



TEENAGE HELPLINE

Annual Report 2021

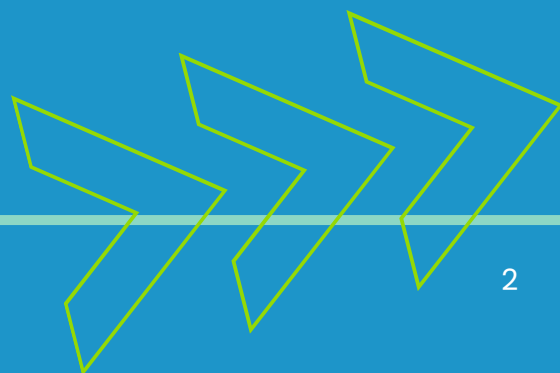


Providing all young people with a safe space
to work together
and to achieve their own best potential



Contents

- 3 Welcome from Joshua Towers, our CEO
- 4 Welcome from Jenny Elliott, our Youth Board Chair
- 5 The Executive Team
- 7 Our Mission
- 8 Our People
- 10 Our Impact
- 15 Promoting our services to stakeholders
- 16 Finance Report
- 18 What's next for Teenage Helpline?



Welcome from Joshua Towers

A message from our CEO on behalf of the Executive Team

I founded Teenage Helpline ten years ago at the age of 14 after experiencing my own difficulties with my mental health and coming to terms with my sexuality. Whilst there was plenty of support available, I found that there was something important missing. I needed somebody my own age to talk to, and all that was available meant talking to an adult or a professional. That is why I started Teenage Helpline's peer-to-peer mentoring support services. Growing a charity at age 14 was a challenge, and whilst there were lots of successful moments, we had not set ourselves up for long-term success. In late 2018, we suspended our activities to restructure and improve the way that we work. In November 2020, we relaunched our mentoring services, supporting young people aged 25 and under across the UK.

Our most recent financial year has been full of excitement, challenge, and success. Starting from a blank piece of paper and a team of five, we designed our strategy that is so critical in ensuring we are successful. By the end of the period, we had received support from over 100 volunteers. I remain to be astounded by the quality of support that our volunteers provide, both to the young people that require our services and to advancing the charity by increasing the number of people we support. Our volunteer peer mentors have provided high-quality support to young people, whether that is talking as a friendly face about relationships, friendships, family, or schoolwork, or on more serious concerns around mental health and even suicidal feelings. You will see more in this report about the support that our mentors have provided. Alongside our mentors, we have a strong team of volunteers supporting a whole range of activities, including HR and recruitment, our wellbeing team, learning and development, marketing and communications, IT, and helpline strategy and research teams. None of what we do would be possible without the hard work and determination of such a talented and dedicated group of individuals.

Starting strong was our goal for this period. We knew that we wouldn't move mountains in our first year. That being said, we have surpassed all expectations, and have made significant progress against each of our charitable aims, setting ourselves a strong foundation for the years ahead. I look forward to seeing us build on this even further.



Joshua Towers
CEO and Chairperson

Welcome from Jenny Elliott

A message from our Youth Board Chair on behalf of the Youth Board

Over the past year Teenage Helpline has made great progress. The Youth Board have observed an ever-increasing number of volunteers supporting the Charity and a growing number of young people reaching out to use our services. The reason that Teenage Helpline is able to reach more young people than ever before is down to the strong foundation that has been built within the Charity.

The Youth Board have played a strong role in contributing to the success and growth of the Charity. We are a Board of seven members, whose main aim is to assist in ensuring that Teenage Helpline remains 'youth focused' and prioritises the voice of the youth in everything we do as a Charity. Our role is to provide advice and recommendations to the Executive Team and aid them in growing the charity, while maintaining its focus on what young people really want and need.

Some areas where the Youth Board have made a positive impact include the development of a charity-wide wellbeing team to help promote positive wellbeing, taking part in a 'Mystery Shoppers' style activity to review the effectiveness of the helpline and aiding in the effectiveness of marketing and publicity of Teenage Helpline by providing advice and feedback.

The Youth Board plays a critical role in Teenage Helpline, and the real focus for us as the first Youth Board has been to develop what the board should look like going forward and the role that it should play in the Charity. Over the coming year, we will continue to develop the board strategy and to set future Youth Boards up for success in working within the charity.



Jenny Elliott
Youth Board Chairperson
On behalf of the Youth Board

The Executive Team



Rebecca Hunt

Executive Director of Marketing and Communications

Rebecca oversees the Marketing and Communications functions at Teenage Helpline. The team is key in ensuring that young people are aware that we are here to support them and how to get in touch with us, as well as knowing what support is on offer. The team covers press, public affairs, marketing, web content and management, social media, fundraising, and schools outreach. In order to ensure that we help as many young people as possible, it is important that we also promote our services and support to our wider stakeholder group including teachers, parents, mental health ambassadors, and policymakers. The team uses a number of different tactics and communications channels to target these different groups.



Jamina Begum

Executive Director of Information and Technology

Jamina oversees the IT Department at Teenage Helpline, as well as acts as our Data Protection Officer. Our IT Team is so important in ensuring that all our volunteers and systems stay connected so that our services run smoothly. Our IT Team is made up of a few different departments, including the Helpdesk team who provide internal support to our staff and keep everything running smoothly. Our Web and App development team keep our website live and up to date. Our Cybersecurity team keep all the information that we store safe. Finally, our projects group take on various projects to advance our IT capabilities as our services develop and our organisation grows.



Adham Yassen

Chief Financial Officer

Adham oversees the Finance Department at Teenage Helpline. The finance team helps to manage our finances, including setting and managing our annual budget, ensuring we have met all our commitments, and tracking our income. Not only this, but the team supports all our statutory financial reporting commitments each year.



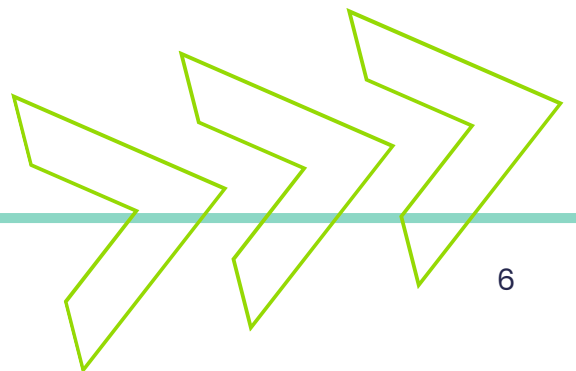
Barney Harrison
Executive Director of People

Barney oversees the People Department at Teenage Helpline. Our People Team looks after everything relating to attracting, developing, and retaining the volunteers and staff that make what we do possible. Our People Team is made up of two major departments: People Operations and People Services. People Operations include our HR partners, and Recruitment and Recruitment Outreach groups who partner with management to find the right volunteers and develop the organisation. People Services include our Learning and Development team and our Wellbeing and Effectiveness Team who both strive to develop our volunteers and offer personal and professional development in return for their time volunteering.



Lukasz Nazarek
Chief Operating Officer

Lukasz oversees the Operations department at Teenage Helpline, which is formed of several departments working together to deliver our services to young people. Our teams include our frontline Mentoring team where our trained youth mentors selflessly give their time to support our service users at any time of day and night. In addition, we have a Safeguarding team who act as a point of contact for our mentors to ensure they never feel alone when dealing with sometimes difficult and complex cases and to ensure we follow all safeguarding practices. Our strategy team reviews our team's processes to ensure we stay as effective as possible so that we can provide the best possible service for the young people who contact us for support.



Our Mission



Teenage Helpline's Mission

"To provide all young people with a safe space to work together to achieve their own best potential"

We aim to...

- Support 5,000 young people through any difficult period in their life - whatever that may be - in our first 3 years
- Bring young people together to support each other through peer-to-peer mentoring
- Developing young people through volunteering opportunities, training, and experiences
- Keep with the times, and maintain our youth focus through integrating our Board of Young People with our management to help make key decisions

Our People

29

new volunteers

24.76

average age of
volunteers

126

female
volunteers

31

male
volunteers

21

active mentors

24.76

average age of
mentors

Applicants at Teenage Helpline

84
candidates

57.14% female

20.24% male

22.62% not specified

An exit survey response was collected
from the period of 1st September 2020
to 31st August 2021.

★★★★★ Time spent with Teenage Helpline

★★★★★ Support given by supervisor

★★★★★ How well do you feel you were
equipped and trained during
your time?

★★★★★ Did you feel valued?

Respondents said 'yes' when asked if they would
consider returning to Teenage Helpline.



As a growing charity, we welcome all interest in joining our volunteer family. We usually have a variety of roles available in our departments, and if you are interested in working with us, please do contact us through our website. We have a number of roles available currently:

Operations Team: Mentors, Team Leaders, Operations Co-ordinators, Operations Support Advisor, Case Leads, Safeguarding Advisors, Designated Safeguarding Lead

People Team: Recruitment, Partnerships, HR, and L&D

Comms team: Schools outreach, fundraising, press, social, web content

Services Team: IT Helpdesk Analyst, IT Helpdesk Manager, Web Developer, DevOps Manager



What are the benefits of volunteering at Teenage Helpline?

- Being involved in the immersive Teenage Helpline community and gaining friends through the experience of volunteering with us
- Gaining experience in a rapidly growing charity, which is highly appreciate of your time and efforts
- Volunteer excellence is rewarded within THL with schemes such as CEO recognition letters, Mentor of the Month awards, and going forward, planned online & in-person community meet-ups for volunteers throughout the organisation. This list is ever evolving as we seek to reward our hard-working volunteer base.
- Access to our volunteering benefits portal which gives you access to store discounts and cash-back in various stores on the high street and online
- Gaining new skills in your area of expertise, or in areas you wish to explore as a future career path

Our Impact

Our first year operating as a charity has been very successful, reaching thousands of young people who were seeking our peer-to-peer support.

- Significant growth and expansion of teams to ensure we deal with user demand and effectively promote our services
- Incredible volunteers give their time and skills, selflessly contributing to our common goals and ensuring we are providing the best possible service to the people who contact us
- Our volunteers are driven and go above and beyond in their roles to support Teenage Helpline and the young people that contact us, seeking innovative ways to constantly improve how we operate, seeking innovative ways to solve any potential issues
- Teenage Helpline is a remote volunteer community - we are proud that despite our volunteers not having met in person, many have built lifelong friendships and the ability to work collaboratively on projects continues to impress.

We have celebrated successes, and learnt lessons along our way. We have achieved significantly more in our first year than we ever imagined and we are very excited for the future of Teenage Helpline and the many more young people that we will support, whether this is through providing volunteering opportunities or supporting as our users.



Insights from the Operations Team

5

Team Leaders

21

Mentors

113

Total cases

The mentor with the most total cases, and one of our longest serving is **Abigail, with 24 cases.**

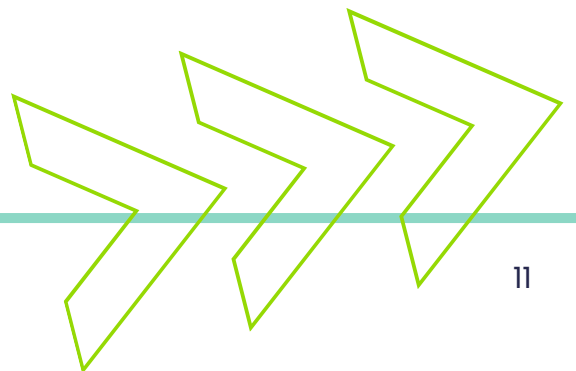
The longest-serving mentors are **Jack and Abigail, since November 2020.**

5.31

Average cases per mentor

Mental health was by far the most common theme of enquiries coming in from young people requesting support, with 54% of cases coming in relation to Mental Health topics. Many young people also were seeking practical advice and support on how to deal with situations they may not have previously experienced, and are perhaps lacking the coping skills to work through, like breakups or dealing with arguments with peers at school, through to understanding their sexuality and finding ways to cope with all their emotions. Relationships and sexuality was our second most received topic, which accounted for 15% of cases coming in.

We have also received multiple enquires from parents, guardians, and teachers of young people requesting support and seeking advice on how to approach difficult topics, including those that may be taboo in their home environment, or those that may be difficult to approach with their loved ones. Our mentors are always on hand to listen and give advice and share their thoughts.



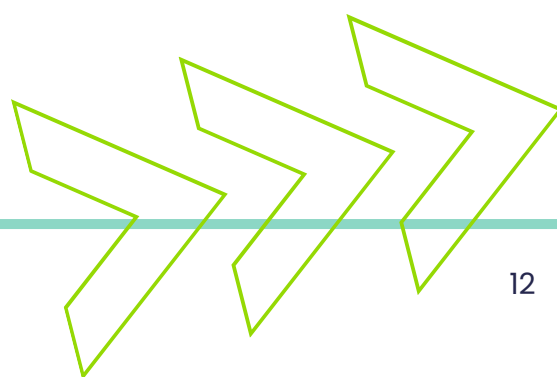
Over this last financial year, the period of our first annual report, the demand for our services grew month by month. As part of our first year operating right across the UK, we have sought to adapt the way we work and to constantly improve our strategies and process, to ensure we are providing an exceptional level of service and one we can pride ourselves upon. This has meant significant recruitment and expansion of teams within operations, streamlining processes and strategies to ensure we get back to young people as fast as possible, and also working on providing training and additional resources to always empower our mentors with the knowledge they need to help our service users.

We aim to get back to our users within 48 hours, and we currently achieve this in 87% of cases. This is an amazing achievement in our first year, and considering our mentors are volunteers. We always strive to improve, and are in process of implementing various policy and strategy changes to improve our response times further.

Improvements being worked on to improve the experience of our users and standardise the support we provide:

Service User Reviews: The ability for a service user to review our service through a link on their Mentor's signature to an online form. These will be anonymous, and will be used to give the Operations team data enabling us to better refine our services and process to respond to the needs of Young People.

Mentor Programme: Currently working with the Strategy team to construct a more structured programme to be worked through as part of the Mentor and Service User relationship. This will provide more structure for our cases, to ensure consistency of service. It will outline expectations, and will provide tips to help guide the Mentors. It will also provide the opportunity to review each case.



Case increases month-on-month in our first financial year:

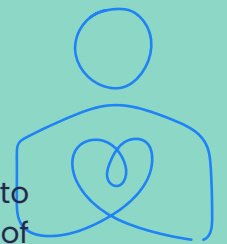


Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021
0%	0%	100%	25%	160%	-54%

May 2021	Jun 2021	Jul 2021	Aug 2021
117%	-23%	-30%	14%

Safeguarding

- 19% of cases were escalated to Safeguarding
- Our trained and dedicated safeguarding team is always on hand to investigate cases that our frontline mentors escalate – in the majority of cases, no further action was required, however mentors expressed that they feel reassured to have a second opinion and advice.
- Over the next year we plan to roll out some workshops to further promote the work the safeguarding team carries out, which will increase understanding of safeguarding, and will provide extra training for mentors regarding escalating cases.



Testimonials from our frontline volunteers...



"My experience so far at Teenage Helpline has been rewarding. Supporting young people is a huge passion of mine and I'm grateful to be a part of a great team!"

- Abby, Mentor

"My experience volunteering with Teenage Helpline has been great! I've been able to work with a lovely supportive team and gain more leadership experience which will help me in roles outside of Teenage Helpline too. It's also great to be a part of a charity that is helping young people!"

- Amber, Team Leader

"Personally, I chose to volunteer for TH because a close friend of mine, who was a fellow mentor for TH, kept telling me how great the opportunity is - given that I am working towards a career in clinical psychology, I didn't need much more convincing to make my application, but it is safe to say that my expectations have been exceeded beyond anything that I had in mind when I started this journey. The skills I have developed, and continue to develop by being a mentor are so valuable to both my personal and professional development, and this gives me so much confidence for my future. I couldn't possibly praise TH enough, and I encourage anyone who is considering volunteering with us to give it a go!"

- Mentor

"I started volunteering for Teenage Helpline in October 2020. I love volunteering for this charity, it is so rewarding to help young people and see the change that you can make in someone's life."

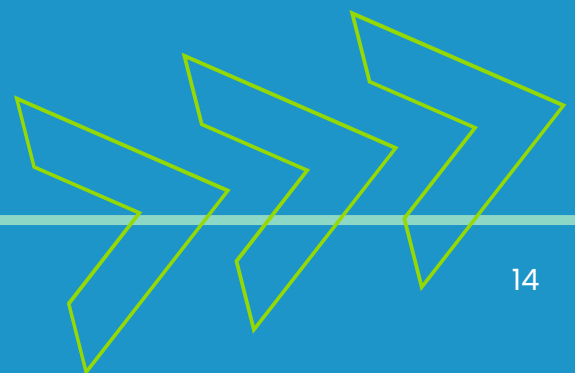
- Mentor

"I have not been a mentor as Teenage helpline for very long, but the few months that I've been volunteering as a mentor have been very exciting. Having the opportunity to help young people directly is honestly a very rewarding experience and I wish I could have had the chance to experience it sooner."

- Mentor

"I've found being a mentor at Teenage Helpline rewarding, and I get a sense of achievement, because I've been able to encourage young people to open up about how they're feeling and I've been able to help them with their problems."

- Elizabeth, Mentor





Promoting our services to our stakeholders

In order to reach our users, and to ensure that we help as many young people as possible, it is important that we promote our services and support to our wider stakeholder group.

Teenage Helpline uses a number of different tactics to target these groups, and in our first year these have included:

Social

We have active Facebook and Instagram accounts and are looking to expand to include Twitter, LinkedIn, and TikTok to cover all our key audiences- which include parents and teachers and schools, as well as our service users and potential volunteers. We have achieved up to a reach of 87000 on posts in our first year, and we're looking to increase our engagement and influence going forward. You can follow us at [@teenagehelpline](https://www.instagram.com/teenagehelpline)

Schools Outreach

We recently distributed posters and information to 2,500 schools across the UK, inviting headteachers and staff to learn more about Teenage Helpline and to help them promote our services. We have also taken part in school assemblies. If you are a school that would like to hear more about us and how we can support your students, please do contact our Executive Director of Marketing, Communications, and Fundraising, Rebecca Hunt at: rebecca.hunt@teenagehelpline.org.uk.

Website

In our first year, with minimal promotion, the Teenage Helpline website still reached around 7000 users, with an average of 75% new users on any given week. Our most frequently viewed advice page was on Eating disorders; followed by anxiety; depression; and mindfulness.

Ambassador Programme

We have recently commenced an ambassador programme, being run by our public affairs team, our first ambassador is Henry Moodie, [@henrymoodie](https://www.instagram.com/henrymoodie) (Instagram). This programme will enable us to extend our reach - please do contact rebecca.hunt@teenagehelpline.org.uk if you would like to hear more.

Public Affairs and Communications

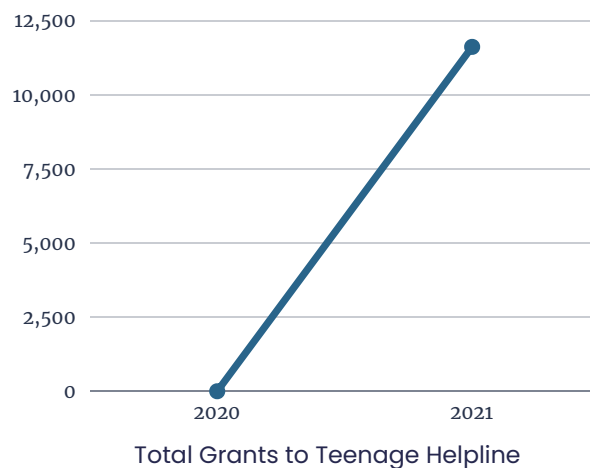
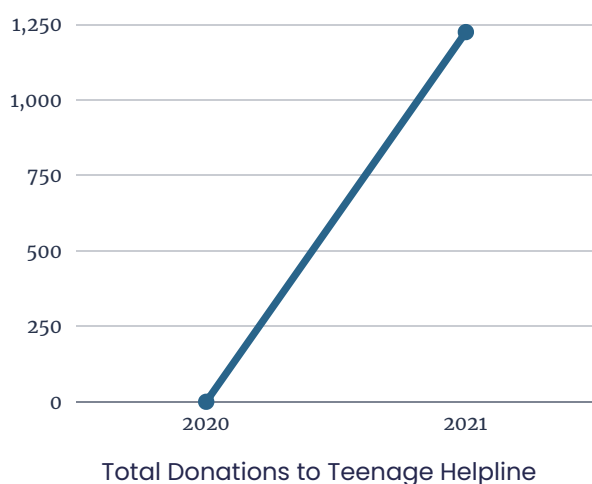
As well as managing our ambassador programme, our Public Affairs team update our stakeholders, mental health influencers, our users, and staff, on any key Teenage Helpline updates and news. Regular communication is important to increase awareness.

Finance Report

Overview

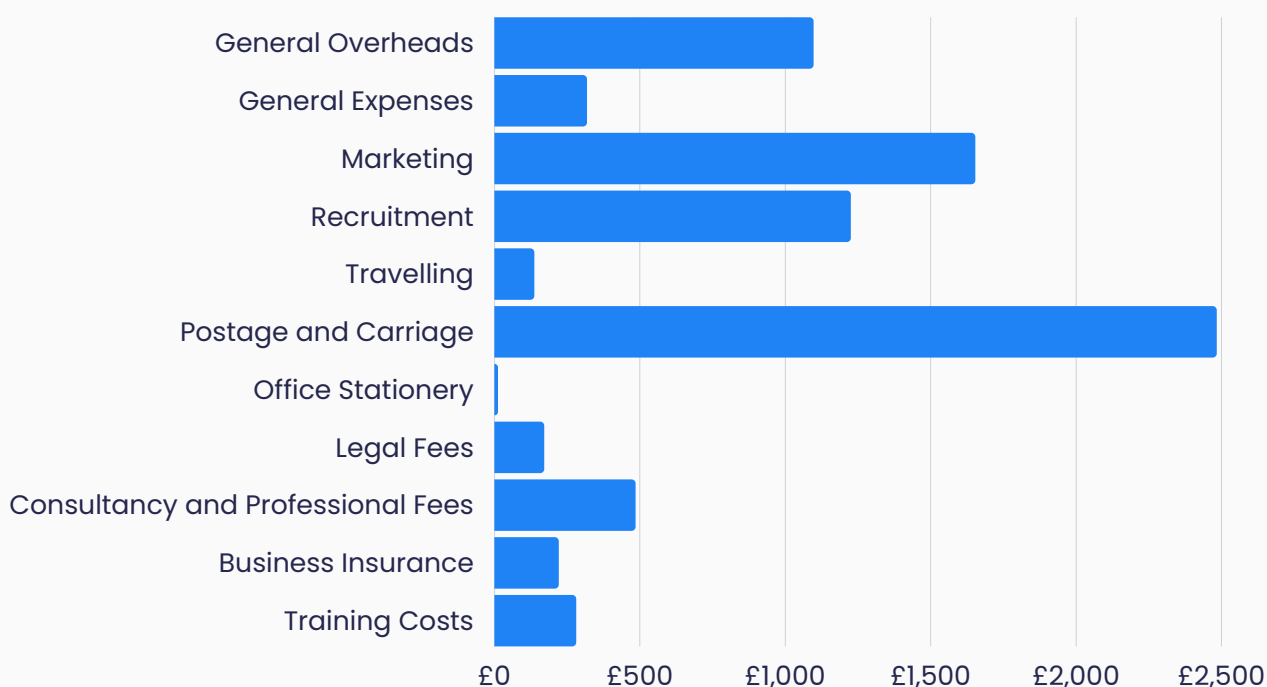
Our 2020 to 2021 financial year was successful. Throughout the period, we received a significant amount of income in grants, received from The National Lottery Fund (£5,623.00), Esso Petroleum Company Ltd (£1,000.00), and the Ardonagh Community Trust (£5,000.00). We also received a total of £1,125.00 in in-kind donations from those who believe in advancing what we do. Our expenditure throughout the period was reserved, covering a range of expenses that were required to run our services. We always ensure that we get maximum value from the money that we spend, and all the expenditure during the period went towards the running of the charity. With such a financially successful year, we were able to put a significant fund (£4,818.00) into our reserve pot, helping to further secure our ability to provide such important services to young people in the future.

Adham Yassen
Chief Financial Officer



Income Statement

Administrative Expenses



TOTAL £8,030

NET INCOME
£12,848

OPERATING SURPLUS
£4,818

What's next for Teenage Helpline?



Following an incredibly successful first year, there is a lot in the pipeline for Teenage Helpline to allow us to continue to grow.

Increase our financial resilience: We will continue to engage with donors who are able to support our cause, in order to grow our reserves and reduce our reliance on grant-based funding.

Grow our team: As demand for our services grows exponentially, our team will need to continuously grow to meet the demand. We expect the number of volunteers supporting Teenage Helpline to almost double throughout the next year.

Build awareness: To further advance our services and support more young people, we will continue to grow awareness of who we are and what we do. Our outreach will carry on through our social media platforms but will be further advanced through dedicated programs targeting schools.

Develop our services: Our aim is to provide the best services possible to young people. We will continue to learn as we grow, taking every opportunity to improve our existing services to be the best that they can possibly be. We are currently scoping a project to develop the next phase of our mentoring program which will see the implementation of an instant messaging platform allowing for instant chat mentoring.

www.teenagehelpline.org.uk



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