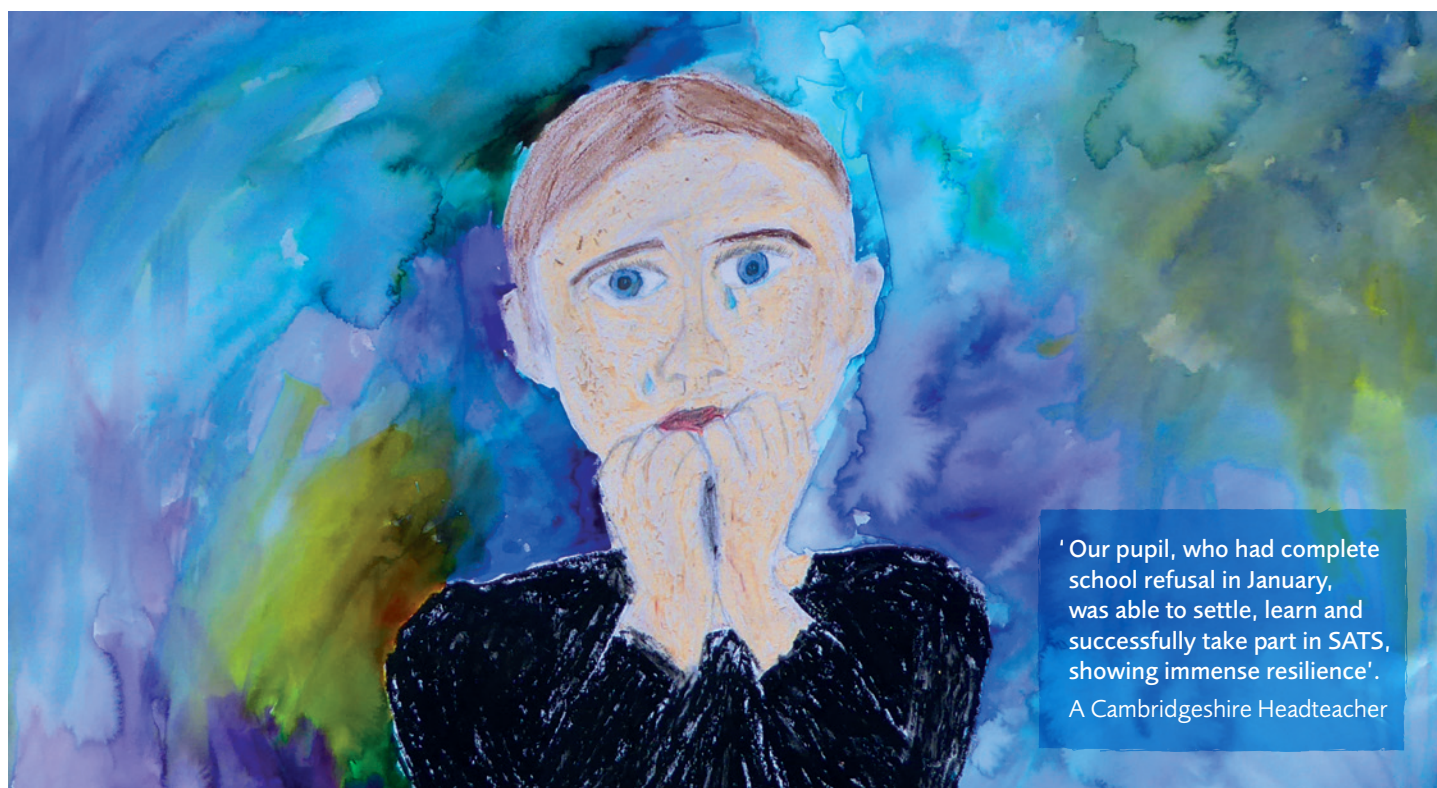


## A whole school approach to mental well-being

Blue Smile has reached the amazing milestone of helping over 1000 children since it started eight years ago, and continues to support increasing numbers of children year-on-year. Our Partner Schools, where teams of therapists offer long term one-to-one work, sit alongside our more recently developed Outreach service which has already helped 135 children across Cambridgeshire. Our Menu of Services is taking off; as well as working with pupils and parents, we also supported school staff with training and mentoring. This enables us to help others support children and promotes sustainable change.



'Our pupil, who had complete school refusal in January, was able to settle, learn and successfully take part in SATS, showing immense resilience'.  
A Cambridgeshire Headteacher

### Why are we needed?

- ★ The Government's Green Paper in 2017 recognises the scale of the problem in children's mental health (MH) and wants training and a MH lead in every school, with a link to NHS MH teams. Organisations like Blue Smile are vital in providing the expert support needed alongside the NHS, which will see only the most severe cases.
- ★ Nearly half the children referred to us have Special Educational Needs (SEN). SEN Children account for half of all permanent exclusions despite being only 14% of the school population.
- ★ Nearly half the children referred to us are in receipt of additional help (Pupil Premium). Low income sadly greatly increases a child's risk of poor emotional wellbeing, so they really need our support.

### What do we do?

- ★ We provide expert arts-based therapies in schools, where children are ten times more likely to access it.
- ★ We do it in a fun way without stigma.
- ★ We use the best therapists, for long enough, and get outstanding results.
- ★ We provide flexible whole school support, through our Menu of Services.

## Our CEO says...

'Blue Smile has made big strides forward this year in our strategy to help more children, whilst maintaining our reputation for excellence. Our Partner Schools, where we subsidise over half the costs, remain an essential and excellent training hub and allow our teams to help large numbers of children; and next year we will be launching in a new Partner School.

Outreach shows the same excellence in its one to one work, thanks to our experienced therapists. And news of our Menu of Services superb tailored training and support for the whole school is spreading rapidly. We are already well into the planning of our second exciting conference in 2019, "The Resilient School", to support this work.

The belief and ongoing support of our major donors and charitable trusts remain key to these big steps forward in our strategic plan. This year we particularly mention the impact of corporate fundraising, with charity of the year partnerships with Mills and Reeve and with AstraZeneca/MedImmune – the latter as their inaugural Cambridge charity.

Sadly, official reports make it more and more clear how desperately we are needed. Only with your help can we make the next leap forward to reach larger numbers of children.'



**Rebecca Wood**  
CEO

I now know a lot of strategies to calm myself down at school and at home. I feel more in charge of the volcano inside me  
M. aged 11



## What have we done?

- ★ Helped over 1000 children to feel happier and learn better with our expertise, who otherwise were unlikely to get support.
- ★ Supported 44 schools in the last year through both our one to one therapy and Menu of Services.
- ★ Worked with partners in two areas. Together with Relate, our pilot Resilience Group, worked with parents to increase their skills alongside children receiving our one-to-one therapy, to see if this improves outcomes even more. 'Fullscope' to develop a pilot with six other charities with impetus from ARM and from the Norfolk and Norwich Festival Bridge.
- ★ Begun work in special schools, where large numbers of children struggle with their emotional wellbeing alongside their additional needs.

The training was awesome, probably one of the best sessions I have had during my teacher career  
Teacher

My son is a different child, he's the child he was always meant to be  
Parent

## What will we do?

- ★ Hold a second excellent, and bigger, conference to help schools and other stakeholders understand how to tackle mental health issues and further develop our Menu of Services to meet their needs.
- ★ We will develop our website and the Blue Smile Hero campaign to inspire the extra income and help we need to enable us to reach more children, schools and parents.
- ★ We will start work in a new Partner School in East Cambridgeshire to reach more children, act as a hub out into the fens and train more therapists and mentoring counsellors on placement to build the mental health workforce for children.
- ★ We will build further on our research and innovation to continue to improve individual and overall outcomes for children.



'I cannot speak too highly of the Blue Smile team. I have every confidence in their professionalism and they have had an impact right across the school.' [A Cambridgeshire Head teacher](#)



# 96%

of parents say their child improved because of Blue Smile

# 77%

of children with very worrying mental health issues improved

# 88%

of teachers say their child improved because of Blue Smile

## Welcome to our new Clinical Director

'It was an honour to take over from Amanda Langford, former Clinical Director and Founder. I'm thrilled to unite oversight of our three exciting strands of work, having worked in all three: our Partner Schools, mobile Outreach one-to-one, and the wraparound support of our Menu of Services. My background in schools has helped me to see very directly into teacher needs in developing this last service.'

Having had my clinical placement with Blue Smile during my MA in psychotherapy, I know therapists are attracted by our long term and expert work, but also our free specialist trainings to develop their skills. We've been able to do this for more therapists than ever, with comments like, "I am learning so much with Blue Smile [clinical] placements. I appreciate being able to work with children on a long term basis and can see such a benefit from it for the child." The key for us now is to develop yet more therapists to meet the massive need in the area.'

Jess

**Jess Manley** Clinical Director

## How do we maintain affordability?

We have continued to ensure that our excellent service remains affordable to Cambridgeshire schools through subsidies. We have been able to offer our arts-based therapies, mentoring and Menu of Services at a much reduced rate thanks to the many amazing gifts made by our supporters, whether these be communities, individuals, major donors, legacy donor, trusts and foundations or corporates.

We have been enormously appreciative of the corporate Charity of the Year support we have received, being the inaugural charity supported by AstraZeneca / MedImmune Cambridge and receiving a second year of support from Mills and Reeve. The significant funds raised helped us support many more children this year. Our fundraising events and initiatives, from a Flash Mob to volunteering at our Partner Schools and bike rides and bakes sales, have engaged staff and attracted coverage from BBC Look East.

We have continued to receive significant support from our hugely-valued major donors, enabling us to achieve our growth and expansion.

Trusts and Foundation support is vital and we are delighted with our ongoing and new relationships.

Communities have been tremendous in their support. Both Saffron Walden Golf Club and Girton Golf Club have raised fantastic sums for our schools as have the many other community organisations, each doing what they love best to raise funds and smiles for our children.



'It has been a pleasure for us to work alongside the Blue Smile team as our inaugural Charity of the Year in Cambridge. The Blue Smile team provided hands on support and joint thinking to deliver a tailored programme of engagement. In partnering with Blue Smile for 2018, we were pleased to support the outstanding impact this charity has on children's emotional wellbeing across Cambridgeshire. On behalf of everyone at AstraZeneca and MedImmune I wish the charity ongoing success.'

Sabine Jaccaud, Director of Cambridge Communications, AstraZeneca

## More Children helped each year since 2010

# 1,089

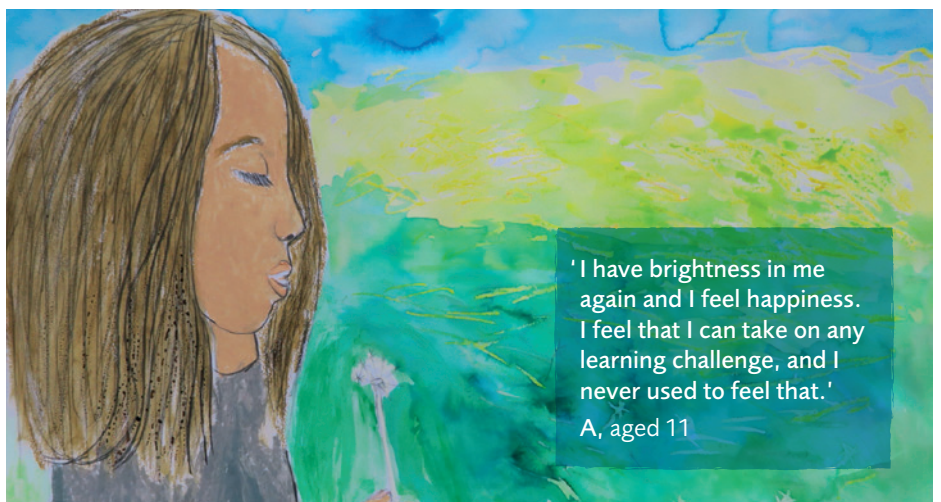
Children helped

# 21,115

Therapeutic sessions provided

# 144

Clinical staff trained



'I have brightness in me again and I feel happiness. I feel that I can take on any learning challenge, and I never used to feel that.'

A, aged 11

## Our thanks to...

Our work is only possible due to the generous support we receive. We would like to thank everyone who has helped us over the past year, including:

### Individuals

Our Major Donors, Legacy Donor, our Trustees, Ambassadors, Volunteers and Supporters

### The Community

44 Club Cambridge, St Andrew's CofE Primary School, Blue Smile Friends of Group, North Cambridge Bridge Club, Cambridge Charity Balls, Clic+, The Cambridge Crystallographic Data Centre, The Doll Club of Great Britain, Girton Golf Club, Grade-1-athon, Heart FM, Kings College School, Meridian Quilters, Over Power Fitness, Philip Tyler Dance Group, Biggleswade Rotary Club, Cambridge RAG, Shirley Community Primary School, Royston Ladies Circle, Saffron Walden Golf Club, St. Augustine's Singers, Cherry Hinton Townswomen Guild, Trinity College, Trinity Hall and Wimbledon High School

### Corporate

Adams Harrison Solicitors, Amazon Cambridge, ARM Ltd, AstraZeneca and MedImmune, Barclays Bank, Ewing Associates, Gymphobics, C Hoare & Co, Kershaw Mechanical Services Ltd, Mentizo Limited, Mills and Reeve, PPD and Timespace Technology

### Trusts and Foundations

Cambridgeshire Community Foundation, The Cole Charitable Trust, The Evelyn Trust, The Donald Forrester Trust, Homelands Charitable Trust, The Betty Lawes Foundation, The Paragon Trust, The Pye Foundation, Santander Foundation, The Toy Trust, Annie Tranmer Charitable Trust, The Albert Van den Bergh Charitable Trust and Zurich Community Trust

### Regular donors

Deborah Bick, Tim Bryson, Annabel & Michael Brunner, Penny Dryden, Alastair Gadney, Simon Hertz, Cathy Middleton, Heidi Mulvey, Hilary Russell, Arabella White and Jane Wilsher

By leaving a gift to Blue Smile in your will, you can support Cambridgeshire children to live happier lives and have brighter futures.

Together, let's make building children's resilience and life prospects our legacy.

To donate visit our website:  
[www.bluesmile.org.uk](http://www.bluesmile.org.uk)

For more information email:  
[info@bluesmile.org.uk](mailto:info@bluesmile.org.uk)

Or call:  
**01223 314725**

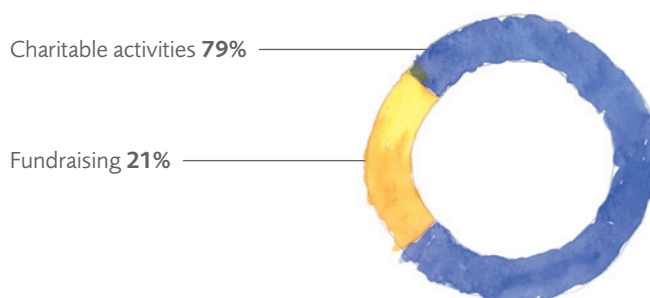
Blue Smile  
Registered Charity No. 1139279  
Registered Company No. 7411348

## How we fund the help we give

### Our income £441,122



### Our expenditure £420,731



## Layla's Story of Family Breakdown\*



Layla had become withdrawn and quiet since the start of the new school term, not wanting to play with her friends or speak to adults about what might be worrying her.

Wanting to help, her school contacted Blue Smile and Layla was matched up with her psychotherapist. Each week, they spent time together, exploring the play and art therapy resources and building a trusting relationship. Soon Layla became comfortable enough to share her feelings with her therapist, and reveal that her parents were getting divorced and that her father had left the family home without warning.

Gradually Layla came to terms with this enormous change – depicting in her play and art work two families, rather than the fragmented family that had shocked her so much. She was able to heal, socialise with her friends and take part in school again.

\*All details have been changed to protect a child's anonymity