



our work

A message from our Chair of Trustees

Dear Supporter,

It is an old phrase but it remains true; prevention is better than cure. We all instinctively understand this when we look at the millions of pounds invested in medical research. As a result of this learning, millions of people are now leading healthier, more fulfilling lives. In drug and alcohol prevention the same lessons should apply, but unfortunately this is not the case.

As a nation we spend millions on trying to tackle our chronic alcohol and drugs misuse. At Mentor we believe that we need to invest much earlier in prevention so there is less need for treatment.

Mentor has already made great strides in helping to influence thinking on prevention but we know that much more needs to be done. This review shows what we are currently doing and what we believe needs to be done in the future.

Our experience tells us that society would greatly benefit from an independent, non-government organisation that can work with Government and experts to offer real solutions; we want to be that organisation.

It's time we had a more coordinated approach to drug prevention and that is what Mentor is working towards.

Thank you for your continued support.



Sim Scavazza
Chair



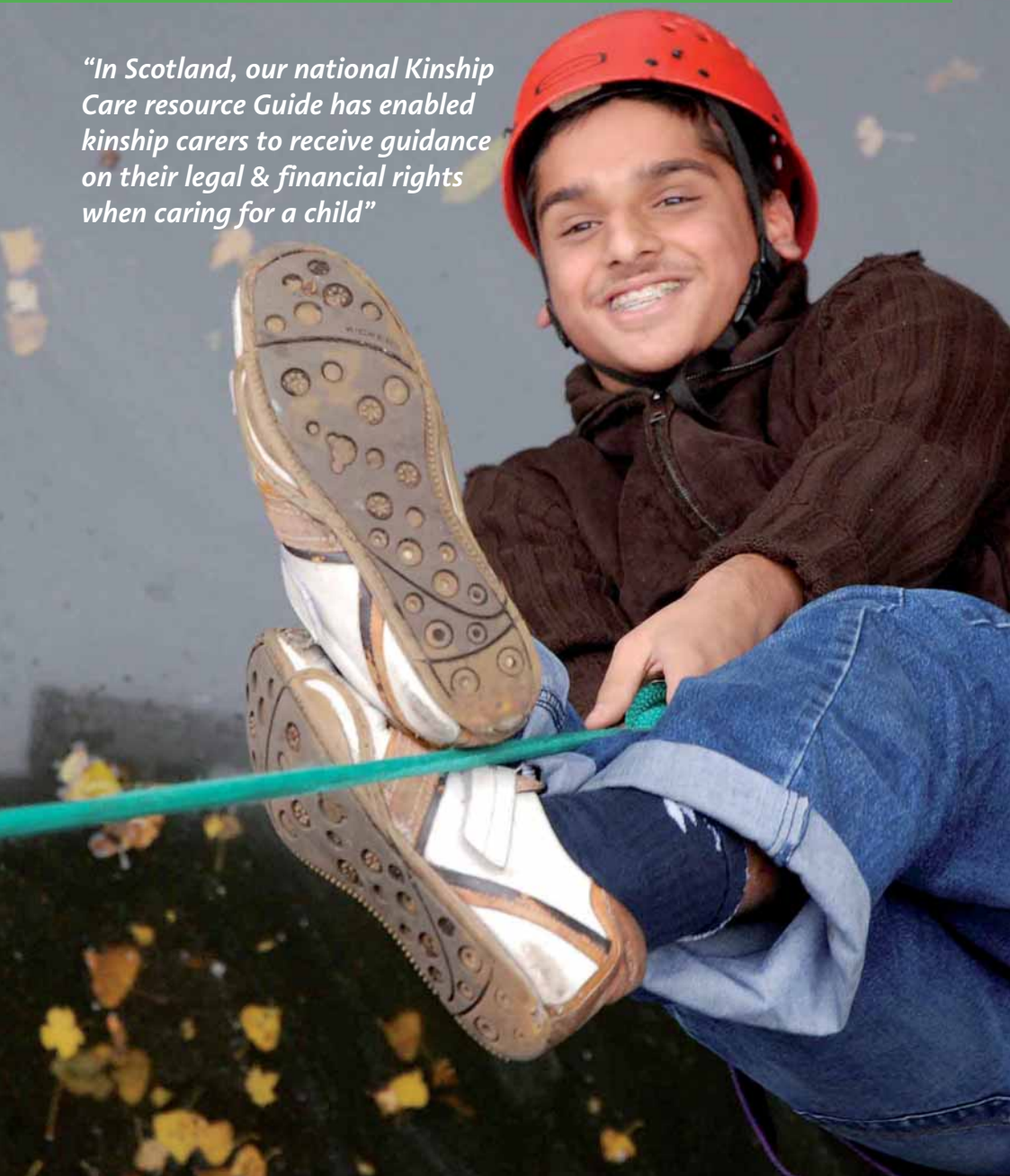
Sim Scavazza

meet our team



why we need prevention

“In Scotland, our national Kinship Care resource Guide has enabled kinship carers to receive guidance on their legal & financial rights when caring for a child”



Drugs, alcohol and young people in the UK

The UK has amongst the highest rates of drug and alcohol misuse in Western Europe.

Young people's use is no exception. More than one in two (57%) young people say they have been drunk in the last twelve months, and one in ten (11%) say they have used cannabis in the last month.

40% of 15 year olds say they have used a drug at some point in their lives, and last year over 12,000 young people, 17 years of age or under, were admitted to hospital because of their alcohol use.

Children and young people are also affected by parental drug and alcohol use. One national helpline has reported that it gave counselling to over 6,000 children in the last year who called wanting to talk about their parents drug and alcohol use. Many spoke about the fear of physical abuse and about how their schooling was suffering.

Where the children of drug using adults cannot live with their parents it is often other family members who step in. There are an estimated 200,000 kinship placements in the UK almost half of which are because of the drug or alcohol problems of the parents.

Estimates put the cost to society of illegal drug use at £15 billion a year, with similar costs being apportioned to the impact of alcohol misuse.

With this comes a myriad of social problems: families break down, children's education and wellbeing suffers, crime increases; job prospects are reduced, and health can be irreparably damaged.

Prevention can make a significant difference to the lives of children and young people, their families and the communities they live in.



"I am glad I am going to be a peer educator and really want to learn more about what alcohol can do to me and others. My mum is an alcoholic and I am very keen to share my knowledge and experience with others if it will help them make positive choices in the future."

Michael aged 15

what we stand for

Mentor UK
CHAMP
AWARDS

“The CHAMP Awards has supported nine winning projects which since 2006 have directly reached over 80,000 children and young people”

Mentor's Vision

A world that provides opportunities for the healthy development of children and young people and keeps them free from the harm caused by drug misuse.

Mission

To prevent drug misuse and promote the health and well-being of children and young people.

A Message from our Chief Executive

Don't we all aspire to see young people grow up healthy and safe?

At Mentor, we are working tirelessly through grass roots projects to demonstrate what can be done.

We know that community based programmes that work with schools, youth organisations, local companies, police and others are the way forward to a society where young people lead a healthier, more fulfilling life.

We are launching the Changing Lives Appeal to make this happen and we need you, your school, company and community organisations to support it!

With the highest rates of alcohol and drugs misuse in Western Europe, binge drinking, drugs and anti-social behaviour are never out of the news, so we must act now to show what can be achieved.

Mentor plans to engage at the highest levels on behalf of every young person in the country; advocate for the practical solutions we know encourage young people to make healthier choices in life; and dramatically reduce the appalling numbers of young people who are harmed by drugs and alcohol.

We need your support to make this happen. Thank You.



Paul Tuohy,
Chief Executive

"With over 12000 young people a year using A&E because of drugs and alcohol, it's time we made drug prevention a priority"



the difference we make

“Mentor is engaging with Government to advise on the new Drug Strategy for 2011”

Our project work in England and Scotland

Mentor's role is to investigate the best approaches to drug prevention by testing what works, running projects, evaluating everything we do and sharing our learning as widely as possible.

Currently we are running six projects which help us to achieve this objective.

The EU Kinship Carers Project: Mentor manages this project which works across seven European countries and is seeking to find ways to protect children in kinship placements from the harms of drugs.

The London Youth Involvement Project: works with young people from across the capital to improve the drug prevention activities at the local and regional level.

Peer Education Alcohol Project (Scotland): young people involved in this project have already developed a curriculum aimed at young people at risk of alcohol problems and delivered it to groups across Scotland. We are now moving on to develop training for professionals and parents.

The CHAMP Awards: this project recognises and rewards the best alcohol misuse projects in Great Britain. Winners of the awards come from schools, community projects and promotes ideas that young people want to take forward themselves.

The Drug Education Forum: the forum for national organisations committed to improving the practice and profile of drug education in England. Mentor has hosted the Drug Education Forum since 2004.

The BME and Rural Project (Scotland): working with six existing projects we are developing culturally relevant alcohol resources for ethnic minorities.



Kinship Carer Project

"I feel really proud of what we've achieved. [The resource guide] is simple to understand and will take carers and professionals through what they need to do step by step"

how we're changing

Key Findings

- 1) Talking about drugs with young children makes carers uncomfortable.
- 2) Piloting resources - findings are not conclusive.

“We want to take the best evidence for prevention and turn it into practical programmes that benefit young people as soon as possible”

Andrew Brown
Director of Programmes

Making even more of a difference in the future

We think that a lot has been learnt about good prevention over recent years. In fact, we see that reflected back in the local partnerships where we work, but there is still a long way to go if we are to make a significant difference to those young people at risk of drug and alcohol misuse.

That is why Mentor is committed to undertaking evidence based projects that prove the potential of prevention or allow us to learn something new about how to support vulnerable young people.

We recognise that we have to do some things differently too, so we are looking to become even better at getting our messages out to decision makers by forming alliances with others who share our aim of improving the quality and quantity of prevention in the UK.

We want to ensure that proven ways of reducing risky behaviour amongst young people in drug and alcohol misuse are implemented nationally for everyone's benefit. We must turn evidence based research into practical action.

Our new business plan (2011-14) makes it clear that we must disseminate what we know works and, perhaps just as importantly, what does not. We must convince politicians to understand that for every £1 spent on successful prevention, we will save £10 or more, and that this makes good economical sense. To do this we will be organising and speaking at more conferences, seminars and events to champion the need for drug prevention. We must gather enough evidence to make the case for prevention on a national scale.

We will argue vigorously that more needs to be done to improve the evidence for what works and that practitioners should be supported to implement prevention programmes that have proven outcomes.



Lindsey – aged 15, Peer Education Alcohol Project

"Mentor has opened a door to my future."

Mentor's – Changing Lives Appeal

Mentor's Changing Lives Appeal raises funds to help children make healthy choices when it comes to drugs and alcohol. We rely heavily on fundraising to enable us to carry out our work and hope you feel Mentor is worthy of your support. The Changing Lives Appeal does what it says. With your support we run projects that help young people to lead healthier and more fulfilling lives and to achieve their full potential in society. But there are many more lives to change, so please help us today.

There are many rewarding ways you can get involved with Mentor to help create a bright future for thousands of young people and help them avoid misusing drugs and alcohol.

Individuals

The best way to show your commitment is to support our Changing Lives Appeal and set up a regular direct debit which gives us a reliable income stream to help plan ahead. In return we will keep you fully up to date with our work so you can see how your money is being used to make a positive change in young peoples lives. You can do this simply online with your bank. You only need our details below.

Our sort code is **40-01-06**

Our account number is **32262789**

You can also make a a one-off donation this way or call us to make a credit card donation on 020 739 8494. Please do not forget that if you pay tax you can Gift Aid you donation allowing us to increase its value by almost a third.

Alternatively you can go online and use your credit card at www.mentoruk.org.uk or just send a cheque.

Every penny counts!





Get sponsored with Just Giving. This is a great way to promote our work by creating your own online fundraising page for your sponsored event or activity. Whether its a coffee morning, cycle ride or a parachute jump – you can do it all at www.justgiving.com or you can call us at the office and we will be happy to advise how to get the most from your activity or event.

Companies

Make Mentor your Charity of the Year! We can work with your employees on events and payroll giving to add to your support and boost staff morale. We can also give talks to your employees, young and old on alcohol and drug awareness for a safer, fitter workforce.

Grant Giving Trusts

If we fit your criteria, we are ready to submit an application! Drug and alcohol misuse destroy lives and your support is vital to us.

Change a life today and become a supporter of Mentor!

How we used your money

Despite a challenging year for the charity, we managed to increase our income to **£688,198** – an increase of 7% on the previous year.

We also managed a small reduction in expenditure to **£640,791** for the year, achieving a surplus of **£47,407**.

This allowed us to increase our total reserves from **£53,632** at 1 April 2009 to **£101,039** at year end.

The total spent on charitable activities during the year was **£581, 286**, under the following headings:-

Education	£59,427
Research	£211,683
Prevention	£310,176

A total of **£19,003** was spent on governance, and **£40,502** on fundraising – a reduction of 31% from the previous year.

Mentor wishes to thank the following for their generous support:

- The Department for Education
- Diageo Great Britain
- The Dorset Foundation
- The Robertson Trust
- Comic Relief
- The City Bridge Trust
- The A. D. Charitable Trust
- Peter Cruddas Foundation
- CHK Charities Limited
- Circle Scotland
- The European Union
- The Souter Charitable Trust
- The Eranda Foundation



**Heather McVeigh,
Scotland Manager**

“The generosity of individuals fundraising for us is essential in our efforts to encourage young people to steer away from drugs and alcohol.”

Finances

	£
Total Income	688,198
Total Expenditure	640,791
<i>Net Movement on funds</i>	<i>47,407</i>
Reserves at 1 April 2009	53,632
Reserves at 31 March 2010	101,039

How the money was spent 2010-11

● Education	59,427
● Research	211,683
● Prevention	310,176
● Governance	19,003
● Fundraising	40,502



** To request a copy of the complete Mentor audited accounts please contact admin@mentoruk.org or call 020 77398494*

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Lord Peter Imbert

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Sim Scavazza (Chairperson)

The Rt Hon the Lord Mancroft

Lady Louise O'Connor

Martin Paisner

Sir David Sieff

Sir Jack Stewart-Clark

Helen Watson

