Shout in numbers

670,000 conversations with 260,000 people in crisis

82% texters found their conversation helpful

21,000,000 text messages

63% texters agree they felt more calm

9,500 interventions where people were at risk of imminent suicide

4,800 volunteers took 55,000 hours of conversations

Global staff team (full and part-time)

39 people in New Zealand

108 people in the UK

Open 24/7 365 days of the year

21,000,000 text messages

Our impact in 2022

Global staff team (full and part-time)
Shout’s users

**Age**

- 13 or under: 13%
- 14-17: 30%
- 18-24: 23%
- 25-34: 17%
- 35-44: 10%
- 45+: 7%

**Ethnicity**

- White: 87.1%
- Mixed: 4.5%
- Asian: 4.0%
- Black: 2.5%
- Other: 1.9%

**Sexuality and gender**

- Female: 76.0%
- Male: 14.5%
- Non-binary: 9.5%

**Six most common issues**

- Suicide: 39%
- Depression / Sadness: 29%
- Anxiety / Stress: 28%
- Relationships: 23%
- Self-harm: 17%
- Isolation / Loneliness: 14%
Our texters came from across the UK

“Thank you... you saved my life tonight, you were so patient in letting me get it all out and I just can’t express how amazing you are. Please keep saving lives.”
- Shout texter feedback

“I would like to say thank you!! because I was really lost and I was going to end everything but you helped so thank you.”
- Shout texter feedback

South East - 13.6%
North West - 12.3%
Greater London - 10.6%
West Midlands - 9.0%
South West - 9.0%
Yorkshire and the Humber - 9.0%
East of England - 8.5%
East Midlands - 8.2%
Scotland - 8.0%
North East - 5.3%
Wales - 4.6%
Northern Ireland - 1.9%
Emily’s story
Emily was diagnosed with bipolar disorder and felt isolated and alone. She was living in busy student halls so the discrete nature of Shout’s text message support and the 24/7 availability made her feel able to reach out for support.

“Texting Shout was definitely a turning point for me. I began to accept my illness and realise it didn’t have to hold me back. I felt able to have hope for my future again.”

Emily also works as a Shout Volunteer, just like the person who helped her when she needed it most.

Our resources
780,000 people visited our website
and looked at 2 million pages

780,000 people visited our website

Our help and support content had 490,000 unique page views

Our social media followers grew to 160,000
Supporters and campaigns

We won our first national awards for Charity Collaboration of the Year and Cultural Insights Research

We had support from amazing figureheads including The Prince and Princess of Wales, Will Young, Harry Kane, Ed Sheeran and Eddie Izzard...

...and from mental health campaigners and Shout Volunteers Alexis Caught, Ben West and Laura Aikman

We launched ‘Shout’s role in UK suicide prevention’ with keynote from Sajid Javid

We won our first national awards for Charity Collaboration of the Year and Cultural Insights Research
We waged a Thumb War for mental health

4,400 fantastic fundraisers
21,200 amazing donors

Ben’s story

Ben lost his younger brother to suicide, just before he started university. One night he couldn’t cope with everything he was feeling and didn’t think anyone would understand. Thankfully he contacted Shout and the volunteer gave him space to calm down, believe in his ability to cope and gave him a turning point.

Now, Ben volunteers for Shout:

“I often think about what might have been different if my brother had texted Shout that night. I’d do anything to go back and change things, but I can’t. What I can do is help someone else choose to stay, and in turn change another family’s story.”
Partnerships

35 new partnerships

Supporting people from the healthcare, local authority, building and construction, banking, transport, education, careers, parents, hospitality and social media sectors

Free bespoke service given to 41 charities

79 partners covering every region of the UK

Training given to more than 150 people from 5 businesses

Thank you to the hundreds of thousands of people who have had the courage to reach out to us for help.

Our immense gratitude goes to our amazing volunteers who selflessly give their time to support others.

We would also like to thank our fantastic funders and supporters who make it possible to keep our lifeline open 24/7.

giveusashout.org | mentalhealthinnovations.org