

lifecraft

supporting our
mental health

Annual Review 2024-25





Foreword

It's been another fantastic year of supporting people and helping people to support each other and themselves. This review is packed with lots of interesting facts and figures to help you see the breadth and scale of what we do.

As with the past few years, we've seen another increase in demand for our services. It seems to be getting ever harder to get in the funding we need to be able to keep up with the demand and so we are eternally grateful to our committed supporters and fundraisers.

This past year we've also spent lots of time trying to make sure that our communications clearly say what we do and why we do it. We've listened to our members and other people who use our services, as well as our staff, volunteers and partners. We hope that the fresh new look and feel will help people find us, know what we're about and become part of our community. We hope you like what we've done!

Michael Hewett
Chair of Trustees

We're welcoming

We welcomed 75 new members to the organisation and started 'new member meet ups' on the second Tuesday of every month. The new member meet ups aim to help people, who might be nervous about joining groups, to ease into our Lifecraft-ways in a safe and calm manner with a bit of extra support. By the end of the year we had 333 members (including associate members).

On average we had 74 attendances at our groups and activities every week. A total of 127 individuals attended the groups and activities over the year, with 3,830 attendances in total (1,000 more than the previous year). We ran 17 different groups and activities across three locations.

Lifeline was open everyday from 11am to 11pm - that's 4,380 hours over the year. We continue to welcome calls from anyone who would benefit from talking to someone who will listen and not judge. Whatever you're going through, we're here to listen.





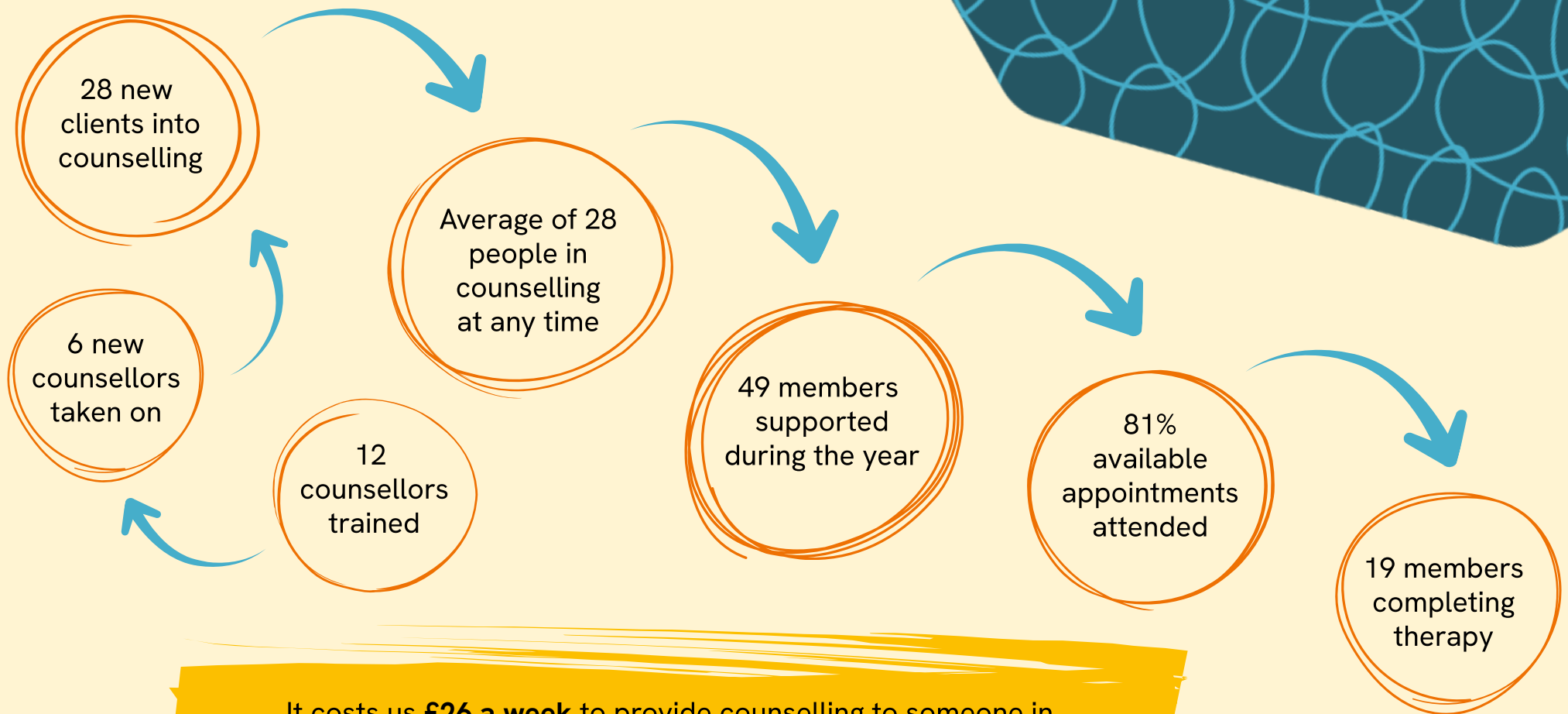
We make sure people are heard

As well as through Lifeline, we also support people with counselling and via our call back services. We listen to people and help them to live their best lives and stay safe when experiencing suicidal ideation, for example.

During the year we welcomed 28 new clients into counselling and had an average of 28 people in counselling at any time (up from 27 the previous year).

Another way that we make sure people are heard, is by gathering the views of our members and service users and taking note of what is important to them or causing them problems. We attend lots of partnership meetings with our NHS and local authority colleagues, taking every opportunity to voice the opinions and concerns of those we support. We advocate on behalf of mental health services users and, by doing so, we hope that services will improve.

Focus on counselling



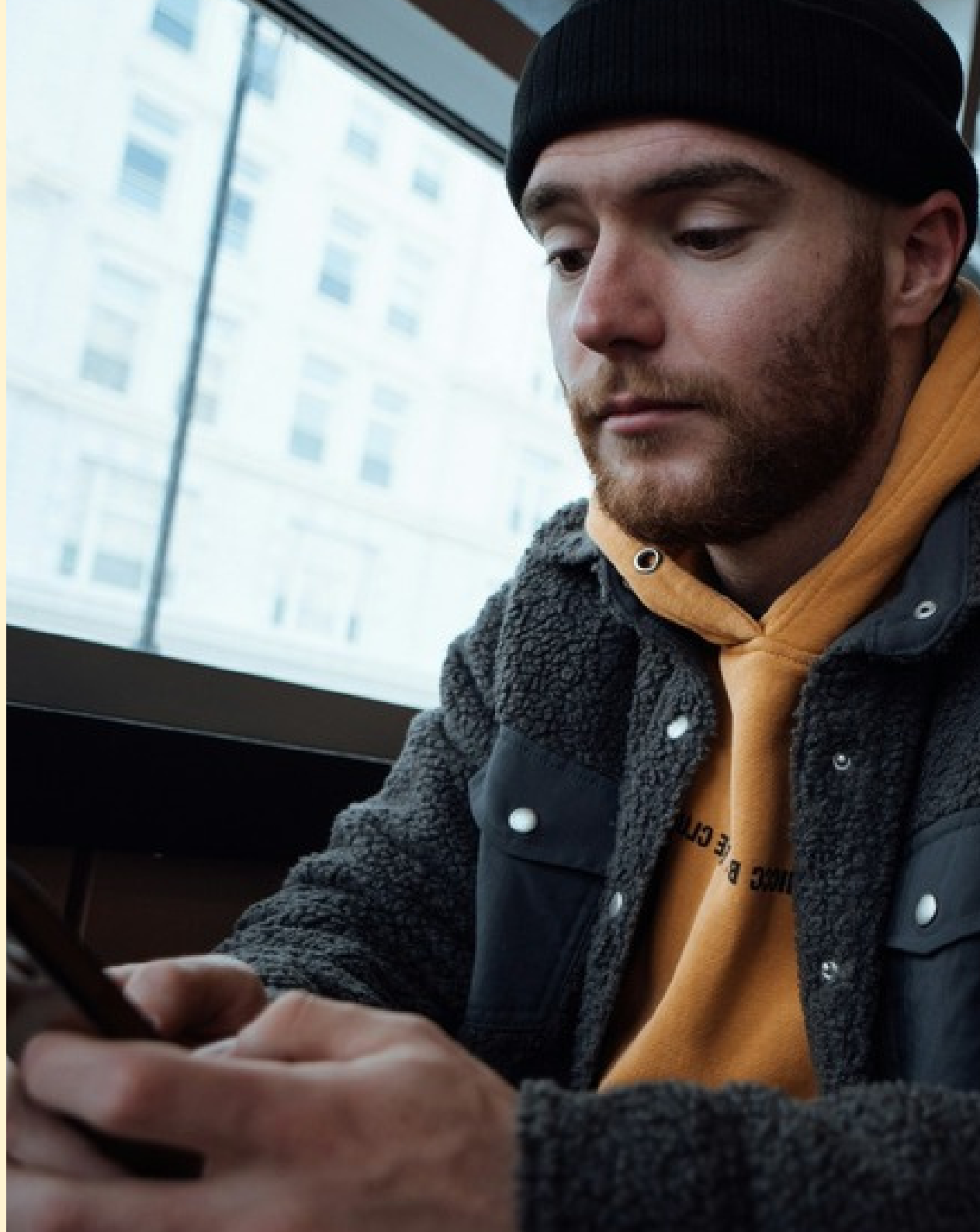
It costs us **£26 a week** to provide counselling to someone in need. At the end of the year we had 77 people waiting for therapy, taking an average of 71 weeks to access our support.

Our monthly members' meetings have continued throughout the year, giving members a regular scheduled opportunity to raise issues about our own services, make suggestions and discuss other general concerns about the care and support they receive (or don't receive).

Our Lifeline call handlers are trained in active listening. Whether someone is calling for the first time (we had 892 new callers during the year!) or calling for the second time in a day, we treat everyone in the same way. Calls to the helpline are anonymous and free.

Our call back services are accessed via specialist workers at some of our partner organisations. We have been running them for a few years now and we get some lovely feedback from the people who choose to accept our help.

05



Our helplines

lifeline
0808 808 2121
lifecraft

**we care,
we listen,
we don't judge**

Top reasons for calling Lifeline
(direction of travel):

- 1 Anxiety (→)
- 2 Distress (→)
- 3 Isolation (↑)
- 4 Depression (↑)
- 5 Relationships (↓)
- 6 Neurodivergence (↑)

10,463
calls taken

892
new callers
to Lifeline

Call-back services - we call you, if you've been referred to us after a crisis

- ★ 1,766 referrals into our three call-back services
- ★ 3,223 calls made by the team, including attempts
- ★ 1,418 support calls
- ★ 208 safety plans created or updated

**25% up from the
previous year**

Lifeline was open everyday from 11am to 11pm – that's 4,380 hours!



We believe in each other

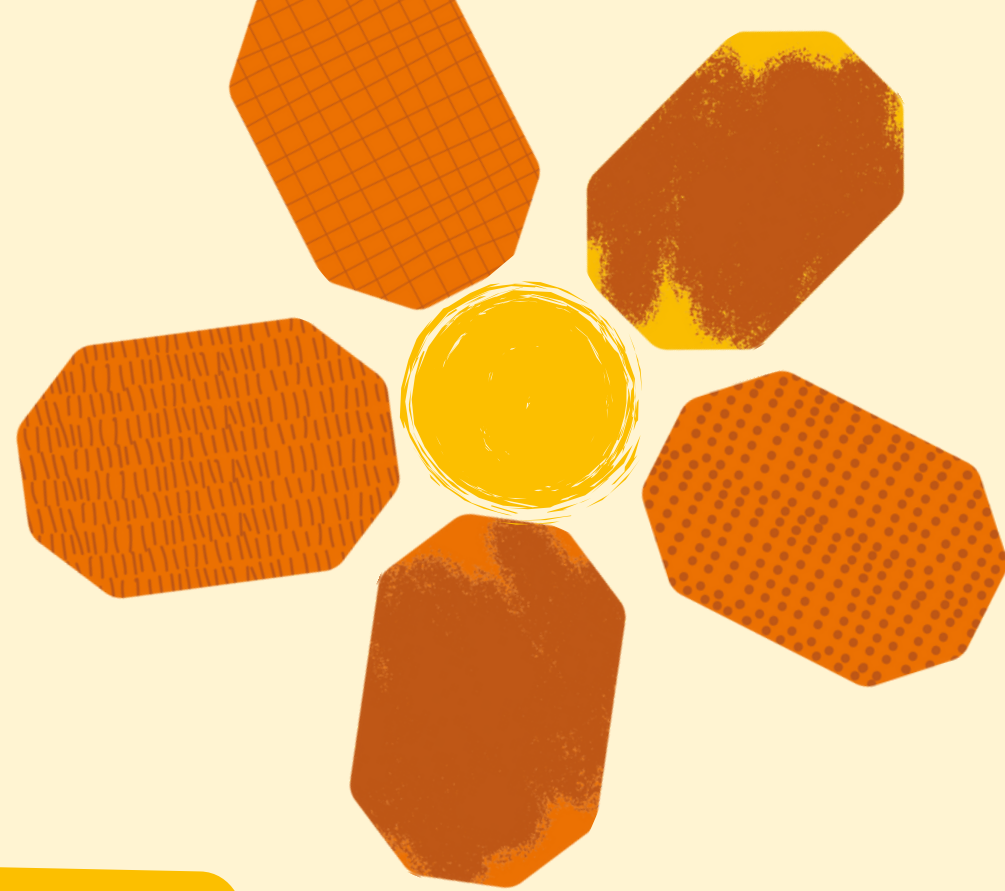
Following a revamp of our employment work (now Work+Wellbeing), we supported ten members over the year and helped seven of them to volunteer or gain employment with us. On average we were actively supporting five people at a time. In addition, 21 people received short-term support or were helped to find other services that could help them.

During the year we also invested in coaching as part of our support offer for members and non-members. We delivered five Step-Up coaching programmes, so five personal development days, which were attended by 43 people. The introductory days covered topics such as what coaching is (so everyone is clear), identifying values, the importance of personal boundaries, and communication skills. Anyone attending the course can then sign-up for four one-to-one coaching sessions – and 63% did!

Why coaching?

The top three reasons for taking up our coaching are:

- 1 Mental health and anxiety management
- 2 Building self-confidence and self-esteem
- 3 Motivation and moving forward



“ Having experienced personal crisis and then ‘disorientation’ in life, both the one-day coaching workshop and subsequent 1-to-1s with Maria helped me tremendously to clarify my goals and priorities and to plot the steps to achieve them. I truly feel EVERYONE will benefit from coaching with Maria, whether in good times or not so good ones – for personal or professional fulfilment. ”

- Sergio

We care

Our specialist suicide bereavement services make sure that people who have been bereaved by a suspected suicide don't have to face it alone. We offer emotional support during the grieving process and practical support to navigate financial concerns, the inquest and legal process.

During the year, our support service was there for an average of 75 people at any time (up from 69 last year). Demand for the service has grown significantly, with 108 referrals into the service, which was over 25 more than during the previous year. Despite the increase, we managed to contact everyone within seven-days and provided support to 160 individuals (approximately 491 hours of support provided).

In addition, 48 people received specialist suicide bereavement counselling, with an average of 12 people being supported by the service at any time. This is 465 specialist counselling hours provided.

We supported 23 people from across the area to join and participate in our peer support groups (13 last year).



Our resources

Income - £475,082

Expenditure - £577,632

End of year reserves - £164,127

11

full time
equivalent
staff

22

members
of staff

4,134

hours volunteered
to support our
beneficiaries

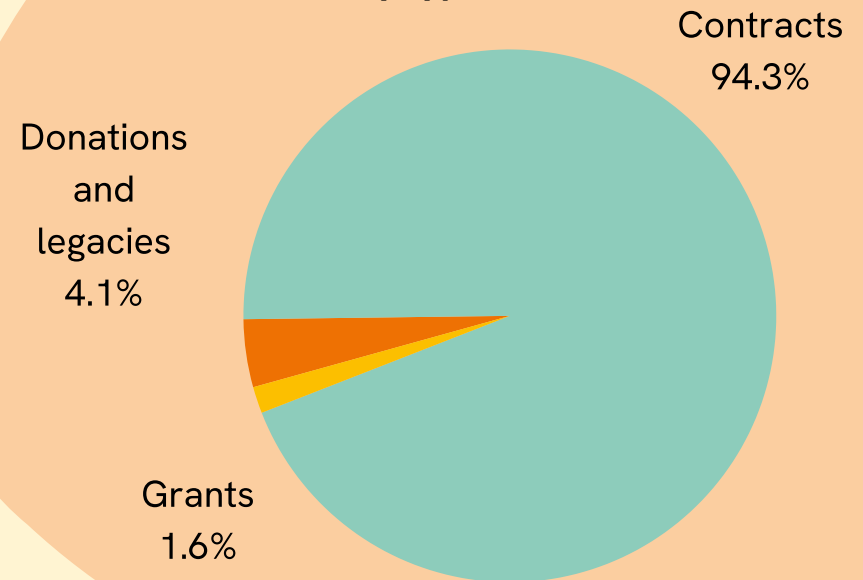
93%

of staff and
volunteers
would recommend
Lifecraft as a great
place to
work/volunteer

56

people
volunteering
with us

Income by type



Thank you



Thank you to our wonderful members, especially those who come along to our monthly members' meetings, join in at our AGMs, serve as trustees or volunteer with us to keep our everyday activities going or contribute the planning and development of new services.

Thank you to our trustees, staff team and volunteers. You keep everything going and your dedication to what we do and why we do it is amazing.

Thank you to our funders, who continue to believe in us, take time to understand the difference we are making and provide us with the resources to carry on.

- Cambridgeshire and Peterborough Integrated Care Board
- Cambridgeshire County Council
- Individual donors (too many to name and most wouldn't want to be!)
- Players of People's Postcode Lottery
- Cambridge City Council
- Pye Foundation
- Local businesses

