Prison Service
- ShareGift
- Souter Charitable Trust
- SSE
- Stone Family Foundation
- Swiss Post Solutions
- The Fidelity UK Foundation
- The Hands Family Trust
- The Lord Mayor's Appeal
- The National Lottery Community Fund
- The NFU Mutual Charitable Trust
- The Prince of Wales's Charitable Foundation
- The Waterloo Foundation
- The Wolfson Foundation
- The Worshipful Company Of Plaisterers' Charitable Trust
- Tides Foundation
- Total Gas & Power
- TP ICAP
- Trott Family Charitable Trust
- Twitter
- UK Greetings Ltd
- Ulster Garden Villages Ltd (for work in Northern Ireland)
- VolkerWessels UK Ltd
- Waitrose
- Welsh Government / LLYwodraeth Cymru
- Jim & Becky Wright





SAMARITANS

Contact Samaritans free – day or night, 365 days a year

Call free on

116 123

0808 164 0123

Welsh language line

Open every day 7pm–11pm

This number is free to call.

Llinell Gymraeg

Ar agor bob dydd 7pm–11pm

Gellir ffonio'r rhif hwn yn ddi-dâl.

Email

jo@samaritans.org (UK)

jo@samaritans.ie (ROI)

Write to us for free at this address

Freepost SAMARITANS LETTERS

samaritans.org

Samaritans Registered Office

The Upper Mill, Kingston Road, Ewell, Surrey KT17 2AF

T 020 8394 8300



[facebook.com/samaritanscharity](https://www.facebook.com/samaritanscharity)



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