

WHO WE ARE

The Mix is the **UK's leading digital support service for under 25s**, reaching over **6 million young people** each year with **free and confidential support** on any and every issue.

OUR VISION

All young people should be able to make informed choices about their physical and mental wellbeing so that they can live better lives.

OUR MISSION

To be the first place any young person turns to drive positive change in their lives and the world around them.

OUR VALUES

Here at The Mix, we are...

Empowering

We lead, we train and support, we respect, we give space to grow, we give the power to choose.



Supportive

We listen, we encourage, we care, we're understanding, and we're empathetic.



Non-judgemental

We are open minded - which means we do not judge, we do not criticise, we do not blame.

Brave

We innovate, we pioneer, we take risks, we tell it how it is.

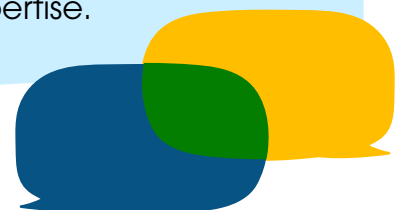


Proactive

We create situations, we make things happen, we get things done.

Collaborative

We are open and transparent, we co-create, we respect experience and expertise.



SUPPORTING AND LISTENING

I had been dealing with some **mental health troubles**, had been looking online for some support and came across your website.

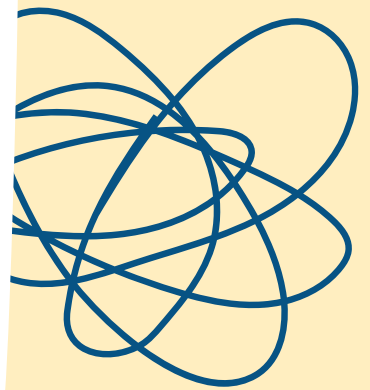
The **helpline was my first contact** with The Mix as it was available and easy to contact. It really helped me to realise it was okay to have bad days and start to think about what works for me to start to address some of the things I was facing. The **helpline also led me onto the other support** you have available.

The **counselling** I had was really helpful as I could speak to the same person over a longer period of time, allowing me to better understand my thoughts and feelings.

The **community spaces** were different as they felt more like a general chat, talking about anything and everything. The community helped me to connect with others. It really felt like **a really non-judgmental space to talk**. It was also helpful that they were available into the night, as that was often when I needed support.

The support I received from The Mix helped me to learn new ways to cope with some of the things I was struggling with, acknowledge that my feelings do matter and **made me feel like I wasn't alone**.

Young person



HOW IS THE MIX SUPPORTING YOUNG PEOPLE?

Here at The Mix, we know that young people face unique challenges:

- Over **10.5 million young people live in the UK¹**. Around **one in five young people have a probable mental health issue²** and even more struggle with their wellbeing, yet the vast majority are not ready to receive a referral to care³.
- Over half of young people feel their mental health got worse over the last five years and **wellbeing is at a ten-year low⁴**.
- **Under 30s are two times more likely to report feeling lonely** compared to over 70s⁵, and it is more important than ever for young people to have safe and trusted spaces to connect with others.
- The three most **common issues** among young people accessing our services are **anxiety or depression (75%)**, **body image issues (53%)** and **relationship issues (46%)⁶**.
- The cost-of-living crisis is impacting many of our young users⁷:
 - **1 in 3 struggle to pay bills**
 - **1 in 5 had to borrow money** to pay for essentials
 - **1 in 5 skip meals due to lack of money**
- Despite the pandemic having eased and life being seen by many as “back to normal”, the impact of the pandemic is still felt by many young people. We found that as a result of the pandemic⁸:
 - **56% of our young users still experience mental health issues**
 - **44% experience loneliness**
 - **33% report a negative impact on education or grades**

Under 30s are **2x more likely** to be **lonely** than over 70s

75% of young people contacting us have **anxiety and depression**



HOW DO WE MAKE CHANGE HAPPEN? OUR PLAN FOR 2022-23: WE WILL WORK TO...

... IMPROVE OUR SERVICES

...by providing our young people with the best support, resources and signposting online. We will keep developing our existing services, grow our reach and invest in new ways to reach young people such as deploying The Mix Connect to schools across the UK. We'll keep improving the quality and effectiveness of our interventions.

... AMPLIFY THE VOICE OF YOUNG PEOPLE

...by working to place more young people at the heart of what we do in governance roles, strategic development, fronting our media work and shaping our content and community. We will provide young people with a platform to amplify their voices and ensure they work directly with our Board and SMT to ensure strategic guidance at the highest level.

... GROW AWARENESS OF OUR WORK

...by building our profile online through social media and search engine optimisation to reach and engage more young people. We'll grow our brand across online spaces, in education setting and the media through publishing our data to offer insights into the issues faced by young people.

... BUILD A HEALTHY CHARITY

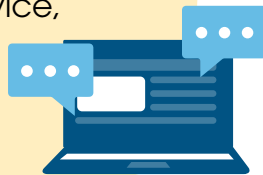
...by prioritising the long-term future of the charity. We will invest in our staff, volunteers and young people's wellbeing and diversity. We will ensure we implement working conditions that support the health and wellbeing of staff.

OUR SERVICES

At The Mix we know that choice and empowerment is really important. We provide a wide range of services as we know that all young people are unique and different – they have different needs, preferences, life experiences and want different things, and all of these can change over time.

Many young people use multiple services we offer. While, for some, our helpline may be their entry point, for others this can be our articles, discussion boards, counselling or social media channels. Young people use and combine the different services according to their needs and preferences while building their skills, confidence and resilience.

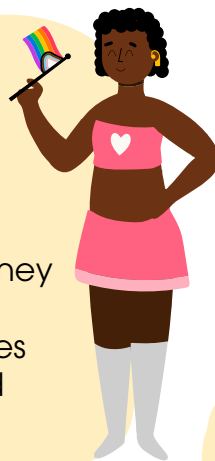
Website - Our website provides over 2,000 pieces of holistic content developed with young people and experts, including articles, real life stories, advice, tips, digital tools, apps, e-learning courses and links to other services.



Social media - We provide direct support to young people via the social media channels they use the most, including TikTok, Instagram, Twitter/X and YouTube via posts, reels, stories, social packs, social takeovers and videos.

Discussion boards -

Our discussion boards are an online moderated peer community designed to help young people work through issues and support resilience. They encourage young people to open up and share experiences with others in a supportive and anonymous environment.



MixBot - Our chat bot is new a tool which helps people to navigate our services and signposts them to internal and external services, information and resources.

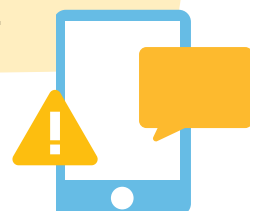
Helpline - Our helpline service, available via phone, email and webchat, offers non-judgemental listening and emotional support, information and signposting to over 16,000 organisations across the UK.

Counselling - We provide free phone, video and webchat counselling, with counsellors providing support by listening to young people's problems and helping them find ways to cope in a confidential, safe space.



Group chats - Our moderated live group chats, provide a safe space to talk through problems or just hang out. Our group chats are a judgement-free zone to get and give advice, a light-hearted space for fun, distraction and a chance to unwind.

Crisis messenger - Crisis Messenger text service provides free, 24/7 crisis support. Texters are connected to a trained volunteer who listens and helps them think more clearly, empowering them to take the next step towards feeling better.



OUR YEAR IN NUMBERS & IMPACT

In 2022-23,
across The Mix

1.2 million
young people visited
The Mix's website.

We delivered over 4,600
counselling sessions to over
1,000 young people.

The Mix's multi-channel
helpline responded to almost
7,000 support requests from
4,000 young people.

Over **152,000 young people**
visited our discussion boards.

Our **social media** content
was seen by around
5 million
young people.

Our **Youth Voice team** involved
over 1,100
young people
in The Mix's work.

Our volunteers provided
12,323 hours of volunteering
– which is the equivalent of 514
days or almost 1 and a half
years!

We had over 13,000
conversations with over **5,100**
young people via our crisis
messenger service.

As a result⁹,

Around **1 million young people** felt more
capable to cope with their situation.

A similar number formed a plan to make a
positive change to their situation.

More than **660 young people** have better
copng strategies so they can effectively
manage problems on a day-to-day basis.

Around **2,800 young people** felt **listened to,**
understood and emotionally supported by our
helpline team.

Almost **2,500 young people** feel more able to
cope with their situation or issue.

Around **122,000 young people** found relevant
information sources for further assistance on our
boards.

Almost **4 million young people**
are more likely to seek support
when they need it.

Almost all young
people involved feel
they made **a positive**
difference to the lives
of young people.

The vast majority of volunteers
said **they feel a sense**
of fulfilment.

Most volunteers also felt they
had **learned new skills** in the
role that would help them with
future employment opportunities.

Over **4,000 young people**
who used Crisis Messenger
found the **conversation**
helpful.

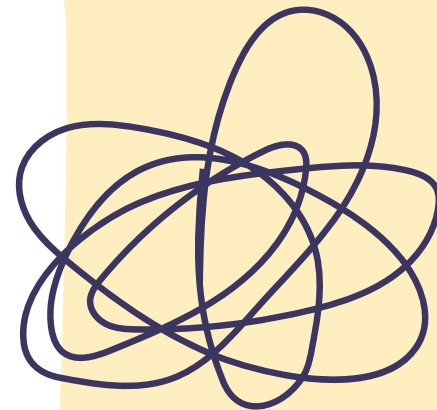


COUNSELLING

When I first signed up to counselling at The Mix, I was feeling really hopeless, unhappy and often felt like life wasn't worth living. Many of the issues I was struggling with stemmed from my physical health which had a real impact on my mental health. I didn't feel supported by my doctors and everyone else didn't understand what I was going through.

Counselling was really useful as it gave me a space to really speak about what was happening and how I was feeling. Over the course of my 8-week sessions, **my counsellor helped me find opportunities to feel more optimistic about life.** It provided me with **a safe space to explore my mental health where before I tended to feel guilty.**

After finishing counselling, **I can see that life is worth living. I do still struggle with anxiety, but I feel more positive and feel hopeless less frequently. I now feel more confident that I can cope if and when things do go wrong. I've learnt some useful coping strategies and am currently looking into other support opportunities.**



Counselling user



DISCUSSION BOARDS

Growing up I've struggled a lot with my mental health and wellbeing – experiencing low self-esteem related to my views on my body image, sexual assault and PTSD. Despite accessing support through other mental health services, I was struggling with the lack of support between my sessions.

I quickly joined The Mix's online community. **The discussion boards acted like a safety net for me when I needed support but wasn't able to access any through formal routes. They felt like a really non-judgemental and accepting space to explore my feelings. I feel like everyone on the boards genuinely cares and wants to support one another.**

On the boards I feel safe and able to talk about challenges I'm experiencing at any hour of the day. I think this is incredibly important, as often overwhelming thoughts hit me in the early hours of the morning when no one is awake to listen to or help me. By using the boards, you can have someone responding to you within a short period of time.

Discussion boards user



VOLUNTEERING

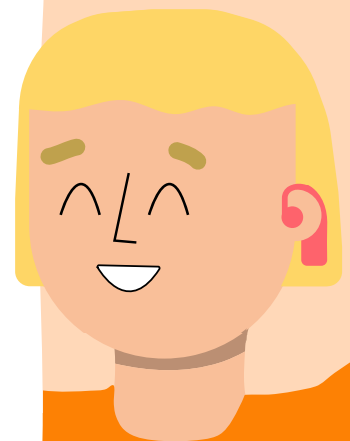
I'm really **passionate about mental health** and had my own mental health struggles over the years. But I **really liked The Mix** and wanted to get involved with the Youth Voice team as the charity didn't just focus on mental health, but also on so much more! There's a lot alongside mental health that we as young people don't learn about in school or elsewhere that is really important. I struggled at school so having **somewhere trusted and safe to turn to was great.**

Charities like The Mix are important as stepping stones as young people get older to **learn and grow.** Becoming an adult can be a really scary prospect, so having somewhere to go to for **support is really helpful.**

The fact the **Youth Voice team** works with young people up to 25 years old is also such a benefit. A lot of the time you reach 18 and then you're treated like an adult. It doesn't feel right so it's important to recognise there is a transition period where you still need support and guidance.

I've done a lot of trainings and taken part in a few of the youth groups with The Mix. I like working with charities as **I lacked a lot of confidence in school** and other settings. Working with the youth voice team really built my self-confidence and self-belief – I now feel I know who I am. **I realised I was actually worthy and valued** and that people were interested in what I had to say!

Youth Voice volunteer



WHAT'S NEXT FOR THE MIX?

As The Mix moves into our next financial year, providing wellbeing and mental health support via a variety of means to young people remains our priority.

NEXT YEAR WE WILL FOCUS ON

IMPROVING OUR SERVICES

We will focus on building a vibrant community across all our spaces, empowering young people with resilience and genuine connections, in the pursuit of wellbeing and a sense of belonging. However, a young person chooses to engage with The Mix, they are part of our community: on our website, discussion boards, TikTok, Instagram, Twitter, YouTube, Threads, support articles or group chat.

AMPLIFYING THE VOICE OF YOUNG PEOPLE

We want to create a cohesive youth-led community where young people receive a consistently high level of support, connection and fun wherever they are most comfortable engaging. We will work to be youth-led in every way through a range of accessible youth voice and youth volunteering roles, with guidance support and expertise from our staff.

GROWING AWARENESS OF OUR WORK

We will focus on raising The Mix's brand across all of our digital spaces through growing our community strategy, across education settings by continuing to deploy The Mix Connect in schools and throughout the media and online. We will use our rich data to continue to offer insights into the lives of young people and what matters most to them.

BUILDING A HEALTHY CHARITY

We will continue to invest in the long-term future of The Mix, aiming to deliver an income target of 2 million. We will keep investing in our staff, volunteers and young people, focusing on supporting their wellbeing and embedding equality, diversity, inclusion and belonging across our team.



WE CAN'T THANK YOU ENOUGH!

To everybody who supports
The Mix, you really do help shape young people's lives.

That goes to our volunteers, trustees, partners, funders, staff
and, most importantly, our young people –
we hope you all know what a difference you make.

Thank you for everything.

THE MIX

Registered charity number: 1048995

Endnotes

- 1 10 to 24 year olds in England and Wales (ONS, Census 2021) <https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/age-groups/latest#age-profile-by-ethnicity>
- 2 In 2022, 18.0% of children aged 7 to 16 years and 22.0% of young people aged 17 to 24 years had a probable mental disorder. <https://digital.nhs.uk/data-and-information/publications/statistical/mental-health-of-children-and-young-people-in-england/2022-follow-up-to-the-2017-survey#:~:text=Key%20findings,between%202020%2C%202021%20and%202022.>
- 3 Digital Strategies to Accelerate Help-Seeking in Youth with Psychiatric Concerns in New York State; Michael L. Birnbaum, Chantel Garrett, Amit Baumel, Nicole T. German, Cynthia Lee, Danny Sosa et al., 2022, *Frontiers in Psychiatry*
- 4 <https://www.childrenssociety.org.uk/what-we-do/our-work/well-being>
- 5 <https://www.campaigntoendloneliness.org/press-release/younger-brits-report-higher-levels-of-loneliness/>
- 6 The Mix Annual survey 2022
- 7 The Mix Annual survey 2022
- 8 The Mix Annual survey 2022
- 9 To demonstrate our impact, we base the estimate for the number of people achieving each outcome on the number of people using particular services and our evaluation data. Please refer to the full version of our impact report for 2022-23 for detailed information about our evaluation data sources.