

Impact Report 2024/2025

**Supporting Minds,
Changing Lives.**



Chair's Foreword



This final year of the Board's 3-year strategy has again demonstrated Action Mental Health's key role in supporting thousands of people's mental health across Northern Ireland.

Given the growing economic headwinds and resultant pressures on communities the need for support has been growing and I'm delighted that the outcomes in this Impact Report demonstrate that our staff have been at the forefront of supporting people in local communities.

Over this period Action Mental Health has led really strong and sustainable partnerships across the mental health and economic inactivity sectors, and some of which deliver cross border. The Board remains steadfastly committed to making a difference in people's mental health and this report demonstrates the commitment and passion of our staff and ultimately it highlights the vital impact they have on people across the region.

Damian McAuley

Chair

CEO's Foreword



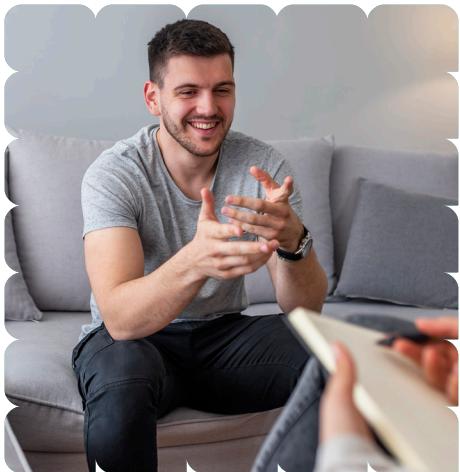
I'm delighted to share this annual Impact Report for 2024-2025. It was a year of remarkable achievements as Action Mental Health expanded services, particularly those supporting young people. Our service delivery was accompanied by a very visible regional media campaign for greater support and understanding for those with mental health issues.

The cross border Our Generation Peace Plus programme focussing on increasing mental health literacy was launched with our eight partners and it is already reaching thousands of young people. Alongside that Action Mental Health was delighted to start counselling in over 60 post primary schools to hundreds of pupils providing a vital support to our young people at a vital period in their lives. Recovery and employability services continued across ten locations to address economic inactivity

and social exclusion and the media campaign supported these efforts.

Internally it was a year delivering significant changes to enhance sustainability of services and I'm very grateful to staff for coping with that while maintaining much needed support to clients. In particular our Foyle service moved into the centre of Derry/Londonderry and whilst it initially caused upheaval, it has created more opportunities for partnership working and enhances client access. The care and compassion of our staff has been a constant source of pride, they work with hundreds of people every single day and I'm really grateful to them. I'm also indebted to those who volunteer for us and for those who fundraise and donate to keep our vital services operating.

David Babington
CEO



“

Counselling has put me in a much better place now, which has been amazing.

”



“

Therapy helped me move on from feeling low. Now I can manage those feelings with my family's support and the tools I've learned.

”



“

It's free, easy to access, and worth it. If you're struggling, reach out for help. It truly gets easier.

”

Counselling with Action Mental Health



23,257

counselling sessions delivered to
4,189 individuals and families



33

sessions delivered to **9 families**



11,013

sessions delivered to **2,262 adults**



12,211

sessions delivered to
1,918 children and young people

Schools and Community



19,062

beneficiaries of **Action Mental Health resilience services**



250

schools received **counselling and resilience-focused services**



563

one-to-one support sessions provided for people affected by eating disorders



124

participants across **three Men's Sheds**



“Very helpful and informative – it helped me reflect, become more self-aware, and develop coping strategies. Thank you, much appreciated.



“ Action Mental Health has changed my life for the better, I wake up each day with a purpose and love coming to the classes and have made new friends.

Client in Foyle



“ The service is a life saver literally as it gives me something to look forward to each day.

Client in Antrim



“ Attending the service has helped to improve my independence. It gives me a sense of achievement.

Client in Downpatrick

Mental Health Recovery & Employability



1,554

clients attended **Action Mental Health services**



266

clients progressed to **paid employment, voluntary work and further education/training**



108

clients supported by the **Workable (NI) Programme**



1,446

clients took part in **training and employment programmes**



22

programmes delivered to **help manage long-term health conditions and chronic pain**



1,226

accredited training outcomes achieved

Social media and online engagement



536,823

unique people reached on Facebook, with **13,559** fans



37,664

unique people reached on LinkedIn with **3,531** followers



38,292

TikTok video views



275,241

people reached on Instagram with **4,092** followers



8,743

followers on X, with **107,849** views



83,676

website user visits

Staff and volunteers

203

Employees

13

Volunteers

“

All members of staff treat all clients with the utmost respect. Everyone is treated according to their needs and all strengths are encouraged.

Client in Newry

”



“

I am so thankful for Action Mental Health Fermanagh. The staff are so supportive, friendly and approachable.

Client Feedback

”

Income and expenditure

TOTAL INCOME	£8,540,755
Charitable activities	£6,721,654
Sale of fixed assets	£1,127,907
Donations	£304,712
Trusts & Foundations	£100,000
Other	£180,920
Investments	£105,562

TOTAL EXPENDITURE	£7,355,156
Charitable activities	£7,158,061
Cost of raising funds	£169,031
Other	£28,064

Total spend on charitable activities was 97.3% of the total expenditure.



“ Thanks to the staff and clients I feel welcome and like I'm part of something bigger. I've expanded my knowledge and become a lot more confident. I am more and more comfortable being around larger amounts of people, and have learnt some great coping techniques for when I do still happen to struggle. Over all, my mental health has improved tremendously.

Client in Antrim

”

Beyond the numbers: Stories from 2024-25

I AM SOMEONE campaign

In 2024, we launched our major new campaign, “I AM SOMEONE”, which aims to raise awareness of mental health issues in Northern Ireland and raise vital funds for our services. Supported by local actor, James (Jimmy) Nesbitt, along with our ambassador, Olympic Champion Rhys McClenaghan, the “I AM SOMEONE” campaign officially launched at Stormont’s Long Gallery on October 9, ahead of World Mental Health Day on the 10th.

With one in five adults experiencing mental health issues and one in eight children encountering emotional difficulties, the campaign reminds us of the likelihood that we all know someone who has faced or will face mental health challenges in their lifetime. It could be your friend, your family member, your neighbour or even yourself.

At the heart of the campaign – which shares stories from Action Mental Health clients who have accessed support from our various services – is a message that, with the right intervention, recovery is possible.





Action Mental Health Foyle relocates

Having provided mental health services in the Foyle region for more than 30 years, Action Mental Health relocated to its new Pump Street location in the city centre. The Mayor of Derry City & Strabane District Council, Cllr Lilian Seenoi Barr SDLP, subsequently cut the ribbon to mark the official opening of the new premises on World Mental Health Day (10 October 2024).

Workplace Wellbeing Hub launch

A new online platform and membership scheme created by Action Mental Health to help HR professionals support their workforces more effectively with their mental health and wellbeing launched at The MAC, Belfast on Thursday, 23 January.

Created by our team of experienced professionals, the Workplace Wellbeing Hub offers bespoke solutions for organisations of all sizes. Those who sign up will subsequently benefit from a range of strategic mental health and wellbeing consultancy, training and support, along with a suite of professional online resources, webinars and more.



OUR Generation project launch

The OUR Generation Project was officially launched in Belfast on Wednesday, 13 November. The latest phase of the project runs from 2024-2027, taking place in various education, youth and community settings across Northern Ireland and the border counties of Ireland.

As a cross-border initiative led by Action Mental Health, OUR Generation is focused on youth mental health and wellbeing, with fellow project partners including Donegal Youth Service, Cooperation Ireland, Youth Action NI, Youth Work Ireland, Playboard NI, Boys & Girls Clubs NI, Include Youth and Ulster University.

The project will develop and deliver programmes focused on increasing mental health literacy, enhancing emotional resilience and building leadership skills in children and young people aged between nine and 25 years old. The project will also lead on research into mental health and the impact of trauma upon our communities.

It is anticipated that approximately 33,000 children and young people, along with 5,000 key youth workers will participate in the project overall.



OUR Generation is a project supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).

Double Success at Fundraising Awards

Action Mental Health marked a double achievement at the Chartered Institute of Fundraising Northern Ireland 2025 Awards, an annual event recognising the impact and dedication of charities across the region. The organisation, alongside Allstate Northern Ireland, won Fundraising Partnership of the Year for their 2024 staff charity partnership, which raised an impressive £73,743 in support of mental health services. This contribution will make a significant difference to individuals and communities throughout Northern Ireland.

Action Mental Health also received Highly Commended in the Fundraising Campaign of the Year category for its collaboration with the Henderson Group on the Miles for Mental Health 2025 staff fundraising initiative. The Henderson Group has raised over £125,000 through its long-term partnership, while also promoting wellbeing within its workforce.

Action Mental Health extends thanks to all supporters who continue to champion and contribute to vital mental health services across Northern Ireland.



Our service locations

Focused on creating positive change in people's lives, Action Mental Health provides the following services:

- **Counselling for children and adults.**
- **Employment and vocational skills training.**
- **Personal development support.**
- **Mental health training for workplaces.**
- **Training and support to raise awareness of eating disorders and promote early intervention.**
- **Specialist support to help people with disabilities and health conditions return to and stay in work.**
- **Men's Shed: Connecting men aged 50 years+ through practical activities.**
- **Counselling and resilience-focused programmes for schools.**
- **Support for people living with long-term health conditions and pain.**

With centres in multiple locations, our services extend across Northern Ireland, including Belfast (x3), Antrim, Craigavon and Banbridge, Downpatrick, Enniskillen, Lisburn, Foyle, Newry and Mourne, North Down and Ards.



Action Mental Health is a local charity supporting minds and changing lives, across Northern Ireland.

To find out how you can support our vital work through donations and fundraising, or by leaving a gift in your Will, please visit **amh.org.uk**

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counselling
changes lives

INVESTORS IN PEOPLE
We invest in people Platinum