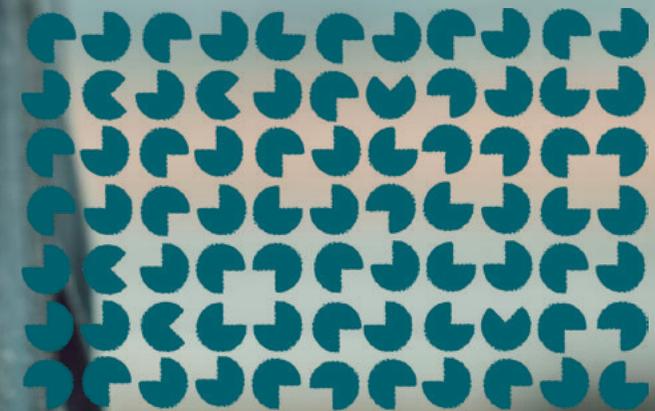




SAMARITANS

Always here, 
no matter what

Samaritans Impact Report 2019/20



1 million

Samaritans volunteers spent more than one million hours answering calls for help.



6,000

The number of employees across 405 organisations who took part in one of our Workplace Training courses, learning the skills to support vulnerable people and look after their own wellbeing.



24/7



We kept our helpline services running round the clock, even as we faced our biggest ever challenge with the spread of coronavirus.

29,000

The number of generous new supporters who joined our fundraising family last year.



60,000

The number of times our webpages about mental health during coronavirus lockdown were accessed in a single week.



1.2 million

The number of people we reached through our work in local communities.



The year at a glance

32,000+

The number of times our new Wellbeing in Retail tool has been used, helping retail workers to look after their mental health and support others.



1 in 3

During the height of lockdown, people mentioned coronavirus as a concern in one out of every three calls for help.



20,000

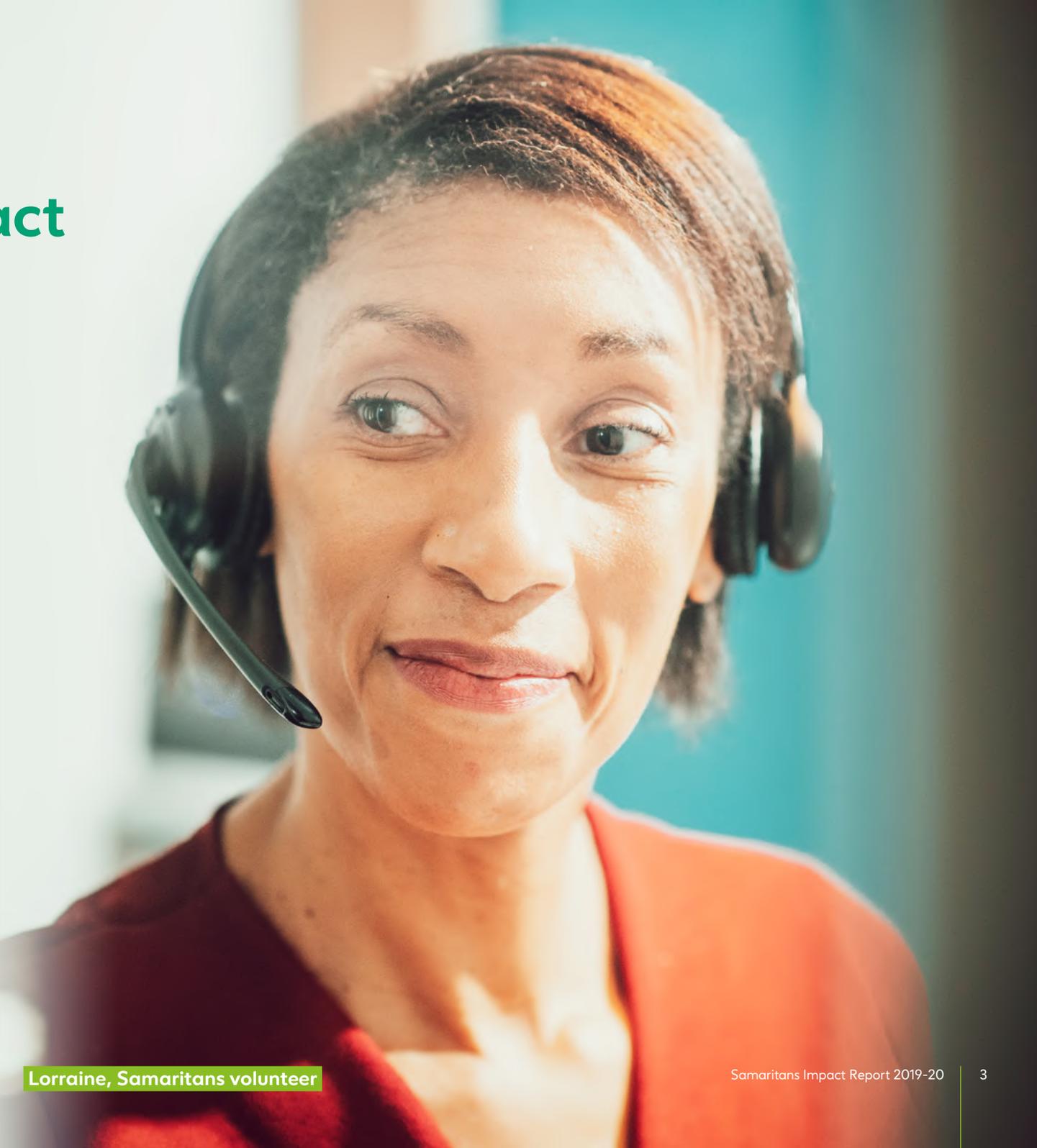
The number of rail staff trained to identify and reach out to people in distress during our 10-year partnership with the rail industry.





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Lorraine, Samaritans volunteer



Working together to offer hope in difficult times

Samaritans are always here to listen, even in the toughest of times. The spread of coronavirus is probably the biggest challenge we've ever had to face as a charity. We know we are needed, now more than ever.

At the start of the crisis, we had to take decisive action to keep our volunteers safe in branches, while ensuring callers could still get through to someone. We also had to launch an urgent fundraising appeal, to mitigate for the income lost from cancelled events.

We're very proud of how quickly the charity acted. Together, we managed to keep our helpline services open 24 hours a day – even at the very height of the pandemic, when one in three calls or email contacts were from people worried about the impact of coronavirus. This response was only possible thanks to the remarkable commitment of our volunteers and dedicated team of staff. It's an inspiring example of what we can achieve, even in challenging times, by working together.

Samaritans sprang into action to support those working to keep our communities going. In partnership with the NHS in England, we launched a new support line for NHS workers within weeks of the start of lockdown. We've extended this support so it's available in Wales and to those working in

the vital social care sector too. And we worked in partnership with other leading charities to launch Our Frontline, a support service for health, care, emergency and key workers across Great Britain.

Of course, the coronavirus pandemic only hit the UK and Ireland at the very end of our reporting year, before which our teams achieved some amazing things. For instance, we tested and readied our online chat service. We already knew from the pilot that there would be a huge demand for this service when it launched, and that it would open Samaritans up to people who find it difficult to pick up the phone to call. We also developed a new self-help app, making it easier for people to look after their own emotional health every day. The app was developed in collaboration with potential users, researchers and clinicians to make sure it's useful, safe and based on evidence.

We've been working hard to future-proof our services. We need more volunteers, so we've introduced a new, faster recruitment journey for volunteers, and updated our training so more of

it can be completed online. We're also upgrading our technology in branches – making it easier to use and more reliable, so volunteers can spend more time supporting those who need us.

But it's not enough for us to be there when people reach crisis point. We work tirelessly to better understand suicide, and with others we push to create a society where fewer people die by suicide. For instance, this year we published new research into suicide risk among middle-aged men and supported research into the impact of the coronavirus pandemic on our mental health. And through our award-winning campaigns, we've encouraged people to seek help when they need it and reach out to support others who may be struggling. This year may have forced us to be physically apart, but keeping in touch and showing that we care has never been more important.

Thank you to everyone who has helped us continue to be here for anyone who needs us in these unprecedented times. From staff and volunteers, to fundraisers, donors and partners, you have all

played a role in keeping our vital helpline services running, and allowed us to continue working towards our vision that fewer people die by suicide.

We are so proud of everything we've achieved with your help this year, especially how swiftly we reacted to the coronavirus pandemic, keeping our helpline open 24/7 during the height of lockdown and launching new support services for those working on the frontline.



Ruth Sutherland
Ruth Sutherland
CEO



Jenni McCartney
Jenni McCartney
Chair

Chris O'Donovan Photography/Samaritans



We are Samaritans

Always here for you, no matter what

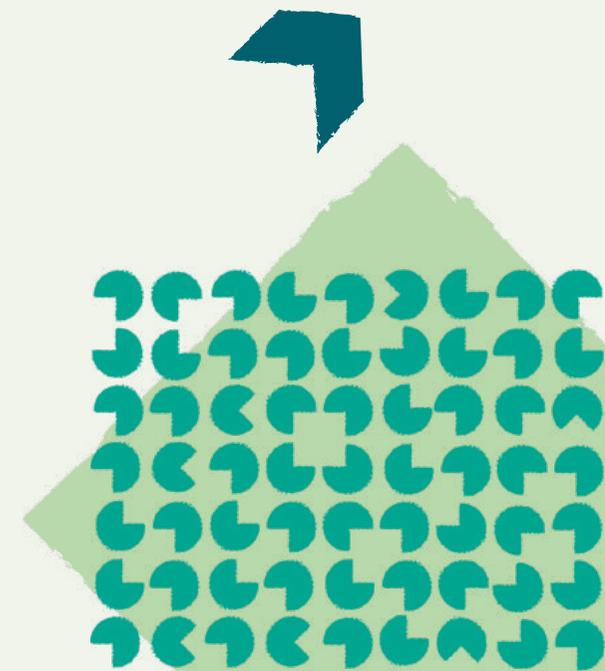
We are Samaritans. We're here for anyone who needs someone. We don't judge. We give people the time to untangle their thoughts and the space to share how they're feeling. Whatever you are facing, a Samaritan will face it with you.

This year, that time and space to talk to someone you trust has been more important than ever before. The coronavirus crisis left people isolated from friends and family, many lost their income and feared for the health of themselves and their loved ones.

Despite the challenges, we kept our helpline running day and night for anyone struggling to cope, and created new services for NHS, social care and frontline staff in Great Britain. At the peak of lockdown, one third of our calls and email contacts were directly related to the pandemic. We provided information online to help people look after their mental and emotional health, and to look out for those around them.

Our vision is that fewer people die by suicide. Through the year we campaigned to make suicide prevention a priority. We worked at the heart of local communities to offer training and support, helping people to turn their lives around or reach out to those in distress.

Every 90 minutes, someone in the UK or Ireland dies by suicide. We believe that every life lost to suicide is a tragedy, and with your support we can help to reduce the number of people who reach crisis point.



This year...



201 branches



Our helpline services and community work were delivered by volunteers based in 201 branches up and down the UK and Ireland.



Our Dublin branch was one of several Samaritans branches celebrating their 50th anniversaries this year. It was our first branch to open in Republic of Ireland.

Siaradwch â ni

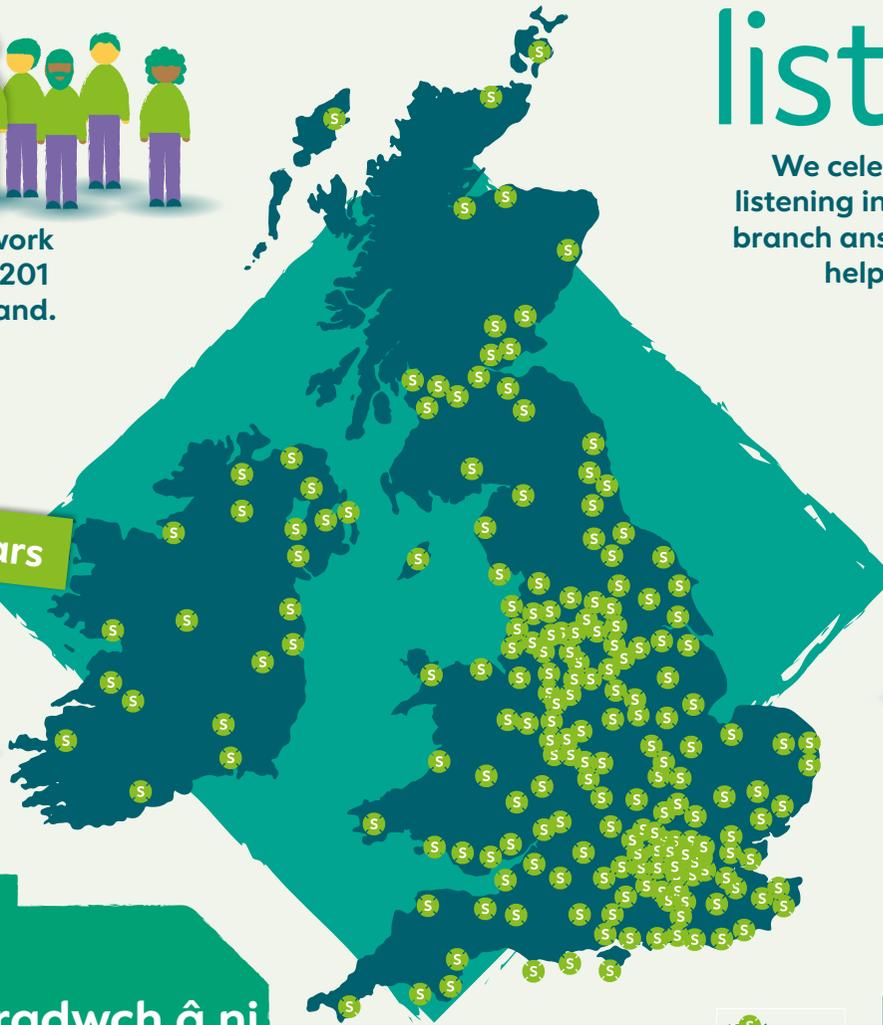


We launched our Welsh language helpline 10 years ago.

60 years listening



We celebrated 60 years of listening in Scotland. Edinburgh branch answered its first call for help on 1 June 1959.



Our new London City Hub is opening in autumn of 2020, with volunteers supporting our written word services including email and online chat.

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



“ It was my first real experience of someone just listening to what I had to say – it was something I’d never done before, and it gave me the room to explore my feelings. Ultimately that was the initial call that changed my life and began the slow but very important steps to recovery. ”

Deepak, Samaritans caller

Our priorities

In this report you'll see how, in 2019/20, 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.

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

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

- Our people.
- Our brand.
- The income we need to raise to be sustainable.

Our values

These are Samaritans' shared values, which shape everything we do:

Listening

Exploring feelings alleviates distress and helps people to reach a better understanding of their situation and the options open to them.

Confidentiality

If people feel safe, they are more likely to be open about their feelings.

Non-judgemental

We want people to be able to talk to us without fear of prejudice or rejection.

People making their own decisions wherever possible

We believe that people have the right to find their own solution and that telling people what to do takes responsibility away from them.

Human contact

Giving people time, undivided attention and empathy meets a fundamental emotional need and reduces distress and despair.

The best we can be, for every caller

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

Broadening our service

Most people choose to contact us by phone, but our research revealed that some would prefer to chat online. During the summer of 2019, we trialled our first online chat service. It opened our service up to people who'd never reached out to us before – nearly two-thirds said it was their first contact with Samaritans. Most importantly, more than 8 in 10 said they were less distressed as a result of the chat.

Having seen how powerful online chat could be, we committed to a nationwide launch. Sadly we had to postpone the roll-out due to coronavirus, but the new service is due to launch later in the year.

This year, we also piloted a Samaritans messaging service at HMP Wayland, in partnership with Unilink and funded by the prison service. Prisoners could email Samaritans from their cell computer, and receive a confidential reply from one of our volunteers.

Behind the scenes, a new multi-channel platform was developed so that calls, emails and online chats can all be answered via one piece of software. It means our volunteers won't have to sign in and out of different systems anymore, freeing up more time to listen.

In anticipation of our online chat launch, we took the decision to retire our text message service. Unlike chat, texts have a length limit and don't provide the important continuous exchange between caller and Samaritan. This prevents us from offering the most effective support. Crucially, we know that we have not left a void for people who want help via text, as text-specialist organisations – such as Shout – now exist.

Modernising training

We make sure that every Samaritan is equipped with the skills they need in their role, whether that's to provide emotional support, run a branch or train others. This year, we updated the way we train new volunteers, replacing what was known as Samaritans Initial Training with our Core Development course. Just as before, the course equips new Samaritans with the skills they need to provide emotional support. However, by running parts of the training online, it's easier for people to fit into their busy lives. This means that new listening volunteers will be ready to answer calls for help more quickly, so we can be there for more people struggling to cope. In response to the coronavirus crisis, we adapted our training so new volunteers could continue learning at home, even when they were unable to travel to their branch.

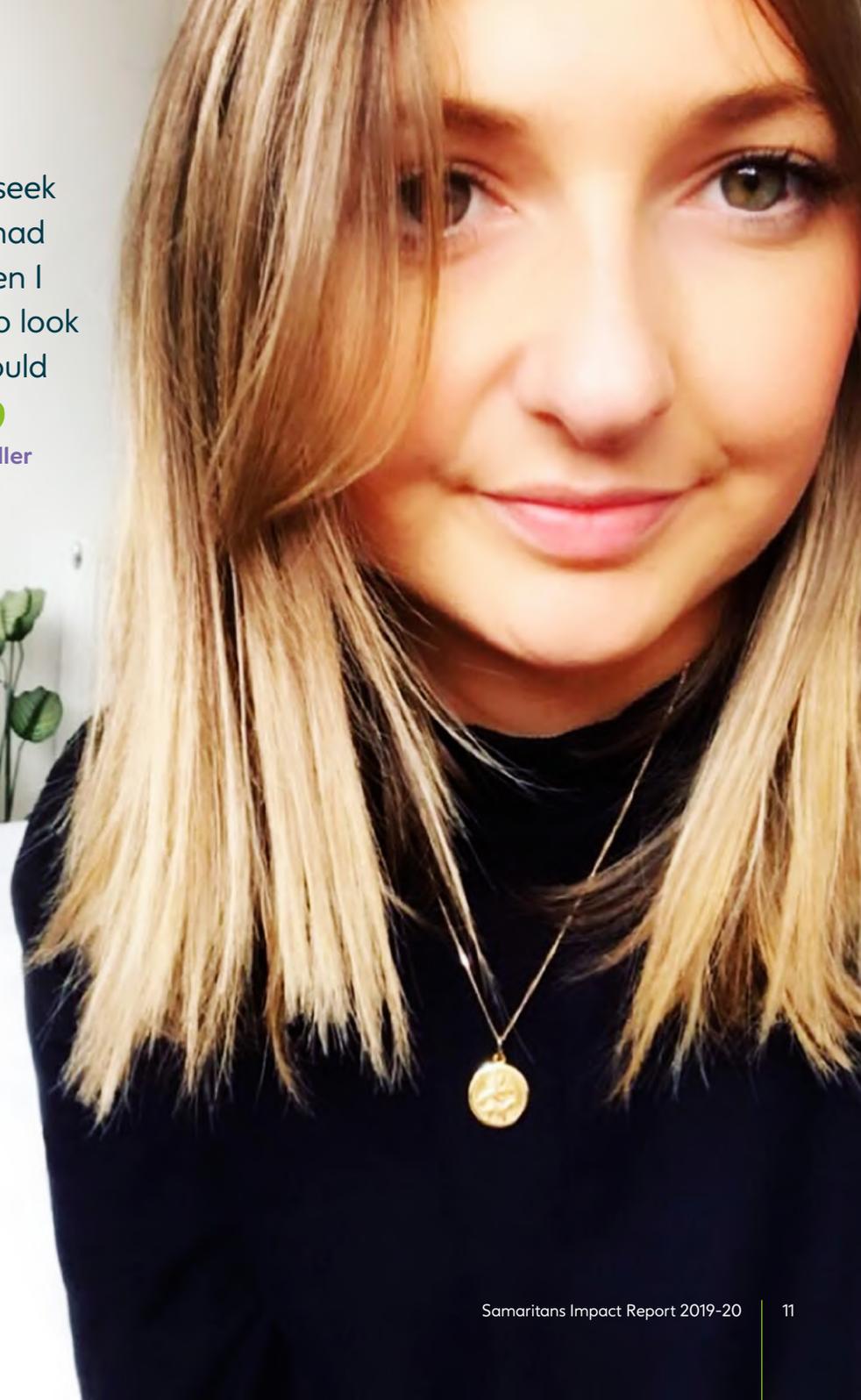


“ With online chat, we’ll reach people who otherwise wouldn’t have made contact. We’ll be able to offer better support to those we’re supporting already, but also open the door to people who might have chosen not to reach out for help by phone or email. ”

Tom, Samaritans volunteer

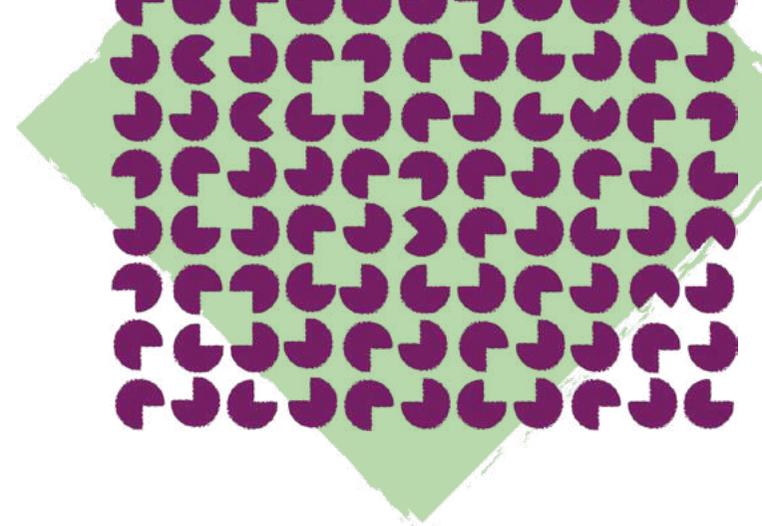
“ It takes a lot to seek help. If online chat had been an option when I went on the website to look for the number, I would have used it. ”

Victoria, Samaritans caller



Always there when you need to talk

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 can help the most.



There for more people, in many different ways

We continue to support more people every year through our helpline services. In 2019, we responded to more than 3.3 million calls for help by telephone, over 400,000 emails and 1,100 letters. More than 270 calls were answered on our Welsh helpline, allowing Welsh-speakers the opportunity to access support in their chosen language. Our volunteers also provided face-to-face support on 23,000 occasions, in branches or in their local community.

Our trained prison Listeners responded to calls for help 53,000 times throughout the year, devoting over 33,000 hours to supporting other people in prison.

Being there after a suicide

Every life lost to suicide is a tragedy, and it can leave those left in its wake at risk. That's why we try to be there after a suicide, to provide advice and support when it's needed most. This year:

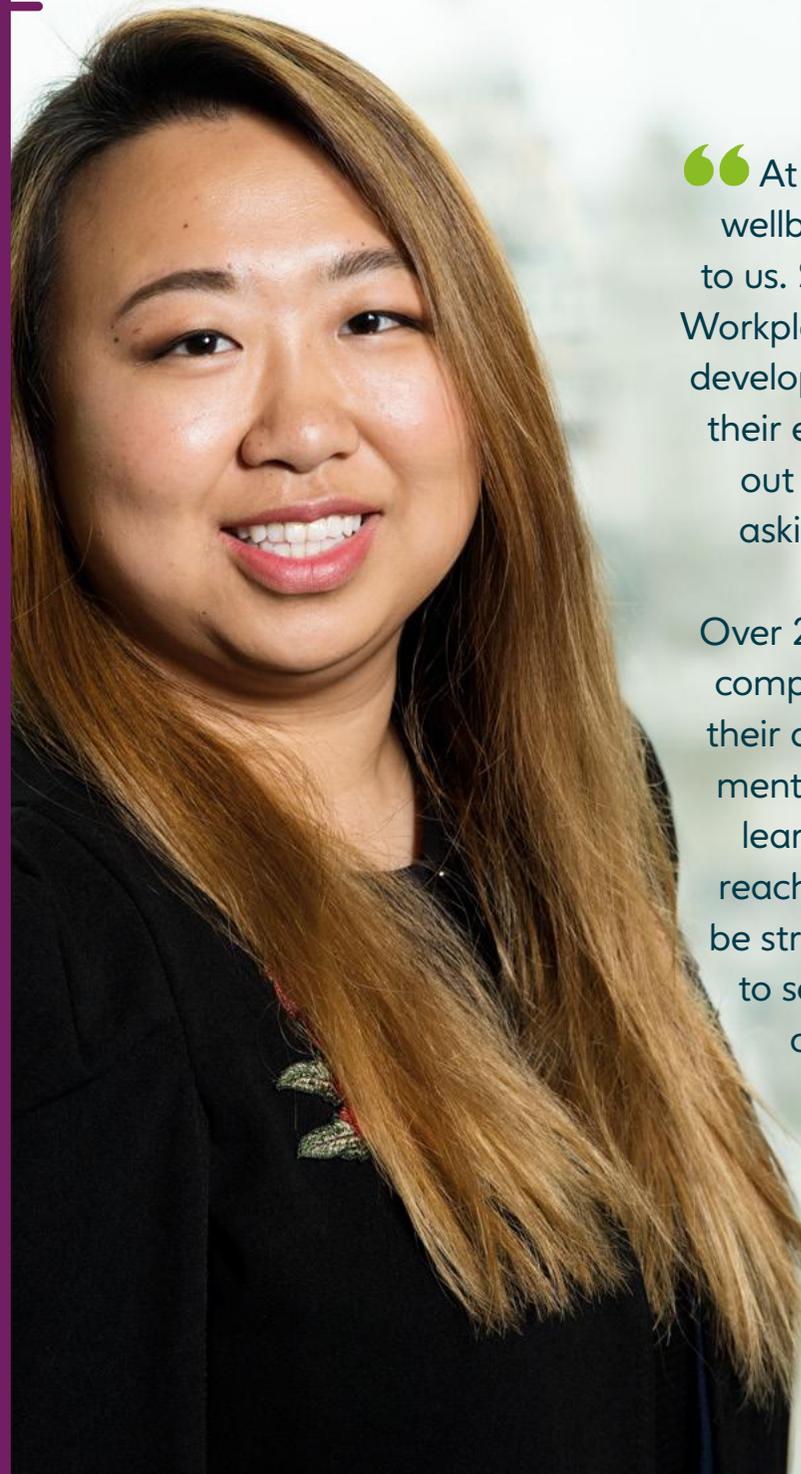
- Our specially-trained volunteers provided advice and resources for students and staff in 130 schools, colleges and universities where someone had taken their own life. The service, called Step by Step, was rolled out to the Republic of Ireland for the first time.
- In our 10th year of working with the rail industry, we provided support to staff and passengers after more than 65 tragic incidents on the railways.
- We piloted the provision of support after a suicide in 15 prisons. Following evaluation, we hope to expand this service across more prisons.

Helping people look after their own wellbeing and support others

Our helpline is always there for anyone who is struggling to cope, but we also help people find ways to look after their own emotional health and support each other. This year:

- We developed our new self-help app, which helps people look after their emotional health if they're struggling to cope. It has a daily mood tracker and shares simple techniques to help users improve the way they're feeling.
- We began developing an online learning tool to help military veterans look after their emotional wellbeing. And we will be extending the online chat service to support British service personnel when they are stationed abroad.

- Tapping into our expertise, seven leading retailers – John Lewis Partnership, ASOS, the Co-op, Marks & Spencer, NEXT, Sainsbury's and Tesco – funded the development of our new Wellbeing in Retail tool to help retail workers look after their mental health, and look after those around them.
- Meanwhile, we continued working with employers across the country to promote our original Wellbeing in the Workplace tool. Developed in collaboration with the Lord Mayor's Appeal and PwC, the tool has already been used by more than 11,000 people.



“ At Aon, our colleagues and their wellbeing is incredibly important to us. Samaritans' Wellbeing in the Workplace has helped our colleagues develop the skills to better look after their emotional health and to look out for others – sometimes by asking a simple 'Are you OK?'.

Over 2,000 of our colleagues have completed the course to increase their awareness on emotional and mental health and used the tools learnt to be more confident in reaching out to those who might be struggling. We have been able to see the positive impact and change within Aon. ”

Barbara, UK Senior Talent Specialist at Aon



A constant presence in a national crisis

During lockdown, 1 in 3 calls for help were directly related to coronavirus.

In March 2020, we faced the biggest challenge in our history; the coronavirus pandemic. We had to adapt fast, and continue be there for anyone struggling to cope, at a time when people needed us more than ever.

Adapting to lockdown

As it became clear that the spread of coronavirus was going to affect our day-to-day lives, our staff and branch teams worked together around the clock on a coronavirus crisis response plan. And our CEO, Ruth Sutherland, postponed her planned step-down from the charity.

Thanks to the measures put in place, and the dedication of our volunteers, there was no break in our service. Our 24/7 helpline was there for people throughout lockdown. As some volunteers became unwell or had to self-isolate, others took on multiple shifts in branches, with strict guidelines for hygiene standards and social distancing. Governments across the Nations confirmed Samaritans as a critical service, permitting volunteers to travel to attend their shifts.

We had to put an immediate suspension on our face-to-face community services and prison Listening scheme, but our teams worked tirelessly on other solutions. New posters and leaflets were produced to signpost people in prison to Samaritans' helpline services. Volunteers across the UK and Ireland developed resources to help young people on their return to school or university.

We provided information on our website for those who were worried about the impact of the crisis on their own or someone else's mental health. In Scotland, we joined with other leading mental health organisations to support the Scottish Government's 'Clear Your Head' campaign, to help people cope during the pandemic.

Support for frontline workers

Teaming up with the NHS, we launched a new support line for NHS workers and volunteers on the frontline of the coronavirus crisis in England. This support line is now also available in Wales and to those working in social care. The service is provided by Samaritans volunteers who are self-isolating at home. In addition, we united with Mind, Shout, Hospice UK, and with support from The Royal Foundation, to launch Our Frontline – the first 24-hour mental health and wellbeing support service for health, social care, emergency and other frontline workers across Great Britain.

Whether frontline workers have had a tough day, or are generally feeling worried or overwhelmed, Samaritans will listen and offer emotional support, so they can look after themselves while looking after others.



“ Now, more than ever, it’s so important that we continue to support each other. I want to express special gratitude to every Samaritans volunteer for all you have done and are doing. It really does make such an incredible difference to so many lives. ”

**His Royal Highness the Prince of Wales,
Patron of Samaritans**

Quoted from a video message to Samaritans volunteers, released to mark Volunteers’ Week on 5 June 2020.

Taz, Samaritans volunteer



Doing all we can to prevent suicide

We forge links 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.

Informing better policies

We encourage governments across the UK and Ireland to do everything possible to prevent suicide. This year, we contributed our expert evidence and opinion to government policymaking on a range of issues that affect people's emotional wellbeing, including online harms.

During the UK general election, we laid out the steps that government needs to take to reduce the number of people who die by suicide. In the UK, 150 candidates expressed their support, of whom 30 were elected. We're working with these individuals to keep up the pressure on the new administration.

Our manifesto in Ireland, *4 Asks 4 A Safer Ireland*, together with our manifesto for the Welsh Parliament election (to be held in May 2021) also outlined the steps that need to be taken

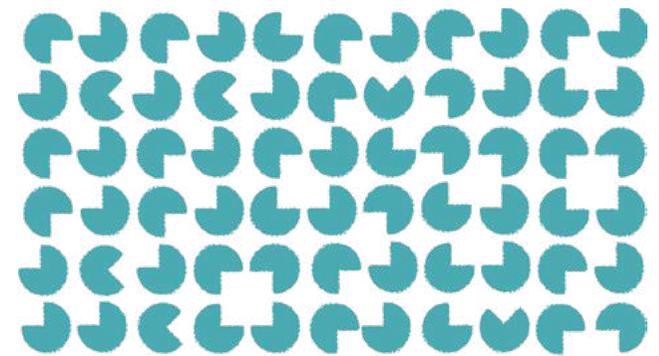
to prevent people from dying by suicide and ensure support for those who need us most.

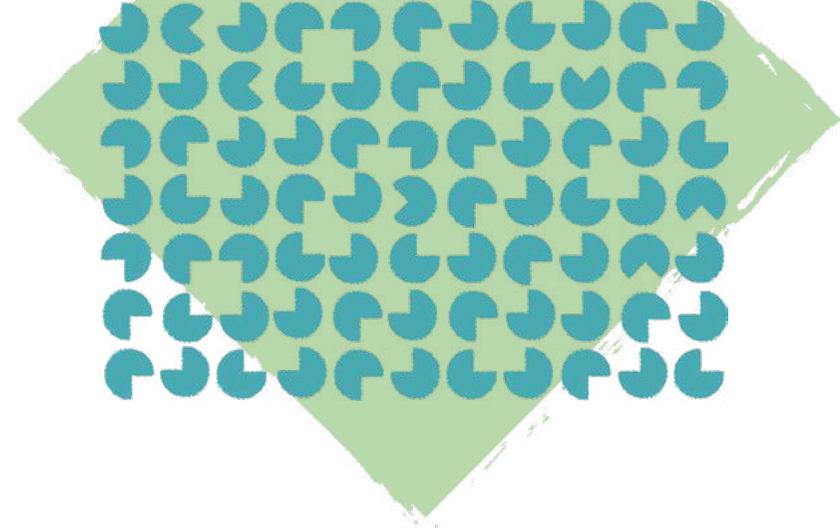
We also play a leading role in cross-party groups working on suicide prevention in Wales and in England, where we launched an inquiry into the support available for young people who self-harm. And we welcomed the Welsh Government's new strategy to tackle loneliness and social isolation, which was informed by our report on school exclusion and inequality in Wales.

We are developing a new strategic plan for Samaritans in Northern Ireland. This will include an analysis of research around suicide prevention in Northern Ireland and how our local branches across Northern Ireland can respond to the challenges identified in this research.

“ Politicians have a key role to play in saving lives by ensuring adequate supports and resources are made available for vulnerable people, and by keeping the issue of mental health and wellbeing to the forefront. ”

4 Asks 4 a Safer Ireland





Supporting better practice

This year we brought organisations together to share good practice in reducing the risk of suicide in our communities. With NHS Health Scotland, we hosted a conference on suicide prevention at locations of concern, for local and national policymakers, emergency services, transport and infrastructure organisations, and charities.

We actively participate in national strategy and advisory groups in every Nation. In Scotland, we took on co-sponsorship of the National Suicide Prevention Leadership Group's workstream on crisis. In our leading role in the National Suicide Prevention Alliance (NSPA) in England, we strive to get all parts of society working together to reduce suicide. Alliance membership now stands at over 500 organisations and individuals, and 300 people attended the NSPA conference in 2019. This year we updated NSPA suicide prevention planning guidelines with Public Health England,

and documented a series of real examples of good practice around the country, with the help of local government and public health bodies.

We were also pleased to take on hosting of the Support After Suicide Partnership this year, which is focused on supporting suicide bereavement support services across the country.

We continue to play a leading role advising government and industry around harmful content online. This year, we launched a new strategic partnership to develop excellence in the online environment around self-harm and suicide, with Google, Twitter, Facebook/Instagram and Pinterest, supported by the Department of Health and Social Care. This is the start of a three-year programme focusing on industry guidance, user resources and research.

Working with the media

We joined with *The Scottish Sun* and other leading mental health charities this year, on Mind the Future. The campaign called for urgent action to ensure that young people learn how to look after their mental health and can access the right support, when they need it most.

Our media advisory service works to ensure responsible and sensitive reporting of suicide. In 2019, storylines we'd worked on with *Coronation Street* and *Hollyoaks* won awards at the British Soap Awards. Through the service we also provided training and advice for nearly 400 journalists and editors, and NHS organisations. We welcomed the NICE recommendation that local organisations work with us to encourage responsible reporting of suicide in community and custodial settings.

Campaigning for wellbeing

Our three flagship campaigns once again raised awareness of the importance of talking and listening.

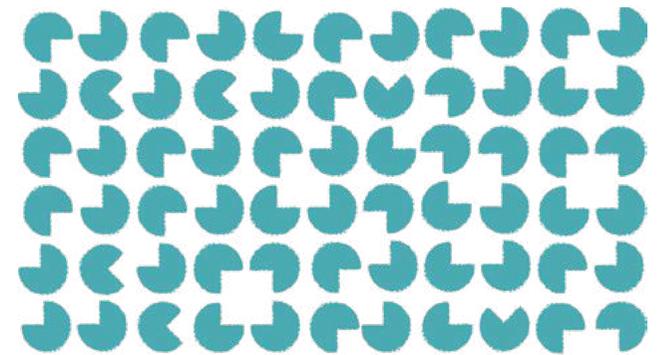
Real People, Real Stories reaches out to men most at risk of suicide. Supported by Network Rail on behalf of the wider rail industry and in collaboration with *talkSPORT*, we shared men's own experiences of tough times, to let others know how they came through it and encourage more men to seek help. Celebrities and sports clubs, including Crystal Palace FC and Leeds Rhinos rugby, helped us spread the message in a range of ways: from talking about their stories to pitch-side campaign advertising. The campaign has won three media awards so far. YouGov surveys showed that the intent or likelihood of contacting Samaritans among our target audience rose from 20 to 31 per cent thanks to the campaign.

Small Talk Saves Lives urges people to reach out and simply start a conversation if they see someone who looks like they may be in distress. In 2019, we reminded people that they have all the experience that they need to save lives, even if they don't realise it. In partnership with Network Rail, British Transport Police and the wider rail industry, the campaign video was shown in cinemas, on TV and on social media. It even featured on ITV's *Britain's Got Talent*, a programme which had 8.5 million viewers, as part of the launch of ITV's mental wellness campaign, Britain Get Talking. The campaign has won 27 awards so far, including two gold awards at the Brand Film Festival.

Brew Monday encourages people to get together with family, friends or colleagues for a chat and a cuppa throughout January and February. This year the campaign had the support of PG Tips, Dame Julie Walters, *Bake Off* contestant Michael Chakraverty and comedian Rachel Parris. More than 1,000 Samaritans volunteers handed out tea bags across 159 stations, with support from Network Rail and the wider rail industry, and almost 3,000 people and companies signed up to hold an event.

“ I have had experience of using the Samaritans service myself when I felt truly alone and I know first-hand the effect that having someone on your side, who'll listen without judgement, can have. ”

Michael Chakraverty, former *Bake Off* contestant and Samaritans supporter



“ Talking is really important –
to get it out of your head and into
the atmosphere and for someone to
witness that, is important in life. ”

Dame Julie Walters,
Samaritans Ambassador



Michael Chakraverty,
Dame Julie Walters
and Rachel Parris

Understanding suicide

We're at the forefront of research into suicide, and we work hard to measure the impact of our services. Because the more we know, the better we can help people to avoid crisis point.

Building the evidence base

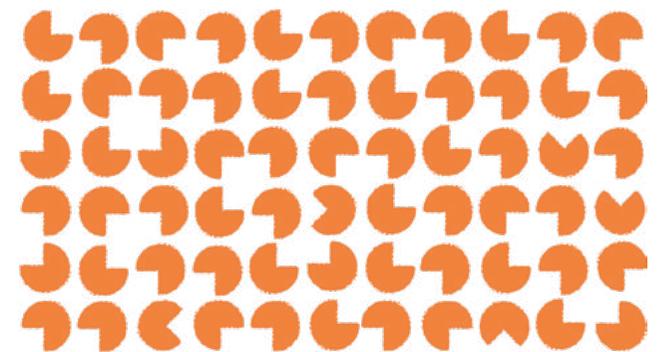
Research is vital in understanding how – as a nation – we can do more to support people's emotional wellbeing, and get better at preventing at-risk groups from reaching crisis point. This year our research centred around:

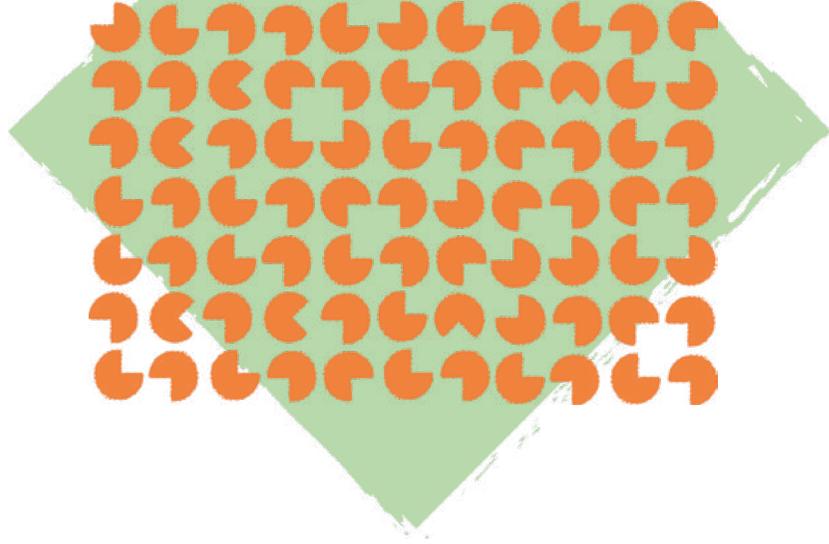
- **Less well-off middle-aged men.** Our report *Out of sight, out of mind* documented the findings of our research exploring the lived experience of these men, who we know are at increased risk of suicide. Opportunities to help this group are often missed, even though they have many well-known risk factors. Among other things, men told us that from support services they want the opportunity to make a contribution, and to feel like they're not alone.

- **Self-harm** is a strong risk factor for suicide, and self-harm is mentioned in almost 1 in 10 calls for help to Samaritans. We carried out research this year to help improve our understanding of the experiences of people who self-harm and whether they are receiving the support they need, in both clinical and community settings. This research will be published in the autumn of 2020.
- **Prison inmates.** We published our first ever report on prison suicide, *Unlocking the evidence*. It brought together data from our prison Listener scheme with analysis of the wider literature on suicide in prisons, to deepen our understanding of the reasons behind the high rate of suicide in prisons.

“ There exists a vacuum of responsibility in which opportunities to engage and support these men, before they hit crisis point, were neglected. ”

*Out of sight, out of mind:
Why less well-off, middle-aged men
don't get the support they need*





Evidence into practice

This year we worked to bridge the gap between research and real life. We know how important it is that research is designed and carried out with applicability in mind, and that organisations working on the frontline adopt evidence into their practice. As well as making it easier for our own staff and volunteers to find and use the latest evidence in their work, we:

- Worked with the Office of National Statistics to promote and disseminate the latest statistics on suicides in the UK.
- Brought together some of the UK's leading suicide and self-harm academics to talk about our recent research, and ask for their input in prioritising what we do next.

- Commissioned the *QUEST* study at Middlesex University, to explore what factors maximise the likelihood of a life-saving intervention taking place on the railways. Funded by Network Rail.
- Commissioned research by Ulster University, into the impact of notes left on bridges for people who may be at crisis point. Funded by Highways England.
- Helped a wide range of organisations to access, understand and apply the latest evidence around suicide in their work – including Highways England, Wikimedia, Network Rail, and the insurance industry.

Caller-focused research

We're doing a lot of work to understand the impact we have and how we can continue to support those in need. One example of this is Samaritans' *Caller Outcomes Study* – an external evaluation we commissioned into the impact of our telephone helpline. The study focuses on four main areas: the impact of the helpline on callers, their experience of the support offered, how our services fit into their lives, and callers' and volunteers' experience of participating in research. Findings show the support provided on the helpline reduced callers' distress and suicidal feelings. The research will be published in autumn 2020.

Ordinary people doing extraordinary things

Samaritans volunteers are at the heart of everything we do. This year they stepped up in a national crisis, keeping our services going when the nation needed us the most. Thousands of volunteers, listening without judgement.

Our team of amazing volunteers

In 2019, Samaritans volunteers spent over one million hours responding to calls for help.

More than 22,000 people volunteered their time for Samaritans:

- More than 18,500 trained listening volunteers responded to calls for help
- Another 2,200 volunteers supported the running of our 201 branches
- Just under 1,500 people in prison volunteered as trained prison Listeners

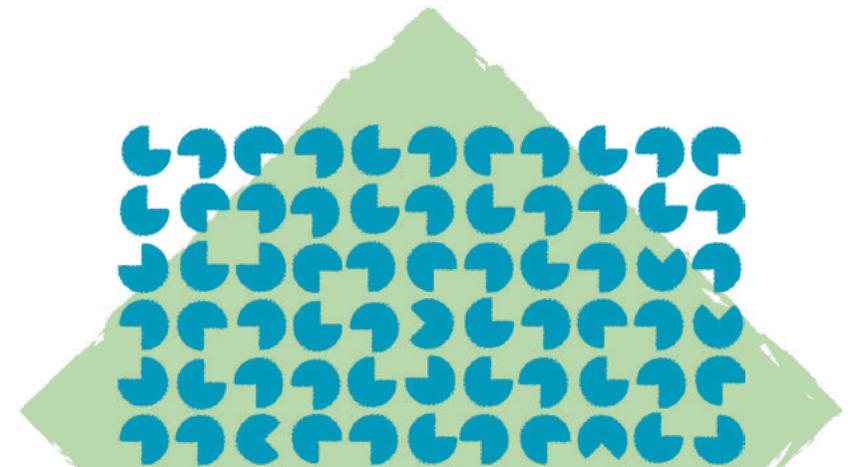
Over the course of the year, we recruited and trained more than 4,600 new volunteers who will help us be there for those who need us, now and in the future.

Improving recruitment

Our services are needed now more than ever, so it's vital that we can recruit the right volunteers into the right roles as rapidly as possible. This year we made it quicker, simpler and more flexible for anyone who wants to volunteer. Potential volunteers will no longer have to attend a branch information evening – instead all the information is available to read online at their leisure. They can book an interview in person, over the phone or via video. In branches, recruitment teams will have an online tool to help them manage applicants through the new process. This automates some tasks, such as reference collection, which saves time for everyone.

Making volunteering more flexible

A new flexible way of volunteering will be pioneered in our London City Hub. The Hub will help to deliver our written word services including email and the online chat service. It will offer a flexible approach to volunteering that we hope will help to attract new volunteers. The Hub was scheduled to open in March 2020, but this was delayed due to the spread of coronavirus. We look forward to opening London City Hub later this year.



“As a military spouse, I'm used to moving from place to place. But I know I can join the local Samaritans branch and have a ready-made community around me.”

Polly, Samaritans volunteer



We depend upon: Brand

The face and voice of Samaritans

Our updated brand has been helping us reach more people who need us and inspire more people to support us.

Samaritans' brand celebrates the power of human connection. Our new look – launched in March 2019 – better portrays us as a modern and inclusive charity. It's bright and engaging, and is helping us reach and connect with new audiences, including younger people. Our photography celebrates difference and diversity to attract and reflect the people who call us and volunteer for us.

This year, our branches ordered, printed or downloaded tens of thousands of items from our new online brand resource for staff and volunteers. It's helping us be more consistent with our brand across all 201 branches, while adapting to the needs of each Nation, and is making it easier for our branches to fundraise, raise awareness and recruit volunteers.

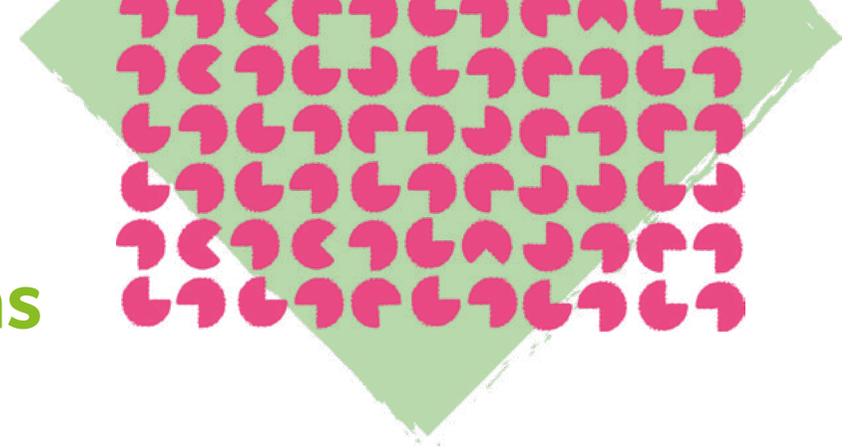
More people now visit us online and engage with us on social media. Website traffic increased by 18 per cent between this year and last. The number of people we reach via social media has increased by 81 per cent, from around 3.8 million in February 2019, to around 7.6 million in January 2020.

We're delighted that – helped by the updated brand – the awareness of Samaritans increased this year, especially among younger age groups. The public's trust in Samaritans remained among one of the highest in the charity sector. A YouGov survey showed that we are the 10th most popular charity and are seen as committed, inspirational, dedicated, a charity that stands up for ordinary people, and accessible.

“As a volunteer, I am proud when I see Samaritans branding on a TV advert or a roadside poster. From its visual identity to its tone of voice, it captures the warm, hopeful, life-affirming, accessible and inclusive spirit of Samaritans.

The new online brand resource is a brilliant addition for volunteers, allowing all branches to speak with a collective voice, amplifying our message further. ”

Ellie, Samaritans volunteer



SAMARITANS

Whatever
you're facing
We're here
to listen



If you're going through a
tough time, you don't have
to face it alone.

Call free day or night on

116 123

Email
jo@samaritans.org

samaritans.org

A registered charity



We depend upon: Income

Together we are Samaritans, together we've changed lives

We couldn't have done any of the work covered in this report without the generous support of the public and our partners. So thank you for being there for us, so we can be there for anyone.



**Thank you for fundraising
during the coronavirus pandemic**



Securing Samaritans' future

The coronavirus pandemic has affected all our lives. It is the biggest challenge the charity has ever faced. Our team of staff and volunteers worked around the clock to keep our service open, and to assess and manage the risks to make sure we weather the storm. We knew that our income would be affected by the cancellation of events, so we launched an emergency fundraising appeal to make sure we would have enough funding going forward to keep our service running and be there for those who need us. A huge thank you to over 3,500 supporters who together donated more than £1.1 million to our emergency appeal, helping us keep our helpline open now and in the future.



Leeds Building Society

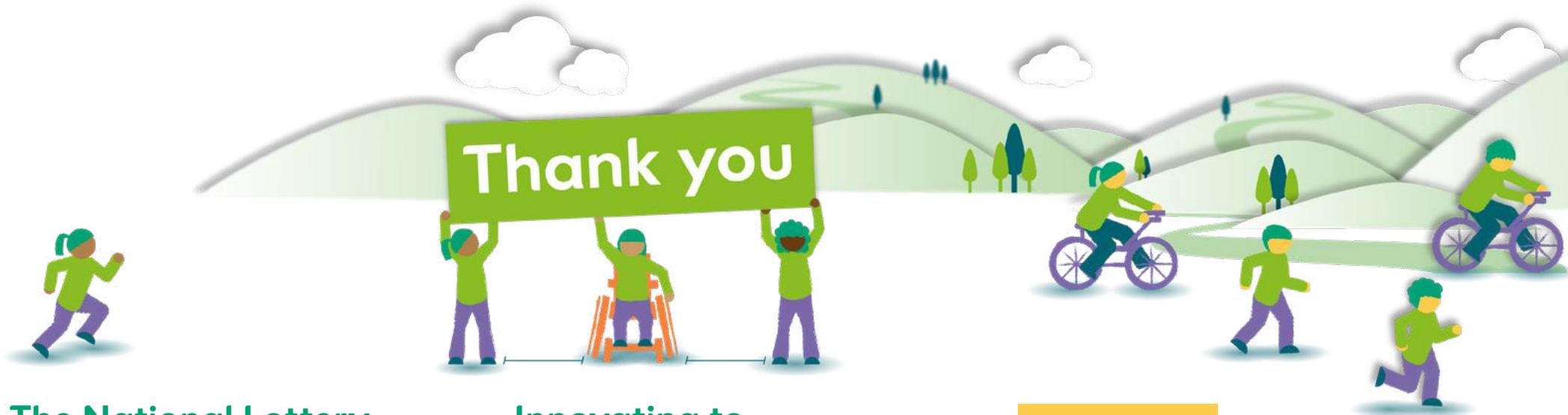
Leeds Building Society chose Samaritans to be its first national charity partner in 2018, and members kindly voted to ring-fence the funds that they raised to help us carry out a vital update to our branches' IT infrastructure. The two-year partnership raised over £315,000, enabling us to introduce faster and more reliable equipment in Samaritans branches. For some, it has increased the number of workstations, so busy shifts can be covered by more volunteers to support more callers.

“ I will genuinely feel a little sad to end the partnership with Samaritans as it is such an amazing charity. It reassures us that there are people in the world that do care, want to listen and help those in need. ”

Leeds Building Society employee

“ The new headsets mean we can preserve that human connection better, with a clearer line, even when someone is ringing us from somewhere outdoors, or having to talk very quietly. ”

Andrew, Samaritans volunteer



The National Lottery Community Fund

A £404,749 grant from the UK's biggest funder of community activity is allowing us to develop innovative digital solutions to improve access and delivery of services. It's helping to modernise our volunteer recruitment journey and has contributed to our online self-help tool, which has been largely funded by Samaritans' digital transformation partner Nominet, and the Peter and Teresa Harris Charitable Trust.



Innovating to inspire support

We've continued to work hard on improving and developing new ways for our supporters and donors to help fund the service. Some highlights included:

- We launched Samarathon, a new virtual challenge event. More than 1,750 fabulous fundraisers signed up to run, jog or walk 26.2 miles over the month, raising £123,000 for Samaritans. Samarathon has enjoyed continued success, with more than twice as many people signing up for the challenge in 2020.
- Our 2019 *Be Part of the Story* Christmas appeal brought together individuals, businesses and branches, raising £312,000 to help change many lives for the better.

Throughout the year, supporters have enjoyed new ways to support Samaritans, including *The Feel Good Book Club* book subscription and our virtual gift greeting cards – ideas we've developed after listening to what our supporters need and want.



With your support we can be there

Thank you to our wonderful supporters.

By giving money or time, you have helped us be there for anyone struggling to cope. Your generosity has helped us get closer to realising our vision that fewer people take their own lives.

- It costs Samaritans £5/€6 to answer a call for help
- A donation of £96/€107 could train and support 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 fund Samaritans' helpline for 24 hours, helping volunteers respond to an average 13,000 calls for help

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

The illustrations on this page reflect the income of Samaritans Central Charity in 2019/20 (not including affiliated branches).

£6.8M

51,400 individuals

Generous donations from more than 51,400 individuals totalled £6.8m (including gifts left in Wills).



120,000

Employees

We reached more than 120,000 employees through 47 businesses that chose to support us this year.



2,000

Supporter voices

2,000 supporters from our insight panel shared their time helping us creating new ways to fundraise, test our messaging and making sure we champion our supporters' voices in everything we do.

7,150

Up for a challenge

7,150 supporters stepped up for a challenge and ran, swam, biked, baked or dreamt up their own fabulous fundraisers and rallied friends, family and colleagues to sponsor them in aid of Samaritans.

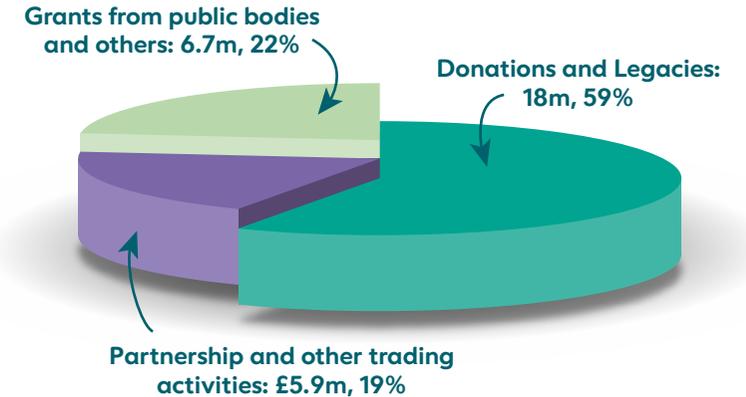


£3.5M

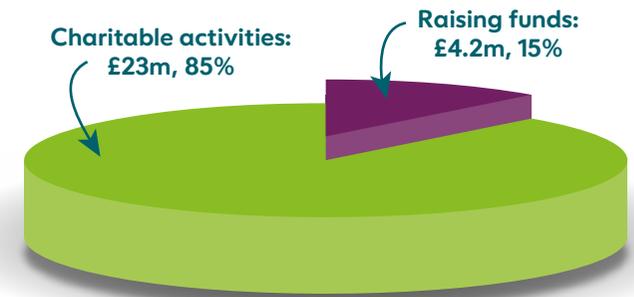
Raised

Our amazing trust, statutory and major donors have invested over £3.5 million in Samaritans to help us create a more hopeful tomorrow.

Income (Total: £31m)



Expenditure (Total: £27m)



Thanks to the £31 million you helped us raise, Samaritans volunteers were able to answer a call for help every seven seconds. This year we spent 85 pence in every pound on reaching out to people, responding to calls for help and improving our services. 15 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 the whole organisation, including affiliated branches, in 2018/19.

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.

Corporate donors

Abellio
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The Builders Merchants Federation
Burberry
CALA Group
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Costain
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Flutter Entertainment Plc
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PwC Foundation
Quilter
Schroders
Scribblers
Spirax Sarco
Stewart Investors
UK Greetings Ltd

Major benefactors

Dr Paul Bostock
Anthony Biddle
Chris and Gilda Haskins
Chris and Imogen Knight
Tim Minchin's "Back" Tour

Livery companies

The Drapers' Company
The Grocers' Charity
The Worshipful Company of Chartered Accountants
Worshipful Company of Innholders
The Worshipful Company of Insurers
The Worshipful Company of Pewterers' Seahorse Charitable Trust

Statutory and similar bodies

Department of Health (Northern Ireland)
Department of Health and Social Care (England)
Health Service Executive (HSE): National Office for Suicide Prevention (Ireland)
Irish Prison Service
Ministry of Defence
Ministry of Justice (HMPPS)
The National Lottery Community Fund
Northern Ireland Prison service
Scottish Prison Service
Scottish Government
Welsh Government / Llywodraeth Cymru



Strategic partners

ASOS
Co-op
Facebook & Instagram
Highways England
John Lewis Partnership
The Lord Mayor's Appeal
Marks & Spencer
Network Rail
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Pinterest
Sainsbury's
Tesco
Tides Foundation / Google
Twitter

Trusts and foundations

29th May 1961
Charitable Trust
A D Power Will Trust
Alice Ellen Cooper Dean
Charitable Foundation
Anthony Scholefield
Foundation
AOK Trust
Band Trust
Bay Tree Charitable Trust
Cadogan Charity
Comic Relief
Dr Vivian Child
Charitable Trust
Fidelity UK Foundation
Haramead Trust
Hutchinson Charitable Trust

Inman Charity
James and Patricia
Hamilton Charitable Trust
John Coates Charitable Trust
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Leslie Mary Carter
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Charitable Trust
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Pears Foundation
Peter and Teresa Harris
Charitable Trust
P F Charitable Trust

Peacock Charitable Trust
Porta Pia 2012 Foundation
Souter Charitable Trust
Stone Family Foundation
The Waterloo 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 RSRB-KKBY-CYJK

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Stirling

FK8 2SA

samaritans.org

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Cover photo: Jason, Samaritans volunteer. Chris O'Donovan Photography/Samaritans.

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