



time for
change
from change mental health

Our Strategy 2022-25

**A future where no one needs to face mental
illness alone**



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We provide transformational services for people ensuring that everyone has access to the support they need, when they need it, and in way which works best for them.

We seek to change society by changing attitudes, fighting stigma and influencing government to ensure a better quality of life for those affected by mental illness.

Courage and Commitment

We face challenges head on and speak out when we see injustice.

Dignity and Compassion

We care for our staff and the people we support. We recognise human beings as complex and unique. We reach out to others and show kindness.

Leadership

We innovate. We are the first to our own rescue and that of others. We do the difficult things. We work in and build partnerships with others.

Lived Experience

We are driven by the lived experiences of the people we support and work with. We are committed to person-centred approaches and meaningful participation.

Integrity

We do the right thing. We are transparent, open and honest.

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A change in name

We have been offering support to those affected by mental illness. For our 50th anniversary, we have changed our name from Support in Mind Scotland to Change Mental Health.

We wanted a fresh, dynamic name that represents what we wanted to be and what we wanted to achieve. It is a call to arms and we want our charity to be more public facing and more accessible so we can better reach those in need. Including the phrase 'mental health' does away with the need for a strap line and lowers barriers to those who don't necessarily identify with mental illness.

Change Mental Health does exactly what it says on the tin

We want to change mental health services for the better: to make them more accessible, more people centred and of a higher quality. We want to change the stigma around mental health and mental illness, so that more people can access the support they need.

We want to help people to change their lives. These are not small goals, they are big, bold and brave and that is exactly what we wanted this strategy to be. We wanted it to be a statement of our aspirations and beliefs but also something meaningful and tangible.

We have worked back from the outcomes we want to see and thought carefully about the objects we need to achieve to make them happen and the activities we need to do to fulfil our objectives.

Too often strategies can be stale, abstract beasts and that is far from

what we wanted this to be. We wanted it to be meaningful for all of our staff, members and people we support, and we wanted it to be actionable so that our staff can trace what we need to do to meet our goals.

With our rebranding to Change Mental Health we have raised our ambitions. We want to be an organisation that reaches more people, provides greater support, and has the most significant impact we can. We think this strategy is a vital keystone in achieving those ambitions.

Nick Ward, CEO

The change we want to happen

People should be able to access high quality support where and when they need it. We want sustainability and efficiency that uses our resources for the greatest impact. We want a society where no one has to face mental illness alone.

We will:

- Reach more people
- Improve service quality
- Fight stigma and raise awareness
- Influence and change the system
- Develop high quality cultures, systems and processes
- Secure and diversify our funding base



Change Mental Health
is a charity registered in Scotland
SC013649.

www.changemh.org



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People should be able to access high quality support where and when they need it

- **We want to make sure that everyone has access to high quality support and services, and we want to make sure that when they do access those services that they are receiving the best support possible.**
- **We want to continue to develop our expertise and offerings as a charity by piloting new and innovative support.**
- **We want a recognisable and reputable brand that gives people trust in our services and offers them accessibly on the high street.**
- **We want to standardise our structures more and better identify and share best practice across the organisation.**
- **We want to make sure that our services and support are co-designed with those with lived experience.**

Reach and support more people: We will seek new opportunities in areas where we don't currently deliver direct services in, enhance current services and offer different types of support in different settings, while working in partnership with others to support communities facing multiple barriers.

Improve the quality of our services: We will develop best practice models and excellent knowledge within Change Mental Health, by enhancing internal training to ensure everyone gets access to the right support to carry out their role, and develop our structures, processes, models and systems to provide and measure the impact of our high quality services and support.



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A sustainable and efficient organisation that uses our resources for the greatest impact

- **We want to have high quality working environments for our staff to thrive.**
- **We want to grow our unrestricted income to ensure long-term viability.**
- **We want high quality and cost-effective IT and communications.**
- **We want to build a culture of learning, reflection and support to ensure staff will continue to develop in their role and get rewarded accordingly.**
- **We want to offer a centralised administration function to support smooth running of the charity.**
- **We will develop social enterprise initiatives that will both raise awareness of our mission and the charity.**
- **We will develop an individual giving and legacies service to support people to give to a cause they care about.**

High quality cultures, systems and processes: There will be a new national office and a review of our premises, and their processes and policies, widely while delivering efficient IT and communications provision. We will look to build a true culture of learning, reflection and support, along with streamlined and transparent financial systems.

A secure and diverse funding base: Unrestricted funds will be raised by individual giving campaigns, social enterprise ventures and enhanced community fundraising. Our new brand and excellent marketing will raise awareness and give people incentives to get involved. We will continue to develop great relationships with stakeholders and funders.





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A society where no one has to face mental illness alone

- **We are committed to fighting stigma and changing society to ensure that people affected by mental illness get the resources, attention and support that they need.**
- **We will campaign to improve and change the laws and systems which govern our country to make sure mental health provision gets the resources they need.**
- **We will continue to work with current partners and new partners across the third sector and beyond to make sure we champion the support people need and the voices of people with lived experience are heard.**
- **We will play a significant role in the formation and delivery of the new National Care Service.**

Fighting stigma and raising awareness of mental health and mental illness:

We want to be the go-to organisation for severe and enduring mental illness and provide a platform for people with lived experience to have their voices heard. We want to champion holistic accessible mental health support for everyone and build a strong brand reputation that cuts through different parts of society.

Improve the quality of our services: We will develop best practice models and excellent knowledge within Change Mental Health, by enhancing internal training to ensure everyone gets access to the right support to carry out their role, and develop our structures, processes, models and systems to provide and measure the impact of our high quality services and support.

