



# We're rising to the lockdown challenge – and so are our generous supporters

I was out for an early morning run recently and stopped to take a wee breather near Seaside. After I sat on the wall and dangled my feet over the waterfront edge peering out at not much other than thick haze, the silence was broken by the sound of a voice from over my shoulder.

"Boudie, sea?" an older man walking his dog asked politely. I replied yes I was and we briefly exchanged some friendly small talk before I said cheers and headed off for the next of my run. As I headed on to Portobello, I had a spring in my step because at my age I don't often get called 'son' these days and it felt more important.

I felt he meant that a stranger had gone out of his way to check on my well-being. It may have been that I was sitting on a seafront wall, looking a bit lost in my thoughts, and it could have been that I happened to be wearing a mental health charity T-shirt. But whatever the reason, there was no doubting that it was a random act of kindness. Kindness was the theme of Mental Health Awareness Week this year, which was celebrated in May in the midst of lockdown, and it is a word that has fuelled our charity's experience of working through the coronavirus pandemic.

In the pre-Covid world, Support in Mind Scotland provided help and support to more than 1,300 people affected by mental illness each week.



New ways of fundraising will keep mental health services running at a time when they will be needed more than ever, writes **Colin Leslie**

across 20 diverse services throughout the country. Our traditional face-to-face method of providing that support was changed overnight when we were told to stay at home and beat the virus, so we moved quickly and professionally to a new way of working, providing one-to-one and group support remotely via phone, text or video.

It has been a challenge, but our staff have risen to admirably, as have our service users. It quickly became apparent that now, more than ever, mental health support is going to be vital to our communities as we try to navigate our way through and out of the crisis, then deal with the after-effects on people's mental health and well-being.

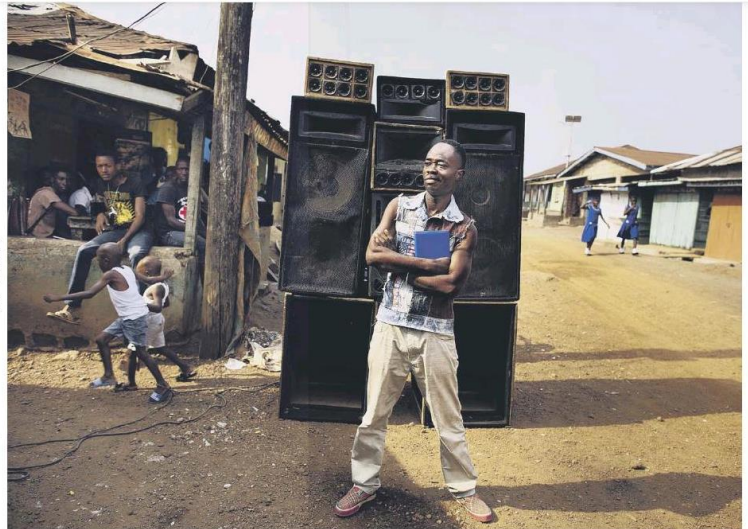
We recognise that as well as the existing group of people living with mental illness that we support there is going to be a new wave of people approaching us for help.

As a result of the impact of the Covid-19 crisis, the statistic that one in four of us will experience a mental health issue looks sure to be revised to a more accurate reflection of the

challenge the population is now facing. One in three? One in two? Time will tell, but doubtless more of us will need help and kindness to deal with issues such as financial hardship, health worries, social isolation, bereavement and the anxieties that surround that virus.

We have been there for people throughout these extraordinary times, and we will continue to be there for them as we navigate our way out of the gloom. However, we can't do it alone – we rely on the outstanding generosity, kindness and backing of funders, volunteers, and the public. They too have risen admirably to the challenge.

To say we have been overwhelmed by the kindness shown to us in these past three months is an understatement. The Scottish Government and local authorities have so far been incredibly supportive of the sector in making new funds and digital opportunities available, we have received support from the corporate sector and the donations and offers of help we have had from the public have been truly heart-warming.



Peter Dillier's picture sound system Dude is among the prints by 50 top

For us to continue delivering our wide range of mental health services, we rely on fundraising, and like most charities it has been a hammer-blow to see so many organised events cancelled, where people would have swam, ran, walked or cycled to raise

money for good causes. But never underestimate the spirit or imagination of the public. Instead of supporting us through traditional events, we have seen our supporters turn their talented hands to a new way of fundraising through virtual runs, cycles

and spin bike classes, and a Lock-down Unplugged compilation from up-and-coming bands.

The latest initiative we are involved in is a Studies in Photography sale featuring stunning prints from 50 of the country's top photographers.

Your kindness literally keeps us going. Colin Leslie, Fundraising & Communications Manager, Support in Mind Scotland. Support in Mind Scotland's National Information Line is open Sun-5.30pm, Mon-Fri, 0300 3271545.



Press release

Wednesday June 24 2020



Chris Leslie, *The Green Room - Barrowland Ballroom*, July 2014

## Renowned Scottish photographers come together for a print sale to support mental health charity in the wake of COVID-19

### Studies for Mind Sale of Photography Launches midday June 24 – July 24 2020

A month-long fundraising sale of photographic prints by some of Scotland's leading photographers launches today with all proceeds going to **Support in Mind**; a Scottish organisation providing crucial support and resources for those living with a mental health issue.

As the impact of coronavirus continues to unfold, it is clear that people's mental health has suffered and will continue to suffer as a result. **Studies in Photography** - the biannual journal published by the Scottish Society for the History of Photography - are working with the organisation to conduct a sale of work called **Studies for Mind** generously donated by photographers based in Scotland, or from the rest of the UK who have been published in the journal.



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All prints are available for purchase for £50 and include works from over 50 photographers including established names, **Tom Hunter, Jane Brettle, Calum Colvin, Karen Knorr, Susan Derges, David Eustace, Garry Fabian Miller** and **Wendy McMurdo** as well as emerging talents such as **Csilla Kozma, Sekai Machache, Margaret Mitchell, Alice Myers, Lindsay Perth** and **Oana Stanciu**.

The sale, organised by photographer Rebecca Milling was inspired by similar successful initiatives in England.

"I was aware of similar sales of work at the beginning of lockdown and thought it would be great to bring the Studies in Photography network together to raise awareness and funds for this invaluable support resource in Scotland," says Milling.

"As well as raising money for this important charity, the project promotes the sale of photography enabling people to buy outstanding photographs by well known photographers at an affordable price. We extend our thanks to the photographers who have kindly donated their work."

Iain Mitchell from Support in Mind said, "Everyone at Support in Mind Scotland is incredibly excited to be involved in this imaginative and unique fundraiser, which will benefit not only our Edinburgh service, The Stafford Centre, but also our work across the country.

"Huge thanks go to the team at Studies in Photography, as well as all the talented photographers who are taking part and have kindly donated their work. We can't wait to see the amazing photography on show!"

## **Notes to editors.**

### **About Studies in Photography**

Studies in Photography is the biannual journal published by the Scottish Society for the History of Photography. It uses in-depth essays to look at and analyse important historical and contemporary images, these help the public engage with photography and understand it in a new way. The journal also provides a global forum for those interested in photography by exploring both new frontiers in photography and classic work.

Studies in Photography is internationally recognised for its innovation and quality, with subscribers from leading UK, US and European photographic centres and public and private-sector research libraries. The journal's partnership with the National Galleries of Scotland is the cornerstone of a program that supports the delivery of lectures, exhibitions and other public engagement with photography in Scotland.

### **About Support in Mind**

Support in Mind is a charity that provides crucial support for people living with mental health difficulties across Scotland. During the Coronavirus pandemic they are helping people who are struggling with increased isolation due to social distancing, and who are becoming increasingly fearful about what it could mean in the long term.

They provide information, advice and practical help as well as referrals to required health services for both highly functioning sufferers of mental health problems and those with serious mental illnesses. As a charity they are committed to improving quality of life, supporting people and fighting for people's rights.

### **About The Stafford Centre**

Support in Mind's services in Edinburgh are based in [The Stafford Centre](#): a community resource for people experiencing mental ill health. They have been helping people to manage their mental health, gain greater self-confidence and become more integrated within the community for the past 30 years.

### **Photographers confirmed**

**Al Brydon**

**Alexander Hamilton**

**Alice Myers**

**Alicia Bruce with Jenny Bell Harman**

**Anne Brodie**

**Calum Colvin**

**Cat Thompson**

**Chris Leslie**

**Christina Webber**

Karen Knorr  
Kate Soltan  
Kenny Lam  
Lindsay Perth  
Margaret Mitchell  
Mark Osbourne  
Natalia Poniatowska  
Norman McBeath  
Oana Stanciu  
Patricia Macdonald  
Peter Dibdin  
Peter Kennard  
Pradip Malde  
Rebecca Milling  
Reuben Paris  
Robin Gillanders  
Sandy Garbut  
Sekai Machache  
Simon Crofts  
Simon Murphy  
Steve Kirkpatrick  
Susan Derges  
Susanne Ramsenthaler  
Sylvia Kowalczyk  
Tom Hunter  
Wendy McMurdo

Forwarded message -----

From: **Emma Costello** <[Costello\\_Emma@outlook.com](mailto:Costello_Emma@outlook.com)>

Date: Mon, 27 Jul 2020 at 10:18

Subject: Press clippings

To: Rebecca Milling <[info@rebeccamilling.com](mailto:info@rebeccamilling.com)>

Hi Rebecca & Alex,

I've popped everything in the folder below for you:

[https://drive.google.com/open?id=1XdrEVoUa3UoYpz5FsLSpzUntXJRBmrbm&authuser=emma%40stortellingpr.com&usp=drive\\_fs](https://drive.google.com/open?id=1XdrEVoUa3UoYpz5FsLSpzUntXJRBmrbm&authuser=emma%40stortellingpr.com&usp=drive_fs)

If I spot anything else or realise I've missed anything, I'll add in and let you know.

Congratulations again!

Emma x

Emma Costello

[Costello\\_Emma@outlook.com](mailto:Costello_Emma@outlook.com)



Volunteers Mailout of prints for Support in Mind at 525 Ferry Road



Handing over of the cheque- all funding received was given to support mental health.





## Sales from studiesinphotography.com

### Taken from Shopify Analytics

#### Total sales from Shopify account from 24th June to 28th September

#### Charity Print Sale ran from 24th June to 24th July

1 year basic shopify account 25 June 2020 - 25 June 2021: \$312 (£241.84)

Total Sales from Shopify account (including print sale) 23 June - 28 September: £16,692

Date ▲	Gross sales	Discounts	Returns	Net sales	Taxes	Shipping	Total sales
Summary	£13,580.21	-£42.00	-£50.00	£13,488.21	£1,959.79	£1,244.00	£16,692.00

During the month of the sale our shopify store traffic was in the top 4% of stores launched in the same week. It is currently in the top 14% of stores launched in the same week.

Here is a source breakdown of the **Total Traffic** to the store. This means visitors to the store regardless of whether or not they bought anything which indicates our reach.

Referrer source	Referrer name	Visitors	Sessions ▼
Summary		5,432	6,187
Direct	N/A	2,118	3,483
Social	Facebook	899	1,042
Social	Instagram	637	777
Social	Twitter	392	466
Unknown	N/A	220	251
Search	Google	127	137
Social	LinkedIn	14	16
Email	Gmail	3	7
Search	Bing	5	5

## Sales

### Sales by traffic source

Direct	£10,274.00	-
Social	£4,609.00	-
Search	£952.00	-
Unknown	£857.00	-

The bulk of our sales since the store launch comes from 'Direct Traffic'.

'Direct traffic is when your visitor types in your web address to go straight to your store. Perhaps they previously found you via Social Media and remembered your domain name when they accessed your store from a different internet connection.'

This implies that branding has worked and people are retaining the shop name. The second highest sales source come from links followed directly from social media accounts - for SSHoP Studies in Photography that means following links that have been posted on instagram, twitter and facebook. Since the social media campaign for the print sale began on 24 June our instagram follower count has doubled to over 1000 followers.

Here is a further breakdown of these sales and which social network sites they came from:

### Sales by social source

Instagram	£2,248.00	-
Facebook	£1,920.00	-
Twitter	£441.00	-

### Total sales from Shopify account 1st August - 31st August - £302

Date ▲	<	Gross sales	Discounts	Returns	Net sales	Taxes	Shipping	Total sales
Summary		£240.00	£0.00	£0.00	£240.00	£0.00	£62.00	£302.00

1 x Winter 2018  
1 x Summer 2019  
1 x Winter 2019  
7 x Summer 2020  
13 x Leaves

## Total sales from Shopify account 1st September - 28th September: £489

Date ▲	Gross sales	Discounts	Returns	Net sales	Taxes	Shipping	Total sales
Summary	£410.00	-£42.00	£0.00	£368.00	£0.00	£121.00	£489.00

1 x Spring 2018  
1 x Winter 2018  
1 x Summer 2019  
1 x Winter 2019  
12 x Summer 2020  
21 x Leaves

We introduced a discount code for Leaves that would save members £3 (our shipping value) - we sent this via our mailchimp newsletter - this discount code was used a total of 14 times. The members newsletter that included this discount code was sent to 163 people and was opened by 109 people (66.9%), and totalled only 19 clicks. Analytics do not tell us which links were followed from this newsletter.

14 purchases of Leaves at the reduced rate totals £140 - the savings made by members on shipping totals £42.

### Total journals sold since store opened: 71

1 x Winter 2017  
1 x Spring 2018  
2 x Winter 2018  
3 x Summer 2019  
3 x Winter 2019  
19 x Summer 2020  
37 x Leaves  
5 x National Trust

### Total value of journals purchased excluding shipping and discounts: £710

We have also garnered a total of 266 email subscribers (this is not 266 unique subscribers - this number does include some people who had already subscribed).