

# Impact Report 2020/21



[www.tamhi.org](http://www.tamhi.org)





Tackling Awareness of Mental Health Issues is a mental health charity formed in 2011. TAMHI works with sports clubs, schools and youth groups to raise awareness of mental health and tackle the social issues that negatively impact on wellbeing.

TAMHI is a charity set up in the memory of Thomas "Tommy Tucker" McLaughlin who died by suicide in 2009. The charity is focused on promoting positive mental health and awareness through, training, talks and workshops.

Based on 9 years of work the charity has shaped, changed and saved lives.



**Like all organisations we were affected by COVID. However we adjusted and adapted to the most challenging time of our history. While the numbers we normally engage with were reduced, the wellbeing impact was outstanding and as the CEO I am extremely proud of my team and their efforts. We did engage big numbers through Foodbank based programmes and COVID based programmes as we used the spirit of sport volunteering for wider community volunteering efforts. We stepped up within our community, we adopted to a new online world and we got stuck into community projects to support food poverty and tackle isolation.**

**Joe Donnelly: CEO**



# Vision

All our groups use sport and activity:

- Realise their true impact on mental health
- Have strong mental health structures
- Increase capacity to support members



# Mission

To make mental health a top priority for all sports groups and community groups in Northern Ireland.

- We will do this through campaigns and creating customized club/group resources
- Training & Development
- Research and Co-Design of Projects

## Sports

## Develop-Mental Approach

Our approach is about making a difference, working hand in hand with groups to understand their capacity and potential and adjusting our approach to their needs.

- Promote mental fitness
- Raise Awareness of Mental Health
- Tackle stigma and break down barriers







# INPUT



**14 projects supported & delivered.**

**98 Clubs signed up to Change Makers**



**10 Schools connected to support.**

**Connected to 5 local and 2 Regional Committees**



**3 Corporate partnerships**

**5 Investments made to support TAMHI through COVID and new developments.**





**COVID SUPPORT (Community Finance Ireland)**  
**Girdwood Online (The Executive Office)**

**Youth Connections**

**Hardship (Sport NI)**

**Schools Leadership (LFT Trust)**

**Young Ambassadors (DFC/Ashton)**

**COVID Recovery/Mayfield (CFNI)**

**Online Wellbeing (BCC Micro)**

**Girdwood Intervention (BCC)**

**Resilient Active Youth (Ecclesiastical)**

**Youth Fitness Project (Clear Project)**

**Champions (Urban Villages)**

**United Communities (Communities NI)**

**Care Zone**

**COVID Support in Schools (Halifax)**

**Change Makers (National Lottery**

**Community Fund)**

**Trinity (Fionn Fund)**

**Newington Housing Office Support**

**New Seeds Fund (Community Foundation NI)**



# OUTPUTS



**1940** Young People participated in our programmes.

**155** Young People participated in our peer mentor programmes.



**32** Young People gained accredited qualifications.

**114 clubs and 555** people completed our online learning course.



**121** people have completed our Intro to Mental Wealth Games.



**4020** Volunteer Hours in partnership with North Belfast Advice Partnership.

**2000** Spread the love packs sent to young people.

**3500** Christmas packs distributed to families in need.

**6000** food parcels distributed over lockdown.

**1400** "Lets talk and learn" money bags

**1000** Easter Eggs - 1000 Smiles distributed





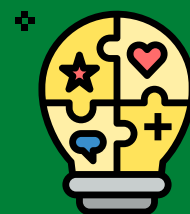


SAVE LIVES

# OUTCOMES

## Warwick Edinburgh Wellbeing Scale

PRE 62% - POST 92%



## Leadership (LORIC)

PRE 67% - POST 94%

### Good Relations Programmes:

- 93% said they had made a friend from another religious background
- 85% showed positive changes in their attitudes to people from other religious backgrounds
- 78% showed positive changes in their attitudes of people from other ethnic backgrounds



HELP

Help

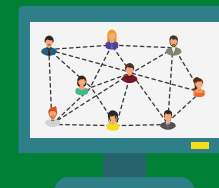


52 people connected to services who reached out.

### Online Courses: Mental Health Understanding

66% PRE COURSE - 95% POST COURSE

94% will use the learning



### Resources and Information

95% of groups like the style of our resources  
95% of groups find our resources useful.



# TAMHI ONLINE

HOME

ABOUT

PROGRAMMES

SC

OUTUBE

SUPPORT US



New Website  
[www.tamhi.org](http://www.tamhi.org)



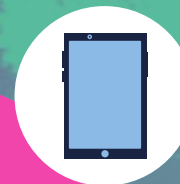
2427  
Followers  
Up 94%



FOLLOW



MESSAGE



1174  
Followers  
402 Posts  
Up 90%



9318  
Followers  
Up 25%



TAKE OUR COURSE

GET IN TOUCH



Average Monthly Reach: 55K  
Average Monthly Impressions:  
31K  
Average Engagement: 7.5K  
Average Video Views: 20K



65  
Videos





**Leadership  
Conference &  
Awards 2020**



# TAMHI Achievements

**Winner of the "Leading  
a small organisation"**



Start the conversation



Foundation



- 12 Courses delivered
- 246 in attendance
- Videos: 15K views
- Score 98% for aims met

covidwellbeing  
ni.info

**TAMHI is part of the COVID  
Wellbeing NI Forum**

- June 2020 – March 2021
- Website Users- 56,879
- Website Sessions – 71,775
- Page Views – 112,336
- Social Media Reach- 10,533,225
- PR Reach (newspapers and online publications) – 1,881,355



# Impact on Clubs

22nd Old Boys/Ladies FC were selected by National Lottery to talk about their work with TAMHI through Talk Sport which has over 3 million listeners.

The club have been phenomenal this year with their COVID efforts working with TAMHI on a female initiative in partnership with Shamrock FC and also TAMHI has supported a wellbeing programme through Clear Project funding.

" Working with TAMHI since 2014 has helped our club understand the true value we make to our community beyond sport.

Being selected tp talk to Talk Sport has helped us raise our profile and inspire other clubs to follow suit.

We have had numerous calls from clubs wanting to understand how we promote mental health. The biggest benefit this year has been the support through COVID were we worked with TAMHI to create content that players and coaches would engage with, which proved effective."

Brian Kirker - 22nd Old Boys Manager





# Impact on Youth

Daniel is a member of our youth programme Resilient Active Youth (RAY). He is now a qualified coach and member of the TAMHI casual coach.

Daniel underwent a lot of personal growth and overcame a number of challenges this year, which was extremely challenging due to COVID. Over lockdown he volunteered 5 days a week at the local foodbank, he took part in various outreach work with the homeless community and he made a huge difference to many people's lives.

Daniel was awarded the RAY youth leader of the year 2020/21 for his efforts.

"Thanks to TAMHI I have gained so much confidence and self belief. Having the foodbank project and youth leadership programme really helped give me a focus during COVID19.

Winning RAY Leader of the year meant so much to me and I am even more committed to keep doing good things to help and support others"

Daniel Shaw - Resilient Active Youth Leader



