



**Jonathan's Voice**  
Speaking out for mental health

# ANNUAL REPORT

1<sup>st</sup> November 2021 – 31<sup>st</sup> October 2022

The charity was established in 2018 following the tragic suicide of Jonathan McCartney. In 2021-2022 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 but donations are encouraged. We have also continued to part-fund a research project into male suicide at the University of Glasgow.

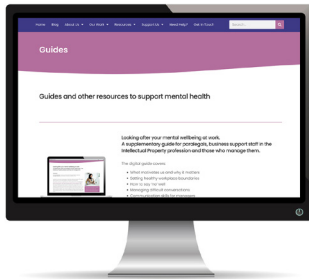
We are very grateful for continuing individual and corporate donations, organized funding raising activities and legacies.



## Improving mental health in workplaces

### *Publications, talks and related activities*

Our main goal over the year was to provide high-quality talks and webinars, supported by evidence-based resources. These talks and webinars are designed to help individuals to better look after their mental health and wellbeing and to equip organizations to provide the necessary support structures. **The resources are available to download free of charge from our website.**



Over the course of the year, the charity has delivered **18 talks or webinars**, including to organizations in Australia and the Netherlands.

We have expanded our training and consultation offer. Approaches frequently come from recommendations or a previous engagement. Our mental health consultant will ascertain from the organisation what impact they seek following the training. This results in positive feedback.

Best  
webinar I have  
watched in ages ..... this  
webinar honestly made me feel  
its ok to not be ok. We need  
more webinars like this.

The  
session  
generated lots of  
conversation which  
is great.

One of the charity's key objects is to work with early career professionals. This group conducted a survey of mental health and wellbeing. It found that:

**100%**  
of respondents were aware  
of IP Inclusive and Jonathan's Voice

The  
**majority**  
knew of the  
resources

**50%**  
had accessed them

We work in partnership with the Chartered Institute of Patent Attorneys and the Chartered Institute of Trade Mark Attorneys and are regularly invited to speak or exhibit at their conferences. Jonathan's Voice is recognized by IP (Intellectual Property) Inclusive as the mental health partner of the organization. We jointly deliver webinars on a regular basis which have **average audiences of approximately 55**.



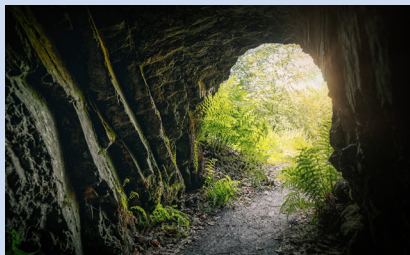
## Raising awareness of mental health issues

*Website, blogs, social media newsletters, community activities*

Articles about our work and purpose have been published in **The Law Society Gazette**, **Managing IP** journal and the **University and College Counselling Journal**.

In the past year, we have refined our social media strategy, ensuring that there is appropriate attention to diversity and inclusion. The website continued to be expanded. There is a new section about the bespoke training and consultancy that we offer. It also hosts our mental health guides and our quarterly Newsletters which provide updates on the work of the charity. The audience for the Newsletters, distributed electronically, has **grown by around 20%** over the year

Each month around two or three blogs are posted on our website. The content range is wide, from general mental health awareness to information about research. On average, blogs have **600 to 700 reads**. Blogs are created specifically for this site and for significant days such as World Suicide Prevention Day. Each new blog is publicised on Twitter and LinkedIn.



The blog for World Suicide Prevention Day, "Darkness to Hope", had **1098** views.

LinkedIn now has a more specific focus on businesses. Its followers have **increased from 200 to 460**. Twitter which reaches out to a larger public audience has around **450 followers**.

The charity continues to engage with the community organisations to raise awareness by responding to invitations to provide a speaker.

## Supporting research

*Suicidal Behaviour Research Laboratory, University of Glasgow*



In 2021, Jonathan's Voice has continued its support for a research project at the **Suicidal Behaviour Research Laboratory (SBRL), University of Glasgow** with a total

donation of £11,000 over the year. The SBRL, led by Professor R O'Connor, President of the International Association for Suicide Prevention, is one of 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 2023 when Ms Bennett is expected to complete her thesis and publish articles in prestigious academic journals. We are therefore assured that projects funded by the charity based on her research will be soundly based.

## Fundraising

Jonathan's Voice relies on the generous support it receives in donations from individuals, businesses and from organised funding raising events. There has been a significant increase in corporate donations this year which will allow us to plan a more extensive programme of work going forward.

Among the fundraising events were Mark Fyson's City2surf run in Australia, a team from Haseltine Lake Kempner (HLK) who entered the Bristol 10K, a group from Gill, Jennings Every (GJE) who undertook a sponsored workout. Each of these events raised over **£1,000**. Kev Gill from Mapperly Golf Club who ran 30 miles in 5 hours 46 minutes in the Robin Hood Marathon and then some more raised over **£1,300**.



Chloe Farrar, then at HLK, took part in the "RideLondon-Essex 100" and raised over **£700**. Chloe wrote:

I'm cycling 100 miles for Jonathan's Voice because they do great work to promote mental health.



Such events are an important means of fund raising but also raising awareness with the general public of mental health issues and the stark statistics about suicide.

**96%**  
of our expenditure was on  
our charitable activities



**Jonathan's Voice**  
Speaking out for mental health