

PRESENTS

2021-  
2022  
ANNUAL  
REVIEW



**STOP.  
BREATHE.  
THINK.**

Online Counselling  
for Young People.  
**Without the wait**





Stop.Breathe.Think is a free mental health service offering 1-1 counselling and support to young people across the UK. Our service is game changing. There are no wait times and young people are matched with counsellors who specialise in their needs.

Launched in 2020 at the height of the pandemic with seed funding from Gompels Healthcare, the aim of the service was to provide a rapid response to support young people’s mental health during a challenging time.

Although the most acute period of the pandemic has passed, we do not expect the psychological strain on young people’s mental health to ease as the long-term effects now begin to be felt. In fact, we are busier than ever before.

Our service is playing a vital role and that is why we need to work with more young people who are struggling and are at risk of falling through the cracks. We have built a platform from which we can expand the service, to play a significant role in the support of young people and their mental health across the country. We know the model works, and with support, we can transform and scale up this lifeline into a hugely impactful national service which will change lives and save many others.

*“I felt safe and happy talking to my counsellor. It was nice to have someone to talk to every week about my emotions without feeling like a burden. Thank you for everything, I don’t know where I would be without Stop.Breathe.Think.”*  
**STOP.BREATHE.THINK YOUNG PERSON**





OUR YOUNG PEOPLE

59%

of young people referred themselves

26%

were referred to us by parents or family members

15%

were referred to us by an organisation

64%

of young people were female

6

Average number of counselling sessions per young person



In January 2022, we launched Stop.Breathe.Think's brand-new website and referral system. Within just one month we saw the number of young people accessing the service double. Since January, on average we receive 170 new referrals each month from across the UK with a high percentage of young people reaching out to us from the North West, South West, Midlands and London.

**Sadly, the three most common issues affecting our young people are anxiety (26% of young people), suicidal thoughts (11.5%) and self-harm (10%).**

*"Together with my counsellor, we developed coping mechanisms and ways of thinking that have been really helping me. I really appreciate all the wisdom and guidance she provided, and I feel it genuinely can and will help me to make healthier decisions going forward in all my relationships and friendships."*

**STOP.BREATHE.THINK YOUNG PERSON**



## GROWING A PASSIONATE TEAM

A big service requires a big team. We worked with JHD Counselling Services to recruit a team of 60 counsellors to Stop.Breathe.Think. JHD manage the recruitment, supervision of counsellors and safeguarding and it is through our wonderful partnership that we have been able to grow the service so quickly.

To deliver a service of this size we also needed to grow our team. To date we have a Head of Service and a Service Coordinator in post.



## INCREASING OUR INCOME TO MATCH DEMAND AND GROWTH

One of the biggest challenges we have faced this year is increasing our income to match the growth of the service. Fortunately, we have a wonderful group of major donors who are passionate about the service. Our goal for the next year is to diversify Stop.Breathe.Think's income stream to match growth and demand by bringing in a range of new corporate, trusts, foundations and individuals into our community of supporters. Furthermore, we are already working with local authorities, charities, schools and universities as referral partners which in turn will introduce a new revenue stream to support the service.



## STOP.BREATHE.THINK X AJ BELL PARTNERSHIP

At the start of the year AJ Bell, the Salford-based investment platform, made a £60,000 donation to support Stop.Breathe.Think. The aim of our partnership was to raise awareness of the service amongst young people in the North West.

Through our partnership we created branded content for social media and hosted an evening of mental wellbeing activities to mark Mental Health Awareness Week at the HideOut Youth Zone, Manchester.

**256 young people from the North West have accessed our service thanks to AJ Bell's generous support so far.**

*"One of the most negative legacies from the Covid pandemic has been the detrimental impact it has had on people's mental health and young people have often been the most affected. Stop.Breathe.Think plays a vital role in giving young people access to free and confidential mental health support and we are proud to be supporting its development in the North West."*

**DANNI HEWSON, FINANCIAL ANALYST AT AJ BELL**

*"This collaborative event embodies our mission at HideOut: to support all young people by providing three things which all young people need and deserve – somewhere to go, something to do and someone to talk to. We want to thank 'Stop.Breathe.Think' for their service and for showing young people that help is always available to them. It's time to tackle this mental health crisis and work together to support young people's futures."*

**JOE AMOS, HEAD OF YOUTH WORK AT HIDEOUT**



# THANK YOU

