

Yes, I want to support someone in need.

Please complete and return this form using the Freepost* envelope. To help beat mental health stigma, your thank you letter will include a #StopStigma wristband (if you don't already have one). If you would prefer not to receive one, please tick here:



1. Your personal details

Title _____ First name _____ Surname _____
Address _____
Postcode _____
Telephone _____ Mobile _____ Email _____

2. Your donation

Every £25 will provide four people with the first 30 minutes of personal, emotional support, allowing them to begin their own journey to mental health recovery.

I'd like to donate £10 £25 £50 £100 £150 Other £ _____

Please make your cheque/postal order/CAF voucher payable to SANE

OR please debit the above amount from my:

Visa/Delta MasterCard Maestro CAF Card

Card No: Security Code:

Valid From: Expiry Date: Issue No: (Maestro only)

Signature _____ Date _____

I would prefer to make a regular donation. Please send me a Standing Order form

Alternatively visit sane.org.uk/how_you_can_help/donate to give online and/or set up regular donations using FuturePay.



3. Gift Aid – Making your donations go even further

I want SANE to treat this donation, all donations I have made in the past 4 years, and all future donations from today as Gift Aid donations. Signature _____ Date _____

I confirm I am paying an amount of Income Tax and/or Capital Gains Tax that is at least equal to the tax that all the charities or Community Amateur Sports Clubs (CASCs) I donate to will reclaim on my donations for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.



Leave a gift in your Will

Our vision is a world where mental illness is free from stigma and shame, and everyone affected can receive the care and support they need. Every legacy brings us a step closer to this future.

Kind gifts from many generous people have ensured SANE can be there for people whose lives have been devastated by mental illness. When you are providing for your family in your Will, please consider leaving a gift to ensure mental health support is available for years to come. Your gift, whatever its value, is special to us, and greatly appreciated by those you enable us to help.

Please tick here to receive more information on how to leave a legacy to SANE.

Thank you.

SANE Registered Charity Number: 296572. *FREEPOST RRJZ-TAEG-YYJU, SANE, Cityside House, 40 Adler Street, London E1 1EE

Half of all adult mental illness begins before the age of 15 and 75% by the age of 18

Children and young people are being let-down by the mental health system. Timely intervention is vital in the early stages of mental illness, and yet many are getting no NHS help at all. SANE's services are a lifeline to these young people.

One of the key aims of SANE's innovative Black Dog Campaign is to raise awareness of mental health amongst children and young people.

Thanks to your goodwill, there are now 10 Black Dogs touring the country. They promote the messages of hope and acceptance of mental illness, and let people know SANE is here to help.



Horace at Channing School

Channing and Putney High Schools are currently hosting Black Dog statues, and are holding various fundraising and awareness-raising events. Edinburgh's Heriot-Watt University hosted our Scottish dog, Angus, and are now fundraising for their very own Black Dog!



Faris Khalifa

Young people have also been at the forefront of a number of exciting online initiatives to combat mental health stigma. To celebrate their commitment we have set up Young SANE, a section of the website dedicated to these young people and their activities.

One of these inspirational people is Faris Khalifa, who shared an incredibly brave and powerful video, and has been campaigning for better mental health awareness. He has very kindly decided to create some video blogs for SANE to help achieve this goal. To read more about Faris and others, visit:

www.sane.org.uk/what_we_do/young_sane/.

The Year Ahead

Changing mental health for good

In the coming year, SANE hopes to reach out to even more people affected by mental illness. Your kindness will give hope and compassionate support to people who have been forgotten and abandoned.

By raising even more money, we hope to increase the capacity of all of SANE's services, helping more people feel comforted and cared for as they try to cope with mental ill-health.

In 2015, SANE will continue its mental health research. SANE is working with the Oxford Mindfulness Centre, Professor Daniel Freeman and Oxtex (Professor John Geddes) to find causes, better treatments, and more effective therapies. Until mental illness is better understood, we will be without a cure.

We believe in a world where mental illness is free from stigma, and everyone affected can receive the emotional support they need. And together, we will make that happen.

PS. In May we will be moving to 14 Chillingworth Road, London, N7 8SH. However, please be assured that the Freepost envelope provided will reach us. More information will follow.

SANE Supporter

Dear Supporter,

A Year in Mental Health

Their only 'crime' is to be distressed and to need help

It has been a year of story after tragic story, of families devastated by mental illness despite pleading for help from the NHS. The over-stretched mental health system is failing people in their hour of need. Shockingly, on several occasions last year no mental health beds were available anywhere in the UK.

Because of this, people in mental health crisis are being treated like criminals: kept in police cells as there is no other safe place where they can be taken. Last year 6,000 adults and 200 children were detained in this way. These vulnerable people need urgent care, not confinement.

SANE's CEO, Marjorie Wallace, recently condemned this outrageous practice:

"We thought we had come a long way from when as a society we judged mentally ill people, particularly those attempting suicide, with blame and shame. The use of police cells to detain people who may desperately need treatment shows how little progress we have made."

SANE has long-campaigned for more psychiatric beds and the provision of safe-havens for people in crisis, and yet the situation continues to worsen. When beds are available, there are so few that doctors are being forced to use the Mental Health Act, detaining patients and sending them to hospitals hundreds of miles from their homes. Here, they are denied consistent care from professionals they know, and comfort, warmth and support from their family and friends. This terrifying, lonely situation should not be suffered by anyone.

In a mental health emergency, people should receive professional help in a safe, familiar environment. Stripping people of their rights and treating them like criminals must not go on. Ahead of the upcoming General Election, SANE is working with the leaders of the main political parties to change this situation.



Changing mental health for good

SANE 1st Floor Cityside House, 40 Adler Street, London E1 1EE t: 0207 375 1002 f: 0207 375 2162 w: sane.org.uk
SANEline: 0845 767 8000 TextCare: sane.org.uk/what_we_do/support/textcare

SANE (limited by guarantee) Registered Company Number: 2114937 Registered Charity Number: 296572

17 March 2015



A safe place to turn to at SANE

One in four people experiences a mental health problem, but 70% of them never receive NHS help

More people than ever are affected by the devastating impact of mental illness. And if timely support is not received, a person's mental health deteriorates. This is why SANE provides personal, emotional support to people of all ages: the key element missing from statutory care.

When Amy, 28, experienced a major breakdown she was signed off from work, and told not to return until she had seen a psychiatrist. However, the waiting list was three months long. She was told she was not a priority, and did not fit the criteria for 'enduring mental illness'. Forced back to work due to financial difficulties, but with no support and no promise of treatment, Amy was pushed further into crisis. She needed compassionate, consistent care, but the mental health system failed her.

Thanks to your kindness, SANE was able to provide emotional support and practical advice to Amy, when she had nowhere else to turn.

"I'm eternally grateful that SANE was there for me.

If you need an ear, these people will listen. If you need to cry down the phone to someone, helped only by the fact that there's someone on the other end of the line, SANE will be there.

There's no judgement. No condescending comments. No unhelpful motivational pep talks. Just support and a charity that really cares about the people it's there to help."



Anthony experienced his first breakdown 35 years ago. He suffered a number of frightening episodes before being diagnosed with schizophrenia, and has been hospitalised numerous times. He now turns to SANE for support in times of need.



"When I became ill I thought the world was inaccessible and fragmented – I have lost something whole. I felt as though I had played a game and lost badly.

I cope from day to day as best I can but when it all becomes unbearable, I call SANE. I speak to volunteers who listen, who don't rush me and who understand me. I don't know what I would have done without you."

This work is made possible through your generous support; SANE receives no government funds. In 2013/14 supporters donated £1,074,890. To meet demand £1,228,668 was spent helping 415,000 people like Amy and Anthony, through our services, social media and the website. Thank you.

The deficit was covered from reserves so that everyone who asked for help could receive it. We hope to break even as soon as possible. SANE's full audited accounts are available at:

www.sane.org.uk/what_we_do/about_sane/financial/.

How You Can Help

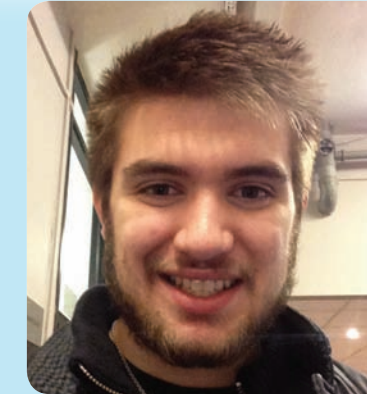
However you choose to support SANE, you are changing mental health for good.

Give a donation to help people like Amy, Anthony and Thomas

Your kind contributions provide life-saving emotional support to the tens of thousands of people who contact us every year in need of compassion, understanding, and guidance.

A gift of £25 will provide four people with the first 30 minutes of personal, emotional support and expert guidance, allowing them to begin their own journey to mental health recovery.

This will be that start of a long-term relationship with SANE, made possible by your kindness.



Raise Money

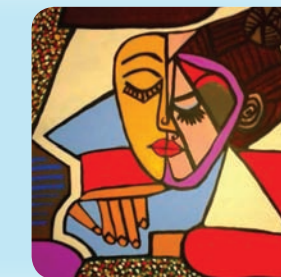
Please join Team SANE for The British 10k London Run, the Run For All Leeds 10k, or the Great Birmingham Run in 2015; you don't need to be a seasoned runner to have a fantastic time!

There are plenty of other ways to raise money. Visit: www.sane.org.uk/how_you_can_help/fundraise/.

If you would like to speak to someone about your plans please email fundraising@sane.org.uk, or call the Fundraising Team on 0207 422 5544.

Join the SANE Community

Tackle stigma by joining a community of people committed to bringing mental health into the open. You can share your experiences and artwork, and join us in campaigning for better mental health for all. The SANE Community is a safe, supportive space in which everyone's contributions are truly valued; join us today by visiting: www.sane.org.uk/how_you_can_help/sane_community/.



Thank you so much for your kindness, support and dedication to improving the lives of people with mental illness. Your goodwill makes mental health recovery possible; we are truly grateful.

With very best wishes from all at SANE,

P.T. Flitcroft

Paul Flitcroft
Director of Fundraising and Marketing



Help us grow our online presence by looking for charitySANE and sharing 'links & likes' – it really helps to change attitudes and reduce stigma.

Please turn over to read about Young SANE and our plans for the coming year.

Your questions answered

What is Gift Aid?

If you are a UK taxpayer, SANE can reclaim 25p on every £1 you donate – at no extra cost to you. That means, on a donation of £40, we receive an additional £10 to use wherever the need is greatest.

I'm thinking of donating regularly to SANE; how will this help?

Regular gifts allow vulnerable people to receive consistent care and support. Donating regularly is a lot cheaper for us to administer, and it's easier for you too.

How can I find out more?

Please visit our website: sane.org.uk for more information on our work. If you'd prefer to give us a call then our team will be happy to help. Telephone: 0207 422 5544 or email: fundraising@sane.org.uk

How will I know that I'm making a difference?

You'll never doubt it. We promise to keep you regularly updated on how your contribution helps people affected by mental health problems.

Our promise to you

- We **respect** your privacy and will never pass your details onto another organisation.
- It's your **choice** how often we contact you, and whether it's by post, telephone or email. Call 0207 422 5544 and let us know your preferences.
- We promise to spend your money wisely. We are **accountable**, and for every £1 donated we dedicate £0.90 to helping people. The balance is used to find new supporters.
- We are **committed** to making life better for people affected by mental illness. Our guiding principles are:

Acceptance

Hope

Compassion

Respect

Dignity

