



TEENAGE HELPLINE



2023 Annual Report

Providing all young people with a safe space to work together and
to achieve their own best potential

Welcome from Josh Towers

A message from our CEO & Chairperson

2023 was another year where we, Teenage Helpline and our strong team of volunteers, demonstrated that we are continuing to grow, continuing to improve the impact that we have on the lives of young people and continuing to enhance our offering as a Charity. As with every year, there were challenges that we had to face, but we persevered through all of those challenges and delivered some huge achievements.

This year we have appointed new members to the Board of the Charity, bringing a wealth of knowledge and expertise with them - all of which is already having a direct impact on the success of the Charity. Alongside this, we have continued to strengthen the relationship that we have with our Youth Advisory Committee, enabling us to move forward with decisions confidently knowing that they address the needs and desires of the young people who desperately need our services.



Joshua Towers

Chief Executive Officer and Chairperson

These good governance decisions are allowing us to advance the knowledge of the Charity and enabling us to grow further into new realms so that we can take on our next set of challenges.

We have used the last 3 years to really learn about what we do and to ensure that we understand the needs of young people. We are now at a turning point. We know that what we do works, and that it is needed by so many young people. Not only that, but we have clear, demonstrable, case study evidence from the young people that we have supported to date that shows that we are a reputable and trusted provider of support to young people. This turning point means that, with the right resources in place, we are ready to reach out far and wide to young people right across the UK and let them know that we are here for them - opening the 'doors' to our services to those hundreds of thousands of young people who are yet to get the support that they need.

As always, I am hugely proud of the progress that Teenage Helpline has made throughout 2023. Clear steps have been taken to implement technology and solutions to improve what we are able to offer. All of these achievements are down to the dedicated leadership of our Executive Team, the knowledgeable support of our Board of Trustees & Directors and most importantly, the kindness and sheer dedication of an incredibly strong team of volunteers.

Welcome from Reece Ward

A message from our Youth Advisory Committee Chairperson

2023 welcomed new challenges and opportunities for the Youth Advisory Committee and its members. Throughout the year the committee continuously provided feedback and fresh perspectives on a broad range of topics. However, a major focus for the committee has been around engagement both internally and externally.

The Youth Advisory Committee participated and supported the charity-wide drive to improve volunteer engagement. Initially the committee met to review the pre-existing volunteer engagement efforts and the developing internal survey which proved successful. Following this, the committee brainstormed many ideas that would improve volunteer engagement. The results of which were gladly received by the Executive Board, suggestions relating to internal communications were the primary suggestions.



Reece Ward

Youth Advisory Committee Chairperson

Social media engagement was a keen focus of the Committee and its members. By reflecting on personal experience, the Committee provided their recollection of exam results day, offering insights and reassurance on social media. This is a highly relatable milestone for most young people not least the Committee. 2023, saw members begin and finish their GCSE's/ A-Levels with some progressing onto university. It is this diversity in age and experience that ensures any Teenage Helpline engagement with young people remains relatable and relevant.

Engagement between the Youth Advisory Committee and the Executive Board throughout the year was instrumental in shaping the direction and service delivery of the charity. In all high-level strategic decisions the Youth voice has been heard loud and clear. As time progresses, the impact of the 2022-2024 will become even more apparent.

On a personal note, as my time as Committee Chairperson comes to an end, I would like to thank my fellow Committee members for their engagement and making the past two years productive and enjoyable. I wish the incoming committee well and I look forward to supporting the transition of Committee. Finally, to all at Teenage Helpline thank you for your support and the opportunity to be Chairperson during this transformative period.

Our Charity Board

Meet our Trustees and Directors



Josh Towers
Chief Executive Officer



Amy Bishoprick
Chief Operations Officer



Ben Hardiman
Chief Information Officer



Thomas Dillon
Chief Financial Officer



Barney Harrison
Commercial Director



Rebecca Hunt
Marketing & Communications Director



Annelie Carver
General Counsel & Co.Sec



Simon Heath
Non-Executive Director



Amory Gonzalez
Non-Executive Director



Simon Abley
Non-Executive Director

Our mission is to provide all young people with a safe space to work together to achieve their own best potential



How do we achieve our mission?

Meet our Trustees and Directors



As a charity, we aim to:

- Build our services to a point where we are supporting at least 5,000 young people per year
- Bring young people together and create networks where they can support each other through peer-mentoring and peer-support
- Develop people through meaningful and impactful volunteering opportunities
- Keep up with the times, and maintain our youth focus, through truly integrating our Youth Advisory Committee with our management to influence key decisions about the charity

Our People

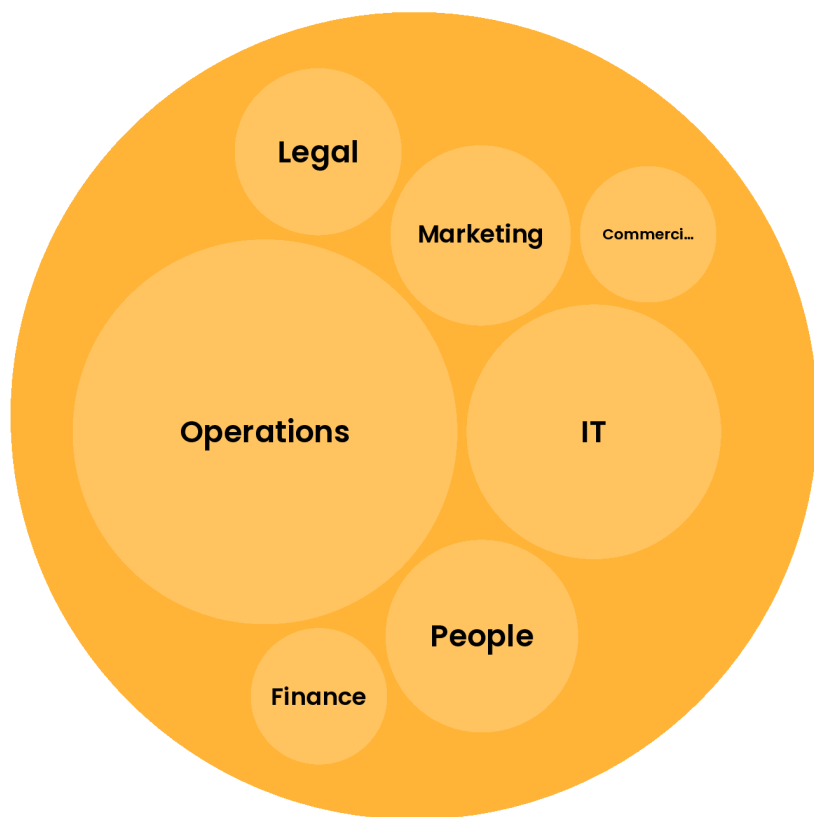
Hear more about our great team of volunteers

Our people are the most valuable asset to Teenage Helpline. Without them, we would not be able to achieve any of the outcomes that we have. Our meaningful volunteering opportunities are spread across a variety of departments, meaning that individuals of all backgrounds, experience levels and interests will find a role that suits them with us.

Our focus throughout 2023 was to streamline our volunteering offering, making sure that all of our roles provide opportunities to grow and develop individuals. This is our way of returning the generosity offered to us by so many individuals who choose to spend their spare time furthering the impact that we are able to have on young people who need our services.

We continue to offer great opportunities for individuals to get involved.

Where do our volunteers work?



Our People

Hear from Josh Towers, our CEO

Our people are absolutely central to everything that we do and play such an important role in every single one of our successes as a Charity. Without our volunteers, we would not be able to operate and achieve everything that we want to be able to achieve. Regardless of their role, whether they are a peer mentor, or working in our IT, finance, marketing, HR, legal or commercial space, we have a strong team of individuals that bring energy and expertise to Teenage Helpline. As we continue to grow, the need for their expertise and energy will become even more important.

Engagement is a challenge that any organisation utilising the support of volunteers faces, and we are no different. Whilst we have had some challenges, we have also had some immense success stories from individuals who are dedicated to helping us succeed.



Joshua Towers

Chief Executive Officer and Chairperson

To name only a few; [Phillippa Cook](#) has been working with the Charity for nearly 3 years as a volunteer. Working in our HR space, Phillippa is responsible for the successful onboarding of all of our existing volunteers today. [Barney Harrison](#) has been with the Charity since 2018. Working across various Executive roles as a volunteer, and now our Commercial Director, Barney has been an integral part of the development of the Charity and has significantly contributed to us getting to where we are today.

We have lots of work to do in the People space to make sure that our volunteers feel valued, that their roles are meaningful and that everybody understands how their roles contribute to the success of Teenage Helpline. I am pleased that, as we moved through 2023 and now into 2024, we are putting a huge focus on how we can better engage our volunteers as a Charity, but more importantly, a focus on the development opportunities that we can provide our volunteers to make sure that their time volunteering with us is as impactful to them as it is to the young people that they contribute to us supporting. As we head into 2024, we are proudly partnering with a consulting group from S&P Global who will explore other opportunities for us to enhance what we offer to our volunteers.

It goes without saying that I, and the rest of the Board of Teenage Helpline, are hugely thankful for the dedication and support that we see from our volunteering team.

Our Impact

Hear more about what we have achieved



Having a positive impact on the young people that we support is exactly what we are here for. Since relaunching Teenage Helpline in 2020, our focus has been on continuous learning and improvement. We have operated our services in a way that have allowed us to build over 300 case studies of support that we have provided to learn about what we do and create opportunities for us to improve as we go along. With this mindset, we are now in a position where we are able to confidently open our services to a broader audience of young people, knowing that they will absolutely receive the support that they need when speaking with one of our mentors here at Teenage Helpline.

We haven't only supported young people directly through our peer-support program, but young people also get support from the wealth of content available on our website. Throughout the year, over 11,000 unique individuals accessed resources on our website which allowed them to deploy self-help solutions when working through their difficulties.

Our key achievements



We introduced our new Mentoring Academy - a structural training program that equips our mentors with the key skills that they need to successfully support young people when they need us. This training is focused around all of the cases that we have received to date.



We have started formulating our Impact Measurement framework, where we will better be able to assess the long-term impact that our support is having on the young people that reach out to us




We have introduced our new Case Management System, allowing for better tracking of our young people, the support that they are getting and the support that they will need.

Our Impact

How we keep young people safe

Safeguarding young people is our **number one priority at Teenage Helpline. Everything that we do is centred around keeping young people safe and boosting their health and wellbeing!**



The welfare of all children and young people is of paramount importance in all aspects of the work we do and all decisions we make here at Teenage Helpline.

A core belief is that children and young people should never experience abuse or exploitation of any kind and we have a key responsibility to promote the welfare of all young people, to keep them safe and practise in a way that protects them.

We uphold the welfare and safety of all children and young people we work with by listening to them, valuing and respecting them and working in partnership with young people and other agencies to promote their safety.

Here at Teenage Helpline, we believe that all children regardless of age, disability, gender reassignment, race, religion, or sexual orientation have an equal right to protection from all types of harm.

To fulfil this commit, all staff and volunteers are sufficiently safeguarding trained, supervised, and continually developed. We adopt child protection and safeguarding best practice throughout our policies and procedures and code of conduct.

Dominique Fadeni

Designated Safeguarding Officer



Our Impact

Hear from Amy Bishoprick, our COO

Coming in to the organisation, I was overwhelmed by the level of enthusiasm and engagement from the team, selflessly giving their time to support young people reaching out to us and ensuring that a safe space is provided for all. Throughout the year, the team has faced some challenges. Evolving in this space has been a learning curve for all involved. We have self criticised where necessary and continue to look to improve our structure and services even further in the coming months. This will ensure that, not only do our service users receive the support they need, but to also that our volunteers have a well rounded experience working with us, where they can feel that their time is well spent. We have demonstrated strong capability in the space that we are working and we are looking for ways to unlock that capability further, ensuring that all young people have a safe space to reach out.



Amy Bishoprick
Chief Operating Officer

We have also looked at how we deliver our training programme, to ensure that we can equip our volunteers with the skills they need to be a peer mentor, but also so that they can grow their skill set and further develop their learning, whilst supporting our service users. The introduction of our structure Mentoring Academy means that we are now confidently equipping our mentors with the core skills needed to successfully support those young people who are desperately reaching out to us for support. The structure of the academy will also enable us to bring in and up skill mentors at a rate that will enable us continue to meet the demand for our services as it hopefully grows.

The next steps for us will be to build on our existing outreach strategy to reach out to young people in specific settings, typically schools, colleges and universities, to provide an outward facing arm of Teenage Helpline, to engage with potential volunteers and service users alike. To date, we have already explored ways to engage directly with schools, and have launched out new Schools Newsletter which has been released to over 14,000 schools across the UK. We recognise that reaching out to young people is absolutely critical in enabling us to achieve our core mission. We can only be successful if young people know that we are here to support them. Our focus moving forward is to further develop a robust outreach strategy that is embedded in youth activity to enable us to shout loud about our services directly to those who need us the most.

Our Outreach

Hear from Rebecca Hunt, Executive Director of Marketing & Communications

As Teenage Helpline, we have a wide audience. Our communications target:

- Our young people that we help
- Parents, teachers and other care givers
- Schools more broadly
- Donors
- Our staff and potential staff,

We utilise different channels to reach these audiences, but primarily it is important to us that we work to ensure we reach as many young people as possible so that they are aware of our services.

As a charity we have Instagram, Facebook and LinkedIn. We are looking to continue to increase our social presence through campaigns and more regular posting on all channels. Different audiences are apparent on each channel, so they all require a different strategy.



Rebecca Hunt

Executive Director of Marketing & Communications

While we still achieved a social reach of 250,000 in 2023, we will be using an increased amount of paid for social tactics in 2024 and due to volunteer turnover and availability for reactive channels we have hired a PR agency to assist us with this aim.

An example of our success with targeted paid social posts recently (2024) was during stress awareness month, where we reached 380,000 people, resulting in over 500 clicking on our website to either view content or to contact our mentors. .

We have continued to send out information to schools, and will be commencing a schools newsletter in 2024.

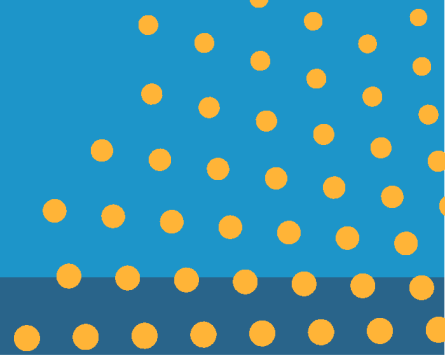
If you are a school that would like to hear more about us and how we can support your students, please do contact our rebecca.hunt@teenagehelpline.org.uk.

The Teenage Helpline website reached over 13,000 users in the second half of 2023, which is more than the whole of the previous year. This included over 7200 new users in the same period.

We look forward to collaborating with our agency, partnerships, our sponsorship partnerships and our staff to increase awareness of our services across our stakeholder base.

Insights

Hear from Rebecca Hunt, Executive Director of Marketing & Communications



Most viewed support pages

Creating a timetable

Home Page

Mentor Contact page

Information and support

Sexting

Healthy relationships

Bisexuality

Eating Disorders

Online Grooming

Parents

Pregnancy

Anxiety

Bullying

Depression

Mentor Case Topics

Mental Health

School & Education

Abuse

Physical Health

Family & Relationships

Life Management

Online & Internet

Other

Our Finances

Hear more about how we spend our money

One of our main focuses as a Charity, aside from providing high-quality support to young people, has been on ensuring the longevity of the Charity by creating financial resilience. Our demonstrable ability to grow our funding basis year on year absolutely indicates that Teenage Helpline is becoming more financially stable as time goes on. There have been some notable achievements throughout 2023 that will further strengthen the future of the Charity.

Chief Financial Officer (CFO) Recruitment

In order to enhance the financial resiliency of the Charity, we explored the market to identify a strong CFO. In April 2024, Thomas Dillon was appointed to the Board and Executive Team of Teenage Helpline, bringing a wealth of financial experience to the table.

Commercial Trading Operations

To ensure that Teenage Helpline is sustainable for the future, and recognising that we want our services to be accessible to all, we transitioned Barney Harrison into the role of Commercial Director. Throughout 2023 and moving into 2024, Barney is focusing on developing a commercial portfolio that will deliver returns to Teenage Helpline, enabling us to run the Charity long-term. This means that we will be able to keep our service offering free for all young people reaching out to us.

Our financial performance



2.15x

increase in Charity donation and grant income versus 2022



57%

increase in 'profit' reinvested into the Charity



~25%

of our expenditure was used for outreach

Our Finances

Our statement of financial activities

	Unrestricted Funds	Restricted Funds	2023 Total Funds	2022 Total Funds
	£	£	£	£
INCOMING RESOURCES				
Incoming resources from generated funds	-	-	-	-
Voluntary Income	2,438	-	2,438	15,572
Investment Income	-	31,102	31,102	-
Total Incoming resources	2,438	31,102	33,540	15,572
RESOURCES EXPENDED				
Charitable activities				
Charitable activities	4,478	7,360	11,838	7,942
Governance costs	778	2,738	3,515	1,809
Total resources expended	5,256	10,097	15,353	9,751
NET INCOMING RESOURCES BEFORE TRANSFERS				
	-2,818	21,005	18,187	5,821
Gross transfers between funds	-	-	-	-
Net Incoming/(outgoing) resources	-2,818	21,005	18,187	5,821
RECONCILIATION OF FUNDS				
Total funds brought forward	12,942	-	12,942	7,121
TOTAL FUNDS CARRIED FORWARD	10,124	21,005	31,129	12,942

Our Finances

Hear from Barney, our Commercial Director

I am proud of the transformation that we have seen in the finances of the Charity. We have more than doubled our income year on year to date which, to me, demonstrates the trust that individuals and organisations have in us to deliver against the needs of young people. The majority of our funding in 2023 was delivered through the National Lottery Community Fund who delivered over £30,000 of restricted funding to us in the form of a grant. This funding was used to help the Charity to continue to establish itself, and begin its journey in truly reaching out to more and more young people. The results have been clear as we are seeing an uptick in the number of young people reaching out to us. The funds have also allowed us to deploy long-term systems that will enhance how the Charity operates, whether that is through boosting volunteer engagement or helping us to better manage the cases we have from young people who reach out to us.



Barney Harrison
Commercial Director

As we move forward in our journey as a Charity, it is high on our agenda to continue to grow our financial self-sustainability. I am pleased that we have secured support from our new Chief Financial Officer, Thomas Dillon, who will bring a whole host of skills and experiences to the table that will enable us to grow financially. We will continue to focus on how we get more traction from individual and corporate donors, and our journey through 2023 has put us in a great position to better articulate the impact they are having.

Not only this, but we developed our new Commercial Department, seeking ways to generate commercial income for the Charity, that will build self-sustaining income that will directly fund our services. This will reduce our overall reliance on grant based funders and donors and will allow us to better focus how we use these funds to ensure that they have maximum charitable impact.

Overall, 2023 was an incredibly strong financial year for Teenage Helpline and we have made progress that I, and the rest of the Board, are immensely proud of. It is the progress that we are making now that is paving the way for further growth and expansion. Not only this, but our conscious spending has ensured that we spend every penny with maximum charitable value in mind. Our spending as a Charity has been focused, with 25% of our 2023 annual spend in the area of outreach which is aligned with our approach to help more young people understand what we do.

What does the future hold?

What are we planning to take Teenage Helpline to the next level?

Teenage Helpline has a bright future, and that is all thanks to the hard work that has already gone in to properly and effectively establish the Charity. We have demonstrated our ability to operate with strong governance practices, to be able to deliver the key support that young people need and that we are in a position to scale our organisation as required to meet the demand of young people needing our support as it grows.

With this in mind, we are at a point in the development of our organisation where we are ready to take significant steps to scale our offering and reach out to young people right across the UK.

Our high-level key focus areas for the future are called out on the right.



It is time for us to advance from a solely volunteer run organisation. We are now looking to scale our financial stability as an organisation so that we can employ the support of full-time dedicated staff.



We want to scale the Charity's operating capacity to make progress towards our aim of providing support to up to 5,000 young people per year.



We want to become a partner of choice. A partner to corporate and individual donors who support our services, and a partner to other organisations so that we can work together to achieve the right outcomes for young people.





Registered with
**FUNDRAISING
REGULATOR**



TEENAGE HELPLINE

www.teenagehelpline.org.uk



Teenage Helpline is registered in England & Wales.
Company number: 09170949 | Charity number: 1194937