

# Annual Report 2018

[mymind.org](http://mymind.org)

MyMind





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# 1. Message from our CEO

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## It is my honour to introduce MyMind's 12th Annual Report for 2018.

Since its inception, MyMind has sought to support every person in Ireland who is struggling with their mental health.

During 2018, we took a huge leap forward in this mission with the launch of our Members network, allowing us to offer timely and affordable help to those living beyond the reach of our five centres.

We will continue to grow this network and MyMind's nationwide presence in 2019. By working with the best counsellors, psychotherapists and psychologists across Ireland, we will continue to push past the barriers that can stand in the way of positive mental health for all.

2018 was also a time of growth in the cities we serve in Ireland, opening our third centre in the Capital in the iconic surrounds of Christchurch, Dublin 8 last September, and relocating to a bigger centre in Cork city in March.

As the largest blended mental health service provider in Ireland, we have always been proud of the steps we have taken to create new wellbeing solutions in Ireland and beyond.

We began 2018 by pioneering a new integrated appointment system to make accessing support even easier for our client.

Although not without its challenges, this has been one of MyMind's most significant and successful projects, and a reflection of our determination to embrace new technologies to connect more clients to lasting and life changing mental health solutions.

During the year, I shared my knowledge of e-mental health on a global platform at the International Initiative for Mental Health Leadership conference in Sweden, as well as seminars and conferences throughout Ireland.

In 2018, MyMind was named as a recipient of the Social Enterprise Development Fund through Social Innovation Fund Ireland which made the opening of our Dublin 8 centre a reality.

It was a privilege to receive such an accolade, especially given the calibre of our fellow recipients. We want to give a special thanks to Social Innovation Fund for recognising what we have achieved and the potential of our impact.

Looking ahead to 2019 and to the dawn of our teenage years, we are confident that the road ahead will be paved with further progress, achievement and growth.

A major project in 2019 will be the opening of our fourth Dublin centre in Tallaght and we will also be driving forward with the expansion of our Members network to every county in Ireland.

I want to take this opportunity to thank all of our supporters, our partner organisations, our team and very importantly, our clients who are the heart of every step forward we take towards creating healthier lives and communities.

Kindest regards,  
**Krystian Fikert**

## 2. Message from our Chairperson

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### **I am delighted to introduce the MyMind annual report for 2018.**

The dedication of our mental health professionals, our executive management team, our funders and, most importantly, those who seek support and growth at MyMind, has been at the heart of a fulfilling and rewarding 2018.

MyMind expanded its presence to nine new counties in Ireland in 2018. The team undertook an analysis of regional mental health services and identified areas that were under-supported by nearest urban centres. New partnerships were created with mental health professionals in counties Roscommon, Sligo, Donegal, Louth, Meath, Carlow, Kilkenny, Tipperary and Kerry. We aim to grow MyMind presence to over twenty counties by the end of 2019.

MyMind opened a major new centre in the Liberties, Dublin 8, in September 2018. It is the fifth location in Ireland, with others in Cork, Limerick and Dublin 1 and Dublin 6. It follows a full renovation of 2A Christchurch Hall, High Street, in this historic part of Dublin.

Senator Lynne Ruane kindly opened the centre and said, 'to hear of a mental health service that has no waiting list, with an appointment available in a couple of days, is just unheard of. Along with the availability of support in so many different languages, MyMind is a service that is badly needed in Ireland.' Eighteen mental health professionals offer services to clients at this new location and appointment growth has been strong in the first few months.

These new expansion activities have contributed to the twelfth consecutive year of growth for MyMind since opening. Over one hundred mental health professionals now offer services in fifteen languages in Ireland and, through our online services, internationally.

I am struck by their passion and belief in MyMind's social mission of equal access to mental health care for all people.

Our professionals have access to training, clinical and quality review guidance, office support and peer support networks. We continue to search for new ways to expand our impact as well as invest in and support the team who provide our services.

We look forward to 2019 and wish you every health in the year ahead.

Kindest regards,  
**John Travers**



### 3. About us



## 3.1. Who we are

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*"I'm happier than I've ever been since I've been here. Thank you."*

**MyMind client**



### **MyMind's vision**

Everyone has quick and easy access to affordable mental health services.

### **MyMind's purpose**

To pioneer a new and sustainable model of community based and online mental health services that are accessible and affordable to everyone.

### **Who we are**

MyMind Centre for Mental Wellbeing was founded in 2006 as a not-for-profit community based provider of accessible mental health care.

We are nationwide, with centres and a network of Members across Ireland providing a wide range of clients with counselling and psychotherapy services face to face, online and in the workplace.

MyMind charges our clients fees based upon their employment status, allowing the unemployed or full time students to access our services at reduced rates.

The revenue generated from our full fee clients is reinvested into the organisation, enabling us to provide services that are affordable to all.

It is easy for a client to self-refer to MyMind, appointments are usually made within 72 hours of a client contacting our office.

Additionally, MyMind has a multidisciplinary, multicultural team that is able to provide services in more than 15 languages both online and face to face, enabling us to serve the migrant population.

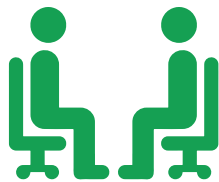
At MyMind, we believe our work addresses a huge social need, providing proven positive outcomes for those impacted by mental health issues.

Our affordable and timely mental health services mean people have the best chance of getting back to a positive frame of mind sooner and with lasting results. We impact the lives of individuals and their families, their communities, and Irish society as a whole.



## 3.2. What we do

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**9,704** clients  
**5.98** sessions (on average)  
**20,458** appointments  
**2,259** appts during peak month  
(November)

### i) Face to face:

MyMind provides face to face services out of five centres nationally and via our Members networks throughout Ireland. Our headquarters is located in Rathmines Dublin 6 and we also have centres in Store Street, Dublin 1, Christchurch, Dublin 8, Cork city and Limerick city. Clients are able to easily schedule appointments with our team of counsellors, psychotherapists and psychologists through our self-referral system. Bookings can be made online via our appointment system or over the phone with our office team. MyMind provides services for individuals, couples, children and adolescents who are looking to speak with a mental health professional. In 2018, 9,704 clients came for an average of 6.8 sessions, and MyMind provided a total of 20,458 appointments. Our most active month in 2018 was November during which 2,259 were provided at MyMind.

### ii) Online:

MyMind offers the option of mental health support via online therapy sessions. These are delivered via a videoconferencing platform integrated with each client's unique account. Through online sessions, the client is able to have regular therapy sessions from the privacy and convenience of their own home. We also offer free live chat support which can help clients take those first steps into the right therapy for them. Through this tool, clients can have some of their doubts or questions answered before considering whether a face-to-face consultation is right for them. In 2018, MyMind Online provided 623 online appointments, responded to 10,095 email queries, answered 7,108 calls, and 906 live chat queries.



**10,095** email queries  
**623** online appointments  
**7,108** calls  
**906** live chat queries



### iii) In the workplace:

At MyMind, we recognise that how you feel in work has a big impact on your productivity and job satisfaction. Our Employee Assistance Programme MyMind at Work is a trusted counselling and psychotherapy service that provides support to your staff. Our service is provided by counsellors, psychotherapists and psychologists experienced in dealing with a wide range of issues, such as stress, depression, anxiety, self-esteem and communication issues, burnout, bereavement and many more. These appointments are available in our five centres across Ireland and online through our videoconference platform. Our approach offers employers the flexibility to respond to their staff's needs with zero wastage or costly contracts, and gives employees the opportunity to select which mental health professional they meet with and when. MyMind also provides psychoeducational talks and workshops in the workplace on mental health topics such as stress management, mindfulness and building emotional resilience.



### 3.3. Awards and recognition

2018	Social Innovation Fund Social Enterprise Development Fund		
2017	1) European Business Awards Social Enterprise Category 2) One for Ireland campaign	 	
2016	Eir Elevation Awards Social Enterprise Category		
2015/16	Ireland Funds Flagship Investment Awardee		
2015	GSK Ireland IMPACT Awards		
2013	Social Entrepreneurs Ireland - Impact Award		
2012	Arthur Guinness Award		
2011	1) Ashoka Fellow 2) Social Entrepreneurs Ireland - Elevator Programme Award	 	
2010	Captain Cathal Ryan Scholarship		
2009	1) Social Entrepreneur category of the David Manley Awards 2) Social Entrepreneur Ireland Awards	 	

## 4. Spotlight on 2018





## 4.1. News

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### MyMind opens Dublin 8 centre

On September 17th 2018, MyMind opened its third Dublin centre at 2A Christchurch Hall, High Street in Dublin 8.

In its first three months, our Dublin 8 centre supported close to 600 clients for a wide range of mental health issues such as depression, anxiety, bereavement, self-esteem, trauma, sexual identity, and more.

MyMind founder and CEO Krystian Fikert says, 'We are very proud to be opening our third centre in Dublin since 2006. We are proud to now be part of the fabric of Dublin 8. It is also a part of Dublin that's rich in diversity- from the college student to the young professional, local businesses, and communities.' It is also a part of Dublin, like the whole of Ireland, that has the need and the right to affordable and easy to access mental health support,' he said. Author and Senator Lynn Ruane spoke at the centre opening in September and praised the service for its accessibility.

Senator Ruane said, 'To hear of a mental health service that has no waiting list, with an appointment available in a couple of days, is just unheard of. Along with the availability of support in so many different languages, MyMind is a service that is badly needed in Ireland.'

### MyMind's expansion

In 2018, MyMind began the journey of expanding its team across Ireland through a network of Members. MyMind now has a presence in counties including Roscommon, Sligo, Drogheda, Donegal, Carlow, Kerry, Kilkenny, Meath, Tipperary. After carrying out extensive research into towns and villages under-resourced by mental health support available in urban areas, MyMind onboarded experienced mental health professionals who believe in MyMind's social mission of equal access to mental health care for all. All of our Members have access to MyMind's clinical governance, training and office support, as well as site visits, and clinical reviews. Our aim is to have a MyMind presence in 20 counties (aside from Dublin, Limerick and Cork) by the end of 2019.

### Tell Yourself campaign

Last September, and to coincide with the opening of our Christchurch centre, MyMind launched its 'Tell Yourself' campaign. MyMind's ask was very simple - 'Tell yourself something you like about you today'. While people had no problem telling friends and family why they loved them, they struggled when it came to showing the same love to themselves. With our Tell Yourself video, MyMind wanted to encourage everyone to talk to themselves like they would a loved one. We got there in the end! You can check out our Tell Yourself video on the MyMind YouTube channel.

### Launch of new system

On January 7th 2018, MyMind rolled out its new system to allow clients to book an appointment within three easy clicks. The first-of-its-kind platform is a one-stop-shop website, appointment schedule and online therapy portal, with our client's wellbeing needs in mind. Our clients can now manage their schedule, exchange messages with their mental health professional, and keep on top of payments and tasks.

### New Cork centre

In March 2018, MyMind opened its new centre in Cork city to serve the growing demand for affordable mental health support.

After opening the Cork branch in 2013, MyMind saw an increase of 86% in appointments in 2017, compared to the previous year.

MyMind provided nearly 5,600 appointments to the people of Cork in 2018.

The new centre – moved from 9 Dyke Parade to Unit 6 South Bank, Crosses Green, provides counselling and psychotherapy in different languages for adults, teens and children, including Hungarian, Polish, Lithuanian, Italian and English.

The new centre increased our capacity by 40% to serve more people in the Cork area who need support with issues such as anxiety, depression, grief and loss, addiction, stress, low self esteem and relationship issues, to name a few.

### Social enterprise winner

In 2018, MyMind was named as a recipient of the Social Enterprise Development Fund through Social Innovation Fund Ireland. We want to give a special thanks to Social Innovation Fund for recognising what we have achieved and the potential of our impact.  
[www.socialinnovation.ie](http://www.socialinnovation.ie)

## 4.2. MyMind in the media



## 4.3. Outreach and collaboration



1. MyMind communications officer Carmen Bryce speaking about men's mental health at the Construction Industry Federation Health and Safety Summit in Croke Park, Dublin.
2. MyMind CEO Krystian Fikert speaking at the Mental Health Reform seminar 'eMental Health: The Next Big Thing in Psychological Practice?'
3. Maurice Farnan, Programme Management at the HSE Mental Health Division, Director of Mental Health Reform Dr Shari McDaid, Kevin Cullen of Work Research Centre (WRC), and MyMind CEO Krystian Fikert at seminar 'eMental Health: The Next Big Thing in Psychological Practice?'
4. Krystian Fikert with Senator and Author Lynn Ruane at the opening the MyMind Dublin 8 centre.
5. Krystian Fikert with fellow delegates at the International Initiative for Mental Health Leadership (IIMHL) conference in Stockholm, Sweden.
6. Ross Flanagan, Samantha McKeogh and Derek Cremin who were part of the team who raised an incredible €5,000 for MyMind with a 24 hour workout challenge at Crossfit Limerick.
7. MyMind Limerick mental health professional Claire Forde at the Maternal Mental Health seminar in partnership with Limerick Mental Health Associate and ABC Start Right.



# 5. Statistics





## Statistics for 2018



**20,458**  
appointments



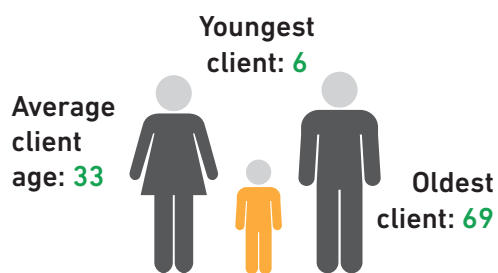
average number of  
appointments per client



**3,707 clients**  
(including couples and families)



**4.3 out of 5 satisfaction**  
from MyMind services



The number of  
calls answered  
**7,108**



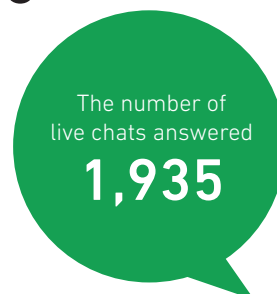
The number of  
emails answered  
**10,095**



Number of active mental health  
professionals in 2018: **92**



Number of MyMind  
Members in 2018: **1**



The number of  
live chats answered

**1,935**



The office team spent  
**6,345 hours**  
responding to client queries

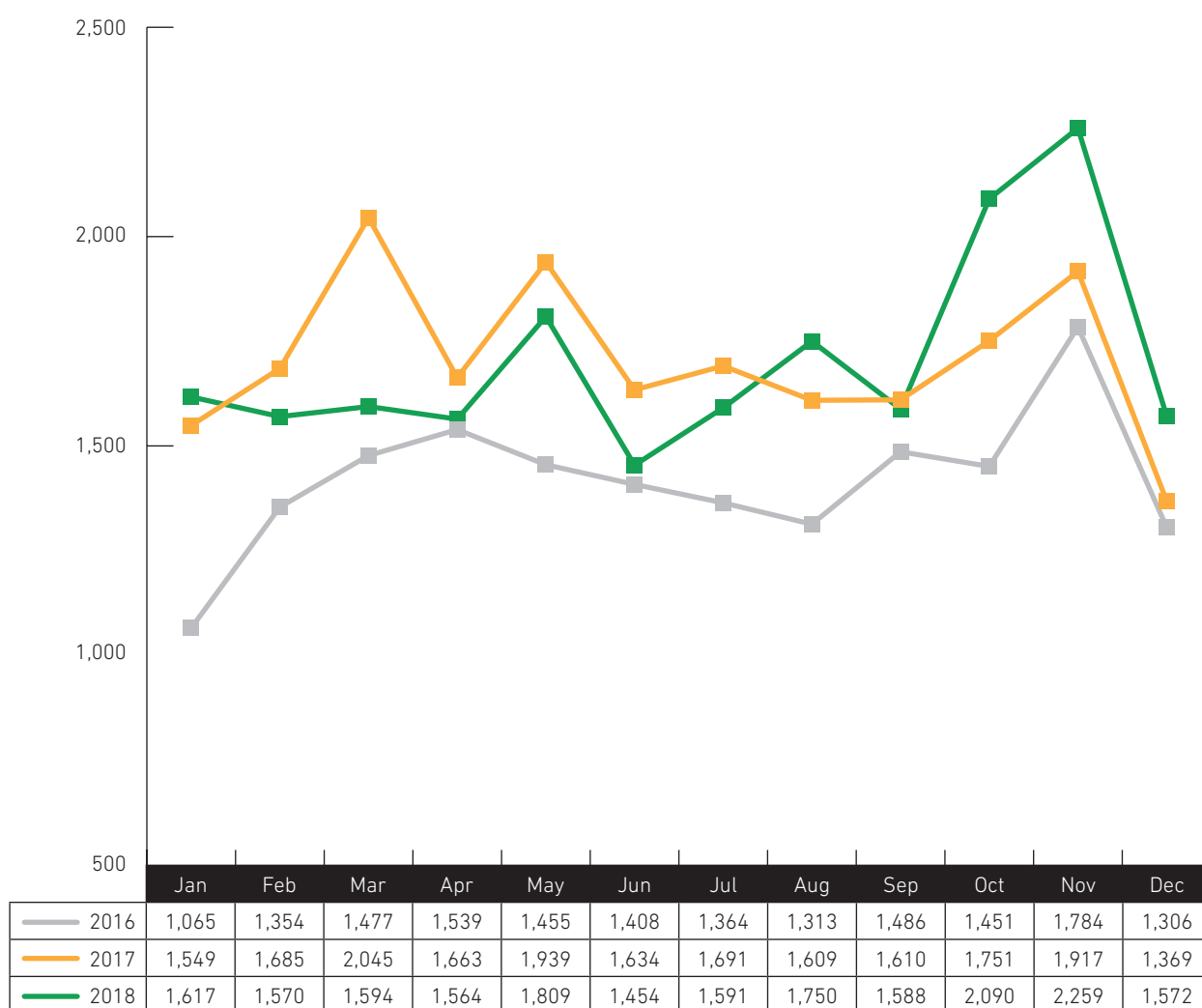


Number of  
the office  
team: **6**

## 5.1. Appointments breakdown

2018	Average number of visits
Dublin 1	4814 (including online)
Dublin 6	6464 (including online)
Dublin 8	666 (including online)
Cork	5297 (including online)
Limerick	2593 (including online)
Online	623
MyMind Members	1 (12 including online)
<b>Total</b>	<b>20458</b>

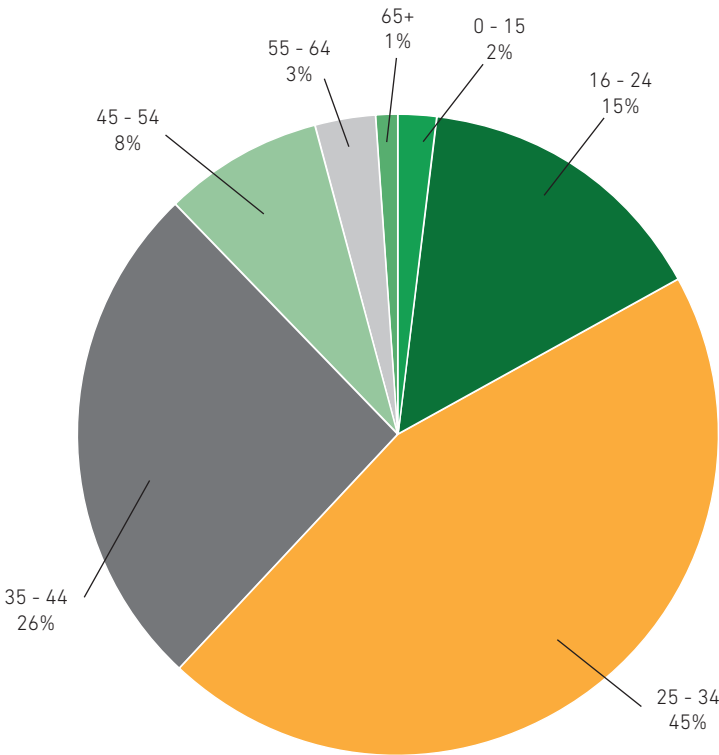
National appointment chart (2016, 2017 and 2018)



## 5.2. Clients' profile

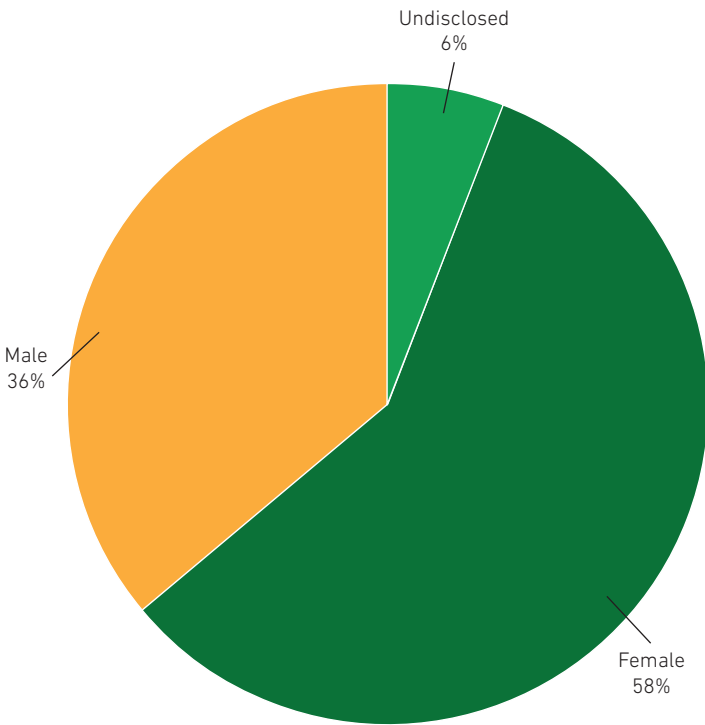
### Average age 33 years old

- 0 - 15 years old: 2%
- 16 - 24 years old: 15%
- 25 - 34 years old: 45%
- 35 - 44 years old: 26%
- 45 - 54 years old: 8%
- 55 - 64 years old: 3%
- 65+ years old: 1%

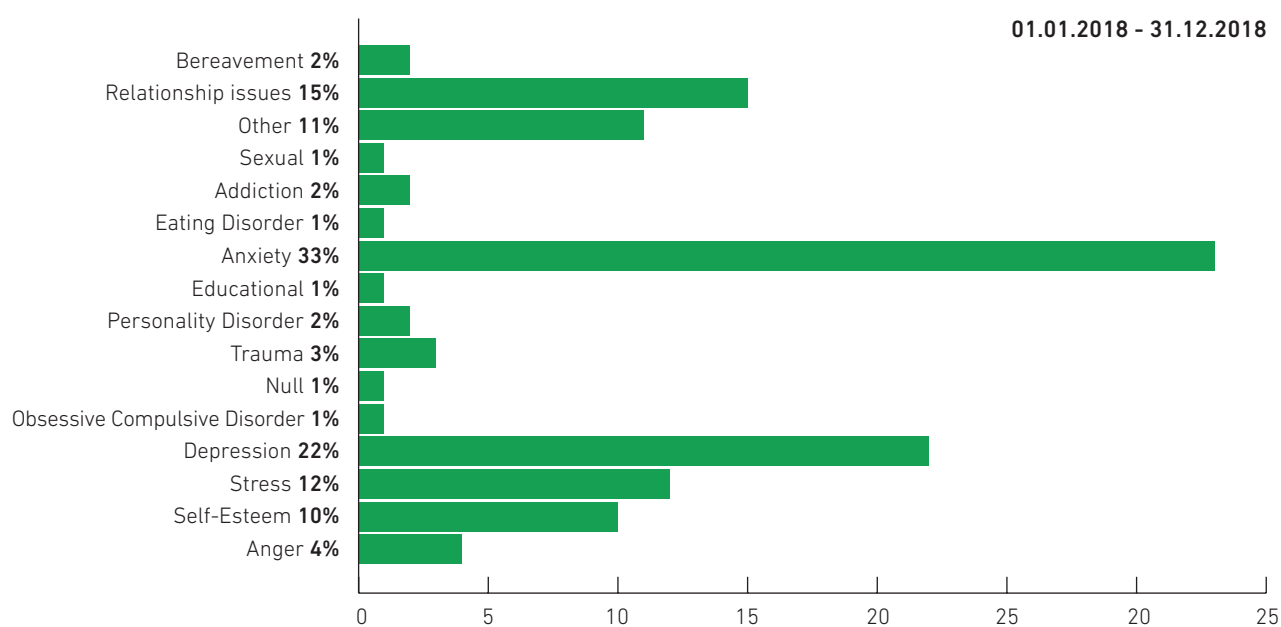


### Gender profile

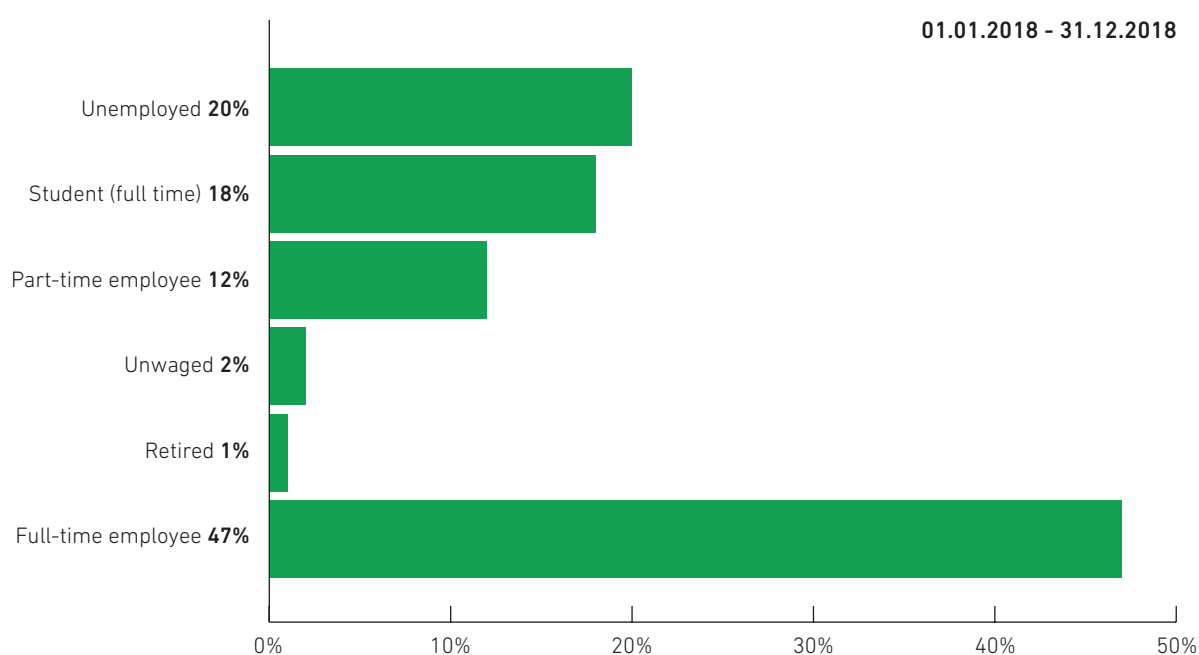
- Undisclosed 6%
- Female 58%
- Male 36%



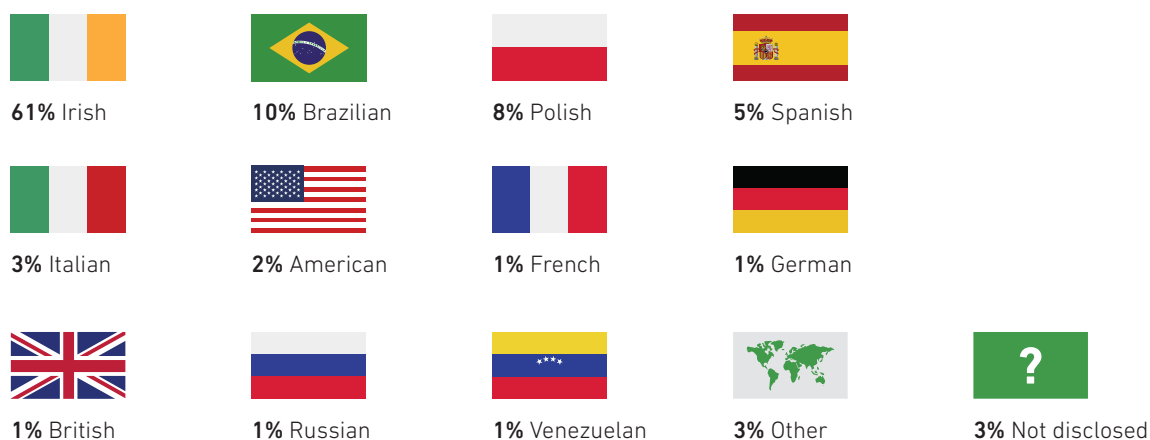
### 5.3. Clients' presenting issues



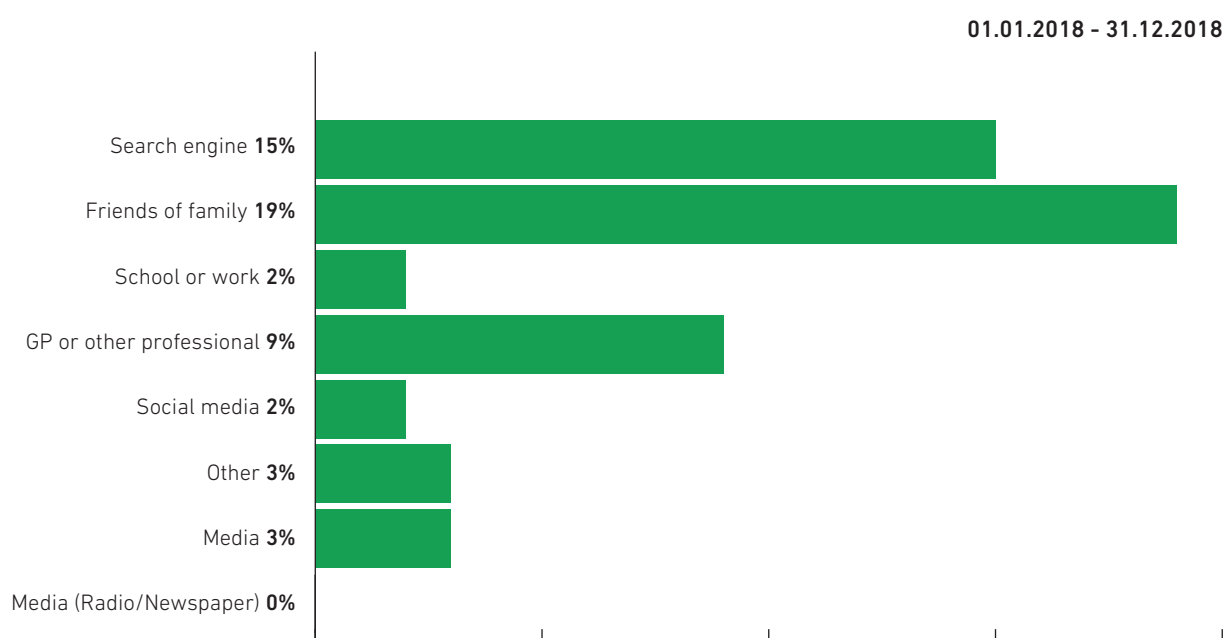
### 5.4. Clients employment status



## Breakdown of nationalities



## 5.5. How did you hear about us?



## 6. Testimonials

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## Our clients

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*[My therapist] has helped me to set my inner child free with amazing benefits to my life in a very positive way!! I am so grateful to her!*

**Client, MyMind Cork**

*I'm happier than I've ever been.  
Thank you.*

**Client, MyMind Dublin**

## Our supports

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*MyMind was a perfect fit for our Social Enterprise Development (SED) Fund and we were delighted to work with them throughout 2018. The impact they are having on a critical social issue, their strong business model and continuing endeavours to scale up their operations are the exact qualities that we are looking for in the social enterprises that we support. It is also evident that innovation is at the heart of everything that MyMind do. This, of course, is very important to us at the Social Innovation Fund Ireland.*

*We were absolutely delighted to see MyMind go on and win the Best Social Enterprise of the Year at the 2019 All Ireland Community & Council Award presented by IPB Insurance and LAMA and we wish them all the best as they continue to make mental health services affordable and accessible to everyone in Ireland."*

**John Evoy, Social Enterprise Development Manager, Social Innovation Fund Ireland**

## Our partners

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*Dublin Business School has a strong focus on student health and well-being, with the mental health of our students being a priority. We partnered with MyMind in 2018 to offer a free counselling service for all students. A key deliverable for us is that students in difficulty have access promptly and in a manner that is suitable to them. The partnership with MyMind ensures confidentiality and a guaranteed appointment within 72 hours. Our students have also praised the innovative, non-traditional approach and alternative delivery through on-line and video link.*

**Shane Mooney, Head of Student Experience, Dublin Business School**



# 7. Supporters and friends

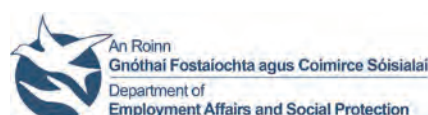
## Supporters and friends

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## Working together for mental health

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## 6. MyMind Team





## 8.1. Mental health professionals

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MyMind has a team of more than 100 mental health professionals working with us to provide access to affordable mental health services for our clients in more than 15 different languages including Polish, Spanish, Portuguese, Russian, Hungarian, Italian, French, and Croatian.

### **Our mental health professionals;**

- Adhere to a strict Governance Code
- Attend quarterly team meetings
- Complete quarterly clinical reviews
- Give frequent feedback to the organisation
- Avail of regular Continuous Professional Development (CPD) opportunities provided by MyMind.

## 8.2. MyMind Members

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In 2018, MyMind launched a pilot programme for our network of MyMind Members in counties removed from urban regions in Ireland. Our Members programme continues to grow and has given MyMind a nationwide physical presence, expanding our reach to those living in areas that are under resourced of mental health services.

To date, MyMind has Members in counties including Roscommon, Sligo, Drogheda, Donegal, Carlow, Kilkenny, Meath, and Tipperary. Our aim is to have 20 MyMind Members on our team by the end of 2019, and we're fast on our way to achieving this!

## 8.3. Operational team

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In 2018, there were five members of the operational team providing support to the CEO:

**Cesar Sugita** - Senior Marketing Operations Associate

**Carmen Bryce** - Senior Communications Specialist

**Kevin O'Connor** - Senior Marketing Operations Associate

**Sue Carroll** - HR Operations Associate

**Eamonn Gardiner** - Operations Associate

## 8.4. Letters from our team

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### **Lorraine Hackett, Clinical Team Member**

I have been working with MyMind since 2011, initially during my academic training and now as a fully accredited humanistic and integrative psychotherapist. Having recently also joined the clinical specialist team, I am now coming to understand the organisation from many different perspectives. My Mind, as a social enterprise, has the capacity to be a key part of real change in the landscape of mental health services in Ireland. The commitment of the organisation to accessible therapy for everyone means that engagement with talk therapy can become a viable option for a cohort of the population that previously found it inaccessible.

It means that talk therapy is not an elite and indulgent tool, reserved only for those that can afford it but something that anyone can access, with the impetus now being on whether or not therapy is a tool that you wish to utilise rather than one that you may not be able to afford. From a therapist's point of view, working at My Mind gives me access to a peer group with a great diversity of skills and specialities. The recent introduction of both the clinical specialist role and of the peer support groups mean that therapists have more access to each other than ever before within the organisation and this sharing of expertise and resources represents a significant and exciting change in the potential for personal development and professional advancement.

As a clinical specialist, I am able to develop my understanding of the manner in which the organisation works and am excited to be part of a dynamic movement as the organisation expands and grows. Being on a team that is committed to serving the needs of clients whilst creating a positive and engaged work environment for therapists is a wonderful opportunity to see how a social enterprise can move into a public space and cause a real change in how mental health services are offered and delivered in Ireland.

### **Alisha Donovan, MyMind Member**

Recently moving to a new country and beginning my private practice journey, I recognized that networking would be a vital component to continue supporting people of different backgrounds, experiences and perspectives.

Upon discovering MyMind, I instantly became excited to work with their not-for-profit social enterprise that focuses on supporting mental health professionals and making a difference in lives of people by providing convenient and affordable mental health services in rural, under-resourced areas in Ireland.

I felt immediately embraced by MyMind team. I am so grateful to be part of a company that focuses on supporting professionals from all different backgrounds and strongly encourages a peer-support model where each clinician share their expertise, resources and professional perspectives in order to continue to develop individually and as a team member.

The simplicity of the platform provides ease and accessibility for all who enter into the therapeutic process. It is rare and refreshing to find an organisation that is progressive and focused on the wellbeing of the clients served, as well as, being invested in their employees. MyMind is catering to the changing needs of mental health services and I am honoured to be on this journey with them.



## 8.5. Board of Directors

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MyMind would like to express our sincere appreciation of our voluntary Directors for their continued efforts and dedication to the organisation and our cause. They include:

**John Travers (joined in July 2015, Chairperson elected in November 2016)**

John was the founding CEO of three clean energy businesses in Ireland and the UK and previously worked as a manager at McKinsey and Shell International. He has worked as a healthcare volunteer in Ireland, East and West Africa and India. John studied both engineering and medicine at UCD and completed an MBA at Harvard. He has published two books.

**Dr Paul Scully (joined in 2012)**

Consultant Psychiatrist at St. James's Hospital

**Jude Farrell (joined in July 2015)**

Jude is a communications specialist with extensive experience in Global Technology organisations. Jude has worked at Google, Primark Ireland and is currently a manager at Intercom.

**Brian Mulvihill (joined in July 2015)**

Brian is currently Finance and Investment Manager at Irelandia Investments. He worked for 4 years at KPMG Dublin where I trained as a Chartered Accountant (ACA). He worked at GE Capital prior to joining Irelandia. He is a member of the board of directors of The Gaelic Players Association (GPA) where he also acts as Company Secretary and sit on their Finance Committee. He holds an Hons Bachelor of Commerce degree from University College Cork.

**Robert A Bourke (joined in January 2017)**

Robert obtained a BA in Business, Economics and Social Studies from Trinity College Dublin. He gained employment experience with Guinness Ireland Group, Zerflow Information Security, the Health Service Executive and Enterprise Ireland. During this time he also obtained a Diploma in Legal Studies and subsequently a degree of Barrister-at-Law from the King's Inns. Robert has been practising at the Irish Bar since September 2007. He is also an Associate Lecture in Business and Company Law at the Institute of Public Administration.

**Anne D'Arcy (joined in December 2018)**

Anne D'Arcy has 25 years experience in Human Resources and is currently Head of HR at Google for their Large Customer Sales business in Dublin. Prior to joining Google, Anne worked in a variety of HR and consulting roles across many industries including General Electric, Accenture and Aer Lingus. She holds an Hons Bachelor of Commerce degree from University College Dublin, and was also a Fellow of the Chartered institute of Personnel & Development (CIPD).

# Get in touch

Call: 076 6801060

Email: [hq@mymind.org](mailto:hq@mymind.org)

Or visit [mymind.org](http://mymind.org)

To book an appointment: [app.mymind.org](http://app.mymind.org)

MyMind

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MyMind  
Centre for Mental Wellbeing