



Impact Report

2023-2024

Chairperson Statement

The past year, 2023-2024, has undoubtedly been a challenging period for TAMHI, and indeed for the entire community and voluntary sector. The legacy of COVID-19, the ongoing Cost of Living crisis, and the political instability in Northern Ireland have created an exceptionally difficult environment for organizations like ours. Despite these obstacles and operating with a small team, TAMHI continues to break barriers and make a significant impact—shaping, changing, and even saving lives.

As a Board, we have navigated these challenges with our mission and objectives firmly in mind. Given the resources available, we believed it was prudent to prioritize raising awareness through our Mental Health Toolkits in clubs, refining our Mental Wealth Games in collaboration with Queen’s University and Ulster University, and placing an even greater focus on child wellbeing, which aligns with our primary charitable purpose. This strategic direction has ensured that our efforts are both effective and sustainable, particularly in these testing times.

We are immensely proud of the TAMHI team, who consistently go above and beyond to make a difference across Northern Ireland. Their dedication and resilience are the driving forces behind our continued success, even in the face of adversity. The work they do is not just impactful but essential, as they tirelessly advocate for mental health and wellbeing in our communities.

As we move forward, the Board remains fully supportive of TAMHI's efforts to deliver high-quality, meaningful programmes that reflect our commitment to making a positive change. We are confident that, together, we will continue to overcome the challenges ahead and make a lasting difference in the lives of those we serve.

Thank you for your continued support.

Sincerely,
Neil Privilege
Chairperson, TAMHI



CEO Statement

The 2023-2024 period has been a challenging year for TAMHI, marked by significant obstacles that tested our resilience and adaptability. Due to substantial funding cuts, we were compelled to reduce the amount of direct, hands-on work with clubs. However, this challenge presented an opportunity for us to refocus our efforts on the growing needs of young people through our schools and youth-based programmes. By doing so, we continued to make a meaningful impact where it was most needed.

A key focus this year has been on the development of Mental Health Toolkits, an essential resource for our network. We expanded our reach, prioritizing quality over quantity, ensuring that our interventions are impactful and sustainable. This strategic shift, while difficult, has allowed us to take a step back and critically assess how we can improve our approach moving forward.

Financially, the year was tough. We lost approximately £100,000 in grants that we had previously relied on, and third-party donor fundraising decreased by 30%. In response, we organized a significant United Legends match, which became crucial in securing the funds necessary to continue our operations. Additionally, the conclusion of our National Lottery Project, coupled with delays in the Queen’s University/Ulster University evaluation due to COVID-19, required us to allocate resources from our reserves to complete these vital initiatives.

Despite these challenges, there were rewarding moments that highlighted the impact of our work. Notably, TAMHI was honored with the UK Sports Give Back Award for social impact in London in February 2024, a testament to the dedication and hard work of our team.

As we look ahead, the lessons learned this year will guide us in refining our strategies and improving our programmes. Our ongoing PhD research remains a cornerstone of our future initiatives, ensuring that all our efforts are rooted in evidence-based practices. We remain committed to delivering high-quality, impactful services, even as we navigate these uncertain times.

Thank you for your continued support and belief in our mission.

Sincerely,
Joe Donnelly
CEO, TAMHI



**Feb 2024:
UK Sports Give Back
Winners: Social Impact**

Sports Clubs



216

Clubs supported



25

Coaches Trained
Mental Wealth Games



400

Players Engaged through
clubs in Wellbeing
Projects



120

Young People Trained in
Mental Wealth Games



86%

Increased Wellbeing
Knowledge



3

Successful wellbeing
campaigns



£10,000

Grants obtained by clubs
for wellbeing projects

2
Shared Space
Projects



50
Teams

425
Players

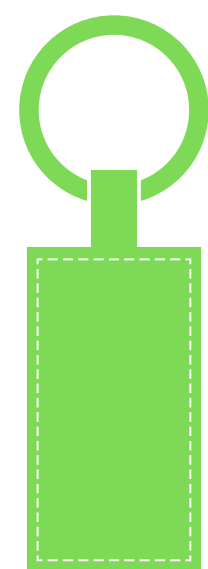
82%
Wellbeing Impact

100%
Shared Space
Feedback



8

Clubs supporting
schools



1000

Mental Health Kit Keyrings
distributed

*Significant funding cuts

10/10 Raising Awareness



Primary Schools



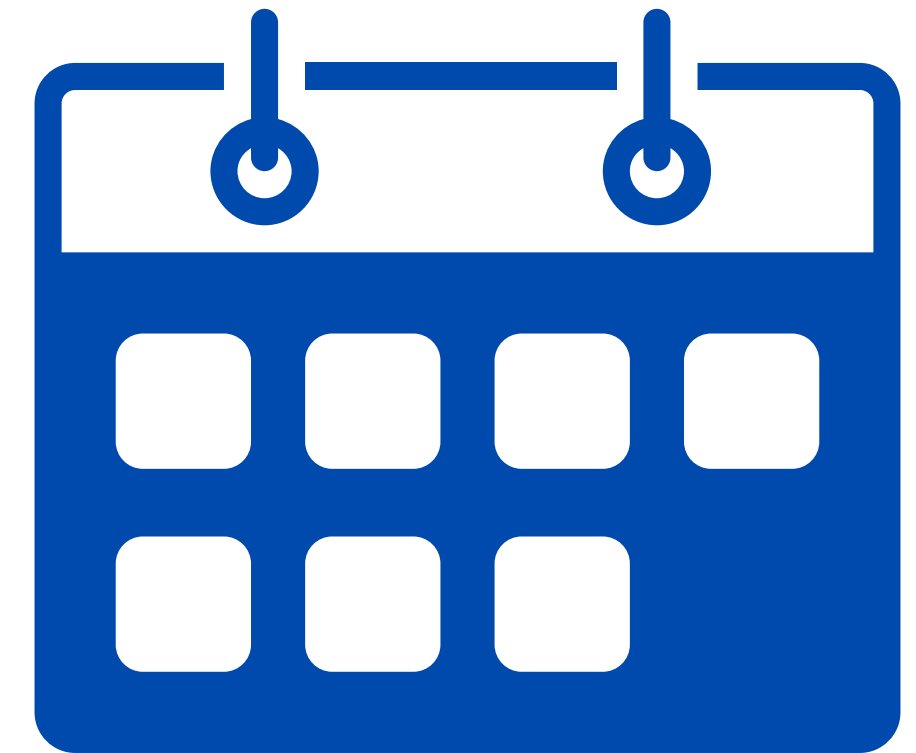
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Mindful Play Programme



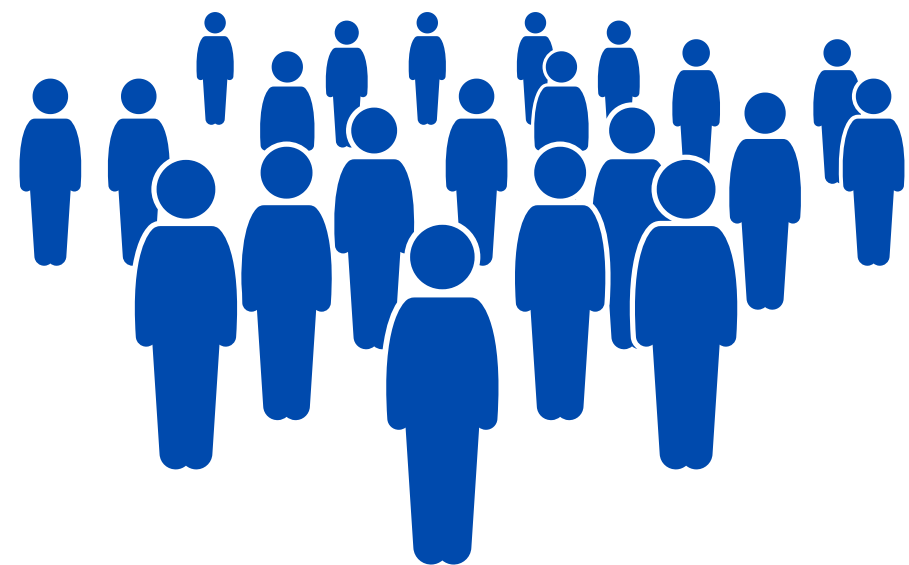
12

Schools Engaged



120

Sessions



758

Children Engaged



98%

Enjoyed the Programme



88%

Positive Impact on Wellbeing



**“Mindful Play is the best
most fun programme we
have ever had about
mental health!”**

Currie PS p7

Post Primary Schools

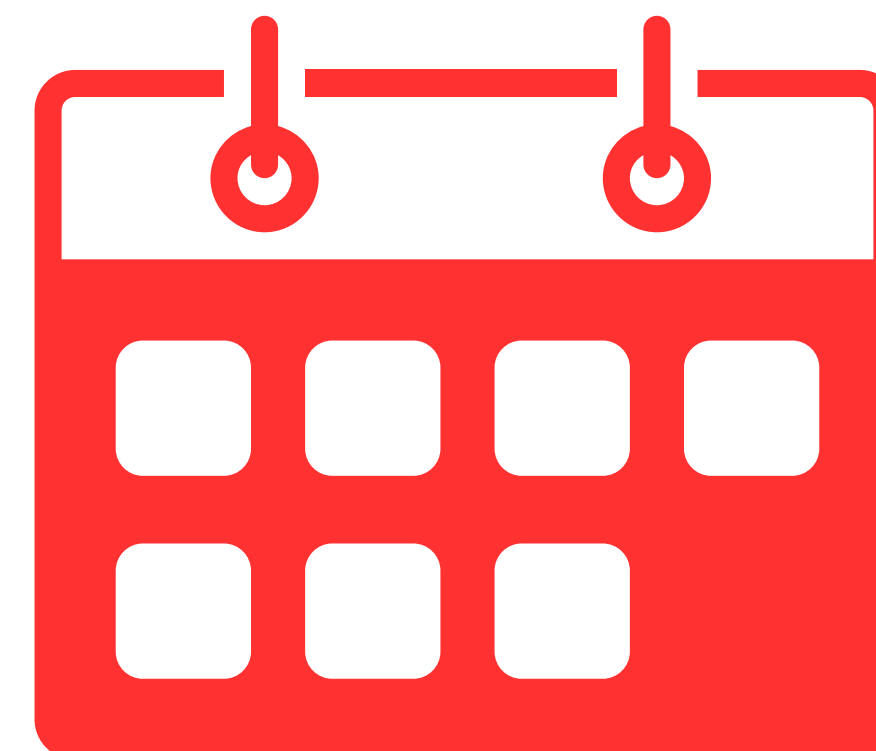


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Champions of Wellbeing
Programme



10 Post Primary Schools
Engaged



50

Sessions Delivered



250

Young Leaders Trained in
Mental Wealth Games



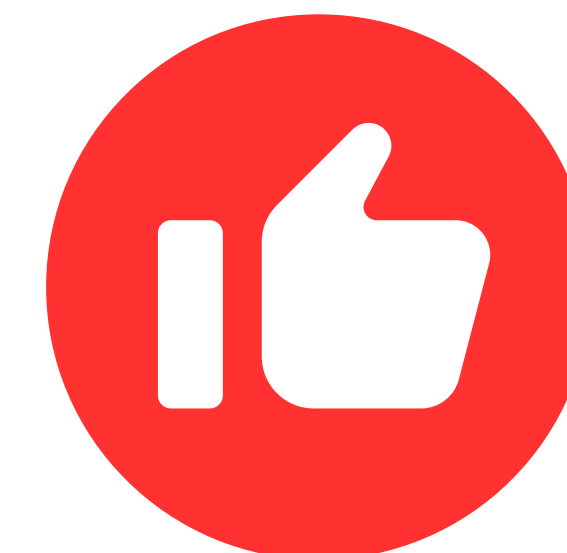
90%

Wellbeing Impact
Warwick Edinburgh
Wellbeing Scale



902

Peers Engaged



94%

Positive Feedback



“The TAMHI programme gave me so many skills and practical ideas to champion mental health in my school”


Assumption Grammer Year 13 pupil



18 Resilient Active Youth

Apex Sports Camp.
I am a celebrity.
Lets Go Hydro.
EA Good Relations.
Summer Camp @ Girdwood.
Christmas event.
Fundraising.
United Legends meet & Greet.
Easter Egg Hunt.
Information Stalls.
Festival of the North.
Cross Border Project,
Donegal Youth Services.
Golf 4 Wellbeing
RAY Nights.





“Being part of RAY gives me purpose and direction in life, it helps me understand the valuable role I play in the community in relation to promoting mental health”

Fiona

IFA Ahead of the Game

Strategy Pillars met: 

Aim:

Increase mental health awareness with adults and young people across Northern Ireland.

Launched in 2018, the **Ahead of The Game (AOTG)** programme has been well received with 1,746 participants and 203 clubs and 13 community groups benefiting from the initiative.

Developed in partnership with TAMHI (Tackling Awareness of Mental Health Issues), Inspire, Train 2B Smart Soccer and Sports Chaplaincy UK, the AOTG programme challenges the stigma around mental health, promotes positive mental health and highlights some preventative measures.

In 2023 alone, there were 28 workshops delivered to 426 participants from 55 different clubs. The Foundation also launched an extension of the programme aimed at addressing mental health and emotional wellbeing in **youth football**.

As well as improving participants football skills, participants learn different ways to take care of themselves physically and mentally while building emotional resilience. Each enjoy a range of confidence-building activities centred around the programme's five key themes:

- Communication
- Confidence
- Control
- Challenge
- Commitment

As part of the AOTG, the Foundation appointed 23 volunteers as **Mental Health Champions** across Northern Ireland. The aims are to:

- Promote mental health initiatives
- Support the delivery of the Ahead of the Game programme
- Signpost football clubs to support services within their area
- Share good practice of clubs in that area promoting mental health programmes
- Equip more people in football with the tools and skills to benefit mental health

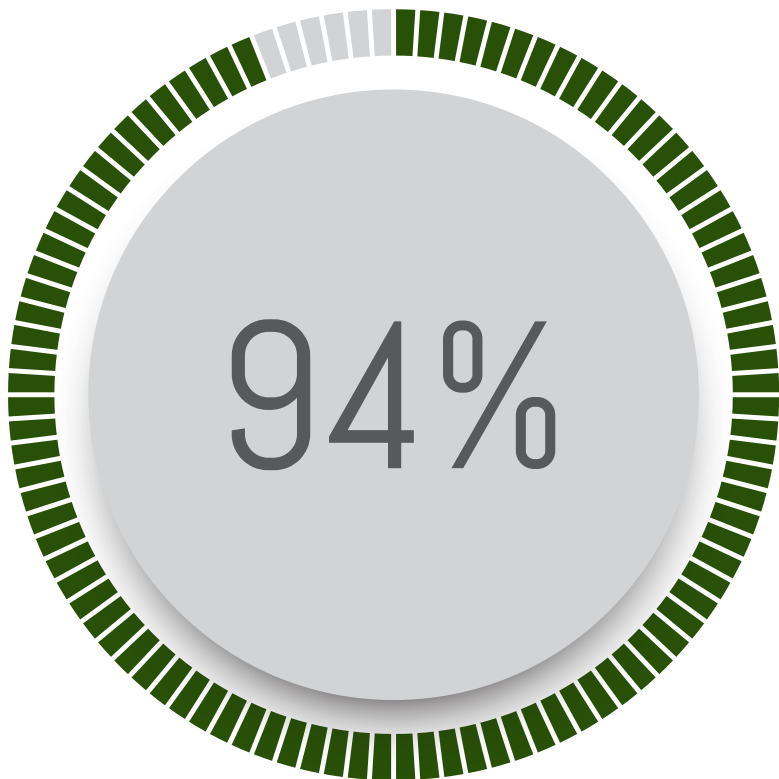


Start the conversation

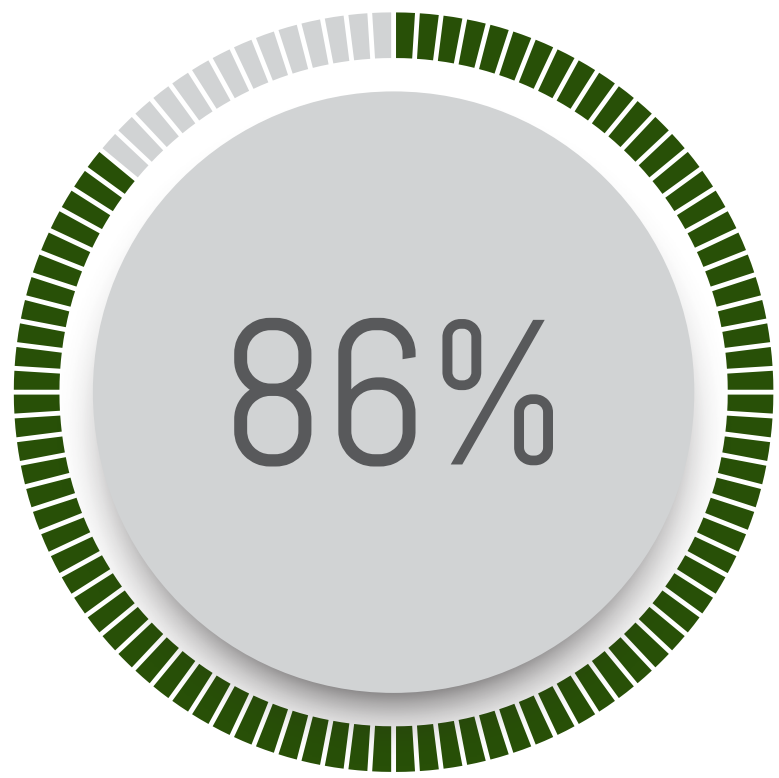
16
Workshops



205
People engaged
(direct by TAMHI
Tutors)



**Strongly Agree -
Objectives Met**



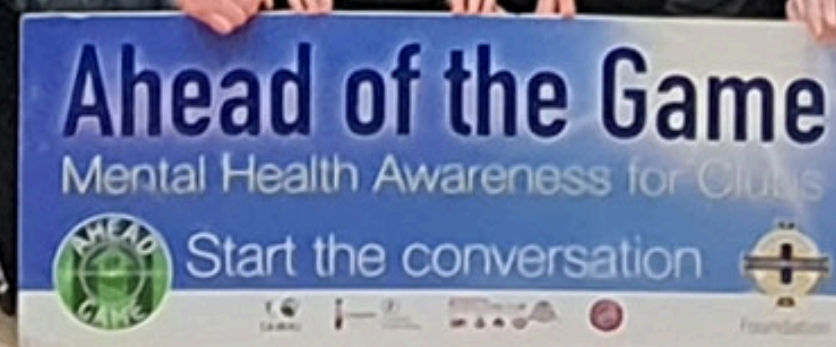
**Strongly Agree -
Objectives Met**

*Figures are the same as last year.
Ulster University Reserach supports figures



“We were able to have a laugh in a relaxed, safe environment whilst also addressing really important issues involving mental health”

Greenisland FC

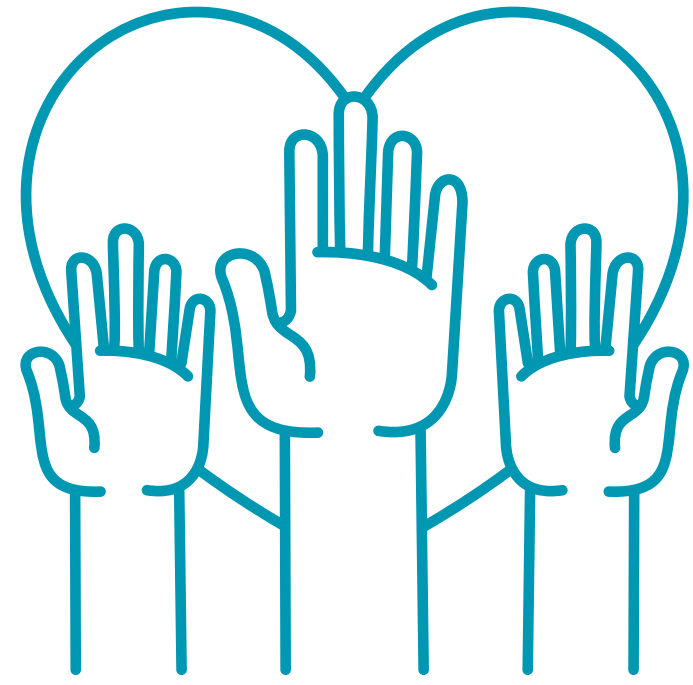




In June 2023 we brought Manchester United Legends to Solitude to play a North Belfast Derby Select, Local Comedians and local people. We raised £55k, plus we had BBC radio coverage, lots of newspaper coverage and social media coverage. This was a huge event for the community of North Belfast and the TAMHI family.



Community Outreach



18

Young Volunteers



5

Information Events



1000

Easter Eggs



1000

Selection Boxes



1

Cross Border
Project



4

Community
Fourms/Networks





PHD Research

This report summarises the findings of two studies evaluating the Mental Wealth Games programme, a mental health awareness programme delivered to adolescents in Belfast, Northern Ireland.

Study 1 describes a quantitative study that explores the effects of MWGs in comparison to a control group.

Study 2 is a retrospective qualitative study that reports the findings from interviews with adolescents and adults who received the programme.

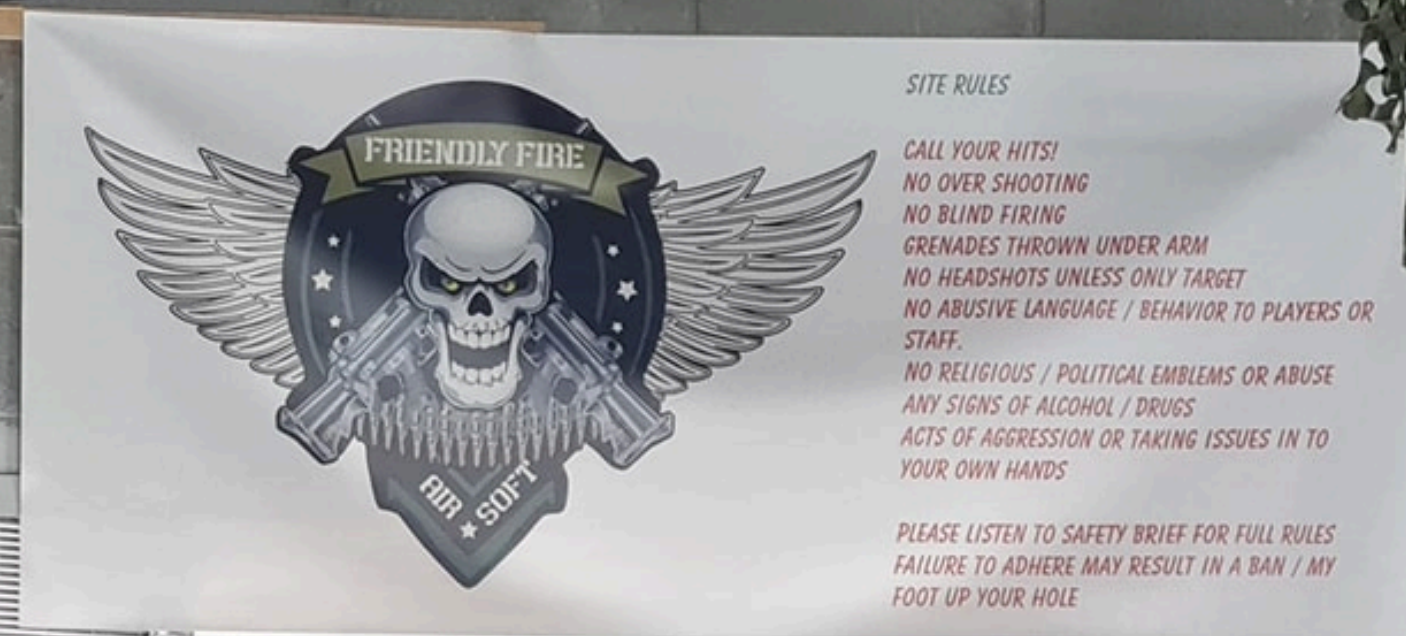
Findings from Study 1 showed the MWGs programme to be effective in increasing mental health literacy, raising awareness of the Five Steps to Wellbeing and reducing mental health stigma.

The findings from Study 2 supported the improvements in mental health awareness, awareness of internal stigma and social stigma, and provided suggestion for content improvements to the programme.

57 took part in an intervention, 46 took part in a controlled study.

A recommendation is to use the information in this report to co-produce an enhanced version of the MWGs programme for adolescents that is theory and evidenced informed.

Note Co-design will run from April 2024 to October 2024.



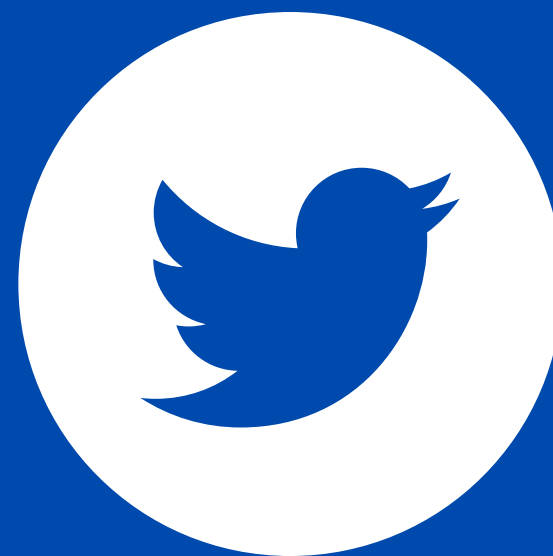
Raise Awareness Online



50,000
Average Reach



11,000



2,970



268

TAMHI Staff



3

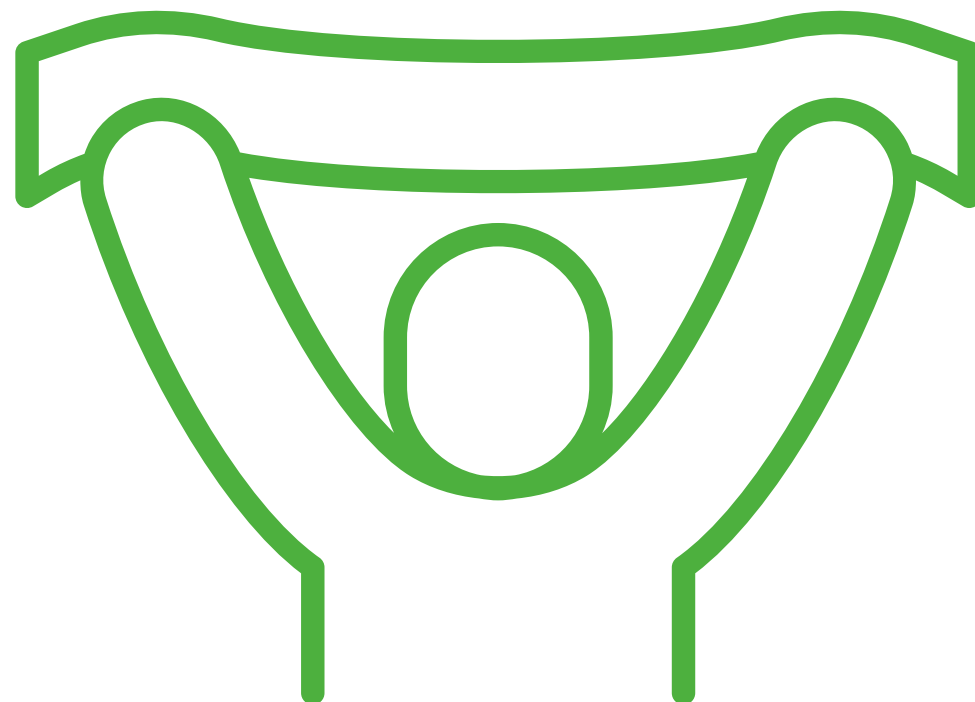
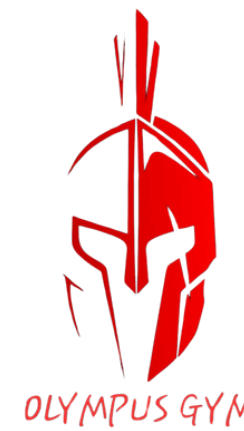
Employees



18

Volunteers

Supporters





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Current Reach

