



SAMARITANS

**Every hour,
every day,
every life.**

Impact Report 2024/25



Samaritans' year at a glance



Samaritans volunteers answered more than 3.3 million calls for help. One every 10 seconds.¹



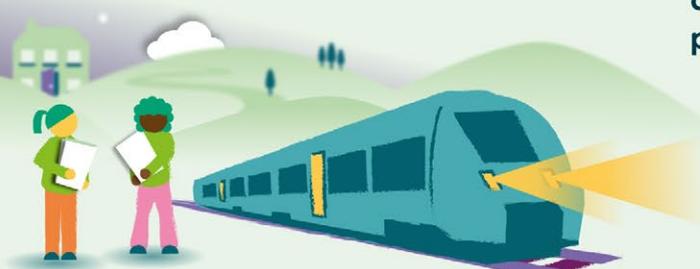
We were awarded Humanitarian Organisation of the Year by the Irish Red Cross.



23,000 people volunteered their time for Samaritans, day and night, 365 days of the year, for anyone in crisis.



We worked with policy and law makers 831 times across the UK and Ireland to make suicide prevention a priority.



We trained 2,700 rail staff to make potentially life-saving interventions.



We trained more than 6,000 employees at over 120 organisations with skills to support themselves and others.



In 2024, each month on average, Samaritans responded to calls from more than 70,000 people.



Samaritans Listeners in prison provided face-to-face support more than 46,000 times.

1. 'Calls for help' includes all methods of contact made to Samaritans for support, for example by phone, email, online chat, letter or face-to-face.

All service statistics in this report are based on the 2024 calendar year.



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**Samaritans
volunteers
in Watford**

Chris O'Donovan Photography/Samaritans



Welcome from the Chair and the Chief Executive



Julie Bentley
Chief Executive



Keith Leslie
Chair of Trustees

In the time it takes you to read this foreword, at least eight people will have reached out to a Samaritans volunteer. We answer a call for help every 10 seconds, day and night. That's more than 3.3 million calls for help across the UK and Ireland this year.

Behind each call, chat, or conversation is someone looking for connection, often in their most difficult hour. And thanks to the dedication of our volunteers, staff, and supporters, we are always here to listen.

However, too many people still fear reaching out due to the shame associated with having suicidal thoughts. We're proud of the work we did this year to challenge that stigma through powerful campaigns seen by millions.

Just as important has been the unseen work we've been doing at the charity – moving all branches in the UK and Ireland to a new digital telephony system that will futureproof our helpline services. Our number one priority was to avoid any interruptions to the helpline while this rolled out, and it is a great credit to our staff and volunteers that we achieved that.



■ Welcome from the Chair and the Chief Executive

Elsewhere we expanded our peer support in prisons and welcomed more voices with lived experience into the heart of our decision making. In Scotland, we published ground-breaking research on financial insecurity and suicide risk. In Ireland, we celebrated ten years of the 116 123 helpline and were recognised as Humanitarian Organisation of the Year by the Irish Red Cross. In Wales, we ran targeted projects to reach those who can go unheard. Across all of this work, our focus remained the same: making sure no one has to face what they're feeling alone.

But we cannot ignore the pressure we face in these tough times. Demand for support is high, and the financial environment remains uncertain. In these challenging times, maintaining our work to meet demand is only possible thanks to the continued generosity of our supporters and partners. That is why we are so grateful to every person who fundraised, volunteered, donated, or stood with us this year. You make this work possible.

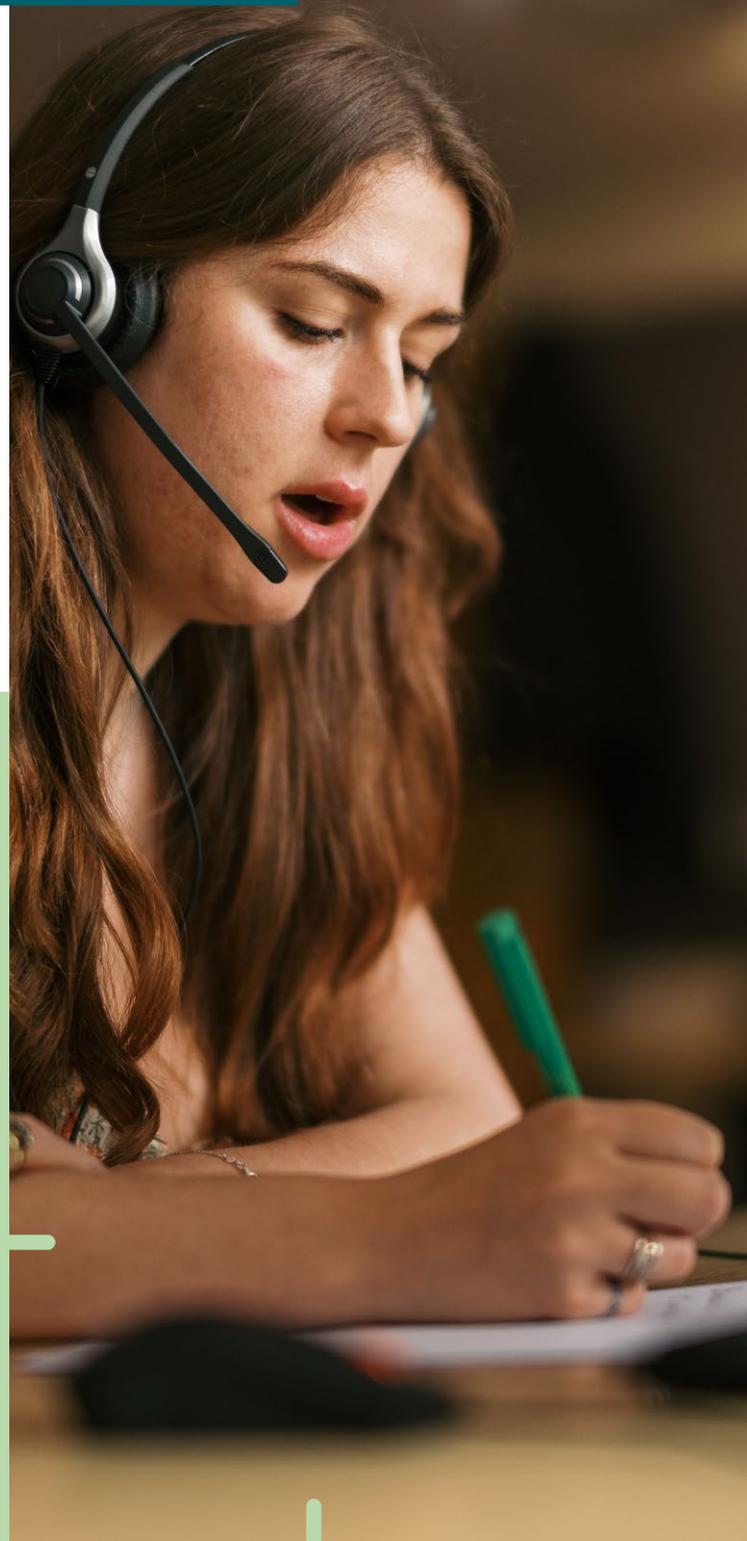
Looking ahead, we remain committed to our vision that fewer people die by suicide. We know we have more to do – but together, we are making a difference.

Thank you for being part of that.

Julie Bentley
Chief Executive

Keith Leslie
Chair of Trustees

**Rosanna, Samaritans
volunteer in Oxford**



Chris O'Donovan Photography/Samaritans



We are Samaritans

Our vision is that fewer people die by suicide.

Life can be wonderful. Life can be tough. Relationships. Work. Money. Loneliness. Mental health. Self-harm. We can all struggle. 1 in 4 of us have had suicidal thoughts.

Samaritans is the charity working across the UK and Ireland that prevents suicide through the power of human connection. Connecting people in crisis with trained volunteers who will always listen.

Connecting those calling for change with those who have the power to make it happen. Connecting people who've been there before, with those struggling now.

We're always here to listen if you're in crisis or feeling suicidal. We raise awareness

of people's experiences, and work with others to campaign for suicide prevention and achieve positive change.

It's your donations that fund our life-saving work, and your support that helps make it possible.

Let's prevent suicide today. Because tomorrow's too late.

**Haroon and Josh,
Samaritans volunteers
in Blackburn**



Chris O'Donovan Photography/Samaritans

About Samaritans

However people reach out, we listen by phone, email, online chat, letter or face to face.

We're here 24 hours a day, 365 days a year.

We are a movement spanning the UK and Ireland, powered by more than 20,000 trained volunteers and 300 paid staff.

Our work is shaped by people with lived experience of suicidal feelings, self-harm or bereavement by suicide.

Insight leads to action. Our research and policy work helps save lives.

We work in prisons, schools, hospitals and on the rail network to support people going through difficult times and train others to do the same.

Equity, diversity and inclusion are not add-ons. They underpin how our staff and volunteers relate to one another, and how we connect with the people we support.

We're here because of amazing supporters like you. In tough times, your support matters more than ever.

SAMARITANS





■ We are Samaritans

Our priorities

With over 70 years of history, we remain driven by the voices of those we support. Our strategy is grounded in the lived experience of people affected by suicide, self-harm or bereavement by suicide, ensuring we respond to today’s challenges with purpose, compassion and urgency.

In this report you’ll see how, in 2024/25, we worked towards our goals in the five priority areas set out in our strategy:

- Access** – Make sure anyone who needs us can access our support.
- Reach** – Reach more people to let them know we’re here.
- Impact** – Make our voice heard at a national, regional and local level for maximum impact.
- Capacity** – Increase our capacity to become one team of valued, diverse, skilled people.
- Sustainability** – Build meaningful relationships with our supporters to ensure our sustainability.

Our work this year has also been guided by our strategic principles, which are the foundation of how we work and behave:

-  Equity, diversity and inclusion (EDI)
-  Personal experience
-  Safety and quality
-  Evidence-based
-  Vocal and visible
-  Innovation and technology
-  Environmental responsibility

In spring 2024, due to an uncertain external environment including the cost of living crisis, our Trustees made the decision to extend our current strategic period by two years, to 2029. This gives us more time to deliver the vital work in our plans and ensure we continue making meaningful progress. As part of

this, we began a mid-strategy review to ensure we are focussing our efforts where they will have the greatest impact on fewer people dying by suicide. This work is helping us to refine our approach so we remain ambitious, realistic and responsive to the needs of the people we support.

Why we are here



Suicide is not equal. Those living in the most deprived areas of the UK are at higher risk of suicide than those living in the least deprived areas.^{2,3,5,8}



Since 2000, self-harm has increased, particularly among young people. Today, 1 in 10 report having self-harmed.⁵



Every 90 minutes someone in the UK or Ireland takes their own life.^{1,2,3,4}



Males are around 3 times more likely to die by suicide than females.^{1,2,3,4}



1 in 4 of us has had suicidal thoughts at some point in our lives.⁵



For every suicide, it is estimated that 135 people knew the person who died.⁸



In Great Britain, over 4 times more people died by suicide than in road traffic accidents in 2023.^{1,2,6}



Suicide is the leading cause of death for people under 35 in England and Wales.¹

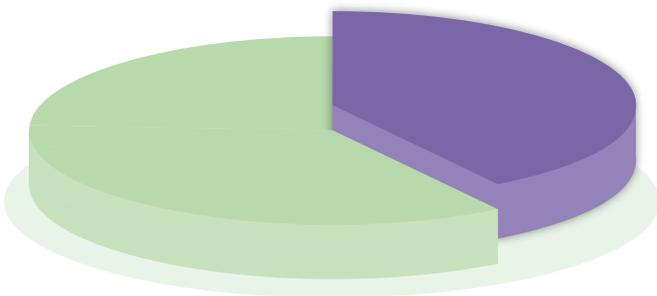
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2. National Records of Scotland. (2024) Probable suicides 2023.
3. Northern Ireland Statistics and Research Agency. (2024) Suicide statistics 2023.
4. Central Statistics Office. (2024). Suicide death rates.
5. NHS Digital. (2025). Adult Psychiatric Morbidity Survey: Survey of Mental Health and Wellbeing, England, 2023/24.

6. Department for Transport (2024). Reported road casualties Great Britain, annual report: 2023.
7. Office for National Statistics (2020). Suicides by age and IMD quintile, England, 2010 to 2019 registrations combined.
8. Cerel, J., Brown, M. M., Maple, M., Singleton, M., van de Venne, J., Moore, M., & Flaherty, C. (2019). How Many People Are Exposed to Suicide? Not Six. *Suicide & life-threatening behavior*, 49(2), 529–534.



Priority 1: Access

Making sure we're there, whenever and however someone reaches out to us.



We committed £11.4m this year to drive progress in this priority area.

Upgrading our helpline infrastructure

Our telephone system is fundamental to what we do at Samaritans. This year we completed a major transformation of our helpline technology, moving UK calls to a new digital platform that we call the Listening Centre.

The shift was critical to replace old technology and ensure callers can get through after the national switch to digital telephony. By the end of November 2024, **100 per cent of UK branches** had successfully migrated so that all UK calls, online chats and the Welsh Language Line are now answered via the Listening Centre.

Our top priority was keeping our 24/7 commitment to callers and we achieved this by phasing the switchover. The Listening Centre has not only futureproofed our service for years ahead; it has provided Samaritans volunteers with the tools they need to be there for every caller, including a simpler system for logging calls and making outbound support calls.

With Samaritans Ireland due to join the platform in 2025/26 we still need your support to complete this vital programme.

Mo, Samaritans volunteer in Oxford



Chris O'Donovan Photography/Samaritans



■ Priority 1: Access

Shaping the future of online chat

More and more people are using online chat as a way to seek help. We saw an 11 per cent increase in demand for our online chat service in 2024.

However, this service is still in its pilot phase, supported by 700 volunteers on six evenings a week. In 2024, we commissioned a detailed evaluation of the pilot so far, to help us build on what's working and fix what's not.

The evaluation involved focus groups with children, young people, adults and listening volunteers, including those who had already used the chat service and those who hadn't.

The results were clear. Samaritans' online chat is effective in reducing distress for both adults and children, and 94 per cent of those who left feedback after their experience said they would use the service again. There are also things we can improve on, such as expanding service hours, making it easier to use, cutting wait times and enhancing volunteer training.

We're grateful to The Prudence Trust for funding the evaluation and to everyone who took part. Your insights are shaping the future of the service. With demand rising, we need continued support to grow online chat out of pilot phase and into a fully accessible, sustainable and high-quality channel for Samaritans' support.

“ Today I really couldn't see a way out and I wanted to give up. [The volunteer] was so kind and listened, he made sure I knew that there is someone out there that cares. ”

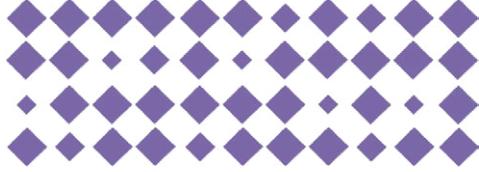
Samaritans caller, Online Chat

Enhancing support for people in prison

People in prison are especially vulnerable to suicide and self-harm. Our work in prison settings is among our most challenging, and a critical part of Samaritans' mission.

Through our Prison Listener scheme, people in prison trained by Samaritans provided support to their peers **over 46,000 times** in 2024, including 800 conversations about the emotional impact after a suicide. Alongside this, we worked with the prison service to foster a trauma-informed response after a person in prison takes their own life, ensuring that staff and prison Listeners can help to reduce further risk.





■ Priority 1: Access

We relaunched our Prison Listener Core Training (LCT) with new topics and simplified language to meet the literacy needs of participants. We also replaced all the multimedia training resources in response to feedback that 9 in 10 trainees couldn't use video or audio.

And we worked with the prison service to run a major research project into self-harm in prison. We talked to prisoners affected to deepen our understanding of the challenges they face and what helps. The findings, which are available on our website, will help to inform decisions about improving prisoner support and shape our future work.

10 years of our free helpline in Ireland

2024 marked 10 years of the free 116 123 helpline in Ireland. Since 2014, Samaritans volunteers in Ireland have answered **over five million calls**, providing around **700,000 hours** of emotional support to people across the country.

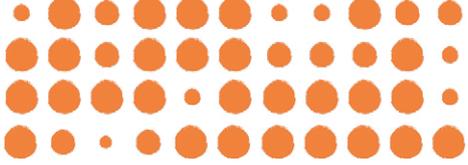
The service is made possible by a long-standing partnership with Ireland's telecoms providers who cover the cost of calls: BT Ireland, eir, Sky Ireland, Three Ireland, Virgin Media Ireland and Vodafone Ireland. Supported by Ibec's Telecoms Industry Ireland group, the partnership has now been extended for another five years.

The generosity of our partners and supporters helps to ensure we can provide free support, day and night, for anyone struggling to cope in the UK and Ireland.

10 years of listening in Ireland

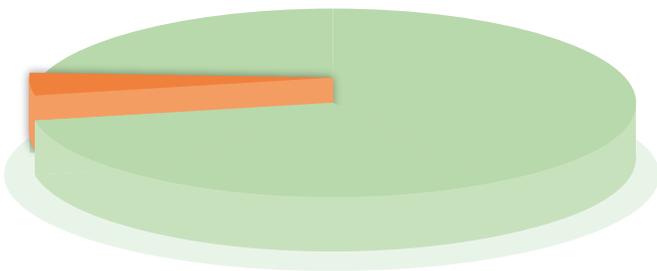


Mark Stedman



Priority 2: Reach

Working to reach all people at risk of suicide, so that everyone knows we're here for them.



We committed £1.1m this year to drive progress in this priority area.

Speaking up about suicidal thoughts

One in four people will experience suicidal thoughts, yet stigma still prevents many from seeking help. A 2024 Samaritans poll found that while 74 per cent of people feel comfortable talking to friends or family about mental health, only 45 per cent feel the same about suicidal thoughts. This silence can cost lives.

For World Suicide Prevention Day 2024, we launched a campaign to show that talking about suicidal thoughts doesn't have to be scary, and that it can save lives. Members of the public and high-profile supporters, including Rylan and Scarlett Moffatt, shared powerful personal stories. We provided practical advice from our *Finding a way to say it* guide, designed to help people open up.

The campaign resonated widely, was seen **8.2 million times** on social media and generated 11,000 visits to our website. Our branches held outreach events in communities across the UK and Ireland, and it was covered by over 100 regional media outlets.

To build on this momentum, we've formed a working group of people with lived experience to co-design our 2025 campaign. Changing the conversation around suicide takes time, persistence, and collective effort. With your support, we can keep challenging stigma and help more people feel safe to speak up.



Priority 2: Reach

Turning Blue Monday into Brew Monday



We continue to overturn the myth of 'Blue Monday,' a concept created to sell holidays that reinforces negative ideas about mental health. Instead, we promote a day to reach out, have a cuppa, and connect with someone: Brew Monday.

In January, Samaritans volunteers hosted **over 150** Brew Monday events across the UK and Ireland, handing out thousands of tea bags and sparking meaningful conversations. One of our most visible

events took place in the Houses of Parliament, attended by 60 MPs, helping bring our message to decision-makers.

In partnership with Three, we encouraged people to "take three" by spending three minutes connecting with someone over a cuppa. The campaign gained over 1.2 million views online and 280 media stories, amplifying the message that you don't need a crisis to check in and chat about mental health.



Priority 2: Reach

Reaching across Wales

This year our work in Wales focused on challenging stigma and normalising conversations about mental health among people who may struggle to seek support.

Farmers face unique pressures that can take a serious toll on mental health, including financial uncertainty, isolation and long working hours. We partnered with Welsh farming support charity Tir Dewi on a project designed to reduce suicide risk in rural areas.

Working closely with local Young Farmers Clubs, the project called Our Farming, Our Future is using trusted networks to connect with young farmers, break down stigma, build supportive communities, and make it easier to ask for help.

We also launched Open Up Listen Up, a bilingual campaign to challenge male stereotypes that equate emotional expression with weakness and stop men from reaching out before they reach crisis point.

“As a man, it really resonated with me. We’re often told to ‘man up’ – but listening is the message we need instead.”

Anonymous

The campaign reached 165,000 men across Wales through social media. It was also advertised on YouTube, S4C and ITVX, helping to extend the message that it’s important to talk, to Welsh and Welsh-speaking audiences.



10 years with the GAA

In 2024, we marked 10 years as the official Mental Health Partner of the Gaelic Athletic Association (GAA). Through this partnership, GAA players and former players work alongside Samaritans volunteers across Ireland and Northern Ireland to challenge stigma and encourage help-seeking.

This year, we secured the naming rights to Wexford GAA’s second county ground, now called Samaritans St Patrick’s Park. With an estimated 30,000 visitors each year, the ground will help raise awareness of our service and remind players, members, staff and fans that support is always available.

Priority 2: Reach

Samaritartan – a symbol for suicide prevention in Scotland

In 2025, Samaritans Scotland chose the final design for Samaritartan, a new tartan with interwoven lines reflecting how many of us are touched by suicide, while promoting solidarity and compassion.

The tartan is a wearable symbol for people impacted by suicide, a national identity marker for suicide prevention in Scotland, and a powerful tool for future fundraising and campaigning.

Our Lived Experience Advisory Group helped shape Samaritartan and its unveiling. It was previewed at the Scottish Parliament, before a Burns Night launch featuring a new poem by Edinburgh Makar, Michael Pedersen.

Twenty-six Members of the Scottish Parliament, including the Minister for Mental Wellbeing, attended launch events, pushing suicide prevention up the agenda in a creative, memorable way.

“ I’m in admiring awe of all the vital, life-altering, and deeply courageous work Samaritans do. ...Suffice to say, Scotland, and the world, is a better, less lonely, more sentient place because of them. To have written a poem to champion them and help celebrate the arrival of their stunning new Samaritartan range is a supreme privilege. Long live the Samaritans (and Samaritartan). ”

Michael Pedersen, award-winning poet, author, and current Edinburgh Makar

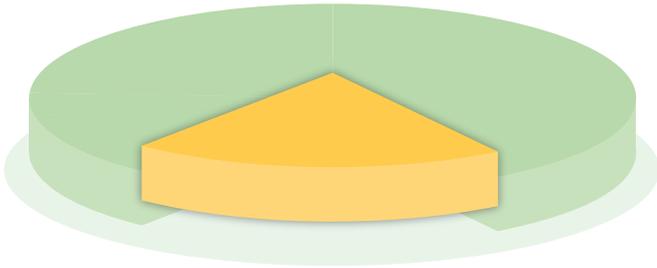


Samaritartan event, Edinburgh



Priority 3: Impact

Raising our voice to make suicide prevention a priority.



We committed £5.7m this year to drive progress in this priority area.

Keeping suicide prevention on the agenda in England

This year, we secured suicide prevention commitments in party manifestos and helped retain England's national strategy post-election. We built strong relationships with new Ministers and brought record numbers of MPs to our events. We also influenced the Online Safety Act to help protect people from harmful content. Political change shapes national priorities, and this work helps keep suicide prevention firmly on the agenda.

30 years of influencing media portrayal

The way suicide is reported and portrayed in the media can influence help-seeking and, in some cases, save lives. That's why our work with the media – including this year with EastEnders on Phil Mitchell's mental health storyline – is so important.

Advising on storylines is just one of the ways we've supported journalists, broadcasters, and regulators to encourage safe, sensitive coverage for the past 30 years. This year we delivered nearly 40 guidance sessions to communicators and regulators, and trained future journalists at 11 journalism schools. We also worked with coroners to reduce harmful reporting, shaped the BBC's editorial guidelines, and shared our expertise through academic publications and global forums.





■ Priority 3: Impact

Leading the conversation on safe media reporting in Ireland

In September, Samaritans Ireland co-hosted a high-profile international conference with the World Health Organization (WHO) and Ireland's National Office for Suicide Prevention on safe and sensitive media reporting of suicide and self-harm.

Speakers included Khalid Saeed from WHO, Minister Mary Butler and Sarah Johnston of the Guardian. The event showcased our Media Advisory Service, reinforced Samaritans Ireland's role as a leading authority on this issue and highlighted responsible reporting as a key suicide prevention issue.

By bringing together media, policymakers and public health leaders, we helped build momentum for more consistent and careful reporting practices. This supports our wider goal of reducing harm and encouraging help seeking through the media.

A united voice for mental health in Northern Ireland

Northern Ireland faces deep-rooted mental health challenges shaped by its history and social inequalities. No single organisation can address the issues alone. This is why Samaritans has led the creation of an alliance to combine the expertise, resources and influence of organisations for greater change.

The Mental Health Policy Alliance was officially launched in September 2024 with the support of Health Minister Mike Nesbitt MLA and Mental Health Champion Siobhán O'Neill. Ten organisations are currently involved, co-chaired by Samaritans and the Mental Health Foundation.

The Alliance will be a powerful collective voice and positions us to reduce stigma, improve services and ensure mental health stays high on the policy agenda. With continued support, we can keep making the case for lasting improvements in mental health and suicide prevention across Northern Ireland.



■ Priority 3: Impact

Influencing policy in Wales

People across Wales continue to face serious challenges with mental health and suicide, made worse by long waiting times, stigma and inconsistent access to support. Samaritans is working to ensure that national policy responds to these realities and drives lasting change.

This year, we contributed to the Welsh Government's new strategies on self-harm, suicide prevention and mental health, and worked closely with the NHS Executive and regional leads to support local delivery.

We also published *Waiting for Change*, a report exploring mental health and suicide risk along the parenthood journey in Wales. Grounded in lived experience, the report helped shape policy conversations around mental health and parenthood, and highlighted the need for more compassionate and inclusive support for parents.



Influencing policy in Scotland

This year, as a partner in Scotland's national suicide prevention strategy, we led activity across three key areas to help create environments that protect against suicide risk.

We engaged Scottish Government and Convention of Scottish Local Authorities (COSLA) to embed suicide prevention in wider policy areas and commissioned new research on social and economic risk factors.

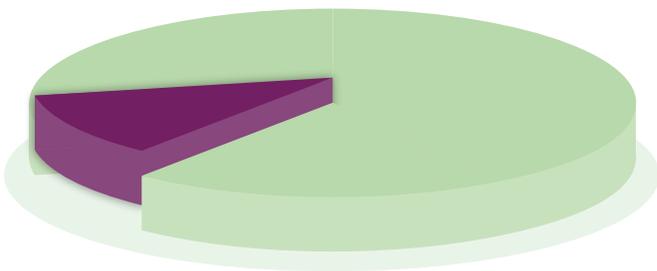
We supported local suicide prevention leads by hosting workshops on Locations of Concern. These sessions helped to re-energise work to make high-risk locations safer. We also delivered media guidelines training to councillors and other local leaders. Feedback showed the sessions challenged perceptions and increased confidence in how to talk about suicide safely.

Through this work, we are helping to influence national policy, strengthen local delivery and create safer communities across Scotland.



Priority 4: Capacity

Growing and supporting Samaritans' team, to be as good as we can be.



We committed £3.1m this year to drive progress in this priority area.

“ I’m an ex-gang member. I wanted to give back to the community and I thought, what is the best way I can do that? So I was looking at different organisations and then I came across Samaritans and I thought, OK, what do they do? And I realised they just listened to people. And because I can get into certain places and talk to certain people who trust me, I can use those Samaritans skills to talk to them and find out exactly what’s going on in their life. Then they can find out there’s different options for themselves so that they don’t need to carry the gun, they don’t need to do certain things. I travel around, put in Samaritans leaflets to different places. ”

Paul, Samaritans volunteer





■ Priority 4: Capacity

“ I started volunteering about a year and a half ago. I had always known that I really wanted to be able to give to someone what I felt Samaritans had given to me. I thought it would make me feel really good about myself – and it has. I looked into my local branch, who were doing interviews and as I’ve got a fairly flexible schedule, it seemed like the right time, and I told myself, ‘Why not?’ ”

Lexi, Samaritans volunteer

Strengthening safer recruitment across Samaritans

Creating a safe environment for the people we support is fundamental. In 2024, we updated our criminal record check process to strengthen safeguarding across every part of Samaritans.

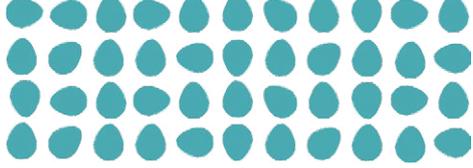
We also introduced digital ID verification, making the process to apply for a criminal record check quicker. 65 per cent of volunteers in England, Wales and Northern Ireland used this option.

These changes put the right safeguards in place while making recruitment more efficient for our volunteers.



Strengthening volunteer leadership

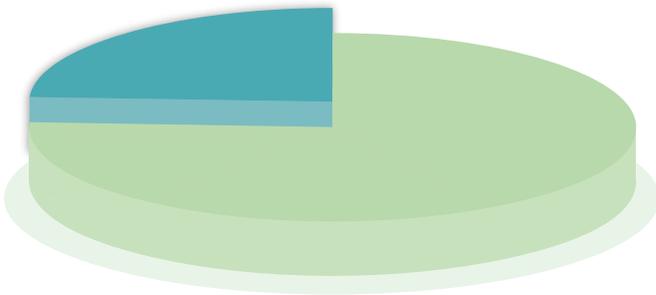
We have begun to redesign how we recruit and support volunteer Directors to make the process more open, inclusive and effective. The aim is to create a clearer, fairer approach with a consistent leadership development offer to build a more diverse and sustainable pipeline of volunteer leaders in our branches and hubs.



Priority 5: Sustainability



Securing support so we can be here for anyone struggling to cope.



We committed £6.7m this year to drive progress in this priority area.

Sharing our skills to grow income

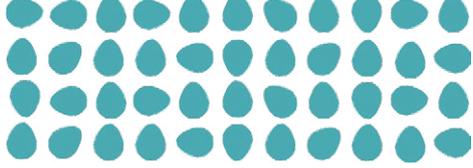
Through Samaritans Training and Engagement Programmes (STEP), we deliver workplace training that builds skills to protect mental health and support vulnerable colleagues or customers, while funding our frontline services.

In 2024, STEP generated over £1 million in income for the first time. We delivered over **600 courses to 6,000 participants** across sectors, including emergency services and finance. The programme is now CPD certified, strengthening its credibility. Feedback from clients like Amey, Kensington Mortgages, Barclays and the Scottish Ambulance Service highlights its growing impact.

“ I would really encourage people to do the STEP training. It teaches you how to listen, which can be a really difficult thing to do. And I mean listen properly, so you understand what someone is saying and can communicate to them that you understand. The training helped me to do that. I’ve always wanted to make a difference, and I feel that I can do that now. ”

Declan, Scottish ambulance call handler





■ Priority 5: Sustainability

The London Marathon

In 2024, for the first time in our history, Samaritans was proud to be the official Charity of the Year for the TCS London Marathon. It was an extraordinary opportunity to raise funds and bring our cause to new audiences, and hundreds of staff, volunteers and supporters helped make it a success. We raised over £1.1 million, with nearly 500 runners taking part for #TeamSamaritans. The high-profile support helped break down stigma, spark conversations about suicide, and increase awareness of our services among millions of people.



Barry, known as Usingh Bolt, TCS London Marathon

Jon Webber

Further fundraising highlights

This year, thousands of supporters raised vital funds and challenged stigma through events across the UK and Ireland, helping us reach new audiences and stay open 24/7 for anyone struggling.

During the winter, our Break the Silence appeal raised over £500,000 and engaged more than **4,000 vital new supporters**. For the first time, we also took part in the Big Give's Christmas Challenge, raising £100,000, including matched funding from Cala Homes and The Raising Trust.

YouTuber Jacksepticeye generously chose to support Samaritans through his annual festive live-streamed fundraiser, Thankmas. The event reached global audiences and raised **£500,000** for us. And we're grateful to Reverend and the Makers, who dedicated their Christmas single to Samaritans, helping to highlight our service and generate support during a time of year when it is most needed.

Community-led fundraising also made a huge impact. James Cooper ran a marathon every day of 2024, raising more than £130,000. And our Dawn Walk returned stronger than ever, uniting more than 2,000 people and raising over £280,000 in memory of loved ones.

These efforts have played a vital role in sustaining our services, building awareness, and helping ensure we can be here for anyone who needs us.



Our strategic principles

At Samaritans, seven principles guide all that we do and the way we do it.

Jack, Samaritans volunteer in Bristol



Chris O'Donovan Photography/Samaritans



Equity, diversity and inclusion (EDI)

We will break down barriers to make Samaritans more diverse and inclusive, both through our people, but also in who we connect with and support, making sure that we are responding to people's needs in a way that is relevant and meaningful to them and their circumstances.

This year we:

- delivered mandatory EDI learning to volunteer leaders and all staff. All volunteers will have received this learning by the end of 2025
- expanded our EDI networks and hosted roundtables for staff and volunteers with lived experience of suicidal feelings, self-harm or bereavement by suicide, including carers, parents, neurodiverse people and those experiencing menopause
- increased our number of branch EDI leads to more than 100 and, with them, helped branches to increase their reach and representation locally
- deployed our EDI Specialist Panel across key projects – eg, our Volunteer Leadership Development Project and Quality Outcomes Framework – to help embed inclusive thinking into planning and delivery
- ran focus groups with over 100 people in prison who identified as trans, foreign nationals or neurodivergent, and used their insights to develop new easy read materials to help widen access to our Listener service.



■ Our principles



Personal experience

We will ensure the voice of people with experience of suicidal feelings, suicide attempts, self-harm, or bereavement by suicide is central to and shapes all our services, products, campaigns and activities.

This year we:

- recruited two people with lived experience to our Service and Quality Committee to help ensure our policies and services reflect real-life impact
- set up a Scottish Lived Experience Advisory Group to shape our work in Scotland and ensure lived experience is meaningfully represented at a national level. Their input improved our World Suicide Prevention Day campaign and are shaping our policy priorities ahead of the 2026 Scottish election
- grew our UK-wide Lived Experience Panel to 671 members, who shared feedback through 12 online surveys to shape campaigns, media work and policy – such as our strategy review and Small Talk Saves Lives campaign
- embedded lived experience into our strategy review, with panel members and consultants with lived experience contributing to the next phase of the charity's roadmap
- started developing a Lived Experience Plan to help us further embed our lived experience principle in our work.



Safety and quality

We will ensure a safe, effective and positive experience for all those who come into contact with our services. We will continue to focus on safety and quality, including safeguarding children and adults at risk of harm who seek support from us. We will always look to exceed the expectations of people we support.

This year we:

- completed 60 quality reviews of branches across the UK and Ireland, assessing service standards and identifying opportunities for improvement
- recruited five new Quality Mentors from Samaritans volunteers, to help guide and support branches through the review process
- updated our Quality Outcomes Framework, a self-assessment tool used by branch leaders to reflect on their service and identify areas for improvement
- collected and responded to caller feedback, to help improve our service
- introduced a dedicated complaints number in Ireland, ensuring all callers have the opportunity to share feedback or concerns
- updated our Operating Agreement, which sets out how branches and hubs work within Samaritans, helping ensure consistent, safe and high-quality support across our network.



■ Our principles



Evidence-based

We will use research, evidence, insight and data to inform all our services, activities and digital offerings. Where evidence is not available or clear, we will look to work with partners to fill those gaps.

This year we:

- completed and published our first national caller research study in Ireland, gathering insights from 586 participants to improve service access, especially for underserved and first-time callers
- delivered a full evaluation of our online chat pilot, using mixed methods and peer research to capture both the emotional and practical experience of service users and volunteers
- co-produced and launched our *Paid Yesterday, Broke Today* report on the link between insecure work and suicide risk in Scotland, with strong engagement from MSPs and sector partners
- conducted in-depth research in London prisons, highlighting the role of stigma, masculine norms and social isolation in help-seeking behaviours, and identifying ways to strengthen wellbeing
- produced targeted evidence summaries on self-harm and suicide among transgender people and those with neurodevelopmental disorders in prison, supporting a more inclusive approach
- published our *Self-Harm in Prisons* report, strengthening the evidence base for peer support in custody.



Vocal and visible

We will never shy away from raising our voice and campaigning on issues that matter to us, particularly those that directly or indirectly impact people's risk of suicide, such as inequality, deprivation, prejudice and unfair treatment.

This year we:

- capitalised on the opportunities associated with being Charity of the Year for the TCS London Marathon, using this platform to break down stigma associated with suicide. We achieved over 1,650 pieces of media coverage including many in-depth features with #TeamSamaritans runners
- reached 37 per cent of UK adults with our Believe in Tomorrow campaign
- drove a 23 per cent increase in social media engagement, while continuing to grow our following
- spoke out to condemn racial and religious violence during the riots that started in August 2024
- published an opinion piece in the *Big Issue* about the mental health impact of debt and cost of living
- we carefully reviewed our presence on the social media platform X. For now, the central charity will remain as a voice of hope, while branches are supported to explore alternative platforms. This will be kept under review.



■ Our principles



Innovation and technology

We will encourage innovation and keep pace with developments, so that we can offer up-to-date and responsive services to the people who contact us, 24 hours a day, and the most effective platforms for our people.

This year we:

- rolled out new digital broadband and phone services to all UK branches, including our new Listening Centre platform, to replace outdated telephony systems and prepare for the national switch-off of analogue lines, futureproofing our infrastructure for phone, online chat and the Welsh Language Line
- ensured the Listening Centre platform is more reliable, easier to use and better integrated with our systems, supporting consistent service quality.

“I’m very proud that we have a Welsh helpline. When you want to speak about your worries or the things that put pressure on you, it’s really important that you can speak in your mother tongue. This is where deeper feelings can be expressed.”

Fiona, Welsh-speaking Samaritans volunteer



Environmental responsibility

We will build a sustainable approach as we embrace hybrid working and volunteering and develop a better understanding of our energy footprint.

This year we:

- procured a new electricity contract supplying 100 per cent renewable energy to around 60 charity properties
- committed to sourcing green energy as part of our long-term sustainability plan
- appointed an Environmental Consultant to lead our work on compliance and reporting
- completed our second annual Energy and Carbon Report (SECR) submission, capturing all energy use across our central charity and UK properties
- qualified for phase 3 of the Energy Savings Opportunity Scheme and submitted our first report to the Environment Agency
- developed an environmental roadmap and drafted a new Environmental Policy Statement to guide our future sustainability work.

How we raise and spend our money



How you helped us raise vital funds

Thank you to everyone who supported Samaritans this year. In these challenging times, you made it possible for us to be here, day and night, whenever people needed somewhere to turn. But more people are struggling, and sustaining this work takes all of us. Here are just some of the ways your support has made a difference.



6,000

people joined our STEP training courses, building skills to better support others.

£280k

raised as our Dawn Walk brought together more than 2,000 people to remember loved ones side by side.



42,578

people were welcomed as new donors.



£500k

raised for Samaritans by Jacksepticeye's live-streamed global Thankmas fundraiser.



£133k

raised thanks to our supporter James Cooper's incredible challenge of 365 marathons in 2024.



was raised thanks to our amazing team of almost 500 runners at the TCS London Marathon.



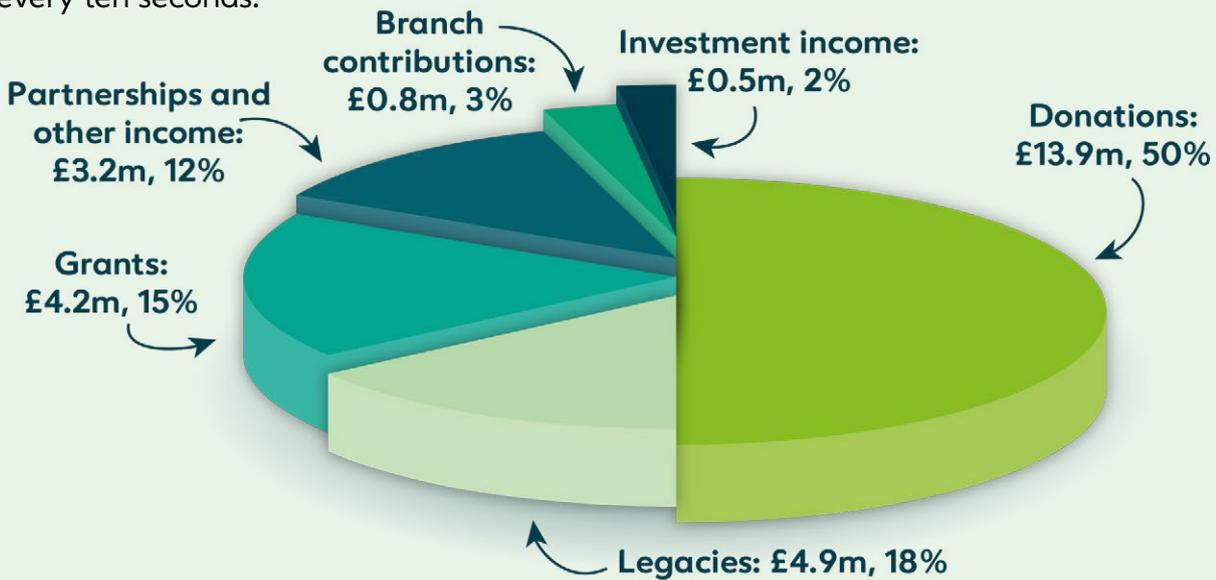


How we raise and spend our money

Financial information

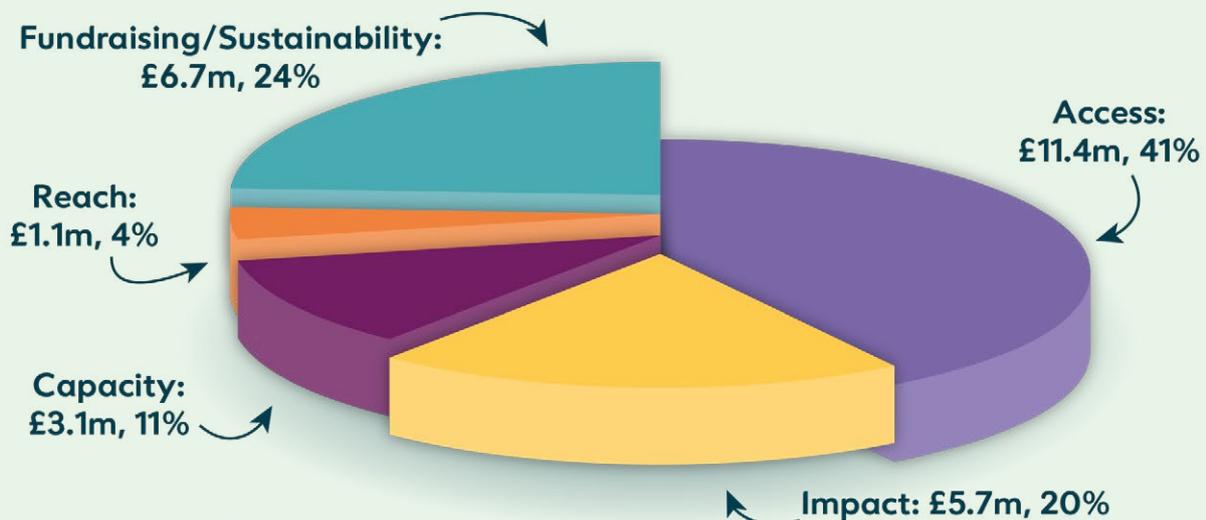
Income (total £27.5m)

This chart shows Samaritans' charitable income in 2024/25. Thanks to the £27.5 million you helped us raise this year, Samaritans volunteers were able to answer a call for help every ten seconds.



Expenditure (total £28m)

This chart shows Samaritans' expenditure in 2024/25. This year we spent 76 pence in every pound across four strategic priority areas: Access, Impact, Capacity and Reach. Just 24 pence in every pound was invested in fundraising, our strategic priority area of Sustainability, to help us raise enough income for next year and beyond.



The charts above show the income and expenditure of our Central Charity and does not include our affiliated branches.



You helped us be here



Thank you to all of our donors and supporters, including those who wish to remain anonymous. We're so grateful for the money, time and passion you give to help us work towards our vision that fewer people die by suicide.

- 29th May 1961 Charitable Trust
- Accurasale
- Alan Boswell Group Charitable Trust
- Anthony and Elizabeth Mellows Charitable Settlement
- Atlas Fund
- Baillie Gifford
- Berry's Jewellers
- Bloomberg
- Bukhman Philanthropies
- Cadogan Charity
- Cala Homes
- Central Co-op
- Chris and Gilda Haskins
- Computacenter
- Constance Travis Charitable Trust
- Costain
- CRH Charitable Trust
- Department of Health and Social Care
- Derek Raphael Charitable Trust
- Dr Vik Bansal
- Dr Vivian Child Charitable Trust
- FirstGroup plc
- Flying Tiger Copenhagen
- Frenchic
- Gemma Booker
- Henry Oldfield Charitable Trust
- His Majesty's Prison and Probation Service
- Hosking Charitable Trust
- Inman Charity
- Irish Prison Service
- J & M Britton Charitable Trust
- J J Fenwick Charitable Trust
- James and Patricia
- Hamilton Charitable Trust
- James Tysoe Trust
- John Armitage Foundation
- John Browne Charitable Trust
- Leslie Mary Carter Charitable Trust
- Lincolnshire Freemasons
- Llywodraeth Cymru / Welsh Government
- Mayer Brown
- Michael Cornish Charitable Trust
- Moondance Foundation
- Netherdale Trust
- Next plc
- Northern Ireland Prison Service
- Options Fund
- P F Charitable Trust
- Peacock Charitable Trust



List of donors

- Pears Foundation
- Penelope Martin Charitable Trust
- Price Bailey
- Procurement Hub
- Reinsurance Group of America
- Schrodgers
- Scottish Government
- Scottish Prison Service
- SE Trains Limited
- ShareGift
- Siemens Mobility
- Stefan & May Frances Kwasniewski Charitable Trust
- T. G. Piggot Trust
- Teneo
- The Bothwell Charitable Trust
- The David Meek Discretionary Trust
- The Grocers' Charity
- The Julia Rausing Trust
- The Millenium Stadium Charitable Trust
- The NFU Mutual Charitable Trust
- The Oakdale Trust
- The Prudence Trust
- The Rank Foundation
- The Waterloo Foundation
- The White Company
- The Wolfson Foundation
- The Worshipful Company of Girdlers
- The Worshipful Company of Innholders
- The Worshipful Company of Plaisterers
- Three UK
- Trott Family Charitable Trust
- Unbiased
- Version 1
- Walter Guinness Charitable Trust
- World Gold Council



SAMARITANS

Contact Samaritans free – day or night, 365 days a year

Call free anytime on
116 123

Welsh language line
Open every day 7pm–11pm
This number is free to call.

0808 164 0123

Llinell Gymraeg
Ar agor bob dydd 7pm–11pm
Gellir ffonio'r rhif hwn yn ddi-dâl.

Write to us for free at this address:
Freepost SAMARITANS LETTERS

samaritans.org

Samaritans Registered Office
The Upper Mill, Kingston Road,
Ewell, Surrey KT17 2AF
T 020 8394 8300

“ It feels like a privilege to be part of such an amazing service that offers people the time and space to express what is really troubling them. To have a place to say the ‘unsayable’ out loud to another human being who won’t judge them or tell them what to do. To simply be heard. And to be listened to with kindness and respect. ”

Matt, Samaritans volunteer in Oxford
(featured in our cover photo)

Cover photo: Chris O'Donovan Photography/Samaritans.

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