



TEENAGE HELPLINE

Annual Report 2022



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



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Welcome from Joshua Towers

A message from our CEO on behalf of the Executive Team

2022 was an incredibly strong year for Teenage Helpline, with instances of great success and challenges, both of which have allowed us to continue to grow as a charity. We have continued to provide peer-to-peer mentoring support to young people across the UK and have taken every opportunity to improve the quality of support that we provide.

Our success, and all of the challenges we have overcome, are down to our incredible and inspirational volunteering team. Like many charities across the UK, we have faced financial challenges which limited our ability to reach the numbers of young people that we hoped to. This knock-on effect impacted our ability to market our charity. However, we continue to see an increase in trust in our services which has grown our donation and grant based income.

At the end of 2022, we had a total of 143 volunteers supporting us in many areas. It is the determination of such a strong workforce that has continued to allow us to thrive in the support that we provide young people.

A real highlight of the year for me was our attendance in the London Pride March. Not only was this an opportunity for us to demonstrate our commitment to, and passion for, Equity, Diversity, and Inclusion, but as a remote working team, it was an opportunity for our volunteers to meet face-to-face for the first time and build new relationships with their peers.

We are now entering a transformational time for Teenage Helpline. We have built a solid foundation for the future and have proven the success of our peer-to-peer support model, demonstrating how Teenage Helpline can help meet the critical and ever-growing need for early intervention support services. As we move in to 2023, we will transition from setting ourselves up to growing our services, outreach, and impact amongst the youth community across the UK. I continue to feel proud to lead Teenage Helpline, but I am especially excited for 2023 as we begin to deploy the hard work of our dedicated teams to more young people, truly creating widespread access to our support services across the UK.



Joshua Towers
CEO and Chairperson

Welcome from Reece Ward

A message from our Youth Advisory Committee Chairperson

In keeping with Teenage Helpline's commitment to remaining focussed on the people we intend to support; our second Youth Advisory Committee was formed in 2023.

The new Youth Advisory Committee consists of 6 young people which span the range of ages from the early teenage years and beyond offering a variety of perspectives and understanding. There is also a diverse range of backgrounds amongst members that will complement our ability to remain representative of all young people.

Central to the executive decision making and operation of the charity, the committee will work with all teams across the organisation over the next two years to ensure Teenage Helpline's support remains representative and relevant to young people today and in the future.

Our agenda

With a range of interests and motivations, and lived experience, the committee looks forward to improving diversity and inclusion within the charity and externally in who we help, to ensure Teenage Helpline remains approachable to all. When considering approachability, the committee will work with teams across Teenage Helpline to explore other avenues that can be used to deliver our mentoring service beyond our existing email service as we recognise emailing is becoming redundant among young people.

A final priority from the offset of the Youth Advisory Committee is to consider alternative methods that can be used by Teenage Helpline to increase our outreach and maximise visibility to ensure more young people have an awareness of the support we provide. With several members holding a keen interest in both marketing and engagement of Teenage Helpline, it will be an exciting opportunity to offer fresh ideas and have a real impact.

We look forward to the two years ahead tackling the challenges outlined and beyond. The new Committee as always is committed to working with people from across the charity to respond and influence the operation of Teenage Helpline to ensure our services remain reflective of those we support.



Reece Ward
Youth Advisory Committee
Chairperson

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.



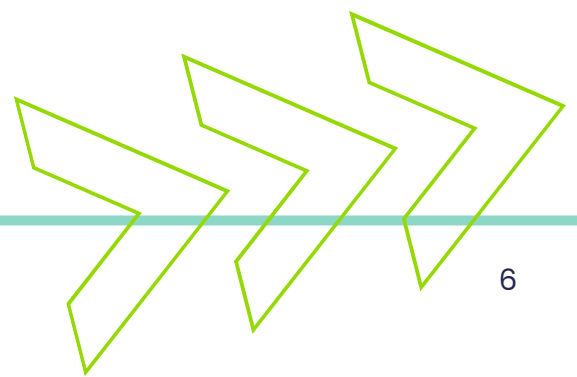
Barney Harrison
Executive Director of People

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

143

volunteers at the end of 2022

22

average age of
mentors

Gender Diversity Teenage Helpline

154 of our volunteers in the period (77.78%) identify as Female

39 of our volunteers in the period (19.70%) identify as Male

1 volunteer in the period (0.51%) identifies as another gender

4 volunteers preferred (2.01%) not to disclose their gender

Volunteer Survey Results

- 4.3 out of 5 average satisfaction score
- Most volunteers have worked with us for more than 7 months
- 92% of them give a positive 'YES' to our organisational support
- 84% of them feel valued, heard and supported
- 98% believe their work is significant and impactful to their age group and community
- Volunteering because they have a passion to support teenagers, as well as wanting to offer time and energy
- Their experience is: Busy, exciting, fun, meaningful, committed, welcoming, supportive, rewarding, developmental, educational, valued, collaborative, enthusiastic, and flexible.

Our People

A message from our Chief People Officer

The People Team have, once again, worked tirelessly and passionately to bring in, nurture, and develop the talented people who volunteer across the charity. In what can only be described as a challenging year, everyone in the People Team has pulled together incredibly to reinvigorate our systems and processes to bounce back from a very strange end to 2022. With our new Chief People Officer taking the reins, we will have a wealth of experience at all levels through team to bring our People functions to a whole new level of productivity and support in the coming year.

I can't thank the managers and their teams enough, seamlessly transitioning through many changes in both process and people across the team, and readily prepared for the huge growth we are expecting across the charity through 2023 and beyond.

Everyone across the charity will notice some major changes to the people team, its interactions and involvement across all our volunteers, and the services provided. With the introduction of BrightHR, our updated training content, and the growth of our HR capabilities in general, our volunteers will be more supported and better prepared for life both in and out of Teenage Helpline, and I can't wait to see what the next 12 months brings.



Barney Harrison
Chief People Officer

**Our volunteers
gave us an**

86%

**volunteering
satisfaction score**





What types of roles do we recruit?

- We recruit into a wide range of volunteering roles across Teenage Helpline and, whilst some roles are reserved for young people aged 25 and under (such as our peer mentors), we have a whole host of roles that are filled with a diverse range of individuals.
- We have entry level and skilled positions in all departments, whether they are in Operations, Finance, People, Legal or Marketing & Communications
- The development opportunities that we provide to those who are willing to give up their time selflessly to volunteer opens further doors for those individuals
- If you are interested in volunteering with us and believe your skills can help us make a difference, please get in touch.



What are the benefits of volunteering for Teenage Helpline?

- Being involved in our community and gaining friends through volunteering with us
- Gaining experience in a rapidly growing charity, which is highly appreciate of your time and efforts
- Volunteer excellence is rewarded with schemes such as CEO recognition letters and online & in-person community meetups. 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.
- Developing existing and gaining new skills in your area of expertise, or in areas you wish to explore as a future career path.
- Access to 'Employee Assistance Programmes' that are designed to provide confidential support to all volunteers and staff at Teenage Helpline.
- A social 'feel-good' factor of being part of a collective movement to improving the quality and availability of critical support services to young people across the UK

What do our people think?

Hear what our volunteers think about working with us

Here at Teenage Helpline, we are proud to offer a whole range of meaningful and valuable volunteering opportunities to a diverse and passionate team who buy into, and strive to achieve, our mission and aims. Our volunteers summarised their time with us in 1 word:

Busy **Enthusiastic** **Collaborative**
Developmental **Valued** **Educational**
Welcoming **Fun** **Committed**
Supportive **Rewarding** **Exciting**
Meaningful **Flexible**



As someone passionate about technology, volunteering for Teenage Helpline provides the unique opportunity to utilise and develop my skills as a professional while supporting a cause that positively impacts the lives of young people. It is continually inspiring working with the dedicated IT Team to provide important technical support to staff who all work tirelessly to make a difference.

– Kallum Jones | IT Helpdesk Manager



I was inspired to volunteer for TH while I was studying for my degree in Psychology. I was interested in the idea of supporting young people's mental health and was looking for flexible work experience when I came across the advert for TH. To support young people going through difficulties with their mental health by becoming a mentor sounded incredibly rewarding and a great experience for me while I was working towards my goal of becoming a psychologist. Since volunteering here for a little over a year, I have mentored many young people, some cases being more complex than others, and with each case they have told me that Teenage Helpline and I have been a great help for them, which is always great to hear.

– Erin | Senior Peer Mentor

Our Impact

Our second operational year as a charity has seen us continue to demonstrate our success as a national charity, providing key peer-to-peer support to young people across the UK. Some of our key highlights this year include:

- We have grown and developed a high-quality team of volunteers from a wide range of backgrounds who selflessly give their time for free, allowing us to continue building on our service provision available to young people
- We have continued to attract higher than expected case numbers with a large majority of cases being given a level of ongoing support spanning many months
- We have celebrated successes and learned lessons, and we continue to achieve significantly more than we imagined. We are extremely excited for the future of Teenage Helpline.
- We have started to grow the number of positions on our board, to include a non-executive position that will allow us to better measure and report on the direct and indirect impact of Teenage Helpline as we begin to deploy our services to more young people across the UK.
- We have built significant high-profile relationships with both individuals and organisations that will set us up to reach more young people in the future.



Insights from the Operations Team

A message from our Chief Operating Officer

265

Young people supported, to date, by our team

Our Operations Team have continued to give up their time selflessly to provide peer-to-peer support to young people across the UK. We still see that young people are mainly reaching out to our mentors to discuss their experiences with mental ill-health.

In demonstrating the trust that we have grown as an organisation, we now see industry professionals reaching out to refer young people in their care to our services such as NHS nurses and staff from educational organisations. Another huge marker of success for us, and an indication that we are achieving what we want to achieve, is that we see many young people reaching back out to the helpline for further support.


We are always working on improvements across our operational streams, to include simplifying our processes and re-organising the department to allow us to grow even further to meet the demand of support needed by young people.

We will also be introducing our new and improved Mentoring Academy, designed to build a strong team of mentors and equip them with the knowledge and skills that they need to act as a mentor on the helpline.



Lukasz Nazarek
Chief Operating Officer

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.

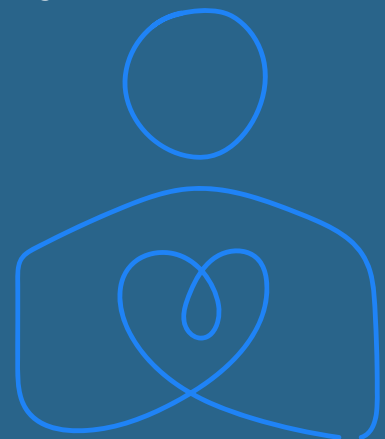
We uphold the welfare and safety of all children and young people we work with by listening to them, valuing and respecting them and working in partnership with young people and other agencies to promote their safety.

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.

At Teenage Helpline we strive for a culture of continuous improvement and development in all matters relating to Safeguarding.

Dominique Fadeni
Designated Safeguarding Lead





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 stakeholder groups with some examples below:

Social

We have active Facebook and Instagram accounts as well as a company LinkedIn. We are looking to increase our social presence, as well as expand our audiences through campaigns and paid for social tactics.

We have achieved up to a reach of 83,297 on posts from Instagram in year two, and 92,615 on Facebook. This is an increase of 90,000 from last year. You can follow us at @teenagehelpline

Schools Outreach

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

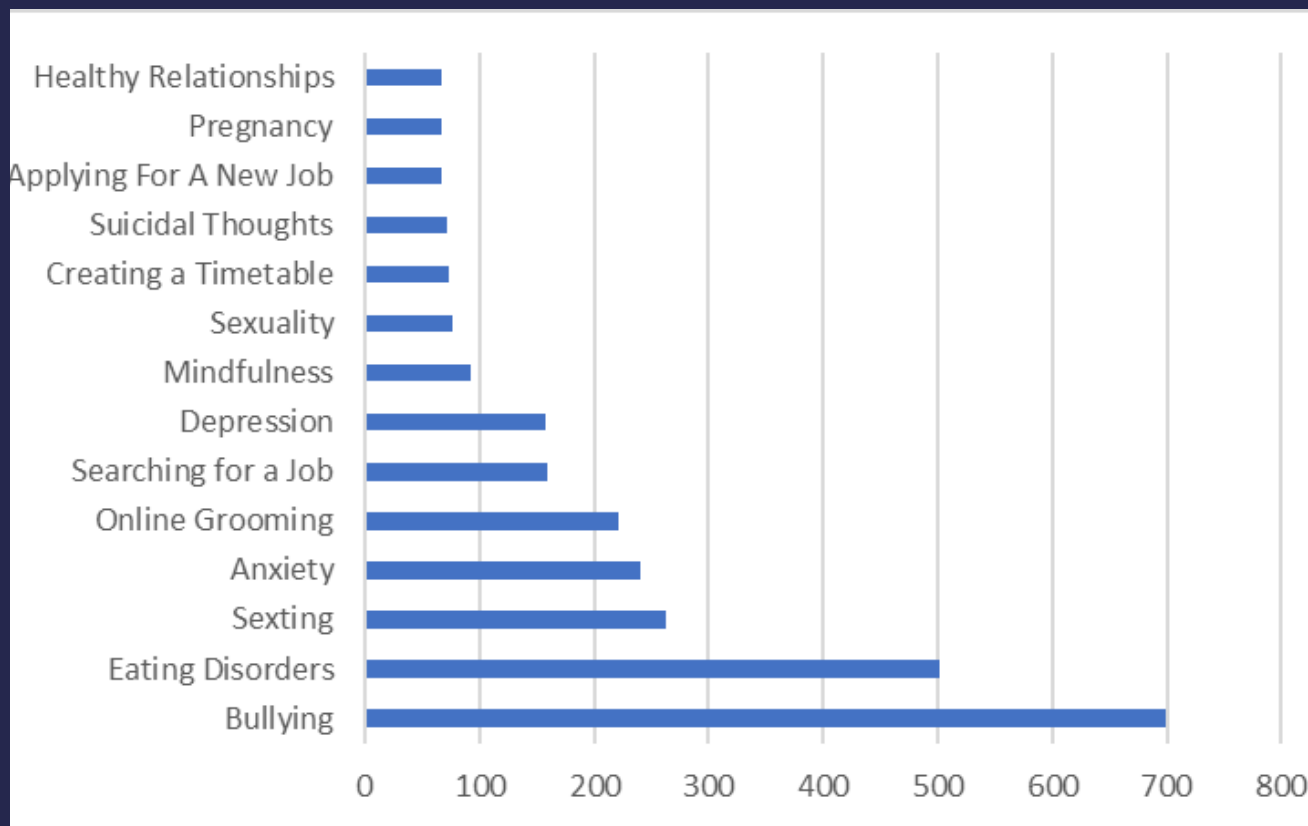
Website

The Teenage Helpline website reached around 10,800 users this year, an increase on last year, with an average of 73% new users on any given week. Our most frequently viewed advice page was on Bullying; followed by eating disorders – which was top last year; then sexting; anxiety; online grooming; and looking for a job.

Public Affairs and Communications

We hope to increase our partnerships, policy commentary and consultation engagement, and our ambassador programme next year as well as mapping our stakeholders. Regular communication is important to increase awareness.

Our most viewed advice pages



Over 10,800
website views

And we can't wait to see
what year 3 has in store for
us!

Follow us on all our
socials and
engage when you
can. This really
helps to keep us
growing!



Social reach
up by
90,000

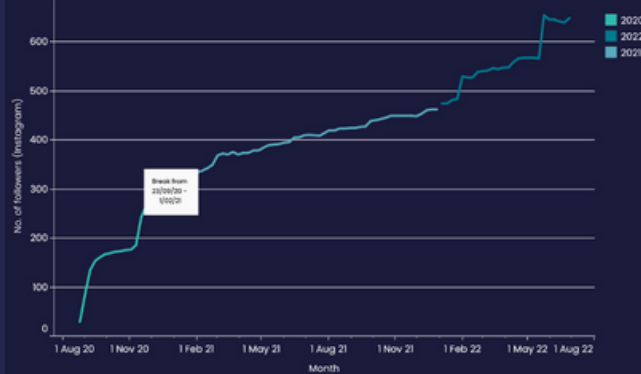
Our progress over the past two years

Teenage Helpline Review: 2020-2022



Let's have a look at how much we've grown over the past two years:

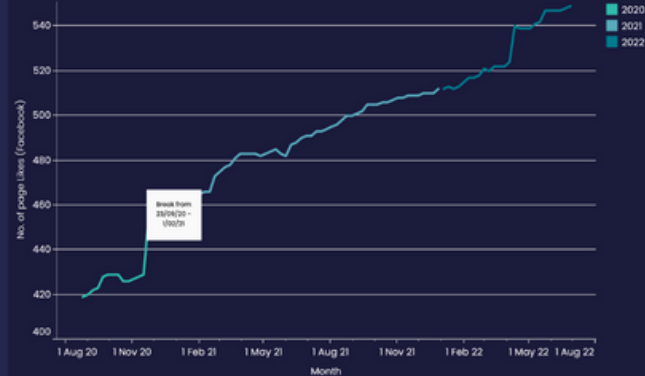
Instagram Follower Count



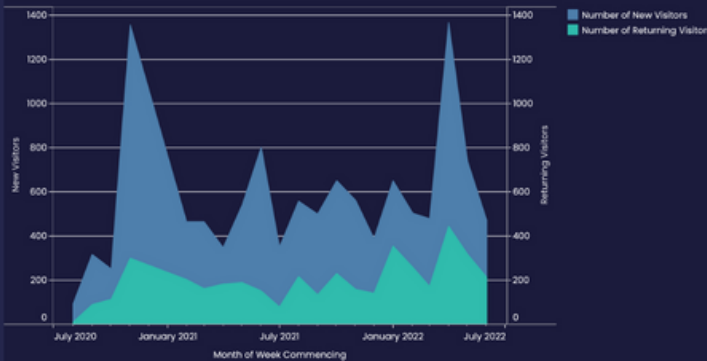
Ambassador posts really helped our growth on Instagram this year

Shares on Facebook are really important for growth in page likes!

Facebook Page Likes



Website Users



The plots of Number of New Visitors and Number of Returning Visitors for Week Commencing Month. Colour shows details about Number of New Visitors and Number of Returning Visitors.

Returning customers have seen the biggest increase over the last two years

Our Finances

A message from our Chief Financial Officer

Teenage Helpline has seen another strong year of financial performance. This is highlighted by an increase in income and a hugely significant shift in the proportion of our income received through donations rather than grants, demonstrating how the organisation is becoming more self-sustaining and resilient. As before, our balance sheet position remains extremely healthy and puts us in an excellent position to make wide ranging investments in the coming year. We have seen:

- 21% increase in income during the accounting period (from £12,848 to £15,573)
- 478% increase in donations (from £1,225 to £7,083) illustrating how we are becoming more self-sufficient and less reliant on grants
- 119% increase in marketing spend (from £1,652 to £3,615) illustrating our focus on building awareness and presence
- Extremely healthy balance sheet position, with only £54 worth of liabilities as of 31/12/2022

It must be noted that this reporting period was extended, covering 01 Sept 2021 to 31 Jan 2022. This is due to a change in accounting reference period to increase our ability to effectively budget and manage its finances.

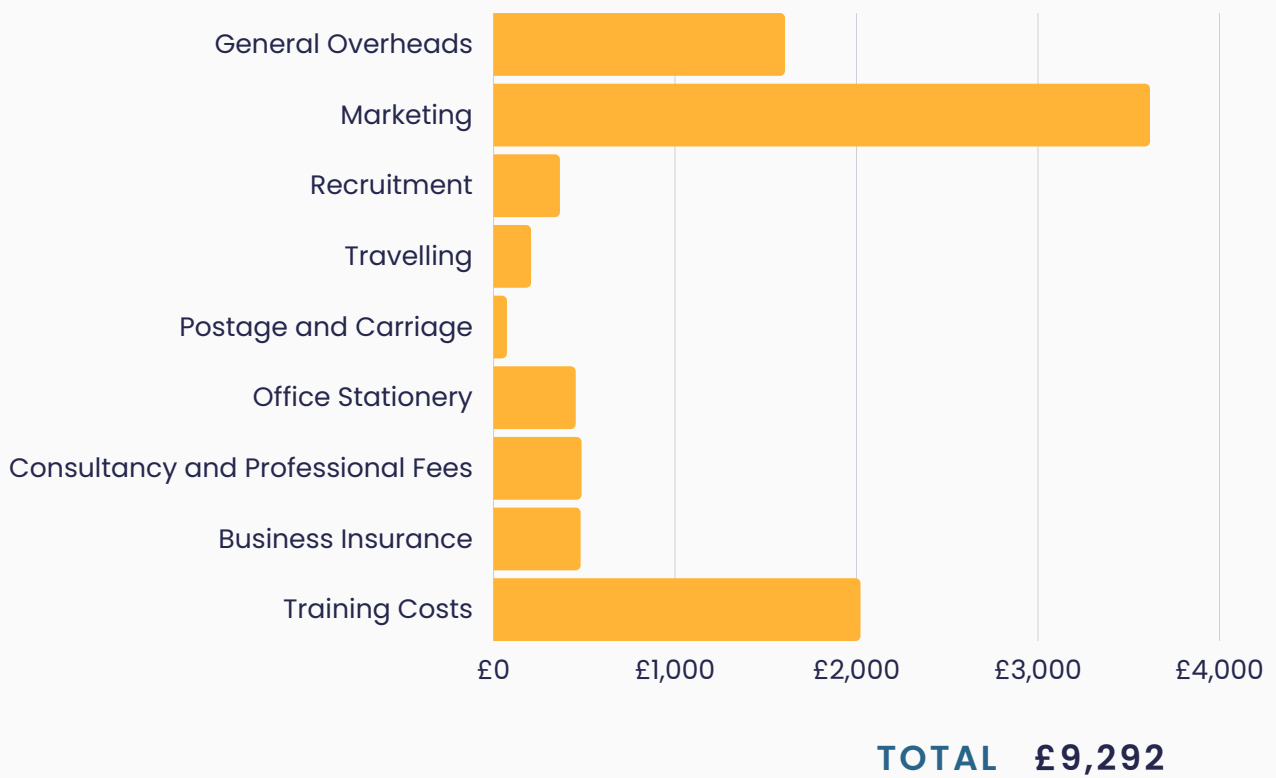


Adham Yassen
Chief Financial Officer

We invest our money in the best possible ways to support Teenage Helpline's mission and growth. This year, we allocated more of our funds in the areas of marketing and training

Income Statement

Administrative Expenses



INCOME
£15,573

↑ 21.2%

SURPLUS
£6,281

↑ 30.3%



What's next for Teenage Helpline?

A message from our Board of Trustees and Directors

The future of Teenage Helpline is very bright following the hard work put in over the past 2 years to build some strong foundations for our organisation. As we enter a transformational period for Teenage Helpline, our focus will shift from designing, implementing, and testing our services and processes, to growing awareness and deploying those services amongst more young people across the UK. This is an extremely exciting time for Teenage Helpline, as we reflect on our successes and identify our areas of opportunity for 2023. Some key areas of focus for us in 2023 include:

Improving accessibility to our services

We are exploring ways to advance our services beyond e-mail based mentoring, increasing accessibility to those who don't like to communicate via email.

Advancing outreach opportunities

We are moving forward with a refreshed marketing strategy, focusing more on social media outreach whilst also building relationships with schools and other youth organisations who can sign-post our services.

Growing our funding opportunities

We are stabilising our finances, growing our team to adopt a stronger financial position. We will focus greater energy in donor relations and other ways to manage our surplus cash to the best advantage for the charity.

Launching our mentoring academy

Building on the existing experiences of our great mentoring team, we will shortly be launching our Mentoring Academy. This will provide a structured, and more advanced, training syllabus to all new mentors joining our charity, setting them up for success right from the start.

Growing partnerships with other organisations and individuals

We know we can't solve every young person's problem alone. We will focus time and energy to partner with other organisations, leveraging a collective strength to provide the best possible support services to young people across the UK.

www.teenagehelpline.org.uk



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