

Excellent mental health support for every child

Since 2010 we have been helping children across Cambridgeshire, but sadly the need for our services is increasingly visible. Despite raised awareness of mental health issues, support for children and young people is limited; leaving many children and families waiting in worry and despair. We believe that a child who is overwhelmed and isolated by emotional and mental health difficulties deserves the best possible care at the earliest opportunity. Everybody who is part of the Blue Smile community is passionate about continuing and developing our high quality work because it brings visible, positive change to many children's lives.

Anna is much more positive about her future



Anna simply could not have received the expert therapy that is making such a difference to her life if it wasn't for Blue Smile supporters. You have enabled us to help hundreds of children this year who were distressed and struggling with overwhelming emotions.

Anna* experiences anxiety, depression and the emotional pain of family breakdown and bereavement. She was referred to Blue Smile because of her aggressive behaviour and poor school attendance. During her therapy sessions, Anna used small objects, toy animals and figures in a sand tray to explore and communicate her thoughts and feelings. Her Blue Smile therapist helped her to build a relationship of trust where she could safely express her anger, as well as her vulnerability, fear, loneliness and confusion. The therapist's patience and empathy helped Anna to feel heard and understood. In moments of despair she begged her therapist to help, saying, 'You understand me.'

Together, they explored Anna's painful memories and emotions so that she could begin to make sense of her overwhelming feelings and take steps to manage them better. Anna is now building her emotional resilience, attending school full-time and engaging in learning. She still experiences conflict with those around her but manages it more appropriately and has even started to help other pupils with some challenges they face. She is more able to talk about her feelings to staff and ask for help when she needs it.

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

A note from the Charity Director

'Having served as a trainee therapist, Team Leader and Clinical Director of Blue Smile I have experienced first-hand how the resources kindly given to our charity produce amazing results on the ground. Our commitment to excellence, partnered with the care and generosity of those who volunteer, fundraise and donate means we can transform the life chances of children across Cambridgeshire and beyond. I am proud to be a part of this amazing charity.'

Throughout 2018/19 we continued to deliver high quality provision to more and more schools and, looking to the needs beyond our traditional geographical boundaries, we welcomed our first Partner School in Soham, East Cambridgeshire.

It has been a year of significant development for Blue Smile. As part of our overall strategy we initiated plans to implement an organisational re-structure for 2019/20 and refreshed our approach to fundraising. This will see us move towards a leaner, more clinically led organisation which continues to ensure that we devote as much resource as possible to our excellent frontline therapy services.

It is important that we prioritise the needs of the children, families and schools we support and, following several years of growth, we are looking at ways to ensure that we listen to our service users well and take our research from this area to prepare for further development in 2020/21.

I am hugely grateful to our dedicated staff, volunteers, trustees and donors all of whom have contributed to a successful 2018/19. Over the course of this year I am determined to meet with as many of you as possible to continue the positive relationship that you have with Blue Smile.'



Jess Manley
Charity Director



More children helped each year

1,294 27,164 167

Children helped

Therapeutic sessions provided

Clinical staff trained



Blue Smile is deeply grateful to the many people – young and old – who do so much across the community to support us.

Why we are needed

- ★ Half of all lifetime mental health problems emerge by the age of 14.
- ★ 1 in 8 children and young people has a diagnosable mental health disorder (NHS Digital 2018).
- ★ In Cambridgeshire there are approximately 12,400 children and young people aged 16 or under with a diagnosed mental health disorder.
- ★ Cambridgeshire and Peterborough have the highest rates of hospital admissions due to self-harm amongst 10-14 year olds, compared to other areas in the East of England, and higher than the rate across England as a whole.

Blue Smile is the best thing I have ever seen with two eyes. you have to go because they make you happy and you can tell them anything and they will look after you.

What we do

- ★ Blue Smile is a children's mental health charity, which believes in a whole-school approach to mental health so that children and young people can build resilience, be happier and engage in learning better.
- ★ We offer expert 1:1 arts based therapy, pupil workshops and group work for children and young people.
- ★ Our 1:1 therapy is long-term and based on the needs of the child.

94%

of parents say their child has improved because of Blue Smile

83%

of children with very worrying mental health issues improved

87%

of teachers say children improve because of Blue Smile

In 2018–19 we have...

- ★ Helped children and school staff across 48 schools
- ★ Held our 2nd conference: 'The Resilient School'
The conference included presentations and opportunities for discussion with external experts including from the Office of the Children's Commissioner. Over 100 people attended with 43 schools represented
- ★ Launched Parent Resilience Groups across 6 schools in partnership with Relate
- ★ Developed and launched our new website, increasing awareness of our services
- ★ Supported 450 school staff through group training and individual mentoring sessions
- ★ Supported 63 Blue Smile therapists across the school service, 28 of which advanced to new roles within the charity.

To begin with it was challenging, now it's brought us closer together
Parent

How do we give children the best support possible?

We invite the best people to work with us

We have an active Board of Trustees with extensive experience and skills in legal, business and commercial spheres as well as school leadership, volunteer management and strategic planning. In addition to our trainee therapists, Blue Smile benefits from a large number of other skilled and expert volunteers in areas such as safeguarding, data protection and fundraising.

We have a community of passionate supporters

2018-19 was another successful year for Blue Smile and this was made possible thanks to new and continuing support from companies, community groups, schools, grant-making trusts and individuals. We have benefitted from fundraising activities as diverse as sponsored head shaves, concerts, Christmas car-parking and beer festivals and our fabulously loyal individual supporters continued to give regular monthly gifts through direct debit.

Exciting new corporate and community partnerships were built, such as those with TTP and the Gog Magog Golf Club and we made new links with various trusts and foundations. Thanks to their financial and volunteer support, coupled with that from our much-valued major donors, we continue to give children, their families and schools the best support available. We are so thankful to every person who gives a donation – large or small – and we look forward to seeing lives changed because of this vital support.

I would say you are professional and caring – a wonderful organisation.
Parent



We are proud of the fantastic team spirit that goes into making Blue Smile such a special place to work.

How do we maintain excellence?

- ★ We actively seek therapists with postgraduate degree level training from recognised training organisations such as the University of Cambridge.
- ★ We offer expert training workshops to build skills (free to Blue Smile staff and trainees).
- ★ In 2018-19 we provided 9 mental health training sessions: topics included working with trauma, autism, safeguarding, gender questioning, loss and bereavement.
- ★ We provide well managed and well supervised clinical placements with opportunities for continuing professional development.
- ★ We have expert advisory groups, such as our Clinical, Ethics and Safeguarding group, which meet regularly to monitor and develop the service.

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, our Ambassadors, 'Friends of Blue Smile' group, Supporters, Trustees and Volunteers

The Community

St Andrew's Church Histon, Biggleswade Rotary Club, Cambourne Village College, Cambridge Mini Soccer League, Churchill College, Corpus Christi College, Downing Place United Reformed Church, Emmanuel College, Girton College, Gog Magog Golf Club, Hilton Summer Ball Committee, Homerton College, Horningsea Residents Association, Impington Village College, Jesus College, St John's College, King's College, The Leys School, Maggie Brown, St Mary's College, MB Academy of Dance, Philip Tyler and the Steps in Time dance group, Queen's College, Rotary Club of Cambridge, Rotary Club of Soham Staploe, Second Saturday Community Cafe, Soham Beer Festival and Trinity College

Corporate

ARM Ltd, AstraZeneca, Charles Stanley Wealth Management, Eversheds Sutherland, Ewing Associates, Four Winds B&B, Galliford Try, Granite Coast, Hopkins Homes, Kirkland & Ellis International LLP, Lush Cambridge, Mentizo Limited, Mills and Reeve, Stagecoach East, TTP, and WSP

Trusts and Foundations

Albert Van den Bergh Charitable Trust, The Batterson-Chivers Foundation, The Betty Lawes Foundation, Cambridge Community Foundation, The Cole Charitable Trust, D&J Lloyd Community First Fund, The Donald Forrester Trust, Ely Community Unit Trust, The Evelyn Trust, The Frank Litchfield Charitable Trust, Gwyneth Forrester Trust, Homelands Charitable Trust, Kelly Family Trust, Sir Michael and Lady Marshall Grassroots Fund, Microsoft Research Ltd Community Fund, The Newby Trust, The Paragon Trust, The Pettit Charity, The Pye Foundation, Seymour Charitable Fund, Souter Charitable Trust, The Strangward Charitable Trust and Zurich Community Trust

Fundraising champions

Ben Bogere who raised £400 through having his dreadlocks cut off! Elaine Gray who raised £150 from a Tombola at her Street Party. Louise Augarde and family who raised over £140 from birthday party donations. The people who give regular monthly gifts to support our work

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

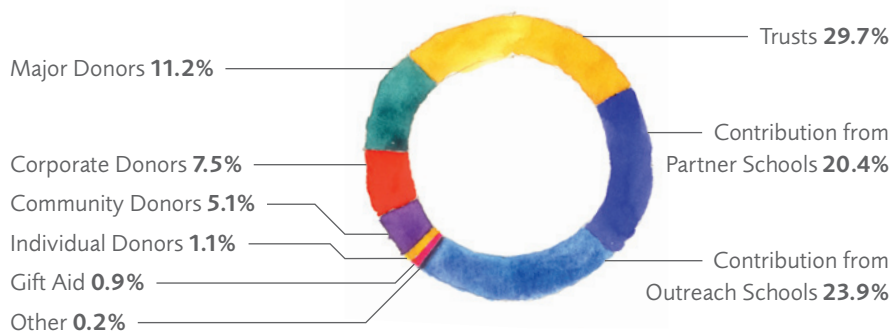
To donate visit our website:
www.bluesmile.org.uk

For more information email:
info@bluesmile.org.uk

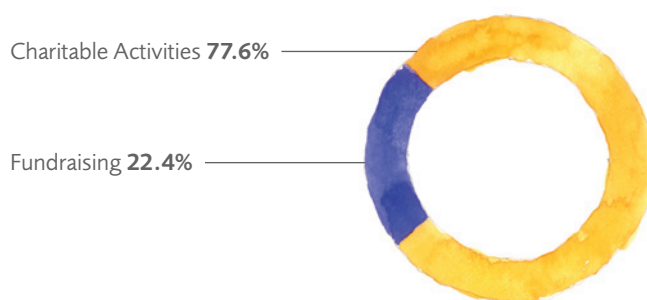
Or call:
01223 314725

How we fund the help we give?

Our income £440,156



Our expenditure £504,613



Looking forward

Following a period of significant growth we plan to consolidate our services over the next year. We want to ensure we respond well to the views of our service users and further develop our research on evaluation and outcomes. We will:

- ★ undertake a research project with Cambridge Hub Impact Labs to improve how we gather and record feedback from children – keeping children's voice at the centre of what we do
- ★ undertake a new safeguarding review to maintain and build on our exemplary safeguarding practice
- ★ collaborate with other local charities on new projects to evaluate and improve the mental health and wellbeing of children and young people in Cambridgeshire.

*I Don't fight any more
and I don't get detentions.
I like being good.*



How your donations help

- ★ £900 provides a child with a term of specialist one to one arts-based therapy
- ★ £365 provides a kit for a therapist to work in one of our Outreach schools
- ★ Donations of £10 – £100 will provide resources ideal for therapeutic work.

Please see our wish list

www.amazon.co.uk/hz/wishlist/ls/3PRLVBHHD3JSQ?ref_=wl_share

Through supporting our work, local people and organisations can help Cambridgeshire children to become happier, healthier and more able to learn. This can make a lifetime of difference for a child.