



Annual Report for the Charity Commission

1st November 2020 – 31st October 2021

The charity was established in 2018 following the tragic suicide of Jonathan McCartney. In 2020–2021 Jonathan's Voice has continued to open up the conversation about mental health in the workplace and to provide resources to organisations and individuals in order to support good mental health. We aim to make a positive impact by working in partnership with businesses and other groups to develop a mentally healthy environment where all may thrive. We provide all activities and materials free at the point of delivery. We have also part-funded a research project into male suicide at the University of Glasgow. In a year affected by the Covid-19 pandemic we are very grateful for continuing individual donations and several organised fundraising activities.



Improving mental health in workplaces

Publications, talks and related activities

Our main goal over the year was to provide high-quality, evidence-based resources designed to help individuals to better look after their mental health and wellbeing and to equip organisations to provide the necessary support structures. We have worked in partnership with the **Charlie Waller Trust** (charliewaller.org), one of the UK's most respected mental health charities, to create and distribute two guides namely, "Protecting your mental health and wellbeing: a guide for patent and trademark attorneys" (25 pages) and "Advancing the mental health and wellbeing agenda: A guide for senior leaders in the intellectual property profession" (23 pages). These resources are available to download free of charge from our website and from the Mental Health at Work website where all material is curated by MIND.



I really highly recommend the resources produced by @jonathans_voice.

Crucial guide. Thank you @jonathans_voice.

Here is a brilliant resource for all IP professionals - and lawyers generally.

You at Jonathan's voice have been pivotal in everything that has been done over the past year. I know for a fact that so many have benefited from the resources.

The publication and distribution of these resources has been supported by an ongoing programme of talks and other events to raise awareness and reduce stigma. This has included a learning lunch webinar event to **over 100** participants from the UK Intellectual Property Office; a video talk for the Spring Conference of the Chartered Institute of Trade Mark Attorneys and a talk for one of their Professional Development seminars; webinars for new starters to the Intellectual Property profession through **Queen Mary University London** and the **Chartered Institute of Patent Attorneys**.



Other activities have included participation in the podcast series "Two IPs In A Pod" produced by the Chartered Institute of Patent Attorneys (CIPA).

There has also been close collaboration with the early career support group of CIPA.

Raising awareness of mental health issues

Website, blogs, social media newsletters, community activities

We have made extensive developments to our website in the past year where we regularly post blogs on mental health issues. Blogs are created specifically for this site and for significant days such as World Suicide Prevention Day and World Mental Health Awareness Day. The website also provides our range of free to download resources as well as links to our quarterly Newsletters.

The charity tweets about each blog to alert followers and some are posted on our LinkedIn page. Blogs typically have **600 to 700 reads**. In the past year, those that have had the highest number are “Using Small talk to Start a Conversation” (**1,043**) and “Understanding Male Suicide” (**1,214**); these blogs exemplify the variety of the content.



Our top tweet concerned with World Suicide Prevention Day reached **over 2400** users of the platform.

In the past year we have increased the number of followers we have on Twitter by about **30%**.

Supporting research

Suicidal Behaviour Research Laboratory, University of Glasgow



In 2020, Jonathan’s Voice began its support for a PhD research project at the **Suicidal Behaviour Research Laboratory (SBRL), University of Glasgow** with a donation of

£4,000 in September 2020 and a further donation in September 2021. The SBRL, led by Professor R O’Connor, President of the International Association for Suicide Prevention, is one of

LinkedIn has been a notable success as we have built up from zero followers to **over 200 followers** in less than a year. Jonathan’s Voice also has a presence on Facebook where engagement has rapidly grown.

0 → 200
LinkedIn
supporters



Over 250
people receive
the newsletter

1,214
people read
our blog about
male suicide

Our quarterly newsletters, distributed electronically, have continued to reach a wide audience which has grown by around **20%** over the year. We held a highly successful virtual coffee morning in January 2021 for supporters and others interested in our work and there were **over 50** participants.

In many instances fundraising events have provided an opportunity to raise awareness of mental health issues which are highlighted on the next page.

the leading suicide and self-harm research groups internationally. The PhD research project that is part-sponsored by Jonathan’s Voice is being undertaken by **Ms Susie Bennett**. Her research explores male suicide, specifically the cultural and social factors that put men at risk of suicidal despair and the factors that can aid men to recover a meaningful life. This project is continuing into 2022 and is expected to be completed in early 2023.

Fundraising

Despite the pandemic, there have been a number of important fundraising events. An event that has had a very significant impact commenced in January 2021 when a group of 12 men committed to run 6721 miles and raise **£6721** in memory of those 6721 people who had died by suicide in the UK in 2019. In addition to the fundraising target, there has been considerable engagement over the year, through the group's social media activities, that has kept the issue of mental health and suicide, particularly among men, very much alive.

Also of note, is a sponsored walk along Hadrian's Wall in memory of a man who died by suicide. The walk raised **£13,032** from 274 supporters.



The charity was engaged with the Southwell Music Festival and raised **£2132**. Short talks were given before events and donations were received. Trustees of the charity were able to talk to people informally about mental health issues and distribute.



93%
of outgoings
are spent on
charitable
support

The full report can be found at bit.ly/jv-charitycommission

