



SAMARITANS

Working together to save lives

Samaritans Impact Report 2021/22





Samaritans' year at a glance 2021/22

Every **10 seconds**, Samaritans answered a call for help.*



We kept improving our self-help app, which has now had **80,000 sign-ups**.



Samaritans volunteers held over **1,500 outreach events** and raised awareness at events with over **half a million** attendees.



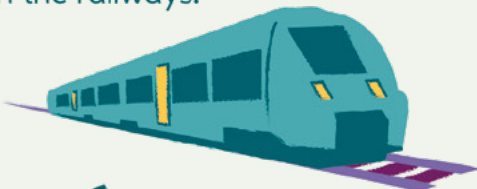
More than **2,000 people** signed up to our new Samaritans Veterans app.



Samaritans volunteers spent over **one million hours** answering calls for help.

We trained **3,000 more rail staff** to make potentially life-saving interventions on the railways.

We piloted online chat and had over **38,000 online conversations**.



We engaged with politicians and policymakers over **1,400 times**, encouraging them to take action to help reduce suicide across the UK and Ireland.



Our trained prison Listeners responded to calls for help **25,000 times** and spent over **14,000 hours** supporting people in prison.



We advised more than **400 people** working in the media on safe reporting and portrayal of suicide and self-harm.

Our social media posts were seen **100 million times** and we had **2 million** likes, comments and shares.



We're grateful to **83,427** supporters who have generously donated or fundraised for Samaritans, helping us be here when it matters most.



*A 'call for help' is any contact method made to Samaritans for support, for example by phone, email, letter or face to face in branch. All service statistics in this report are based on the 2021 calendar year.



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Samaritans volunteers, Cardiff

Chris O'Donovan Photography/Samaritans



A message from the Chair and Chief Executive



Julie Bentley
Chief Executive



Keith Leslie
Chair of Trustees

Progress in difficult times

Welcome to Samaritans' Impact Report 2021/22. We're proud to say it's been a year of enormous progress for the charity in many ways. Progress that means – even in these uncertain times – we will reduce lives lost to suicide.

The surge of interest in Samaritans we reported last year has translated into the biggest boost in volunteer numbers in five years. We warmly welcome everyone who joined Samaritans this year; it's our people – around 22,000 volunteers and 300 staff – who make Samaritans who we are.

Samaritans' incredible volunteers spent over one million hours answering calls for help by phone, email, online chat and letter. Every 10 seconds, our volunteers answered a call for help from someone struggling to cope. When pandemic

restrictions lifted, volunteers were also back out in communities, reaching thousands of people at events and festivals.

We supported thousands more through our Self-help and Veterans apps. And it was amazing to reach the milestone of having trained 25,000 rail workers to make life-saving interventions on the railways. Underpinning all our services was our total commitment to quality standards – we made good progress in updating our training and development programme this year.



A message from the Chair and Chief Executive

Samaritans doesn't just support people in crisis today, we also strive for a society in which fewer people reach crisis point. This year we worked to influence parliaments and assemblies across our five jurisdictions as new online safety legislation was being drawn up. We secured some important changes to the proposed law to create a kinder, safer internet. But we must keep pushing until the law in the UK and Ireland protects everyone from self-harm and suicide content everywhere.

Another major area of progress this year has been the development of our new charity strategy, Tackling suicide together: providing a safe space in uncertain times, informed by people with lived experience, our volunteers, staff and supporters. The strategy will steer our work for the coming five years, ensuring we continue to be there for those who need us most, reach out to more people to let them know we're here, make our voice heard to make suicide prevention a priority, and are sustainable for the future.

One of the key principles of this new strategy is our commitment to equity, diversity and inclusion. We have a lot of work to do in this area and this is our public commitment to take action. It will inform everything we do at Samaritans, guiding the way we work and behave. We're also making sure our work is informed by the insights of people who have experienced suicidal feelings, suicide attempts, self-harm, or bereavement by suicide.

We have lots of work to do over the next few years, and in these difficult times our work is more vital than ever. We thank every individual, group and organisation who has chosen to support us this year to give hope to those who need it. Together, we can make change that saves lives.

Julie Bentley
Chief Executive

Keith Leslie
Chair of Trustees



Samaritans volunteers, London



We are Samaritans

Our vision is that fewer people die by suicide

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 that 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.**

**Mia, Samaritans
volunteer in Cardiff**





We are Samaritans



We have over 200 Samaritans branches and locations across the UK and Ireland.

About Samaritans

Who we are



We are the only 24/7 suicide prevention charity working across the UK and Ireland.



We are a team of around 22,000 Samaritans volunteers, around 300 staff and many thousands of supporters.

What we do



Our helpline is open day and night, 365 days a year, for anyone struggling to cope.



We work with a range of industries and organisations to increase our reach and impact.



We provide face-to-face support in communities, prisons, at festivals and events.



We provide letter, email and online chat services for people who prefer not to call.



We provide the tools and training to help people look after themselves and those around them.



We carry out research to understand the issues around self-harm and suicide.



We work with governments to influence positive change.



We campaign to raise awareness and make suicide prevention a priority.



■ We are Samaritans

Our priorities

In this report you'll see how, in 2021/22, 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

We have an amazing team of around 22,000 Samaritans volunteers and 300 staff.

■ 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.

This year, we developed our new strategy, *Tackling Suicide Together: providing a safe space in uncertain times*, which will steer our work for the coming five years. To inform the strategy, we worked closely with people who have been affected by suicide or suicidal thoughts, our partners, and those who volunteer and work with us or support us.





SAMARITANS SAMARIAID

We're here to listen Rydyn ni yma i wrando

Call free day or night on
Ffoniwch yn ddi-dâl dydd neu

116 123

0808 16

Welsh language line - open every day
This number is free to call

Llinell Gymraeg - ar agor bob dydd
Gellir ffonio'r rhif hwn yn ddi-dâl

samaritans.org/cardiff

Cardiff Charity / Eiddau Gŵyl



**Liam, Samaritans
volunteer in Cardiff**



Service

Our best for every caller

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

Self-help

This year we acted on feedback from users to make our [self-help app](#) even better. The app, which had almost 80,000 sign-ups by April 2022, now includes 'in the moment' techniques to help people when they need a way to escape difficult thoughts and get back to the present. And we've made it so people don't have to have an account to access relaxation techniques.

Tech tools

We can only be our best for callers with the right technology behind us, and this year we completed a charity-wide deployment of new computers. Standardising our equipment saves money and is easier to support; when something goes wrong, we can fix it more quickly. We also continued work to ensure our branch telephony systems move with the times, so our helpline won't be affected as landline technology is phased out.

Safeguarding

Our new safeguarding training launched in September 2021 and was rapidly rolled out across the charity. Greater safeguarding skills among our people, and the forthcoming Samaritans safeguarding hub – a network of specialist volunteers to support safeguarding cases – will work hand in hand to improve the safety of vulnerable people who contact us.

Chris O'Donovan Photography/Samaritans



James, Samaritans
volunteer in Dublin



Service

This year, Samaritans answered a call for help every 10 seconds:

➤ This included:



8,000

calls for help from serving and ex-military personnel



17,000

calls from NHS and social care workers



410,000

calls for help from people in prison

The most common concerns this year were around mental health, family, loneliness and relationship problems. Suicidal feelings were expressed in 1 in 5 calls for help. People talked about self-harm in 1 in 12 calls for help.

In 2021, as pandemic restrictions eased, our **face-to-face support** could restart. We were present at events and festivals attended by nearly 600,000 people. Samaritans volunteers held over 1,500 outreach events, for example with local community groups, at workplaces, in hospitals and schools.



“ I was lonely and struggling with a lot of pain – that’s when I called Samaritans. Every person I spoke to said the same thing: “You can call us again you know. It’s OK, you can call us more than once, whenever you need to, call us.” ”

Bella



Access

Right place, right time, right support

We strive to make sure people who might need us, know about us, and to offer support that suits them.

■ Online chat

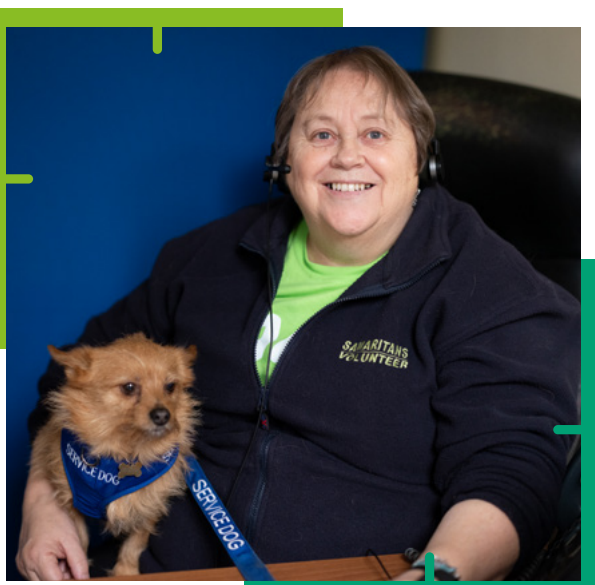
The way that people want to communicate is changing. We're working to develop, pilot and roll out an online chat service so more people who are struggling to cope can reach out to us in a way that suits them.

September marked a year since we launched the pilot of our online chat service. We're taking a gradual approach to rolling it out to make sure we can meet demand. We now have 73 branches and locations involved in delivering the service. Last year, we had over 38,000 online conversations and provided over 700 hours of online chat.

■ Prison Listeners

In 2021, we answered over 410,000 calls to our prisoner helpline – 60,000 more than the previous year. People in prison trained as Samaritans Listeners spent over 14,000 hours responding to over 25,000 calls for help from their peers. We also continued rolling out our 'postvention' services: when Samaritans provide specific support following a suicide. The vital prison Listener service was secured until 2025 with a grant from HM Prison and Probation Service.

Chris O'Donovan Photography/Samaritans



“ I'm involved in the prison outreach. We had one prison Listener who shared that his wife had remarked on the change in him. Now, when she comes in, he asks her questions about how she's feeling and coping and how the kids are. It revolutionised their relationship – it's powerful stuff. ”

Louisa, Samaritans volunteer in Dublin



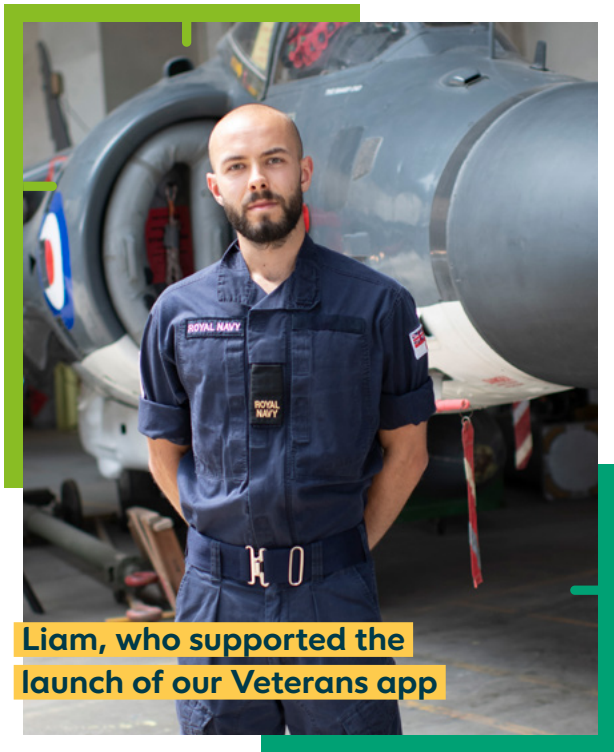
■ Access

■ Military programme

We were contacted 8,000 times by serving and ex-serving individuals this year and more than 1 in 3 expressed suicidal thoughts (compared to 1 in 5 non-military calls). Following a year of preparatory work with the armed forces charity SSAFA, we are now poised to begin development of a joint veteran suicide prevention strategy.

Our free Samaritans Veterans app launched in October 2021 and more than 2,000 users signed up. The app provides techniques to help veterans reflect on their service, manage their feelings, identify potential challenges and find further sources of support. It is accompanied by a printed pocket guide, being distributed by us and the Ministry of Defence.

Chris O'Donovan Photography/Samaritans



Liam, who supported the launch of our Veterans app

■ Education

Samaritans continues to provide practical support to schools, colleges and universities. We had 171 enquiries to our Step by Step service, which provides support to help schools prepare for and recover from a suspected or attempted suicide.

This year we forged an innovative partnership with Anglia Ruskin University in Cambridge. A new campus duty room staffed by fully trained students is helping us to meet demand for our online chat service. The initiative is part of our work to broaden the range of skills and experience among our volunteer base, and is providing valuable grounding and experience for students studying to join caring professions.

■ Missing people

We've built on our partnership with the charity Missing People by launching Suicide Textsafe. When a missing person is considered to be at high risk of suicide, Missing People now send them a text with our helpline number. Missing People also notify us, and a Samaritan attempts to call the person to offer immediate emotional support. This year we made an average of 134 calls a month to missing persons through the Suicide Textsafe scheme.



Influence

Together for change

We work with other organisations to reach people who need us today, and at the heart of policymaking for a safer tomorrow.

Online safety

The UK Government's Online Safety Bill was presented to Parliament in March, following a scrutiny process in which we pressed hard for a suicide-safe internet. In Westminster, we supported 97 people to share their experiences of online suicide and self-harm content directly with Parliament. And we secured the main headline slot on BBC 10 o'clock news with our calls to toughen up the Bill.

Parallel legislation was released in Ireland, informed by our recommendations to the Joint Oireachtas Committee (see page 16).

Parliaments accepted several of our recommendations including requiring all platforms to tackle illegal content, which strengthened the new rules. However, this work isn't finished – we won't rest until the law protects everyone from harmful suicide and self-harm content online.

As well as campaigning for a safer internet, Samaritans has developed a hub of excellence in suicide prevention and the online environment. Through our online harms advisory service, we've responded to 133 concerns about unsafe suicide and self-harm content online.

We also launched a social media campaign to help people learn how to stay safe online when viewing or posting content related to self-harm and suicide. This reached over 1.7 million people across Facebook, Twitter and Instagram, and our online resources have had 19,000 views.

“ I think the Online Safety Bill should protect vulnerable adults as well. Based on my own experience, I want the bill to go further because I've been affected myself. I don't want anybody to be unsafe online in the same way that I have been. ”

Chris



Influence



Lived experience

More and more we strive to involve and be informed by people who have been affected by suicide, suicidal thoughts or self-harm. This year we launched our Lived Experience Panel of people (now more than 400) who share their views and insights to help shape our work. We have also created several paid roles for people with lived experience to work at the very centre of Samaritans' operations.

Through our role as host of the National Suicide Prevention Alliance (NSPA) – whose membership increased to over 1,400 organisations and individuals this year – we further embedded lived experience into suicide prevention efforts. The NSPA Lived Experience Network now involves over 360 people, including 33 influencers, who have worked with NSPA to inform a range of projects.

Training and guidance

We provide training in all kinds of **workplaces** to help people look after themselves, those around them, customers and clients. This year we revamped many of our courses and doubled the number of customers we worked with, while retaining the quality and impact we expect: 98% of participants said they would recommend the course they took to others.

In 2021 our training partnership with the **rail industry** reached a milestone, with the number of rail staff trained in Managing Suicidal Contacts reaching over 25,000. Training is now set to spread even further as we also began teaching train companies how to deliver the course to their staff. This work, to equip all rail staff with the skills and confidence to spot people in distress and intervene, helped 1,591 life-saving interventions to be made on the railways this year.

We provided advice to more than 400 people working in **the media** on safe reporting and portrayal of suicide and self-harm, and published new reporting guidance. By moving to virtual training, we have been able to treble the number of sessions we can run. This year we delivered 44 sessions with media outlets and communicators, including a training programme with The Independent Group and for journalism undergraduates.

A collaboration between Samaritans, National Highways and the Design Council began this year, to identify, develop and test design-led solutions to make high-risk locations on the road network safer. We also engaged with councils to improve suicide intervention strategies at high-risk locations and advised organisations such as National Car Parks on the use of crisis signage across their estate.



Influence

Working across the UK and Ireland

Samaritans supports anyone who is struggling to cope, no matter where they live in the UK or Ireland. Many of the things we do, we do as one charity. But our five nations teams also work with their respective parliaments and assemblies to prioritise the unique or shared issues experienced by their communities.

England

The national suicide prevention strategy in England will be 10 years old in 2022 and we have secured a commitment from government to update it. This year, we also inspired hundreds of campaigners to take action with us, and worked to get our voice heard on topics including women’s health, alcohol and economic support. People with lived experience of self-harm worked with us as we responded to and achieved important changes to guidelines on the assessment and management of self-harm in England. We continued to host the leading alliances for suicide prevention, NSPA and the Support After Suicide Partnership (SASP), bringing together over 1,500 organisations and individuals to help prevent suicide.

Northern Ireland

In Northern Ireland, Samaritans developed and promoted key priorities for suicide prevention to coincide with Assembly elections, alongside influencing policy development via meetings with civil servants, politicians and policymakers.

Branch volunteers were recognised at a reception in Belfast City Hall hosted by the Lord Mayor of Belfast.

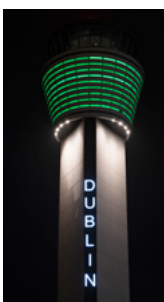
Ireland

Samaritans Ireland appeared before the Joint Oireachtas Committee on Tourism, Culture, Arts, Sport, and Media during the pre-legislative scrutiny process of the online safety legislation. We made three key recommendations, at least two of which will be implemented to protect people from suicide and self-harm in the online world.

Following an invitation by the Embassy of Ireland in Berlin, we provided an online mental health workshop to the Irish community in Germany. We also provided skills training to healthcare professionals working with Irish Traveller communities, and to organisations working with unemployed people.



MT Hurson Stills



IAA



Landmarks across Ireland were lit up in green for the ‘Longest night’ campaign



Influence

Offices in the UK and Republic of Ireland

Samaritans Northern Ireland office

The Mount Business Centre
2 Woodstock Link
Belfast BT6 8DD

Samaritans Ireland office

4-5 Usher's Court
Usher's Quay
Dublin 8

Samaritans Wales office

Floor 2
33-35 Cathedral Road
Cardiff CF11 9HB

Samaritans Scotland office

Norton Park Business Hub
57 Albion Road
Edinburgh EH7 5QY

Samaritans London office

St Magnus House
3 Lower Thames Street
London EC3R 6HD

Samaritans Central Office

The Upper Mill
Kingston Road
Ewell
Surrey KT17 2AF

Channel Islands

Scotland

In Scotland, the Minister for Mental Wellbeing agreed to our request for a new self-harm strategy. We also made a submission to the Scottish consultation on the next national Suicide Prevention Strategy. We did this in consultation with over 100 Scottish volunteers and members of our lived experience panel. We secured vital funding from the Scottish Government for our helpline and online chat rollout. It will also support our plan to extend reach through a programme of work for lone and isolated workers in the West Highlands. We also began a pilot EDI programme to support branches and communities, supported by Baillie Gifford.

Wales

In Wales we have made strides in getting our voice heard across wide-ranging social factors that impact suicide risk. We are now active members of the cross-party groups on mental health and poverty, members of the Anti-Poverty Alliance and co-chair a Mental Health subgroup of a national NHS alliance. We have responded to inquiries and consultations on topics including the benefits system in Wales and mental health inequalities. Importantly, we worked with Mind Cymru and Lynne Neagle MS to get an amendment to the new curriculum bill passed to 'place a duty to have regard to mental health of children and young people'.



Campaigns

■ Brew Monday

On 17 January 2022, Samaritans reminded everyone to reach out for a cuppa and a catch-up with the people they care about. We caught people's attention – and a wealth of media coverage – with our Blue Monday myth-busters and film featuring Julie Walters, Keith Lemon, James Acaster and Stevie Basaula. We also had support from artists James Norbury, Nathan Wyburn and Emelie Hryhoruk who produced bespoke pieces that were shown on digital screens across the rail network. Brew Monday videos saw a 60% increase in views on the day, compared to last year, and the number of times people clicked to our website from our social media posts more than doubled.

Eighty Samaritans branches held more than 120 events at train stations for Brew Monday, including one at London Waterloo from which Sky News broadcast live throughout the day. These events were possible thanks to funding from Network Rail, on behalf of the rail industry.

Many virtual and community events also took place, including at our corporate partners NFU Mutual, Three, Phoenix and Schrodgers. Wimpy had a special Brew Monday offer to raise funds for Samaritans.



Artist Nathan Wyburn created artwork with coffee at Waterloo station



Influence

Small Talk Saves Lives

The fifth phase of Small Talk Saves Lives launched in August 2021, in partnership with Network Rail, British Transport Police and the wider rail sector. The campaign aims to help people to recognise someone who needs help, understand how to intervene safely to interrupt suicidal thoughts, and give people the confidence to trust their instincts and take action.

Forty-five thousand people visited the website in response to extensive media coverage and campaign advertising. Sixty-five per cent of people who recalled seeing the campaign said they felt confident to judge if someone needed help – nearly 20% more than people who hadn't seen the campaign. Seven in 10 who had approached someone, said they felt encouraged to do so by the campaign.

Real People, Real Stories

In March 2022 we ran the latest phase of Real People, Real Stories, aiming to reach men in rural communities who are struggling to cope. It was supported by The NFU Mutual Charitable Trust, the Scottish Government and the Welsh Government. A survey for the campaign found that – due partly to stigma and not knowing what help is available – just 43% of men in rural areas would reach out for support.

On YouTube, over 2 million people saw our campaign ads, and we reached over 20 million people through media coverage. Several councils have now expressed interest in running the campaign locally.

Former rugby referee Nigel Owens spoke in support of the campaign, helping us to secure good engagement





Evidence

Building knowledge to reduce suicides

We work tirelessly to understand suicide and its risk factors. We use what we know to help us and others be more effective in suicide prevention.

Pandemic impacts

Our programme of research to understand the social, psychological and economic impacts of the coronavirus pandemic on vulnerable people continues to inform how we influence the recovery after the pandemic. This year we reported on three studies:

- An analysis of our service data, surveys and related research indicated how the pandemic had affected wellbeing and suicidality among Samaritans' callers. For instance, in changing the nature of people's concerns.
- Research that showed young adults who experienced economic disruption due to the pandemic were more likely to report suicidal thoughts or risk factors for suicidal feelings and behaviour.
- A research project exploring the challenges, hopes and coping strategies of 15 people who've felt suicidal or self-harmed since the pandemic began.

“ When the pandemic came along, I wanted to try and help out and support people far and wide. Samaritans offered a platform for me to lend my support to those struggling in silence. I was honoured to take up the role as a Branch Support Volunteer. As a British Indian Sikh Punjabi woman from London, I feel it's even more important to speak out. Please don't have this fear in coming out and I beg you to not struggle in silence. Never feel you should fight these battles alone. There is always someone there for you, always. ”

**Sandeep, Samaritans
volunteer in London**



Evidence



“ I phoned Samaritans at various points when I was feeling suicidal and someone listened to me. Samaritans was a really helpful part of my journey to getting to where I am today. I’m now a running coach, have shared a TEDx talk and started my own podcast. ”

Tom

Building our evidence

Alongside our research relating to the pandemic, we conducted a wide range of studies to help us understand the best ways we and other organisations and policymakers can support and protect different groups, including:

- a study to understand the support needs of construction workers, among whom there is a higher rate of suicide
- an exploration into peer support as a way to help people who self-harm
- research to understand more about the effectiveness of suicide prevention in prisons in London, funded by NHS England and HM Prison and Probation Service

Our research activity is increasing all the time, and it’s vital that we make sure all our research is completed to a high ethical standard. That’s why, this year, we trained more than 80 members of staff in research ethics and increased the size of our Research Ethics Board.

Evaluating ourselves

We continually check our services are effective and beneficial. This year, in parallel with our ongoing monitoring, we reviewed the impact of our ‘caller support’ plans for people who need additional support from us. And we invited people who call our helpline frequently to help us understand their experiences and how we can support them most effectively.



Our people

Thousands of people, one extraordinary team

Every minute of every day, Samaritans volunteers and staff are making a difference for people struggling to cope.

Following a surge of interest in volunteering during the pandemic, this year we welcomed and trained over 5,000 people to become new Samaritans volunteers. This is the highest yearly total for five years, and they have joined an extraordinary team, 22,000 strong.

Learning and development

We improved our volunteer and staff training and development programmes this year, including the launch of the Samaritans Training School. This is an initiative to recruit and develop volunteers into new service settings, such as city or specialist hubs. Staff and volunteers worked together to train 20 new volunteers through the school in 2021/22, and we'll expand this approach.

We've also created new opportunities for learning this year, including improving our induction process and providing Samaritans-specific management training for staff managers. We introduced Learning Matters – a monthly programme covering various learning needs – and began doing more to support Branch

Director development, with quarterly learning events and regular leadership workshops.

Remote volunteering

The coronavirus pandemic proved that, with the right training, support and equipment, many Samaritans volunteers could provide their skills from home or elsewhere. Our new specialist hubs are the first to be fully remote.

Shifts at our new Email Hub began on 8 November with 30 volunteers recruited to the roles. Each volunteer can choose whether to work in branch or from home. Shift volunteers and a leader are connected via a video link, which enables them to get to know and support their colleagues and to perform second checking. Alongside the Email Hub, we have also introduced a remote Quality Hub and Caller Support and Safeguarding Hub.



Prince Charles visiting our Gloucester branch to celebrate its 50th birthday

Chris O'Donovan Photography/Samaritans



Our people

Equity, diversity and inclusion (EDI)

Samaritans should be a safe space for anyone who needs us, regardless of their background. To achieve this, we've been putting greater focus on reflecting and understanding the diverse communities we hope to serve.

For instance, we launched a Samaritans City Hub in Bradford, where one in four people describe themselves as of Asian or Asian British ethnic origin. We've been working with community groups in the city to increase the appeal and accessibility of volunteering, so that the Hub team reflects the local population.

To guide our charity-wide journey to attract volunteers and staff with a wider range of experiences, we have created new roles dedicated to this work, formed an EDI advisory group, and supported staff and volunteer networks.

We created EDI training modules for volunteers and staff and are embedding these principles across learning and development. All of our policies and processes are being reviewed to ensure they are as inclusive as possible, and EDI is at the heart of development of the new charity strategy.

[Find our EDI commitment and five-year goals on our website.](#)



“ At Bristol branch, we are carrying out a survey of volunteers to get an appreciation of their sense of belonging and what they feel about EDI. Our outreach strategy is proactively looking at local data to help us target our visibility and activity. We want to make sure that when people encounter Samaritans, they know we are here for them. ”

**Susheel, Samaritans
volunteer in Bristol**



Our brand

The face and voice of Samaritans

The way we look and what we say shows people we're here for them, whatever they're going through.

Samaritans continues to be one of the UK's most trusted charity brands, with high levels of awareness and support.

7 in 10 people think Samaritans is more relevant than ever



“ I'm proud to be supporting Samaritans, it's a charity that is really close to my heart. I rang Samaritans for support and would urge anyone else struggling to do so too. Talking to someone who didn't know me, or judge me, really helped when I wanted to talk about how I was feeling. I want people to know that everyone struggles at some point, but it doesn't last forever, and you don't have to go through it alone. ”

Scarlett Moffatt, who became a Samaritans Ambassador in 2021



This year, we had 5.4 million visits to our website



Our posts racked up 2 million likes, comments and shares



431,000 people followed us on social media



Our income



Vital funds

Thank you to everyone who supported Samaritans this year, making it possible for us to be there day and night.

Championing our supporters

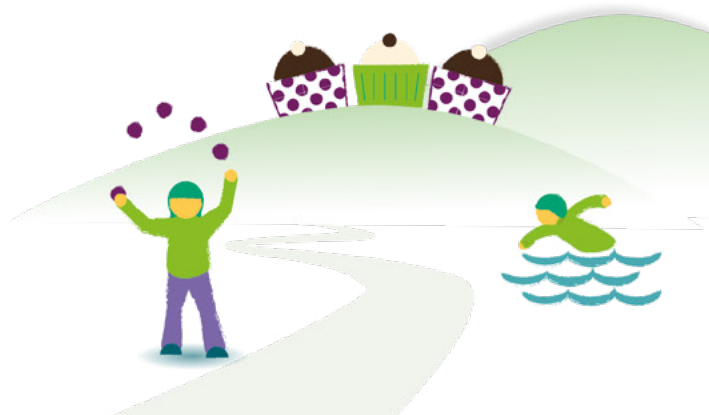
This year, understanding our supporters' needs has been at the heart of our fundraising strategy. To do this, we've listened to feedback from more than 4,200 supporters, and worked with them on the development of our products, events, campaigns and more. This has made the way we fundraise more engaging and relevant to current and potential donors, which will help us to sustain our income during the uncertain years ahead.

Despite the global pandemic still impacting how we were able to fundraise this year, the extraordinary commitment of new and existing supporters allowed us to raise £27.4 million. This helped us stay open at a time when people needed us most.

Power in our partnerships

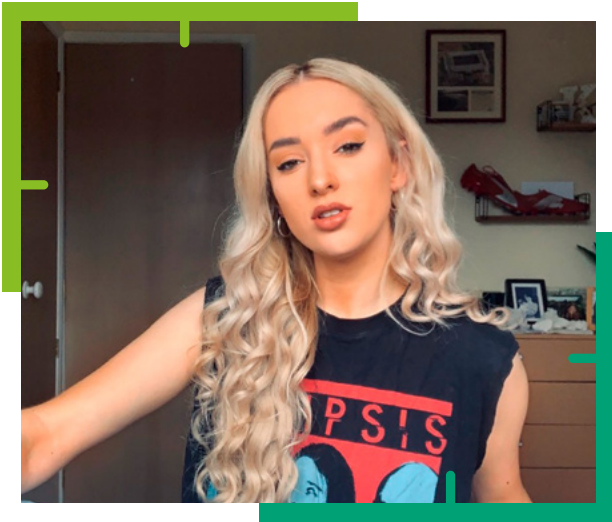
The phenomenal organisations who support and work with us continue to make a significant impact on our work. Pears Foundation continued to offer vital support, including through a joint scheme with DCMS that enabled us to provide grants to many Samaritans branches. We welcomed some fantastic new collaborations, who join our existing partners in ensuring we can be here 24/7. Fundraising highlights included Ardonagh and Phoenix Group who, in their first year of working with us, raised £95,000 and £340,000 respectively.

Our partnerships and collaborations also help us to reach more people. For instance, last year we launched Better Phone Friend with connectivity company Three. The campaign encouraged people to consider how they might become better listeners, and provided tips to help. Together, we reached over 2.2 million people. And Barclays helped us reach millions by advertising our helpline number on over 2,500 ATM screens across the country.





Our income



“When I was at my lowest, I finally reached out to Samaritans and they gave me the tools and support (alongside my amazing family and close friends) to start rebuilding my life. I decided to run the London Marathon 2022 to try and support a worthwhile charity that is also close to many people I love.”

Kelly



£5/€6

It costs Samaritans £5/€6 to answer a call for help.



4,939

people trained

Through our external suicide prevention and wellbeing training programme, we delivered 494 courses to 4,939 people in their workplace this year. Our courses equip people and teams with Samaritans' skills to help them look after themselves, those around them, their customers and clients.



£15M

raised

Generous donations totalled over £15 million, including gifts left in Wills.



Our income



“ My father took his own life when I was 17. Because of my own struggles since, I thought Samaritans was the perfect charity to raise funds for. We'd aimed to get to the summit of Ben Nevis but the weather was absolutely atrocious, so it was too dangerous to attempt to climb to the top. We managed about seven miles on an alternative, lower level route. But most importantly, we raised over £2,500 for Samaritans. I'm so thankful to everyone who donated, it really meant so much to have their support. ”

Paul



177,000

employees reached

Through our relationships with businesses, we've raised over £3.2 million and engaged and upskilled over 177,000 employees, raising awareness of mental health and suicide prevention.

32,000

fabulous fundraisers

Over 32,000 supporters signed up to do fundraising events and challenges – from bake sales to bike rides, long runs to livestreaming – and rallied friends, family and colleagues to sponsor them.



218

grants to branches

Thanks to the Pears Foundation DCMS Community Match Challenge, 192 grants were awarded to branches in England over two years. Pears Foundation also provided funding for another 26 grants to support branches in Wales, Scotland, Northern Ireland and Ireland.



Branches



Our income

Pears Foundation: a funder case study

All of Samaritans' supporters play a vital role in helping us be here when we're needed most. Pears Foundation are a great example of how ongoing support can help us be here for more people – today and in the future.

Pears Foundation has been supporting Samaritans for many years. When the pandemic hit, they responded to our Emergency Appeal with a donation of £50,000 on top of their core grant. But their support didn't stop there. They kept talking to us about the challenges we were facing across the charity, as branches were working hard to remain open during the pandemic.

To help us address these challenges, they included Samaritans as one of the organisations they supported through the DCMS Community Match Funding

programme. Providing a donation of £1,230,000 over two years, this enabled us to make 192 grants across branches in England. Pears Foundation extended their own funding to support branches in Wales, Scotland, Northern Ireland and Ireland, allowing us to make a further 26 grants.

The grants helped cover the extra costs associated with keeping open during the pandemic, such as extra cleaning and protective equipment. It also helped branches update and improve their technology, making it possible for more volunteers to be on shift at the same time, and increase capacity to answer more calls for help in the future. And as social distancing restrictions were lifted, the funding helped cover costs for advertising and outreach to help branches get back out into local communities.

“ We greatly value our relationship with the Pears Foundation, who have been loyal supporters for over a decade. They stepped up their support in the pandemic as many people did, supporting our core work and working with DCMS to support our branches in England. They went further by using their own funds to enable us to extend support to branches in Scotland, Wales, Northern Ireland and Ireland. Financial support is vital in enabling us to be there when it matters, but supporters like Pears offer so much more than this, they offer strategic support, helpful challenge and backing as partners in working towards our vision that fewer people die by suicide. ”

Julie Bentley, CEO

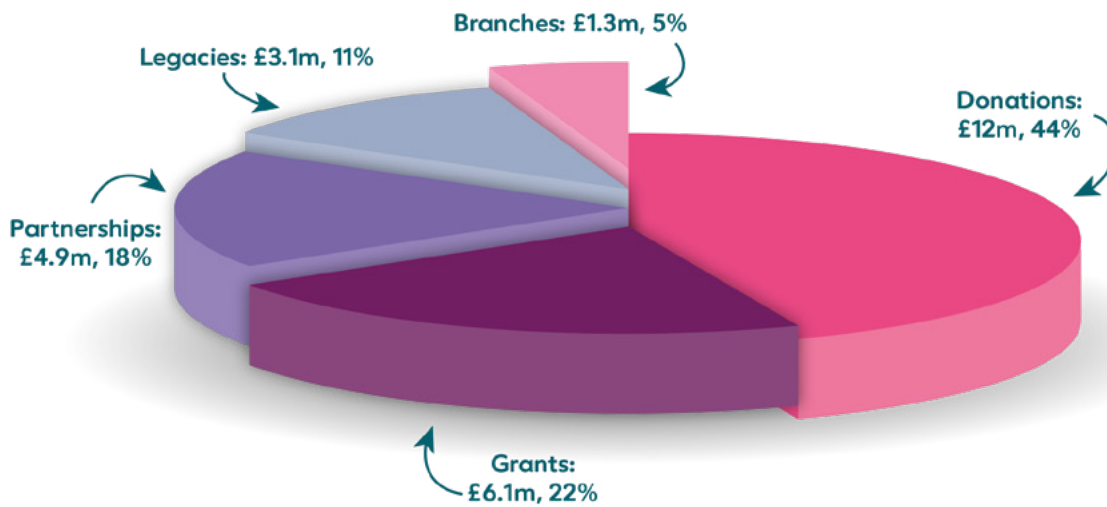


Our income

Financial information

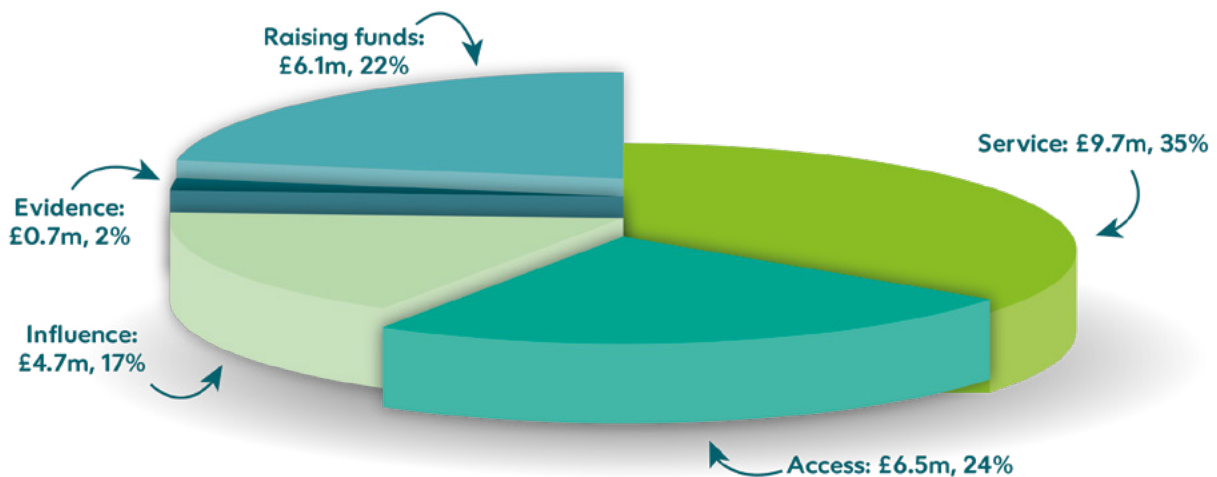
Income (total £27.4m)

This chart shows Samaritans' charitable income in 2021/22. Thanks to the £27.4 million you helped us raise this year, Samaritans volunteers were able to answer a call for help every ten seconds.



Expenditure (total £27.7m)

This chart shows Samaritans' expenditure in 2021/22. This year we spent almost 80 pence in every pound across our four strategic priority areas, and just over 20 pence in every pound was invested in fundraising to help us raise enough income next year and beyond.



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're so grateful for the money, time and passion you give to help us work towards our vision that fewer people die by suicide. 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
- 3 Ts Charitable Trust
- Admiral Group
- Alan Boswell Group Charitable Trust
- Alice Ellen Cooper Dean Charitable Foundation
- Andy Briggs
- Anthony Scholefield Foundation
- Ardonagh Community Trust
- Atlas Fund
- Baillie Gifford
- Barclays
- Beder
- BGL Group
- Burberry
- Cadogan Charity
- Cala Homes
- Calor
- Chris and Gilda Haskins
- Curtins
- Department of Health and Social Care
- Department of Health Northern Ireland
- Derek Raphael Charitable Trust
- Dojo
- Dr Vivian Child Charitable Trust
- East Sussex County Council
- ERA
- The Fidelity UK Foundation
- Freddie Green and Family Charitable Foundation
- Garfield Weston Foundation
- The Golding Family





■ Our income

- Grace Trust
- Guthrie Essame Charitable Trust
- Hannover RE
- Her Majesty's Prison and Probation Service
- Hutchinson Charitable Trust
- Inman Charity
- Irish Prison Service
- John Coates Charitable Trust
- KKR
- Legal & General
- Leslie Mary Carter Charitable Trust
- The Lord Mayor's Appeal
- Misses Robinson Charitable Trust
- National Highways
- Network Rail
- The NFU Mutual Charitable Trust
- NHS England and NHS Improvement
- Nominet
- Northern Ireland Prison Service
- The Options Fund
- P F Charitable Trust
- Peacock Charitable Trust
- Pears Foundation
- Pears Foundation/DCMS Community Match Challenge
- Permira Foundation
- Peter Harrison
- Phoenix
- Porta Pia 2012 Foundation
- Schrodgers
- Scottish Government
- Scottish Prison Service
- Souter Charitable Trust
- Stone Family Foundation
- Three
- Tides Foundation
- Tim Minchin
- TP ICAP
- TraceLink
- Trott Family Charitable Trust
- UK Greetings Ltd
- VolkerWessels
- VPS Group
- Walter Guinness Charitable Trust
- The Waterloo Foundation
- Welsh Government
- Wilson Family Trust
- World Gold Council

**Pears
Foundation**

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

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T 020 8394 8300



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Cover photo: Sabrina, Samaritans volunteer in London. Chris O'Donovan Photography/Samaritans.

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