

# IMPACT REPORT

2025 and beyond





# HELLO FROM OUR CEO

what have you done that makes you feel proud?

your involvement in bigmoose, and the work we do, and the impact we achieve together will hopefully make you feel a pride in being part of something transformational, with phenomenal results.

these are the results of humans helping humans, and whilst being very basic, the cumulative effect is a magnificent piece of work, that i hope makes you as proud as i am.



# BIGMOOSE DICTIONARY

## graduate

---

[graj-oo-it] noun - english

a bigmoose graduate is someone who has taken the brave step to invest in their own growth and well-being. it's a person who has shown strength by asking for help, committing to the process, and gaining tools to support themselves moving forward. a bigmoose graduate is proof that change is possible. it is someone who has put in the effort, and done the work to take care of themselves.





tanya green -  
bigmoose lead therapist



bigmoose therapy room

# CHAPTER 1

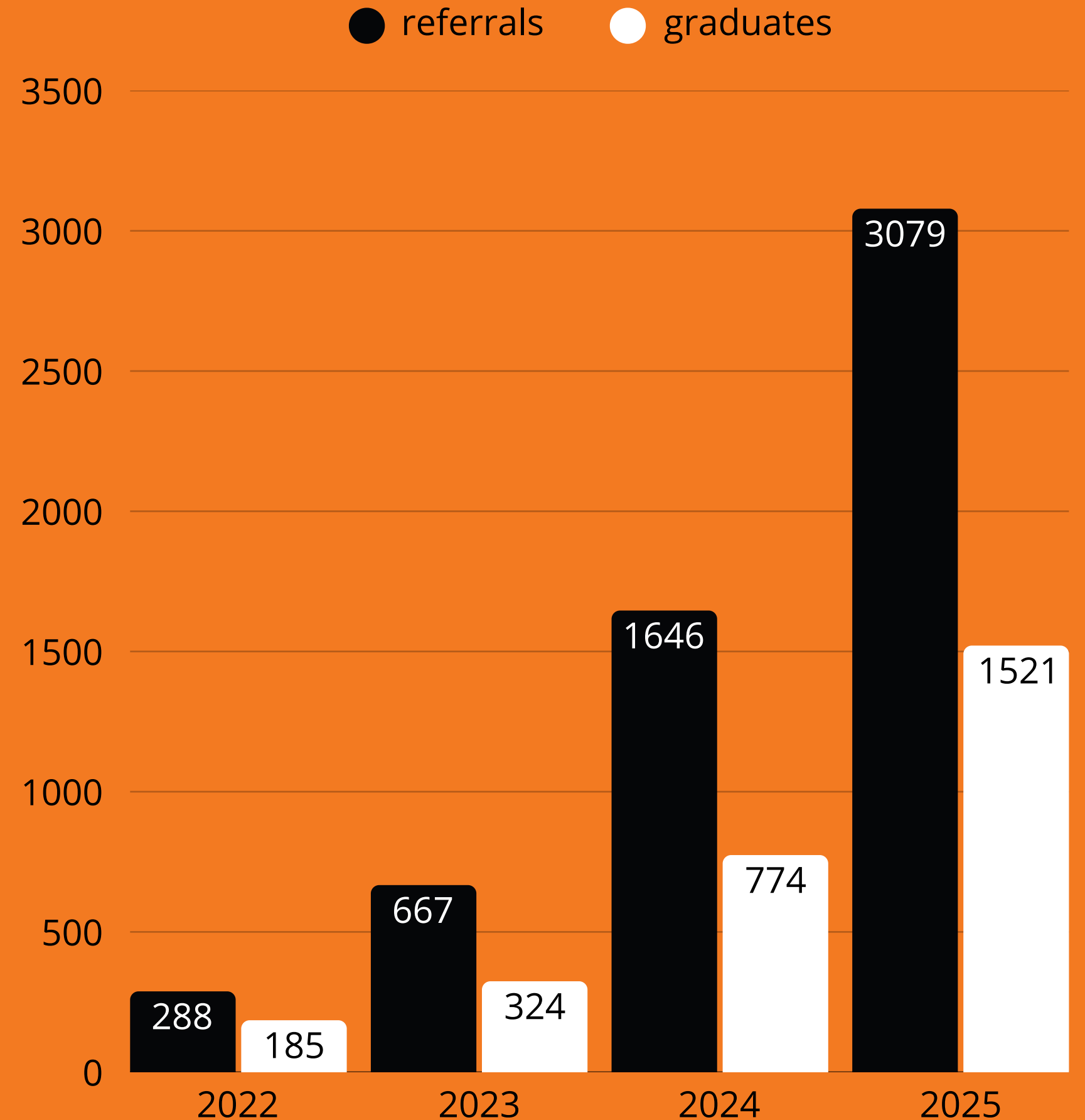
## REFERRALS



# REFERRAL OVERVIEW

here we present our referral data for the 2025 calendar year. the figures reflect not only the continued demand for our services, but also the trust that individuals, families, and organisations place in us when seeking support. each referral represents a real person reaching out for help, and behind every number lies a story of courage and hope.

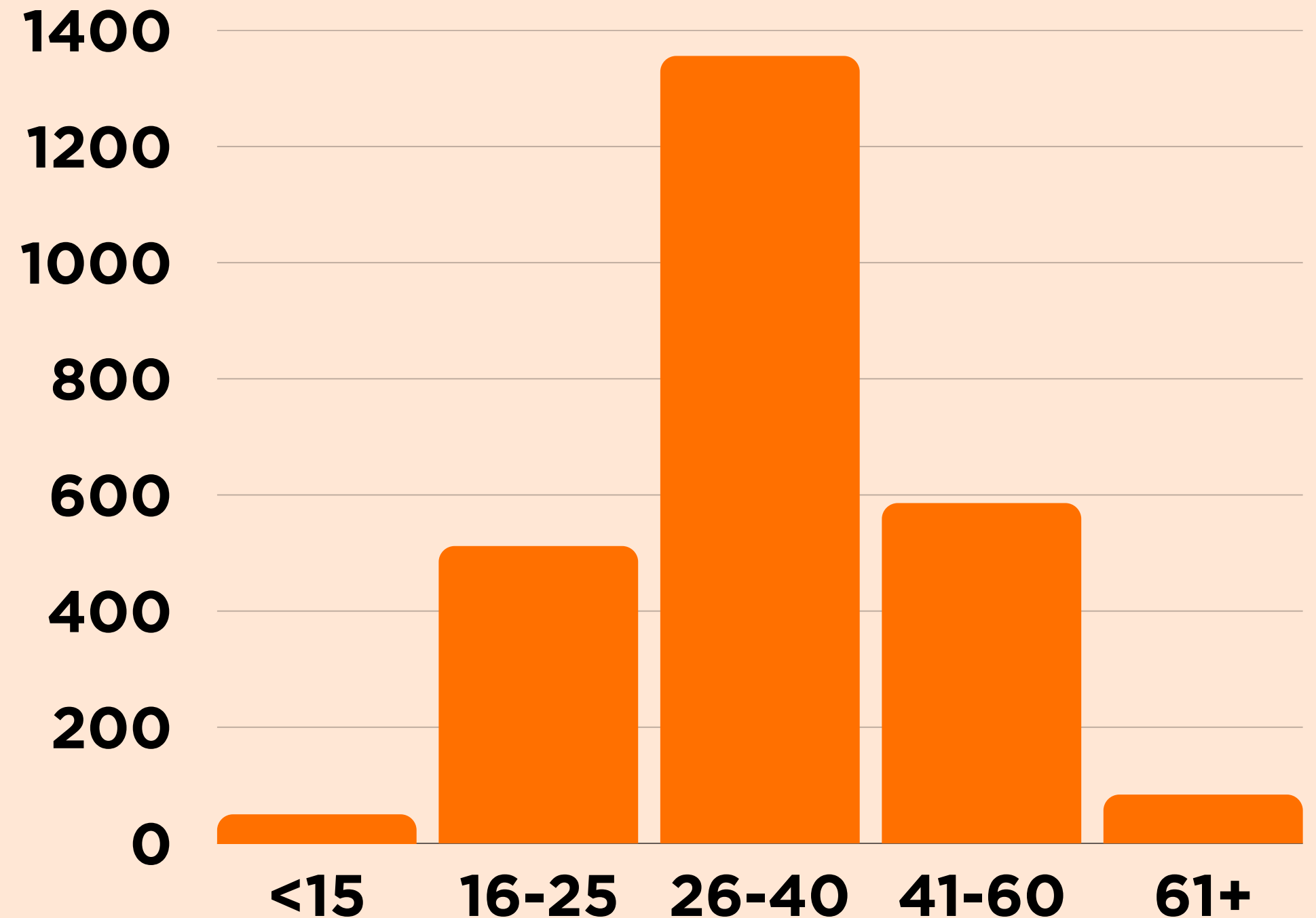
our year-on-year growth highlights the increasing impact of our work. it shows clearly that the need for timely, compassionate, and accessible intervention continues to rise, and that our approach is making a tangible difference. the upward trend is both a measure of success and a reminder of the scale of the challenge we face.



# REFERRALS BY AGE GROUP

in 2025, participation across age groups showed distinct patterns that highlight current engagement. the lowest participation came from those aged under 15, with only **50** individuals, suggesting limited need for support at this early stage. engagement rises significantly in the 16–25 group, with **512** individuals.

this reflects a pivotal life stage where young people may be more open to seeking support, connection, or personal development. our highest participation came from those aged 26-40, with **1356** individuals, indicating that this demographic is the most motivated and able to engage, potentially due to career pressures, family responsibilities, or increased awareness of mental health needs. engagement then tapers in the 41-60 range, where we supported **586** individuals. the remaining referrals came from those aged 61 and over.



# gender split



**female**

64.84% of people accessing our therapy services identify as female. this aligns with wider mental health trends, where women are statistically more likely to seek support. this may be influenced by societal norms that make it more acceptable for women to express emotions, access help, and talk openly about mental health challenges. as a result, women may feel fewer barriers when reaching out for therapy, which is reflected in our gender split.



**male**

32.45% of people accessing our therapy service are male. this highlights an ongoing stigma around men seeking help for their mental health. societal expectations around masculinity, fear of judgement, and a reluctance to express vulnerability can all contribute to men delaying or avoiding support. as suicide remains the biggest killer of men under 50, addressing this gap continues to be a vital focus for our outreach and messaging.



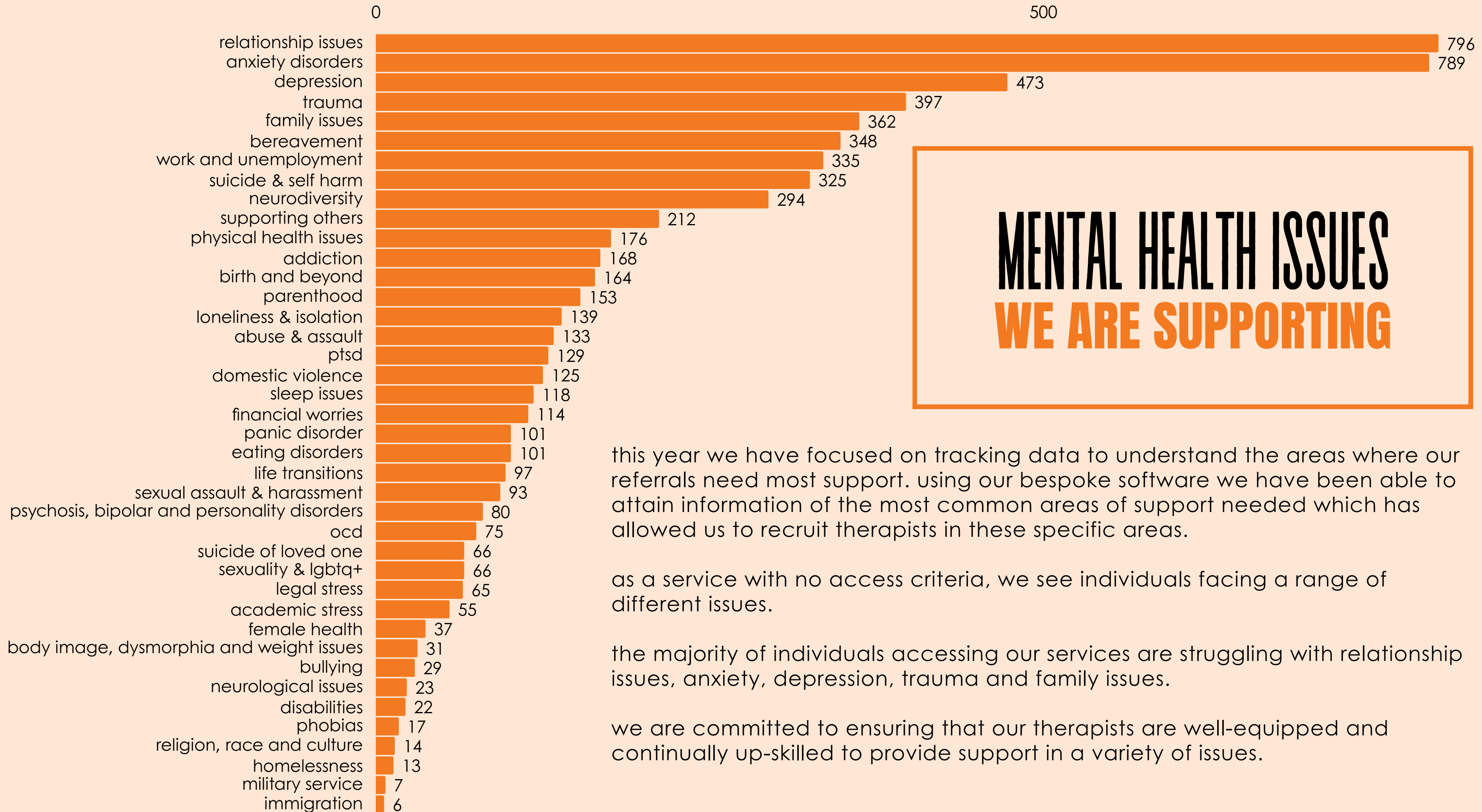
**non binary**

we are seeing a gradual increase in non-binary individuals seeking support, making up 1.49% of our referrals, reflecting a broader cultural shift towards visibility, acceptance, and open discussion around gender identity. we expect numbers to continue rising as stigma decreases and awareness grows. we have also expanded our therapist network to include inclusive and sex-positive practitioners, ensuring that non-binary and gender diverse individuals feel safe, respected, and supported.



**prefer not to say**

this year we received 1.22% of referrals from individuals who selected "prefer not to say" when asked about gender. we are an inclusive charity that welcomes and supports people of all identities, and we remain committed to providing the same level of support regardless of how someone chooses to identify. our service is designed to be open and accessible to all.



**MENTAL HEALTH ISSUES  
WE ARE SUPPORTING**

this year we have focused on tracking data to understand the areas where our referrals need most support. using our bespoke software we have been able to attain information of the most common areas of support needed which has allowed us to recruit therapists in these specific areas.

as a service with no access criteria, we see individuals facing a range of different issues.

the majority of individuals accessing our services are struggling with relationship issues, anxiety, depression, trauma and family issues.

we are committed to ensuring that our therapists are well-equipped and continually up-skilled to provide support in a variety of issues.

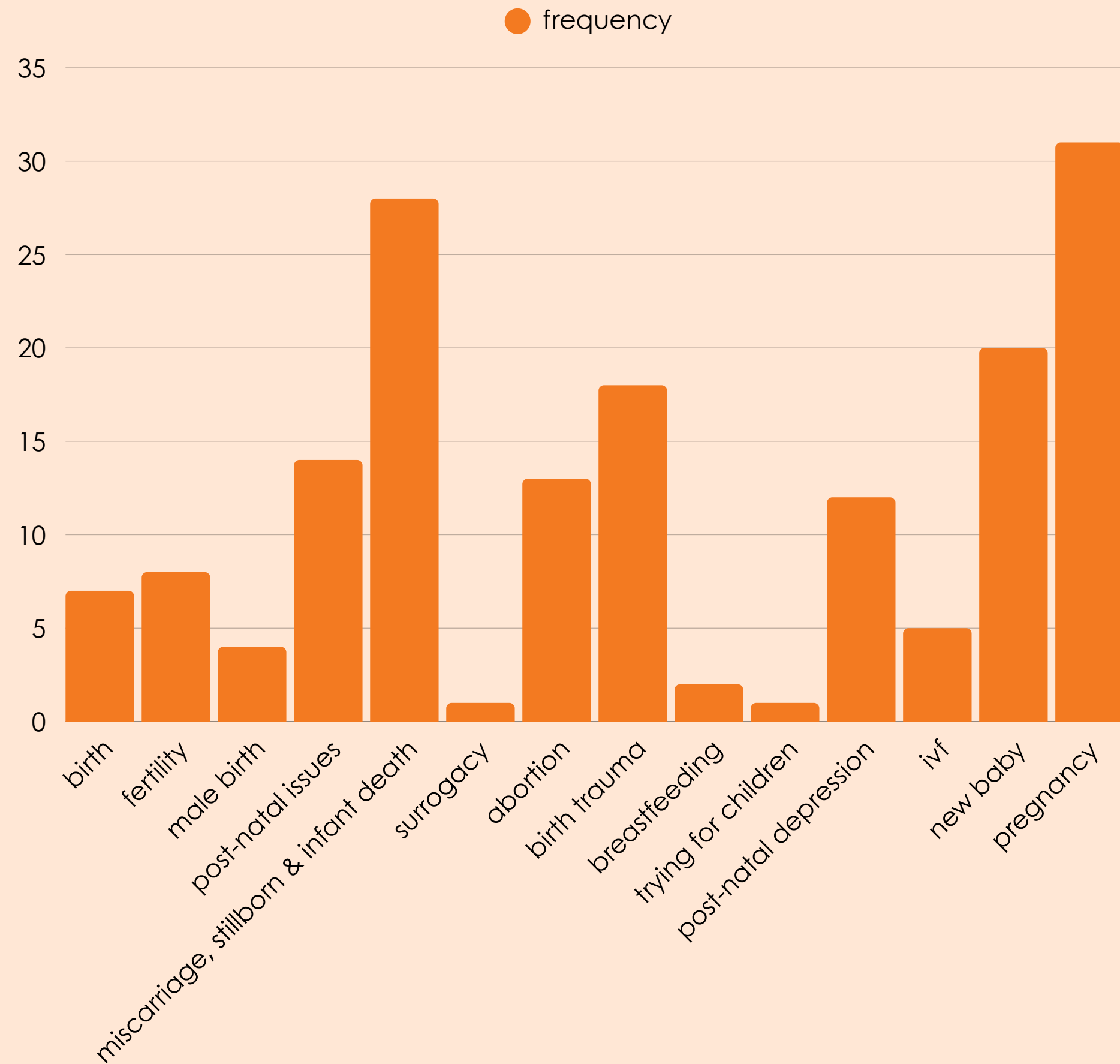
# SPOTLIGHT ANALYSIS

some issues that we support can be complex and require specialist support.

for example, we have seen a rise in those seeking support during or after a difficult pregnancy journey.

to address this, we have recruited more therapists who have experience supporting perinatal issues and are specifically trained to support all things birth-related.

## birth and beyond



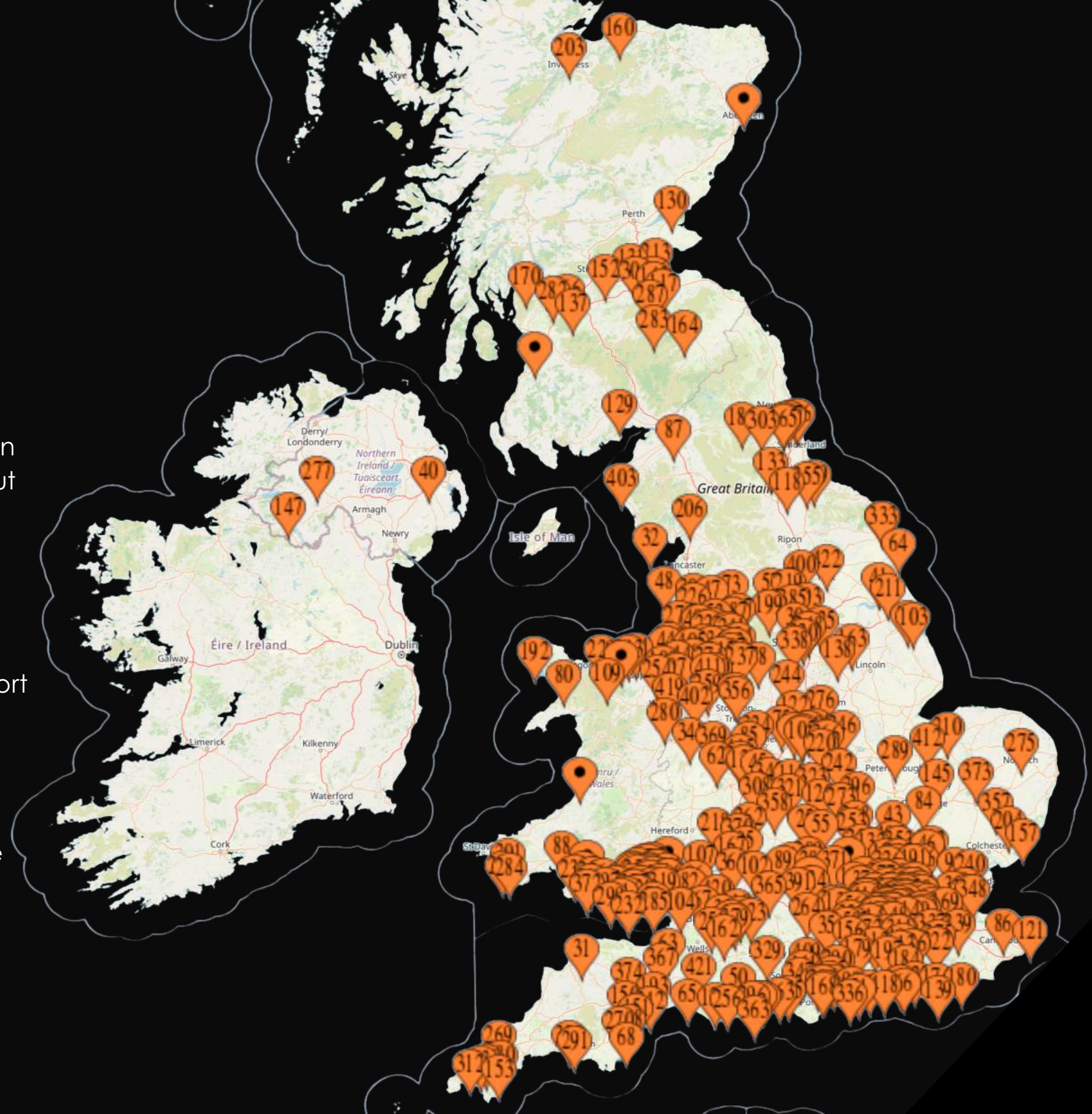
# LOCATION INSIGHTS

bigmoose has delivered therapy to individuals in more than 400 locations across the UK, double the number of locations reached in 2024. This growth demonstrates not only the scale of our impact but also our commitment to making mental health support accessible nationwide.

This expansion reflects both the increased demand for our service and the strategic growth of our therapist network. Over the past year, we have widened our therapist pool to ensure we can support people in more regions, with greater specialisms and more opportunities for face-to-face sessions where appropriate.

Whilst we always aim to match individuals with therapists in close proximity, enabling face-to-face support when possible, our online model allows us to reach people wherever they are. This hybrid approach breaks down geographical barriers and ensures that location is never an obstacle to receiving life-changing therapy.

As we continue to grow, our focus remains the same: **making sure anyone who needs support can access it.**



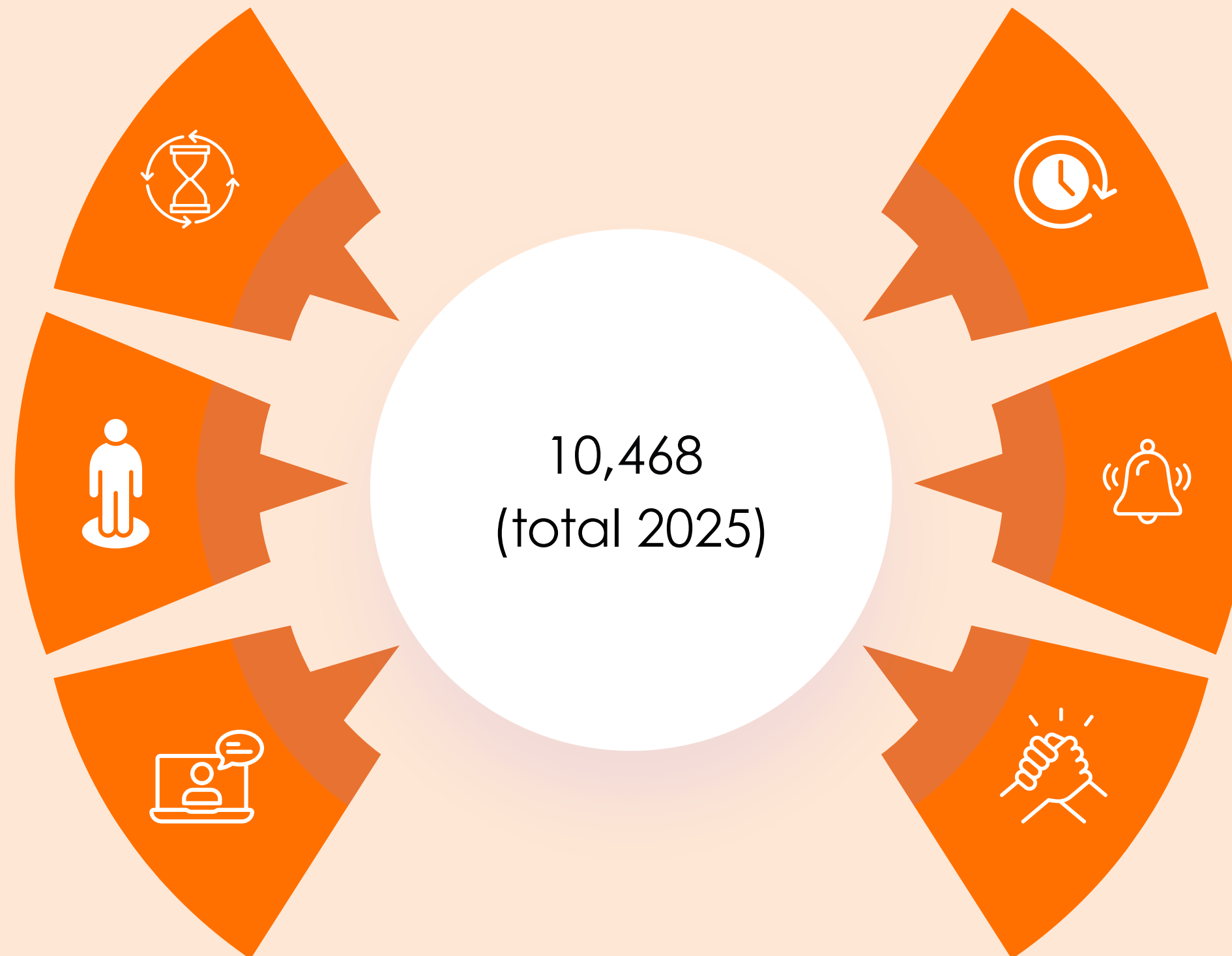
# TOTAL NUMBER OF SESSIONS FOR THE YEAR

- 1 frequency**

sessions are arranged in line with each client's needs, with weekly, fortnightly, or monthly appointments being the most common.
- 2 session setup**

most of these sessions were individual sessions while others include couples therapy and therapy for parents of children in therapy.
- 3 online / in-person**

sessions were split between online and face to face sessions depending on the location of the client and the therapist speciality.



**4 duration**  
our sessions last between 15 minutes and 1.5 hours depending on the needs of the individual client.

**5 reminders**  
to support people throughout the process, we provide timely session reminders, an email 48 hours in advance, and an email and text one hour before.

**6 sessions per person**  
the number of sessions each person has varies depending on their individual needs. the therapist will coordinate this and feedback to us.

# AVERAGE NUMBER OF SESSIONS PER PERSON

for all new referrals, we authorise therapists to deliver up to four sessions as a starting point. as the data shows, the average number of sessions per person aligns closely with this approach.

however, we recognise that one size does not fit all, some people may need more support, while others may need less. to ensure flexibility, we have developed a robust system for requesting additional sessions.

therapists can outline the reasons, share their plan for the next stage of work, and the bigmoose team then reviews and authorises these requests to make sure every client receives the right level of care. this information is shared anonymously and generally so the therapists do not break confidentiality.

# 4.8

sessions per person  
in 2025

# LIVES SAVED



132 lives saved since 2022

since january 2022, we have been intentional and consistent in gathering feedback from the people we support. we welcome every response, positive or negative, because we believe feedback is the most powerful way to learn and improve. our feedback form includes a series of structured questions, with a final open box inviting any further comments. in this space, 132 individuals have chosen to share, unprompted, that our therapy and intervention has **saved their life**. we are deeply proud of this number, not just as a statistic, but as a reflection of the real impact behind our work and equally proud that these words are offered voluntarily, when people feel ready to share them.

## because of our work....

132 families are not grieving. 132 workplaces are not missing a valued colleague. children still have their mums and dads, friends still have one another, parents still have their children, and 132 funerals have not taken place.

# testimonial



when i started, i was struggling with the idea of carrying on with life, deep rooted anxiety and trauma responses. 5 sessions with bigmoose has completely changed my outlook on life, how my brain automatically responds to making decisions i once found emotionally devastating, and has generally made life feel like less of a burden. i'm **not entirely sure i would've made it through without the help of bigmoose.**



# WAIT TIMES AND CRITERIA

when we started bigmoose, we set out with three clear non negotiables to guide the way we support every client. these principles were designed to ensure we could deliver the very best service possible while consistently maintaining the highest standards.

we are very proud that **every** client that has referred themselves to bigmoose has received this level of service.

every client is responded to within **24 hours** of their referral

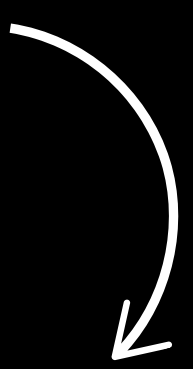
every client is offered a therapy session within the next **7 days**

every client is **treated as an individual** and sent to the therapist best suited to their needs

# BIGMOOSE WAIT TIMES

feedback is incredibly important to us, as it allows us to refine and improve our sign-up process to ensure it is as efficient and user-friendly as possible. we prioritise listening to the experiences of those we support, making adjustments based on their insights to better meet their needs.

here, we share feedback from graduates of the bigmoose service, reflecting their experiences with our sign-up process and the immediate, no-wait intervention we provide.



"the fact the referral process was so efficient and quick didn't allow me time to change my mind or back out which is a pattern i often find myself doing with waiting times - it made sure that i was seen and heard during a time of crisis. the communication was sensitive and kind and very clear, and the website easy to use."

"easy and quick. it was there when i needed it without having to wait weeks or calculate if i could afford to access the service."

"the referral process was really smooth and straightforward. the team responded quickly and were kind and approachable throughout. i felt supported from the start."

"brilliant, it was so easy and you were given a therapist extremely quick. i really can't express how brilliant bigmoose are."

# ACCESS TO OUR SERVICE

## funding options

from the outset, bigmoose was founded on the principle that our service should always be open to anyone who needs it. if a person feels they need support, they receive it, no barriers, no criteria, no waiting lists. to make this possible, we made therapy available free of charge, a commitment that continues to be one of our defining values.

over time, as demand for our support grew, we introduced two additional pathways: self-funding and part-funding. these options allow those who are able to contribute financially to do so, either by covering the full cost of their sessions or by making a smaller contribution, sometimes as little as £5 per session.

## impact of this

the impact of this model has been twofold. firstly, it guarantees fairness, nobody is excluded from accessing therapy because of financial circumstance. secondly, it creates sustainability, contributions from those who can pay enable us to reinvest into the service and help more people.

# ACCESS TO OUR SERVICE

## funding options

behind every figure lies a story. we often hear from clients who tell us that being able to access therapy without worrying about money gave them the courage to reach out when they needed it most. equally, we are moved by those who choose to contribute towards their sessions, knowing that their generosity directly helps another person to access life-changing support.

“it was amazing, i would not be able to afford therapy and didn't feel i was worthy but bigmoose allowed me to feel i was worthy and have really benefitted my life”

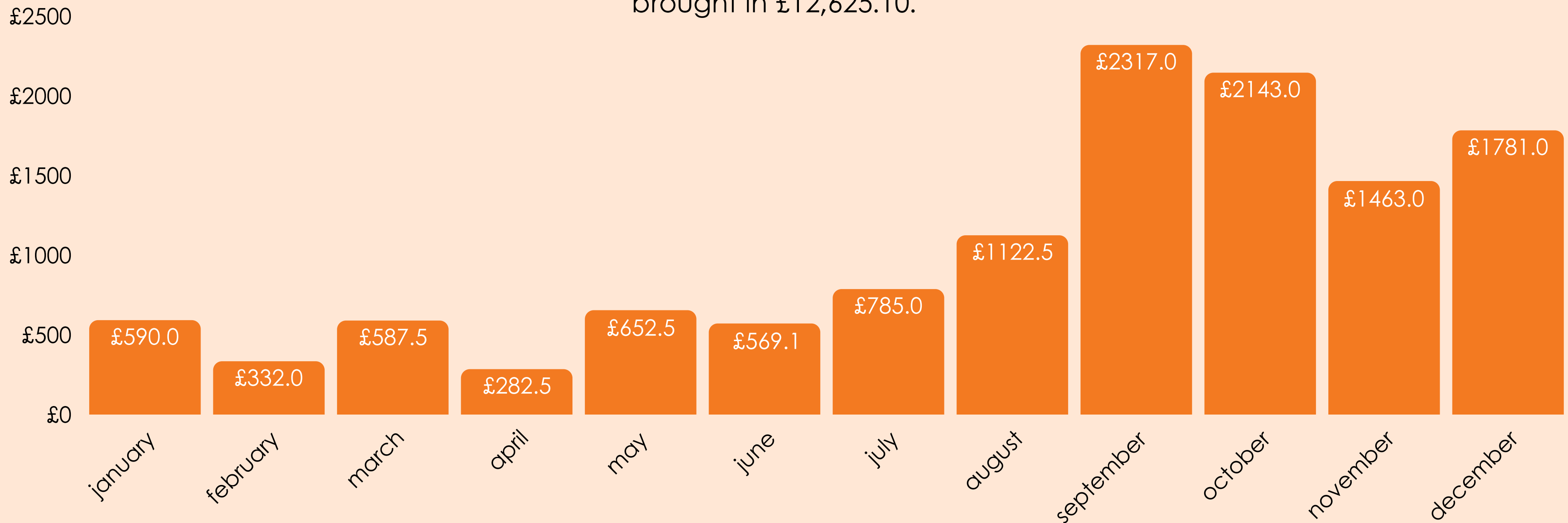
“incredible service, I'm beyond grateful for your support. it's very difficult not being able to afford therapy when you need it desperately but bigmoose allows support to those who need it. thank you”

“i just want to say a huge thank you. i would not have had the financial ability to access these services so i really appreciate bigmoose and it's ability to offer therapy to whoever might need it.”

# PART FUNDING RESULTS

here we show the impact of our self-funding and part-funding options. although these choices have been available on our sign-up form for some time, in august 2025 we made a small but significant change to the way we described them. we introduced wording such as 'even £5 makes a difference.'

this simple shift made the option feel more accessible and achievable, and as a result, we've seen a remarkable increase in the number of people choosing to part-fund their sessions. throughout 2025 this brought in £12,625.10.



# PART FUNDING

## WHAT WE'VE DONE

alongside encouraging clients who are able to fund a portion of their session, we have also increased the number of reminders a client receives before sessions.

we have found that both greater client contributions and more frequent reminders has reduced the number of missed sessions from 30 a month to 21 a month, adding not only financial value but a greater value to sessions for both the client and therapist.

“

the thing i really loved about the process was honestly the website and how its all laid out, there were just a few simple questions and i remember once that was done the screen said something like 'hope is on the way' or something encouraging.

i liked that i didn't need to call anyone too. it felt like i was kept dignified and wasn't questioned about why i needed help. i had heard about bigmoose before as well as other charities but bigmoose seemed to be the one where you can actually get proper help, for free, quickly.

thank you guys. i also liked the fact that you can choose if you want to pay or not. i chose to make a small donation each session but didn't feel able to cover the whole cost. this enabled me to feel like i was contributing even though it was a small amount.

”

30

number of missed sessions  
on average per month  
before

21

number of missed sessions  
on average per month  
after

# human givens



security



attention



control



intimacy



community



status



purpose



privacy



achievement

## why human givens?

human givens therapy is impactful because it focuses on practical, solution focused methods to help people feel better quickly. it works by addressing emotional needs and teaching skills to manage life's challenges, helping individuals regain balance and control. this approach is simple, effective, and adaptable, making a real difference in people's lives by improving their mental health and wellbeing in a shorter time.

“ although i had heard of human givens therapy, i had never experienced it. i was sceptical of achieving results in such a short timescale, but it absolutely works. i got more from hg than the other times i've had cbt or other talking therapies, where i've discussed my feelings but don't have the practical steps to support the changes i need to make.

hg is short, solution focused therapy that explains the processes the brain goes through so you understand your motivations and actions more clearly, and gives you the solutions to help you move forward.

”

# THE LIFE SAVERS AND LIFE CHANGERS

“

i want to express my deep gratitude for the support provided by bigmoose. having access to therapy sessions that are fully funded and available so quickly has been incredibly valuable and has undoubtedly made a positive impact on many lives, including mine.

i also truly appreciated how thoughtfully i was matched with my therapist. his understanding of key aspects of who i am made the therapy much more effective and meaningful.

”

we are proud to now have a team of 45 exceptional therapists based across the uk, offering a wide range of specialisms and areas of expertise. our network has grown significantly over the past year, allowing us to support an even broader spectrum of mental health needs, including trauma, anxiety, depression, bereavement, identity, relationships, neurodiversity, supporting new mums and more.

a core principle of our service is recognising that every referral represents a unique individual. we take time to understand each person's background, location, age, lived experience, and the challenges they have shared with us. this ensures we can match them with the therapist best suited to support their journey.

this personalised approach allows us to deliver therapy that is targeted, effective, and deeply meaningful. by pairing clients with practitioners who truly understand their concerns, we often see progress in fewer sessions, helping individuals move forward with confidence and clarity. as our therapist team continues to grow, so does our ability to offer accessible, specialist, life-changing support to people across the country.



# KEEPING IN TOUCH WITH GRADUATES



“

it was very straightforward and with swift responses, it took me a while to complete my initial application and i appreciated the regular check ins.

”

we contact graduates at several key points following their final session, immediately upon graduation, then again at 3 days, 11 days, and 4 weeks, to invite feedback and remind them that our door remains open should they ever need support in the future.

we also then email every graduate 6 months after their graduation to check in and see how they're doing. this allows us to analyse the longevity of our support.

# WARWICK EDINBURGH MENTAL WELLBEING SCALE

the warwick-edinburgh mental wellbeing scale is a tool used to measure a person's mental well-being. it consists of 14 positively worded statements about thoughts and feelings, like "i've been feeling optimistic about the future" or "i've been feeling relaxed."

people rate how often they've felt this way over the past two weeks on a scale from 1 (none of the time) to 5 (all of the time). the total score is calculated by adding up the numbers, with higher scores indicating better mental well-being. it's used in research and mental health services to track changes in well-being over time, such as before and after therapy.



# SOCIAL VALUE

from the warwick edinburgh scores we can calculate a social value - this is calculated by correlating the change in a person's well-being score with a monetary value that reflects the societal benefits of improved mental health.

example  
client →

warwick  
edinburgh score

pre: 14/70  
post: 51/70

number of  
sessions & cost

4 sessions  
£400

total social value  
post therapy

**£17,284.25**



# THE IMPACT OF SOCIAL VALUE

improved mental health generates significant social and economic value. when people experience better mental wellbeing, they are more likely to remain in work, perform effectively, and contribute positively to their organisations.

stronger mental health also eases pressure on public services such as the nhs, social care, and the criminal justice system, resulting in substantial cost savings.

beyond this, individuals who feel mentally well are more engaged in their communities, participate more fully in society, and contribute to local economies. investing in mental health support is therefore not only transformative for individuals but also a powerful way to strengthen workplaces, communities, and the wider economy.

1

## reduced healthcare costs

fewer gp visits for stress-related conditions.  
decreased need for mental health medications or treatments.

2

## improved productivity

fewer sick days and better performance at work.

3

## increased physical activity

people with improved mental health are more likely to exercise, which reduces the risk of chronic conditions like diabetes, hypertension, and arthritis. this saves costs associated with managing these conditions.

4

## healthier lifestyles

reduced smoking, alcohol consumption, or substance misuse.  
lower long-term costs related to addiction recovery and associated health problems.

# SOCIAL VALUE

over the past four years, we have seen a remarkable increase in the social value generated through our work, as measured by the warwick edinburgh mental health wellbeing scale.

**2022**

**£1,528,100**

**2023**

**£2,676,240**

**2024**

**£6,393,240**

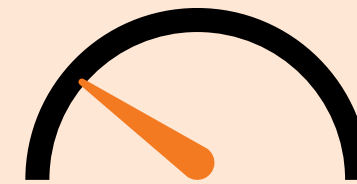
**2025**

**£12,542,242**

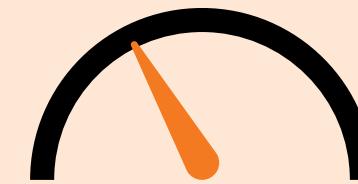
in 2022, our total social value was £1,528,100, which grew significantly to £2,676,240 in 2023, and then £6,393,240 in 2024. this year, 2025, we have achieved an incredible total of over £12,000,000. this growth reflects the increasing positive impact of our therapy services, helping individuals improve their mental wellbeing and lead happier and healthier lives.

each year, the rising social value demonstrates how our work is not only transforming individual lives but also benefitting wider communities, creating lasting and measurable change.

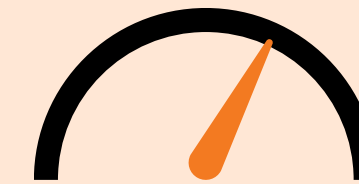
# TOTAL SOCIAL VALUE



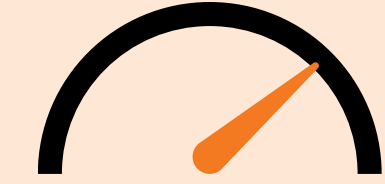
2022



2023



2024



2025

over the past four years, our work has created a total social value of **£23,139,822**. this incredible figure highlights the lasting impact of our services on individuals and communities.

by improving mental well-being, empowering people to lead healthier lives, and creating stronger social connections, this value reflects the ripple effect of positive change. it is a testament to the power of mental health support, demonstrating how investing in wellbeing creates not only personal growth, but also meaningful benefits for society as a whole.



**£23,139,822**

total social value for the last 4 years.

# CHAPTER 2

# INCOME

in 2025, the generosity and commitment of our community continued to power everything we do at bigmoose. this chapter provides an overview of the income generated throughout the year, from fundraising events and individual donations to grants, corporate giving, and our monthly donations. each income stream plays a vital role in enabling us to provide fast access, life changing therapy to people across the uk.





# bigmoose

ULTRA FUN RUN 



- sold out event
- **6069** participants to represent the 6069 lives lost to suicide in 2023.
- **£120,110** fundraised

# EVENTS & COMMUNITY

# CARDIFF HALF



- over 200 runners
- **£77,000** fundraised from our amazing community.

- 9 wing walkers
- **£13,026** fundraised from participants



## WING WALKING

## EVENTS & COMMUNITY

WHYWERUN.

PURPOSE BEYOND YOURSELF®



# WHYWERUN.

# EVENTS & COMMUNITY

- 40 runners taking on a 250km ultra marathon event across 5 days
- **£61,560** fundraised

bigmoose  
project

1million  
2.0



- 100 spin bikes
- 100 teams/businesses/individuals
- **£330,000** fundraised

**EVENTS  
& COMMUNITY**

# TRAINING AND PREVENTION

in 2025, we placed a greater emphasis on prevention by expanding the training arm of the charity. throughout the year, we delivered 13 accredited courses, including suicide first aid and mental health first aid, to organisations we work closely with. this training not only equips teams with the skills to recognise and respond to mental health challenges, but also strengthens early intervention and reduces risk on a wider scale.

while this is a paid arm of bigmoose, we also secured grant funding that enabled us to deliver several courses as part of a dedicated prevention project. investing in training has become a vital extension of our mission, helping us empower communities, build safer workplaces, and create long term impact far beyond individual therapy sessions.

great process and fantastic interaction of individuals there. splitting into different groups really worked well.

very informative and has provided me with the confidence that i may support in the best possible way, that may save a life.

learning to ask the initial questions about whether someone is thinking of taking their own life - i think this would be the most difficult thing for me, so to have the tools to do this is invaluable.

the tutor was excellent and it was nice to meet like minded people. it also helped increase my confidence when dealing with someone who is having suicidal thoughts.

# CHARITY OF THE YEAR

developing a clear and consistent strategy for charity of the year partnerships has been instrumental in strengthening our income in 2025, deepening corporate relationships, and expanding our reach in 2025.

by creating a defined framework for engagement, communication, and fundraising, we have been able to support partners in delivering meaningful impact while ensuring their teams feel connected to our mission. this approach allows organisations to plan their involvement across the year, participate in a range of events and initiatives, and see the direct results of their efforts, ultimately creating a mutually beneficial partnership that drives sustainable support for our therapy services.



# SPOTLIGHT ANALYSIS

through a whole mix of events, from internal raffles and golf days to charity balls and individual fundraising, the partnership with development bank of wales and fw capital has been nothing short of incredible.

we've worked really closely with their teams, supporting them every step of the way and giving them everything they needed to make their fundraising ideas come to life. their commitment, creativity and energy have truly shone through.

they've hosted two fancy dress charity balls, raising an amazing £25,000 at the first and an incredible £31,000 at the second. on top of that, team members have taken part in our bigmoose ultra fun run and project 1 million 2.0.

alongside this, they organised their own large-scale challenge, a relay from swindon to wrexham, with colleagues travelling between locations using everything except cars and public transport. it was a brilliant example of teamwork and people coming together to do something meaningful.

this partnership is exactly that, and shows what's possible when organisations fully get behind a cause, and we're so proud to have worked alongside them.



**Banc** 



# THE BIGMOOSE TEAM

# OUR WONDERFUL HOPE TEAM

to stay ahead of our growing referral numbers, we expanded our hope team in 2025 by recruiting two new team members. this growth has been essential in ensuring we can continue providing fast, effective support to every individual who reaches out to us. by strengthening the hope team, we have increased our capacity to manage referrals efficiently, maintain high quality communication, and ensure that no one faces unnecessary delays when seeking help. this expansion reflects our commitment to meeting rising demand while preserving the level of care and responsiveness that defines our service.





# MEET KATIE

“it’s a huge honour to have been part of bigmoose for as long as i have. i started by working at the coffee shop and am now so happy to be working within the charity. being involved in the work we do every day, helping to change and even save lives, is an enormous privilege.

having been in the position of struggling myself, i know just how important it is to receive the right support at the right time. there’s something really special about being able to offer that same sense of hope to others, both through the charity and now as a trainee therapist. honestly, being part of a team of kind, caring, passionate humans who all genuinely want to make a difference, how could I not be inspired every day?”



# KATIE'S BIGMOOSE JOURNEY

team member case study



**2019**

katie started working for bigmoose at bigmoose coffee co, as a barista and from there worked her way up to become events manager and then one of the general managers at the coffee shop.



**2020**

during covid, katie received and graduated from therapy with bigmoose.



**2023**

after her own therapy, and studying psychology katie decided that she would like to become a therapist. so with valour funding bigmoose were able to fund katie's training and in 2023 she began her training to become a human givens therapist.



**2025**

katie joined bigmoose charity and became an integral part of the team. she has now officially become a trainee therapist, trained as a suicide first aid trainer and mental health first aid trainer and has now had 4 people graduate from therapy with her.

so in conclusion,  
thank you for supporting our mission.

as a small charity with big ambitions, your belief in us from the very beginning has been a source of strength and encouragement.

by placing your trust in our work, you've helped us stay true to our purpose and confident in the path we're taking.

our thanks come not only from our team, but from every person who has been referred to us, and every graduate now living happier, healthier lives because you chose to support us.

we promise to honour your trust by using that support wisely, always striving to make the greatest possible impact.

we hope to continue making you proud as we carry this mission forward.

thank you for being such a vital part of our journey.

*jeff, chloe, josie, louise, gemma, emily & effi*

# THANK YOU

