

Shout in numbers

670,000
conversations with
260,000 people in crisis



**Open 24/7
365 days
of the year**

82%
texters found their
conversation helpful

21,000,000
text messages



63%
texters agree they
felt more calm



9,500
interventions where
people were at risk
of imminent suicide

4,800
volunteers took
55,000
hours of conversations



Global staff team
(full and part-time)

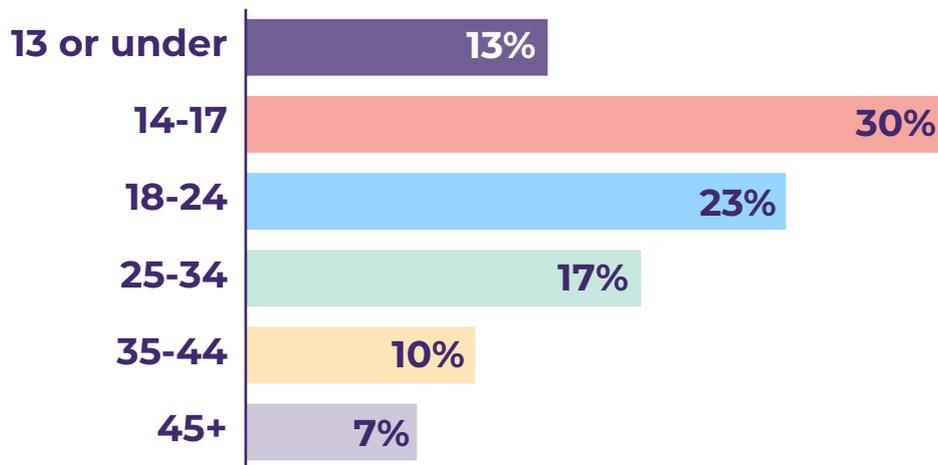
39
people in
New Zealand

108
people in
the UK

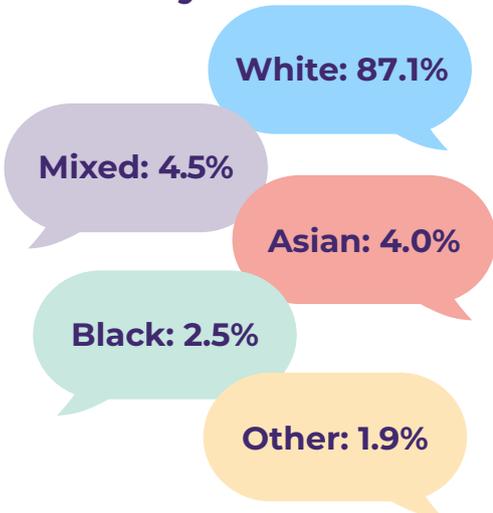


Shout's users

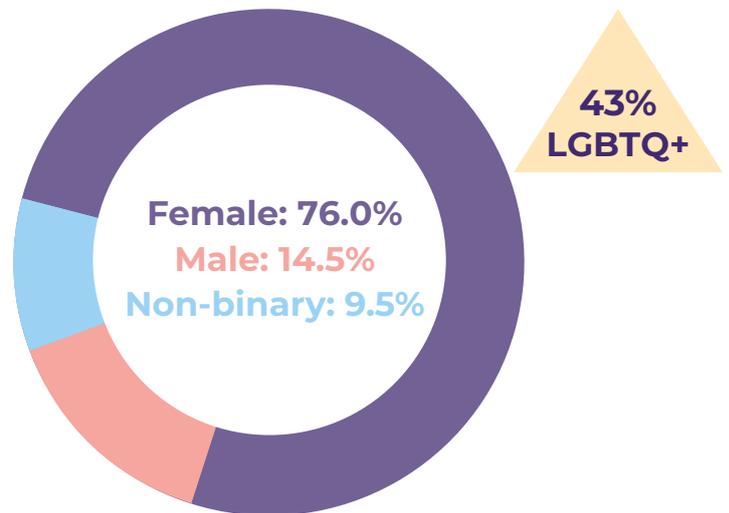
Age



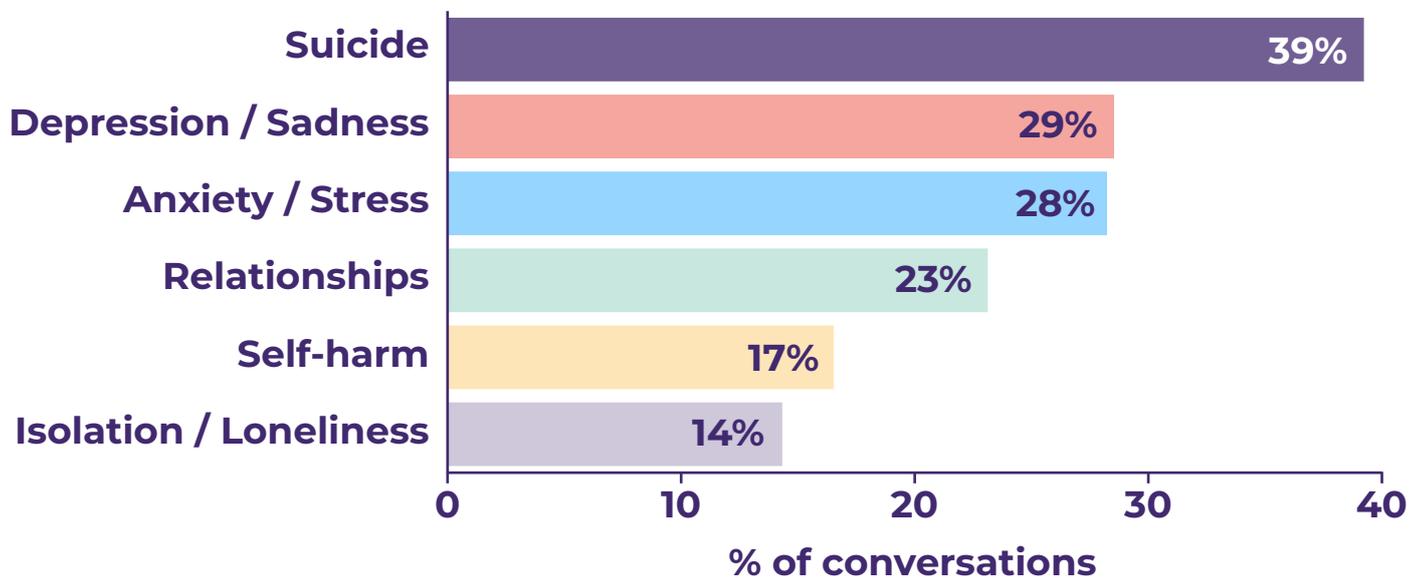
Ethnicity



Sexuality and gender



Six most common issues



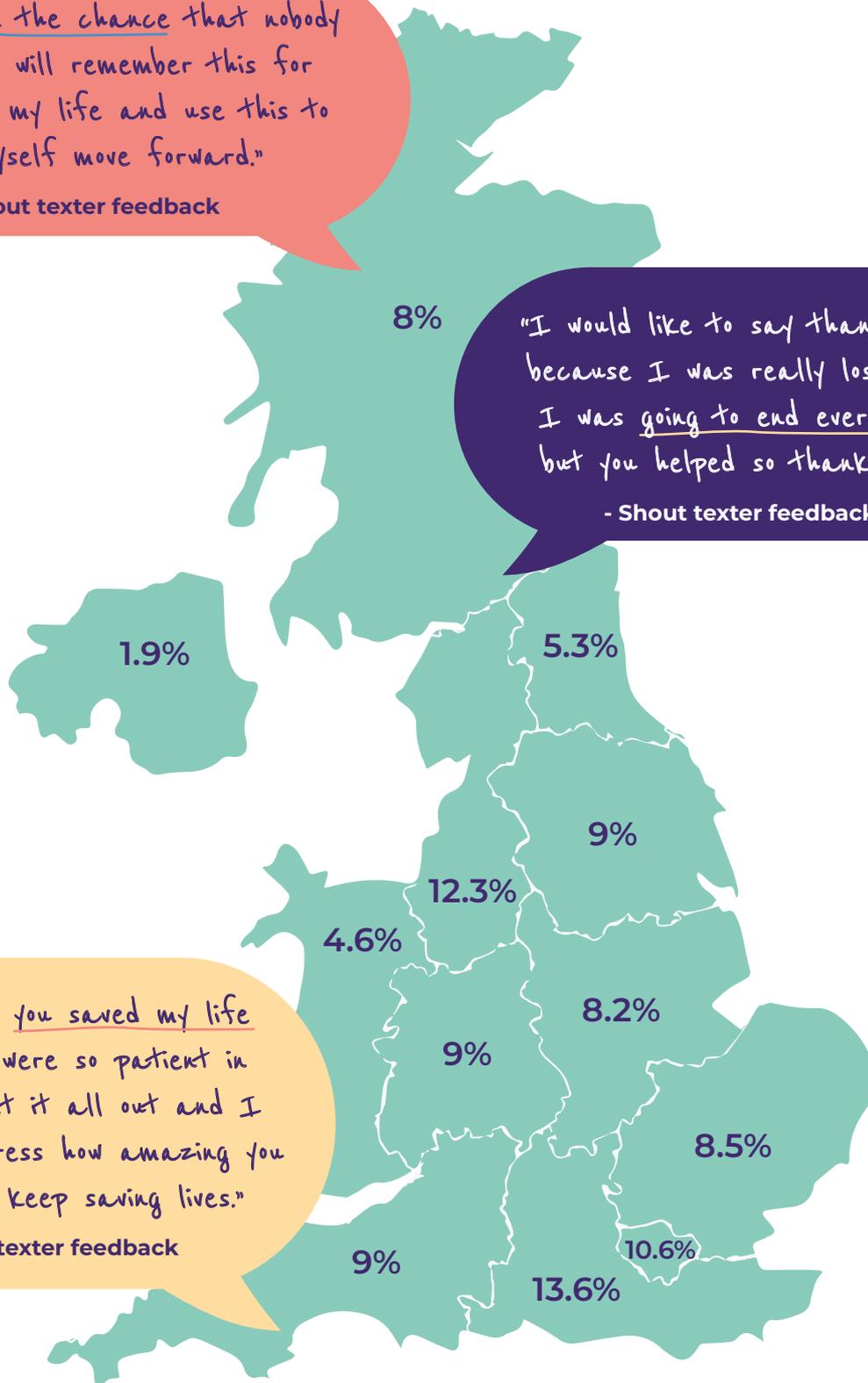
Our texters came from across the UK

"You gave me the chance that nobody else did. I will remember this for the rest of my life and use this to help myself move forward."

- Shout texter feedback

"I would like to say thank you!! because I was really lost and I was going to end everything but you helped so thank you."

- Shout texter feedback



"Thank you... you saved my life tonight, you were so patient in letting me get it all out and I just can't express how amazing you are. Please keep saving lives."

- Shout texter feedback

South East - 13.6%

North West - 12.3%

Greater London - 10.6%

West Midlands - 9.0%

South West - 9.0%

Yorkshire and the Humber - 9.0%

East of England - 8.5%

East Midlands - 8.2%

Scotland - 8.0%

North East - 5.3%

Wales - 4.6%

Northern Ireland - 1.9%



Emily's story

Emily was diagnosed with bipolar disorder and felt isolated and alone. She was living in busy student halls so the discrete nature of Shout's text message support and the 24/7 availability made her feel able to reach out for support.

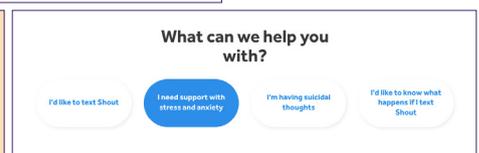
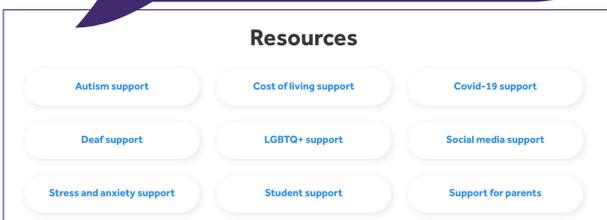
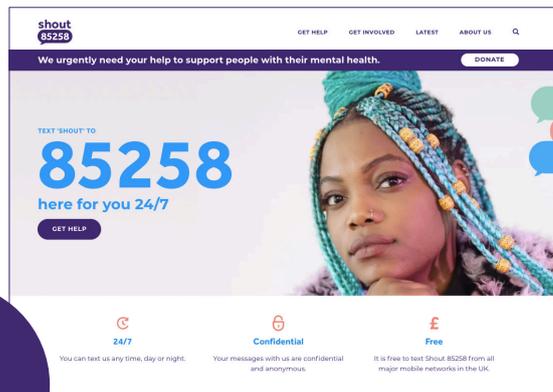
"Texting Shout was definitely a turning point for me. I began to accept my illness and realise it didn't have to hold me back. I felt able to have hope for my future again."

Emily also works as a Shout Volunteer, just like the person who helped her when she needed it most.

Our resources

780,000
people visited
our website

and looked at
2 million pages



Our help and
support content had
490,000
unique page views

Our social media
followers grew to
160,000



Supporters and campaigns

We had support from amazing figureheads including The Prince and Princess of Wales, Will Young, Harry Kane, Ed Sheeran and Eddie Izzard...



...and from mental health campaigners and Shout Volunteers Alexis Caught, Ben West and Laura Aikman



We launched 'Shout's role in UK suicide prevention' with keynote from Sajid Javid



We won our first national awards for Charity Collaboration of the Year and Cultural Insights Research



We waged a
Thumb War
for mental health



4,400
fantastic
fundraisers

21,200
amazing donors



Ben's story

Ben lost his younger brother to suicide, just before he started university. One night he couldn't cope with everything he was feeling and didn't think anyone would understand. Thankfully he contacted Shout and the volunteer gave him space to calm down, believe in his ability to cope and gave him a turning point.

Now, Ben volunteers for Shout:

"I often think about what might have been different if my brother had texted Shout that night. I'd do anything to go back and change things, but I can't. What I can do is help someone else choose to stay, and in turn change another family's story."

Partnerships



LVMH

35 new partnerships

79 partners covering every region of the UK

Supporting people from the healthcare, local authority, building and construction, banking, transport, education, careers, parents, hospitality and social media sectors

Free bespoke service given to 41 charities

Training given to more than 150 people from 5 businesses

Thank you to the **hundreds of thousands of people** who have had the courage to reach out to us for help.

Our immense gratitude goes to our **amazing volunteers** who selflessly give their time to support others.

We would also like to thank our **fantastic funders and supporters** who make it possible to keep our lifeline open 24/7.

giveusashout.org | mentalhealthinnovations.org