



SAMARITANS

Bringing hope in difficult times



Impact Report 2022/23

Samaritans' year at a glance



There wasn't a single second last year when Samaritans weren't on the phone to someone.

Samaritans volunteers spent almost 1 million hours answering calls for help.*



More than 200 Samaritans campaigners shared their views for a new suicide prevention strategy for England.



We had over 46,000 conversations through online chat.



Our Lived Experience Panel has 500+ members who are helping shape our work.



Last year, around 23,000 people volunteered for Samaritans.



3,600 members of the military community used our Samaritans Veterans app.

5,700 people at 150 organisations trained through Samaritans Training and Engagement Programmes (STEP).



* A 'call for help' is any contact made to Samaritans for support, for example by phone, email or face to face in branch.

Unless otherwise stated, all service data in this report relate to the 2022 calendar year.



SAMARITANS

We're here to listen

0800 6 123

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Samaritans volunteers, Blackburn

Welcome from the Chair and Chief Executive

Times are tough, but Samaritans are always here to listen.

Last year, there wasn't a single second when our volunteers weren't on the phone to someone. Day and night, Samaritans were there for people when they needed us most, no matter what they were going through.

We're proud to say that we've been on hand to listen 24/7 but regrettably, there are no signs that the vital services Samaritans provide are any less needed, so we must ensure that we continue to be here for as long as people need us.

People have and always will be at the very heart of everything we do here at Samaritans. We've worked hard to listen and create more opportunities for people with personal experience to share their views with us. This includes people who have used our services, who have experienced suicidal thoughts and self-harm, and those bereaved by suicide. Their voices have helped to shape our new strategy, which launched last year,

and they will continue to help shape our future direction.

Samaritans wouldn't be here without our supporters. This year, you've helped us show decision-makers that Saving Lives Can't Wait – influencing suicide prevention policy across England, Wales, Ireland, Scotland and Northern Ireland. You helped us connect over a cuppa on Brew Monday, raise awareness that Small Talk Saves Lives and encouraged more people to Talk to Us. And of course, crucially you helped us raise the money we needed to keep our helpline open 365 days a year and continue working towards our vision that fewer people die by suicide.



Julie Bentley
Chief Executive



Keith Leslie
Chair of Trustees

Welcome from the Chair and Chief Executive

Thank you to everyone who has supported Samaritans over the last year. Since answering our first call in 1953, Samaritans has been there for people during their most difficult times and we are needed as much now as ever before. The cost of living crisis means many people are finding it much harder to make ends meet. We've seen an increase in first-time calls for help from people opening up about their financial worries¹, and we've called for governments across the UK and Ireland to take action and make sure they are supporting people's wellbeing.

Samaritans has also felt the effects of the financial crisis. In a challenging economic environment that has seen our income decrease and our costs rise, we have had

¹ From January to March 2023, Samaritans saw the highest percentage of first-time phone callers concerned about finance or unemployment. In February, almost 1 in 10 calls for help from first-time callers were about finance or unemployment concerns.

to make some difficult decisions about what we could deliver in the year. Your support has never been more important.

We're especially grateful to the incredible people who volunteered their time for Samaritans, and our dedicated partners and supporters who have been there for us, so we can be there for others. It's thanks to you that we've remained a constant source of support to people during this very challenging time.

With your help, we can continue to be there for those who need us most, reach out to even more people, and raise our voice to make suicide prevention a priority.

Julie Bentley
Chief Executive

Keith Leslie
Chair of Trustees



Chris O'Donovan Photography/Samaritans

Samaritans volunteers, Bristol

We are Samaritans

Our vision is that fewer people die by suicide.

Every 10 seconds, we answer a call for help. We're here 24 hours a day, 365 days a year. Whatever you're going through, a Samaritan will face it with you.

Samaritans is here for anyone who's struggling to cope. We listen, without judgement or pressure, and offer people and communities support in times of need. Every life lost to suicide is a tragedy. That's why we're working round the clock to reach more people and make suicide prevention a priority.

Samaritans helps people find ways to cope and the skills to be there for others. We're not just for moments of crisis, we take action to prevent the crisis. We use the power of listening to spark meaningful human connection, and encourage others to do the same.

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.**



Chris O'Donovan Photography/Samaritans

Natasha, Samaritans volunteer

About Samaritans



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



Our research and policy work drives change that helps save lives.



Equity, diversity and inclusion guides the way we work and behave.



We work in prisons, schools, hospitals and on the rail network to support people going through difficult times and train others to do the same.



Our work is shaped by people with lived experience of suicidal feelings, self-harm or bereavement.



Samaritans is a charity and our work is only possible thanks to amazing supporters like you.



We support people by phone, email, online chat, letter or face to face.



Samaritans' helpline is open 24/7, 365 days a year.

Our priorities

In Samaritans' 70 years of listening, the people we support have always been at the very heart of everything we do. Our strategy reflects this, as we have built on the lived experience of people who have been affected by suicide and self-harm to develop our strategic priorities and principles.

In this report, you'll see how, in 2022/23, we worked towards our goals in the five priority areas set out in our 2022-2027 strategy:

-  **Access** – Make sure anyone who needs us can access our support.
-  **Reach** – Reach more people to let them know we're here.
-  **Impact** – Make our voice heard at a national, regional and local level for maximum impact.
-  **Capacity** – Increase our capacity to become one team of valued, diverse, skilled people.
-  **Sustainability** – Build meaningful relationships with our supporters to ensure our sustainability.

Our work this year has also been guided by our strategic principles, which are the foundation of how we work and behave:

-  **Equity, diversity and inclusion (EDI)**
-  **Personal experience**
-  **Safety and quality**
-  **Evidence-based**
-  **Vocal and visible**
-  **Innovation and technology**
-  **Environmental responsibility**

Our vision
is that fewer
people die
by suicide.



Priority 1: Access



Here when you need us.

We're working to meet the high demand for our services so that people will be able to access our support whenever they need it and get through to us in a way that works for them.

You called, we answered

In 2022, there wasn't a single second when we weren't on the phone to someone. Samaritans volunteers responded to almost 3 million calls for help over the phone. We spent almost one million hours answering calls for help from over 200 branches and locations throughout the UK and Ireland.

Every 10 seconds we answered a call for help by phone, email, online chat, letter or face to face. Around 23,000 people volunteered their time for Samaritans throughout the year to make sure we could be here to listen 24/7.

Online chat

Sometimes it's easier to talk about how you're feeling online, rather than over the phone. In 2022, Samaritans volunteers responded to over 46,000 calls for help through online chat, and spent over 27,000 hours responding to messages in real time.

We are working to gradually roll out this service to keep up with demand, so our online chat is still operating on a small scale with chat shifts on 265 evenings in 2022, with 77 branches and nearly 2,000 volunteers delivering this service. Of the

people who gave us feedback about the service, 94 per cent said that they would use online chat again, and over 80 per cent reported a reduction in their level of distress as a result of talking to a Samaritan online.

“It's very reassuring to be able to talk with someone online who listens and is able to understand my issues, whatever they may be. I was also able to collect my thoughts and say exactly what I really needed to – any brief pauses in the conversation didn't feel like awkward silences, and I didn't feel any pressure to fill any gaps that you do in a spoken conversation.”

Fiona, who contacted Samaritans by online chat





Priority 1: Access

Welsh language helpline

Os hoffech gael cymorth emosiynol yn Gymraeg, mae gennym Linell Gymraeg y gellir ei ffonio am ddim. Mae hefyd gennym wasanaeth ysgrifennu llythyron Cymraeg.¹

Our dedicated Welsh language line has been supporting Welsh speakers since 2010. We have now extended our correspondence service so that anyone who needs emotional support in Welsh can send a freepost letter, as well as calling our free Welsh language line.

¹ If you would like emotional support in Welsh, we have a Welsh Language Line which is free to call. We also have a letter writing service in Welsh.

Prison Listeners

Our trained prison Listeners provided face to face support to other people in prison 35,609 times last year. There are Listeners in almost every prison in the UK and Ireland. This year we launched an internal volunteer recruitment campaign in prisons and more than 100 people expressed interest in becoming Listeners.

Ireland and Northern Ireland celebrated the 20th anniversary of the Listener scheme this year. The Listener scheme is now operational in every prison in Ireland, with 15 Listener schemes in 13 prisons supported by over 80 volunteers from Samaritans branches. In Northern Ireland, the programme is operational at Magilligan and Maghaberry prisons, and Samaritans provide weekly support to prisoners in Hydebank Wood Secure College and Women’s Prison.



Samaritans volunteers, Cardiff

Chris O'Donovan Photography/Samaritans

Priority 2: Reach



Talk to us, we'll listen.

We're reaching out to make sure people know Samaritans is here to listen, whatever they're going through. We need to be visible and relevant to a more diverse range of people and communities, especially those whose circumstances mean they may be at higher risk of suicide.

Support for the military community

In September 2022, we launched the pilot of our dedicated emotional wellbeing support line for veterans. This service now receives around 100-150 calls from veterans each month and is continuing to grow. This service will fully launch in March 2024 and will be closely linked with our military online chat service.

Samaritans Veterans is a free app that helps people manage the emotional challenges of leaving a career in the Armed Forces. Since its launch in 2021, it has been used by over 3,600 members of the military community. The browser version has a 76 per cent user engagement rate and over 46 per cent of people who use it regularly.

Small Talk Saves Lives

Phase six of our Small Talk Saves Lives campaign launched on 21 February 2023, encouraging people to look out for others if they think they might need help and to trust their instincts and start a conversation that could save a life. This campaign was run in partnership with Network Rail, British Transport Police and the wider rail industry.

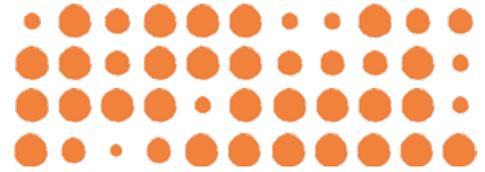
As part of the launch, we hosted a 'no filter café' at Manchester Piccadilly station, where volunteers invited people to practise their small talk in exchange for a hot drink. Over 80 branches took part in station and community events to raise awareness in their local communities.

“ Asking someone 'are you OK?', three simple words that even if they end up being fine, it's a nice thing you've done anyway. It's about showing others we care and that they're not alone. ”

Channique, Coronation Street actor and Samaritans volunteer, who supported Small Talk Saves Lives



Dave Phillips Photographer/Samaritans

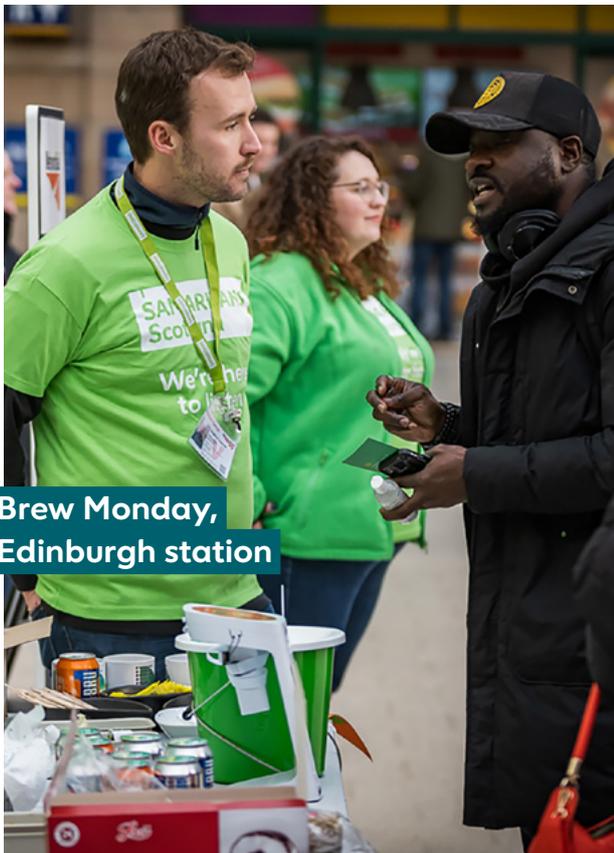


Priority 2: Reach

Brew Monday

This year we continued busting the 'Blue Monday' myth by encouraging everyone to get together for a cuppa and a catch-up on Brew Monday, 16 January. Samaritans' branches organised over 50 station events, plus Brew Monday community events in places like libraries, hospitals, shopping centres and sports clubs. We also held a parliamentary drop-in event in Westminster attended by over 30 parliamentarians, keen to show their support.

We had our most successful Brew Monday ever on social media and for the first time, we succeeded in getting the #BrewMonday hashtag trending at number two on Twitter.



Brew Monday,
Edinburgh station

Andy Catlin

Reaching out

Samaritans volunteers are at the heart of their communities, raising awareness and offering support in a range of places – from local Pride events to hospitals, sports clubs, food banks, universities and workplaces. We're even at festivals: last year our UK Festival branch provided emotional support to almost 2,000 people across 16 events.

Samaritans on social



We grew our social media audience by

12.8%

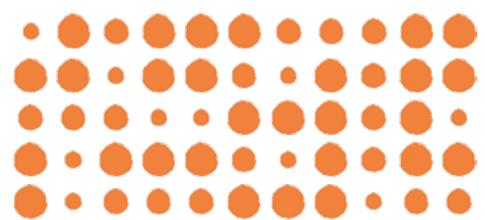
and had over

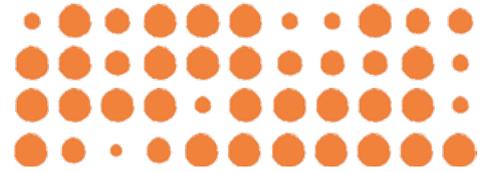
2M engagements with our content on social media



Our engagement rate on social media grew by

17.2%





Priority 2: Reach

5 nations, 1 vision

Samaritans has branches across the UK and Ireland, and thousands of volunteers working with communities in every nation to let people know we're here for them.



Clare Keogh

Ireland

We've joined forces with the dairy industry to have Samaritans' helpline number featured on approximately 500 milk trucks and agri-feed

vehicles owned by some of the country's largest co-operatives. The new partnership with milk processors aims to raise awareness of our service among farmers and other people in rural Ireland, especially those living or working in isolation.

Samaritans Ireland marked the Longest Night of the year on the Winter Solstice by lighting up 140 heritage sites, public buildings and companies in green. This reminded those struggling to cope that our helpline is always open during their darkest hours.

Photos

Ireland: Farmer Peter Hynes with Samaritans volunteer Aileen

Northern Ireland: Gary Milling, Governor of Magilligan Prison, and Samaritans Ireland Assistant Director Mark Kennedy

Scotland: Fiona, West Highlands and Skye Project Manager



Northern Ireland

We continued our community outreach work in Northern Ireland through our local branches, our collaboration with other

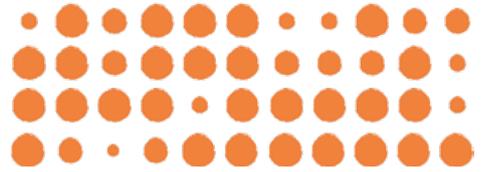
mental health groups, our partnership with the Gaelic Athletic Association and our work with the Northern Ireland Prison Service Listener scheme.



Scotland

Our West Highlands and Skye project is taking off, with caller awareness adverts in local newspapers and websites. We ran radio and print

adverts to promote our workplace training offer, and our project staff appeared on a local radio show on Radio Nevis.



Priority 2: Reach

Our offices in the UK and Ireland

Samaritans Northern Ireland office

The Mount Business Centre
2 Woodstock Link
Belfast BT6 8DD

Samaritans Scotland office

Norton Park Business Hub
57 Albion Road
Edinburgh EH7 5QY

Samaritans Ireland office

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

Samaritans London office

St Magnus House
3 Lower Thames Street
London EC3R 6HD

Samaritans Wales office

Floor 2
33-35 Cathedral Road
Cardiff CF11 9HB

Samaritans Central Office

The Upper Mill
Kingston Road
Ewell, Surrey KT17 2AF

Channel Islands

Wales

In Wales, we've worked to establish a Community Development Project to deliver a series of engagement and partnership interventions that will address the needs of at-risk groups, with funding from the Waterloo Foundation.



The National Eisteddfod of Wales

England

In Ware, Hertfordshire, Samaritans volunteers worked with Gypsy and Traveller communities with the support of GATE Herts, a Gypsy and Traveller advocacy and advice charity. We formed a positive relationship with the community and produced two films aimed at raising awareness of our services. The Gypsy and Traveller community faces significant mental health challenges and high suicide rates, so building our cultural awareness is essential to working with this community.



Priority 3: Impact



Making change that saves lives.

We're making our voice heard at a national, regional and local level to make suicide prevention a priority and ensure fewer lives are lost to suicide.

Saving Lives Can't Wait

In Autumn, we launched the public campaign Saving Lives Can't Wait, calling on the Westminster Government to commit to reaching the lowest national suicide rate ever recorded. We held fringe meetings at Labour and Conservative Party Conferences to highlight our asks of the new strategy, and met directly with Ministers and officials.

Online harms

This year, with the support of the University of Swansea, we released ground-breaking research into how social media users experience self-harm and suicide content and an e-learning course to support mental health practitioners in discussing online behaviour with their clients.

In order to help protect potentially vulnerable web users, our advisory service continued to support a number of online sites and platforms. We helped an app provider, with over 300 million users worldwide, improve their user messaging surrounding self-harm and suicide. We also assisted a games platform, where over five million games are played every day, with finding ways to sensitively handle mentions of suicide by users outside of game play.

Our toolkits to help people equip themselves with ways to stay safe when viewing or posting content relating to self-harm and suicide were viewed over 6,100 times last year. Our industry guideline pages also had 2,900 page views and our new guidance pages for practitioners, such as medical professionals, had a total of 5,600 unique page views in just one quarter.

“Something needs to change in relation to mental health. It's so important that lives aren't lost to suicide. My experience of support with Samaritans was so positive that I wanted to be involved with the campaign.”

Louise, who's supporting our Saving Lives Can't Wait campaign





Priority 3: Impact

The Online Safety Bill

The Online Safety Bill continues to make its way through Westminster and we're working to ensure that the crucial support that people find online continues to flourish, while reducing access to harmful and dangerous suicide and self-harm content. We worked alongside campaigners to make the case for the Bill to prioritise suicide and self-harm. They helped us reach 95 per cent of all the MPs in the House of Commons.

The government has made it a priority to amend the Online Safety Bill to include written illegal suicide content and has said that they will create a new communications offence of encouraging or assisting self-harm. This means that illegal self-harm content will be a priority in the new online safety laws.

Working with the media

We know that certain types of media coverage of suicides can increase the suicide risk for some people. Samaritans delivered 60 media guidelines training sessions to media and other audiences this year. We also expanded this training to journalism university students – so far we have delivered training to six universities. Our media advisory team monitored nearly 6,000 news articles in 2022.

We've also been working with and advising researchers and producers of soaps, dramas and documentaries, such as Coronation Street, Casualty, EastEnders, Emmerdale, Hollyoaks, Silent Witness, Screw, and documentaries including BT Sport's After the Roar and a Roman Kemp documentary covering youth mental health. Some of this work created opportunities to highlight our media guidelines work in the press.

High-risk locations

We have given bespoke advice and prevention measures for suicide interventions at high-risk locations to 25 city or county councils and 23 external organisations. We've partnered with the Safer Public Spaces Network, a practitioner network for people working on high-risk locations, to be part of the coordinating body and drive the network forward.

We have also continued to support and influence the implementation of National Highways' suicide prevention strategy through the development and review of the guidance, including regional engagement and communications plan, as well as providing advice and guidance for interventions at high-risk locations.



Priority 3: Impact

Influencing every nation

Scotland

We're engaging with Scottish Government to develop their Mental Health and Wellbeing Strategy and a Self-Harm Strategy. We've been raising our concerns with the Minister for Mental Wellbeing and Social Care, including at meetings of Scotland's Mental Health Partnership. We've continued to influence the delivery of Scotland's Suicide Prevention Strategy: Creating Hope Together.

Wales

We chair the Welsh Government Cross Party Group on Suicide and Self-Harm Prevention and continued to be active members of the Wales Alliance for Mental Health, the anti-poverty coalition, and the Wales NHS Confederation Health and Wellbeing Alliance.

Ireland

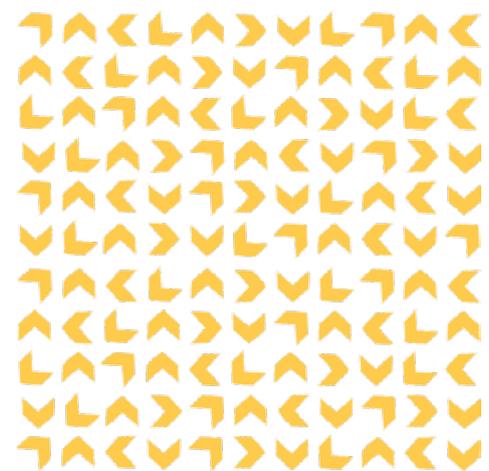
The Online Safety and Media Regulations Act 2022 was signed into law. Samaritans Ireland worked closely with relevant bodies to ensure the legislation would create a safer online space for those most vulnerable. The legislation includes specific wording put forward by Samaritans Ireland in relation to the prevalence of harmful content. We will continue to help develop the online safety codes in 2023.

Northern Ireland

We developed key priorities for preventing suicide in Northern Ireland, gaining support from the Health Minister and Justice Minister, as well as all political parties. We partnered with Start360, a voluntary organisation working to improve mental health in Northern Ireland, to host a hustings event coming up to the Northern Ireland Assembly Elections.

England

We inspired more than 200 Samaritans campaigners in England to give their views directly to the Government to inform a new suicide prevention strategy for England. We made the case strongly throughout the year for a new England cross-government suicide prevention strategy and the Government committed to publishing a stand-alone strategy on suicide prevention.





Susheel, Samaritans volunteer



Priority 4: Capacity



Together we can do more.

Samaritans support a diverse range of people and communities all over the UK and Ireland. We want to recruit more people from different walks of life to better reflect the communities we serve and meet the demand for our services.

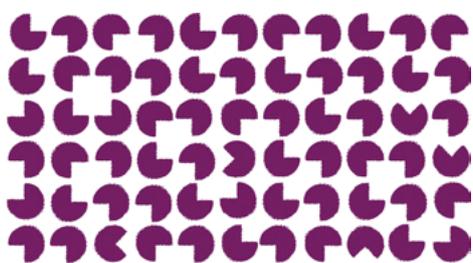
Service expansion

To keep up with the demand for our service and increase our diversity, we need to expand and add new locations. That's why we set up the service expansion pilot programme, which supports the establishment of new locations. This year, we supported Samaritans of Northumbria (Ashington branch) to open a new location in Berwick-upon-Tweed and our second campus-based location in partnership with Anglia Ruskin University opened in Chelmsford in early 2023.

Volunteers at our London City Hub location, which offers a new flexible approach to volunteering, answered more than 5,000 online chat contacts this year. Sevenoaks Samaritans, another relatively new hub, answered more than 12,000 phone calls, while our new location in Bradford answered more than 3,300 calls.

“One of the best things about Samaritans is the support. Everyone is on the same page, regardless of where they come from. I met people I wouldn't have done, or wouldn't have spoken to – different ages, backgrounds, jobs – it was good for me.”

Taz, Samaritans volunteer





Priority 4: Capacity

Meeting demand for our helpline

We're working to make sure every call for help is answered. Currently, we're not always able to meet the demand for Samaritans' services and there is a risk that people who are trying to contact us can't get through, so we're increasing capacity for our phone service during twilight and night hours.

Last year, we piloted our ongoing Hours of Need project in Yorkshire and Humberside, encouraging branches to

have more volunteers answering calls in the early hours of the morning. During the pilot, branches in this region collectively contributed an additional 430 phone hours between 2-6am, times when people often have to wait to get through to a Samaritan. We've learned a lot from this trial and are now working with more regions to develop a good practice toolkit for branches, as well as new ways of reporting and tracking progress.

We answer a call for help every 10 seconds.



Chris O'Donovan Photography/Samaritans



Priority 5: Sustainability

Your support keeps us here to listen.

Samaritans' supporters make our work possible; they keep us listening. We're building strong, lasting relationships with our supporters and partners to ensure that we can be here to listen for years to come.

Break the Silence

This winter, we spoke out and let people everywhere know that it's time to Break the Silence on suicide. Far too many of us struggle to even say the word suicide out loud but staying silent costs lives. Every 90 minutes someone in the UK or Ireland dies by suicide.

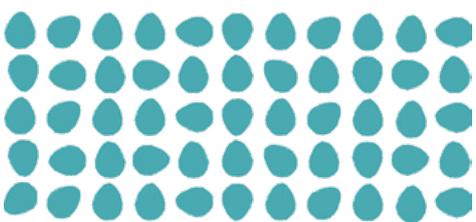
Our Break the Silence campaign set out to remind people that they don't need to struggle alone. We also encouraged people to donate to Samaritans so we can always be here to listen when people need us.

We've worked on how we attract new supporters and build loyal, long-term relationships with people who believe in a world where fewer people die by suicide. Our communications to supporters are focused on showing their impact, so they feel inspired to give.

A STEP forward for workplace training

Samaritans Training and Engagement Programmes (STEP) have elevated our workplace training to support our continued growth and the expectations of our new customers. This year we delivered 537 courses to 5,764 people from over 150 organisations. We achieved the highest-ever income derived from our training courses this year, bringing in over £800,000.

We have a diverse range of clients from public sector bodies, local councils and blue light services, as well as corporate organisations. We have also helped large customer-facing organisations deal with specific challenges during the cost of living crisis and delivered specialist training courses designed to increase confidence and resilience amongst staff.



Priority 5: Sustainability

Partnership in action

We raised over £2.7 million with the support of our corporate partners. We develop a range of partnership activity including brand associations, communications, staff and customer fundraising and sponsorship. We also form partnerships with strategic goals, to reduce the risk of suicide with companies in industries more affected such as construction, energy, highways, finance and transport. We secured several new charity partnerships this year with organisations including Unbiased, Price Bailey LLP, AIB UK, and First Bus. Highlights from the last year include:

- Phoenix Group raised an incredible £350,000 and our partnership now includes Standard Life who supported Samaritans Training School with funding of £200,000.
- British housebuilding firm Cala Homes raised over £115,000 for Samaritans through corporate donations and fundraising efforts of staff, suppliers and sub-contractors.
- Barclays displayed Samaritans' helpline number on ATMs for several months, promoting our helpline on around 1,650 ATMs and 280 Barclays branches.
- Samaritans' partnership with Three won multiple awards, including at the Corporate Engagement Awards 2022, securing Best Collaborative Approach, Best PR and External Communications and Best Alignment of Brand Values through a Sponsorship Activity for our Better Phone Friend campaign.

We are grateful to many generous supporters who give unrestricted donations, which has been critical in this tough financial climate. We are especially thankful for the support of the Pears Foundation, who gave their largest grant to Samaritans yet, including funding to help a number of our branches.

“ I am incredibly proud of the partnership we have with Samaritans. Last year, we set a target to raise £247,000 for Samaritans and I've been inspired by the variety of fundraising activities that have taken place. Mental health affects every one of us, so it's important that listening services like Samaritans are there, with no judgement or pressure, for anyone in crisis. ”

Alex Vaughan, Costain CEO



Costain Group Plc set themselves the ambitious target to raise £247,000 in recognition of Samaritans' 24/7 service.



Our principles

Our strategic principles are the foundation for the life-saving support we provide at Samaritans. This year, we have made great strides in strengthening this foundation and supporting the long-term direction of our work.



Equity, diversity and inclusion (EDI)

We will break down barriers to make Samaritans more diverse and inclusive, both through our people, but also in who we connect with and support, making sure that we are responding to people's needs in a way that is relevant and meaningful to them and their circumstances.

This year we:

- published our new EDI commitment and five-year goals, following an extensive organisation-wide review in 2021/22
- launched the first phase of our 18-month EDI learning project to create and deliver a dynamic EDI learning plan in response to the needs of our staff and volunteers
- published a new policy statement on ethnicity and suicide outlining how suicide rates vary between ethnic groups and identifying key changes needed, including the routine recording of ethnicity on all death certificates
- held disability awareness and reasonable adjustments training for Regional Directors and a Branch Director from each region
- worked to support our diversity network groups, Samaritans of colour, the disabled network and the LGBTQIA+ network.



Personal experience

We will ensure the voice of people with experience of suicidal feelings, suicide attempts, self-harm, or bereavement by suicide is central to and shapes all our services, products, campaigns and activities.

This year we:

- appointed our first ever senior Lived Experience role by recruiting a Head of Lived Experience to further develop our to approach to lived experience
- grew our Lived Experience Panel, which now has 532 members helping to shape and improve our influencing work, service development, and research and evaluation work
- started creating and promoting paid lived experience roles for people to get involved on a freelance basis as equal partners in some of our decision-making.

Our principles



Safety and quality

We will ensure a safe, effective and positive experience for all those who come into contact with our services. We will continue to focus on safety and quality, including safeguarding children and adults at risk of harm who seek support from us. We will always look to exceed the expectations of people we support.

This year we:

- developed our caller support and safeguarding hub, which now handles all caller support and non-urgent safeguarding concerns and provides a 24/7 support line to branches
- started a programme to work towards zero tolerance for those that misuse our service by being abusive or threatening to our volunteers
- completed 65 quality reviews with branches across the UK and Ireland, recruiting 12 new quality mentors to support quality reviews in branches.



Margaret, Samaritans volunteer



Evidence-based

We will use research, evidence, insight and data to inform all our services, activities and digital offerings. Where evidence is not available or clear, we will look to work with partners to fill those gaps.

This year we:

- led the Suicide Prevention Consortium, which also includes the National Suicide Prevention Alliance (NSPA), Support After Suicide Partnership (SASP) and With You, aiming to bring the expertise of our member organisations and the voice of those with lived experience directly to policymakers to improve suicide prevention in England
- delivered a comprehensive review of suicide prevention strategies in London prisons
- commissioned research in Scotland to better understand the experiences of people who have experience of insecure, lone and isolated work, low pay and other issues around employment, and experiences of suicidal feelings or self-harm
- worked with YouGov to hear directly from young people who have contacted Samaritans and were able to understand, for the first time, about their experiences of using our services.



Our principles



Vocal and visible

We will never shy away from raising our voice and campaigning on issues that matter to us, particularly those that directly or indirectly impact people's risk of suicide, such as inequality, deprivation, prejudice and unfair treatment.

This year we:

- spoke out about the cost of living crisis, calling on the Prime Minister to take action against the impact that the crisis is having on people's mental health, and calling on the Government to invest more in suicide prevention and mental health support
- used our social media presence on Twitter to challenge the Daily Mail for unhelpful and stigmatising coverage of mental health and self care in the construction industry
- continued monitoring the general public's understanding and trust in our work – when prompted 86 per cent of people said they have heard of Samaritans and 76 per cent have a great deal of trust in us.



Innovation and technology

We will encourage innovation and keep pace with developments, so that we can offer up-to-date and responsive services to the people who contact us, and the most effective platforms for our people.

This year we:

- continued to roll out improved branch technology – 99.5 per cent of branches are now using Chrome OS devices
- launched a pilot at 11 branches to help us future-proof our branch-wide area networks – so far 150,000 calls have been taken using internet connection
- expanded our email, quality and caller support and safeguarding hubs, which now have 766 volunteers.

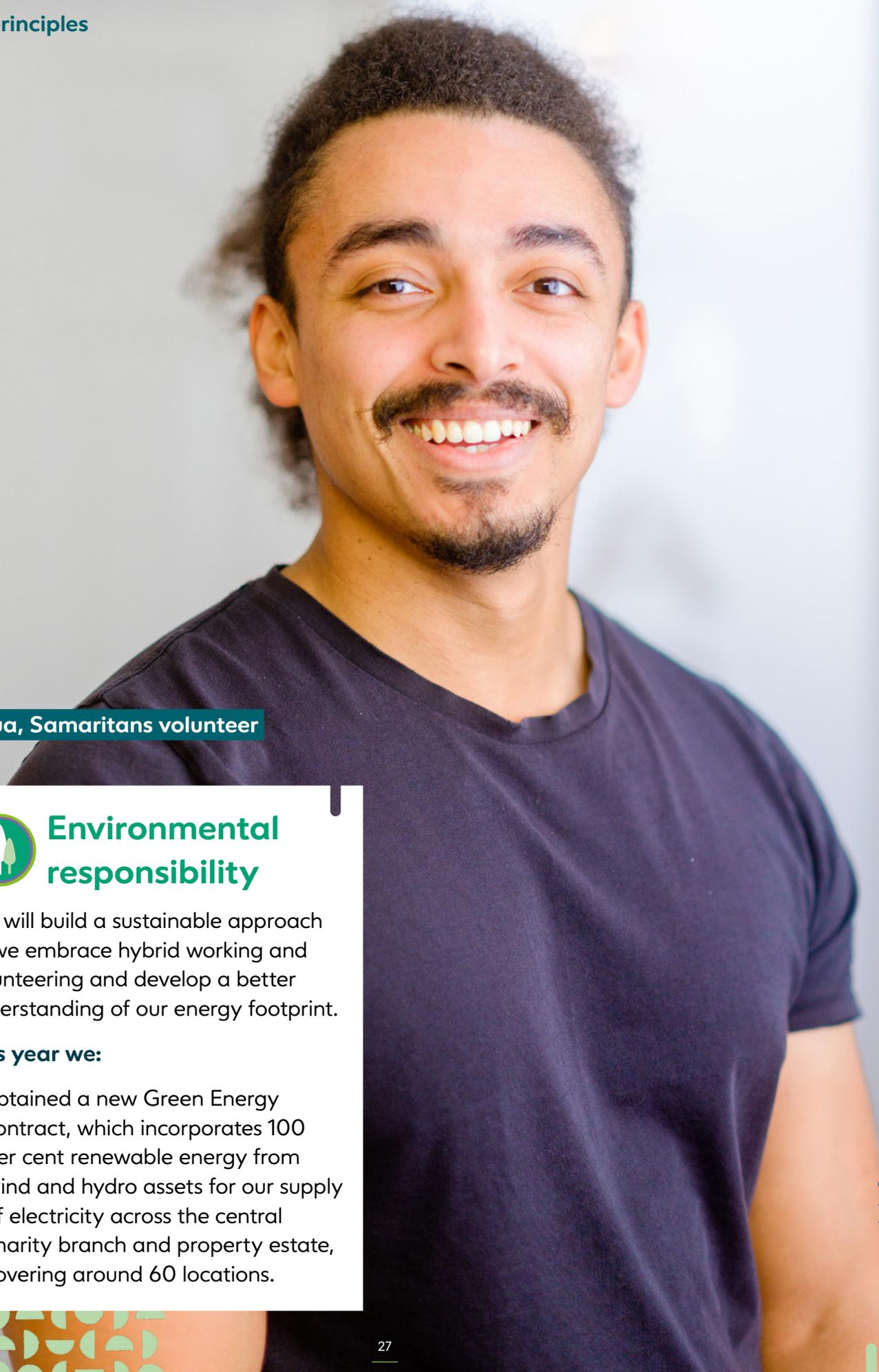


Chris O'Donovan Photography/Samaritans





Our principles



Joshua, Samaritans volunteer



Environmental responsibility

We will build a sustainable approach as we embrace hybrid working and volunteering and develop a better understanding of our energy footprint.

This year we:

- obtained a new Green Energy contract, which incorporates 100 per cent renewable energy from wind and hydro assets for our supply of electricity across the central charity branch and property estate, covering around 60 locations.

Our income and expenditure



How you helped us raise vital funds

Thank you to everyone who supported Samaritans this year. It has been a challenging year, but you made it possible for us stay open 24/7 and be here for people when they needed us most. These are some of the many ways you supported Samaritans.



£2.7M

raised with the support of our corporate partners



Barclays

ATM

1,650

ATMs at 280 Barclays branches advertised Samaritans' helpline number



Direct Debit

£

24,200

supporters gave a gift via direct debit

7,683

people were welcomed as new donors



11,143

amazing fundraisers signed up to do events and challenges



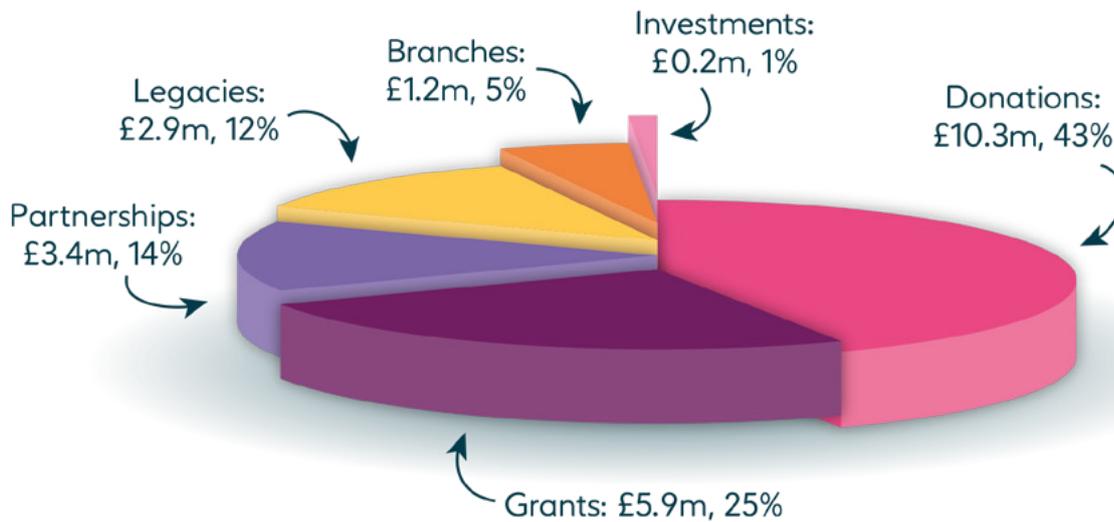


Our income and expenditure

Financial information

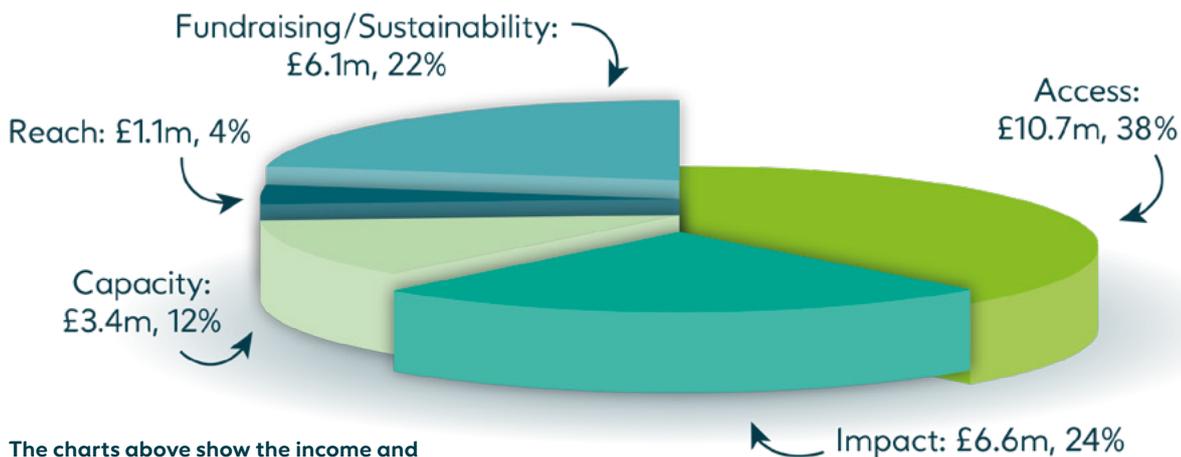
Income (total £23.9m)

This chart shows Samaritans' charitable income in 2022/23. Thanks to the £23.9 million you helped us raise this year, Samaritans volunteers were able to be on the phone with someone in need every single second of 2022.



Expenditure (total £27.9m)

This chart shows Samaritans' expenditure in 2022/23. This year we spent almost 80 pence in every pound across four strategic priority areas: Access, Impact, Capacity and Reach. Just over 20 pence in every pound was invested in fundraising, our strategic priority area of Sustainability, to help us raise enough income for 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. Every penny donated, every volunteered minute and every ounce of support has made it possible for Samaritans to be here for anyone struggling to cope – thank you.

- 29th May 1961 Charitable Trust
- AD Group
- AIB UK
- AIG
- Anytime Fitness
- Ardonagh Community Trust
- ASAP
- Atlas Fund
- Baillie Gifford
- Dr Vik Bansal
- Barclays
- Blackrock
- Bloomberg
- Gemma Booker
- Burberry
- Byrne Dean
- Cadogan Charity
- Cala Homes
- Cards For Good Causes
- Clapp Family Charitable Trust
- Coffee #1
- Constance Travis Charitable Trust
- Costain
- Cubis
- Cumberland Building Society
- DB Cargo
- Department of Health and Social Care
- Department of Health Northern Ireland
- Derek Raphael Charitable Trust
- Dr Vivian Child Charitable Trust
- East Sussex County Council
- Flying Tiger
- Garfield Weston Foundation
- Gennets Charitable Trust
- Gilead Sciences Ltd
- Great Western Railway
- Chris and Gilda Haskins
- Her Majesty's Prison and Probation Service
- Bernie Hollywood
- IHS
- In the Style
- Inman Charity
- Interserve Group
- Irish Prison Service
- John Armitage Foundation
- John Browne Charitable Trust
- John Coates Charitable Trust
- KKR
- Leslie Mary Carter Charitable Trust
- Lineage Foundation



You helped us be there

- The Lord Mayors Appeal
- Mayer Brown
- Mostrim Groundworks
- National Highways
- Netcel
- Network Rail
- The NFU Mutual Charitable Trust
- Northern Ireland Prison Service
- Office for Veterans' Affairs / The Armed Forces Covenant Fund Trust
- Options Fund
- Peacock Charitable Trust
- P F Charitable Trust
- The Pears Foundation
- Phoenix Group
- Pilkington Charities Fund
- Project Giving Back
- The Rank Foundation
- Schrodgers
- Scottish Government
- Scottish Prison Service
- ScS
- Souter Charitable Trust
- Stone Family Foundation
- Three UK
- Tides Foundation
- TP ICAP
- UK Greetings Ltd
- Unbiased
- VolkerWessels
- VWV Solicitors
- The White Company
- World Gold Council
- The Worshipful Company of Innholders



“ I hope the magnitude of the challenge will really connect people... When people do get behind the challenge and donate, I hope they realise a charity like Samaritans works in the UK and Ireland and it will benefit their own community. ”

Josh Patterson, who completed the epic challenge of running 76 marathons in 76 days for Samaritans



SAMARITANS

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

Call free anytime 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.

 facebook.com/samaritanscharity

 twitter.com/samaritans

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Write to us for free at this address:
Freepost SAMARITANS LETTERS

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