



# **Happiful Impact Report 2005 - 2025**

Celebrating 20 years of Happiful: Changing  
the way we access and experience support

# Where our story began

Back in the early noughties, two sisters were struggling to find the right mental health support. They didn't want to see their family doctor, and the Yellow Pages sat heavy on the shelf – emotionless, outdated, and overwhelming.

Deciding there had to be a better way, in 2005 Aimi and Emma created a new website called Counselling Directory. With a search function and detailed profiles where counsellors could expand on who they are and how they help, a new way of accessing support was born.



Founders Aimi Maunders and Emma Hursey

## Building a wellness network

In the 20 years since, Happiful – our group brand – has grown to include a network of five wellness directories and a free digital lifestyle magazine with a focus on improving health and wellbeing.

In this impact report, we are celebrating two decades of innovation, reflecting on how we've shaped the industry and sharing our vision for the future.

**Counselling Directory**

**Hypnotherapy Directory**

**Life Coach Directory**

**Nutritionist Resource**

**Therapy Directory**

**happiful**



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***I hope  
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“I'm so proud to be part of Counselling Directory as we celebrate 20 years of supporting people to find the help they need. Our wonderful founders' original vision was to empower individuals to access confidential, trusted support in a safe space – a goal that still drives everything we do today.

“Counselling Directory has played a significant role in the progress that mental health support has made in the UK, and something I hope the whole team feels incredibly proud of.”

- **Amy-Jean Burns, CEO at Happiful**

# Our mission, values and vision

In the beginning, our mission was a simple one: to help people connect with the help they need. While that mission still guides us, our vision has expanded to embrace broader societal change. We see potential for positive change, and our mission has become:

**To help create a happier, healthier and more sustainable society.**

How are we doing this?

## 1. By raising awareness of mental health

The information we create, whether a web page, a magazine article, a social post or a live webinar, all helps us raise awareness of what mental health really is. From the mood dips we all notice from time to time, to more life-impacting and complex conditions, we leave no stone unturned.

## 2. By bringing people together

Linking back to our original mission, we want to help bring people together so they can find support and move forward. That might involve starting counselling sessions, working with a coach or treating yourself to a massage. Wellness is multifaceted, and through our directories, we bring you a variety of professionals to help you on your wellness journey.

## 3. By helping to end the stigma surrounding poor mental health

Over the last 20 years, we've seen a shift in the public's perception of mental health, but some stigma remains. By sharing people's stories, expert advice and leading with compassion, we're doing what we can to end this stigma.

## 4. By having a positive impact on the world around us

We live in harmony with the world around us, and everything we do has an impact. As a business, we want to ensure our impact is positive. We do this by considering the environment in all we do, with carbon offsetting and planting trees to replace any used in the production of our magazine. We also give back to the community through regular volunteer work.





# Our values

Everything we do at Happiful is driven by our values and these are at the core of our products and services. These values include:



## Honesty and integrity

We act with the highest ethical standards and deliver our promises.



## Dedication

Our service is continually developed around feedback to ensure it's the best it can be.



## Supportive and caring

We fully support each other as a team and treat our community the same way.



## Passion

We are truly passionate about the service we provide, and the continual development of it



## Family values

We treat each other and our customers with the same values we'd treat our family with.





# The journey: 20 years of Happiful

A lot can happen in 20 years. Let's take a walk down memory lane...

## 2005 - 2008: Planting the seed

Our first website, Counselling Directory, launched. We slowly grew our membership base, building a solid network of UK-based counsellors and psychotherapists.

Following the success of Counselling Directory, Aimi and Emma saw an opportunity to help people find help in other forms, too. Life Coach Directory and Hypnotherapy Directory were launched in 2008, offering alternative avenues for mental health and wellbeing support.

## 2010 - 2017: Growth and connection

More avenues were explored, and in 2010 Nutritionist Resource and Therapy Directory were launched, helping people find professionals offering nutrition-based and holistic approaches. These five directories covering the counselling, coaching, hypnotherapy, nutrition and holistic therapy industries became our core offerings.

## 2017 - 2020: Bringing it all together

Bringing all the directories together and celebrating the various ways we can find what works for us, the Happiful brand name was established. Taking physical form, Happiful was also the name given to our new magazine, launching on International Day of Happiness in 2017. The magazine pulls together insights from across these industries, providing expert-approved advice, self-help tools and signposting to support.

In 2019, we launched our app and podcast, helping to spread Happiful's word far and wide. This was also the year we became certified as a B Corp, cementing our status as a business that balances profit with purpose.

## 2020 - 2025: Resilience and relevance

During the pandemic, we adapted, both in how we worked as a team and how we provided support. This led to a focus on how our members could offer remote sessions during this tough time, signposting to charities and providing supportive content to those in need.

In the years since, adaptation and resilience have become baked into our way of working as we respond to changes in the industry and pre-empt what people need.

# Our impact in numbers

Some forms of impact go beyond numbers, but where we can measure it, the results are striking:

11.5 million connections made between members of the public and our listed professionals on our directory websites – that's an average of:



1,590 per day



66 per hour



One every minute

## Further numbers

31,400

professionals listed across our five directories

1,700+

tonnes of carbon offset

871

hours spent volunteering

497

videos created

155

podcast episodes released

25

workshops delivered to our members, covering topics such as working with shame, social media marketing and self-care for practitioners

11

live workshops delivered to the public, covering topics such as moving for mental health, regaining your confidence at work and finding community

7

inclusion training sessions held for staff on topics such as race, disability, neurodivergence and the LGBTQ+ community





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## Community voices and stories

We've seen what the numbers reveal – now, let's hear from the people behind them. What does our community say about the difference we make?

### What our Counselling Directory users are saying:

"I began my search for help by browsing the Counselling Directory website and eventually felt that Amanda was the counsellor for me. Amanda guided me through my own thoughts and feelings, steering a way so that I could see a clearer future for my world with me and my family firmly in it." - [Simon](#)

"Thank you to the creators of this site for finding people willing to help no matter what, and for making it easier to find someone to talk to. And thank you especially to my counsellor. I hope you know what you have done for me." - [Donna](#)

"The counsellor I found on this website is the best thing that has ever happened. Her profile jumped out at me immediately when I read it, and we met for the first time within days. I have been seeing her every week for the last five months and, although we still have a way to go, I just know that this was exactly what I needed, finally someone who really can empathise with my life and guide me to a healthier and happier way of thinking about many aspects of my life." - [Tamsin](#)

"I decided to look at the Counselling Directory website after being on a waiting list, and time was running out. I studied all the therapists, and found photos of them made it easier to make a decision, as well as the profile, and their description of expertise. I chose a highly sensitive and empathetic psychotherapist. His profile stood out, and I realised that this was the person to help me recover. This is the best decision I have made in years, and knowing the person you are speaking to is qualified to assess you without judgement and is highly skilled in their profession is healing in itself." - [Candy](#)



## What our professional members are saying:

"Since joining Counselling Directory in 2018, the support I've received has been nothing short of incredible. From day one, Counselling Directory has helped me promote my therapy services and grow my practice with confidence. They've not only provided a trusted platform to increase my visibility, but have also played a key role in supporting the marketing side of my business - something that's often daunting for sole practitioners. Every single person I've liaised with at Counselling Directory has been warm, helpful and clearly passionate about supporting therapists. I wholeheartedly recommend becoming a Counselling Directory member. Like with anything, the more you put in, the more you get out - and there's a lot to gain here. Here's to 20 years of helping therapists thrive, and many more to come." - [Tina Chummun \(Counselling Directory Member\)](#)

"Super helpful customer service and a well-optimised website. I have used this platform as a professional life coach for over 10 years, and I never fail to be anything less than impressed. Thank you, Life Coach Directory!" - [Sal \(Life Coach Directory member\)](#)

"It is rare to find a directory that actually cares about the people listed on it and the people who look for anyone on the listings. The time, energy and attention to detail taken by the individuals who run the directory is first-rate. As someone listed on the Hypnotherapy Directory and having spoken with them many times over the years, it is very evident that they are totally invested in ensuring the end user can find the right person for them by providing quality information, and that professionals like me have the best chance of being found by the end user. A fantastic company, well run and always extremely helpful." - [Neil \(Hypnotherapy Directory member\)](#)

"I am proud to be a member of Nutritionist Resource, which has been of great value to me as a nutritionist and continues to generate me clients and free PR. I love this platform and don't know where I'd be without it." - [Sonal Jenkins \(Nutritionist Resource member\)](#)

"I have been registered with Therapy Directory for a few years now and find the whole experience rewarding and beneficial to my business. The staff are always helpful, professional and quick to respond to my queries. They are a compassionate and caring bunch and definitely have their hearts in the right place!" - [Louise \(Therapy Directory member\)](#)

## What our magazine readers are saying:

"Happiful is a beautifully designed magazine that is just right for a moment of uplifting reflection. It presents a variety of easy-to-apply tips for making small changes and boosting personal wellbeing. It's just like having a quiet chat with a good supportive friend." - [Happiful reader, survey 2022](#)

"Happiful is a magazine to lose yourself in and discover that you aren't the only one feeling like you are. Ideas are realistic and don't push you in line with a marketing ploy. A very useful resource for good mental health." - [Happiful reader, survey 2022](#)



# Innovation and evolution

In 2005, our directory was one of the first of its kind. We stood alone and took the chance to pioneer. Today, the landscape has changed for the better, with growing awareness and more avenues for support.

Our dedication to innovation, however, continues. Over the years, we have continuously developed our services and products, improving them every step of the way. From creating our introductory call booking system to refining our search tools and increasing our behind-the-scenes support to members, we are always striving to be leaders in the field.

Our high standards have rolled out to our content too, and in 2023, Counselling Directory gained the PIF TICK accreditation. This quality mark from the Patient Information Forum means that those reading our content can be assured it is evidence-based, understandable and up-to-date.

As we continue to evolve and innovate, we remain a platform you can trust. Whether that means trusting that any professionals listed with us have gone through our verification process, or trusting that the information we publish is done so to the highest possible standards.

## Looking ahead

As we reflect on the last two decades, it's important to look ahead, too. 2025 has already been a challenging year for many, with polarised views and political shifts causing divide, the rise of AI painting an uncertain picture of the future, and wars and protests filling our news feeds.

Now, more than ever, there is a need for community and togetherness. This is what we will be focusing on as we step into the future. Giving back to our communities, strengthening our support for members, and continuing to make finding the right support as easy as possible.

As we move into the future, we invite you – our directory users, magazine readers, professionals, and partners – to grow with us. Together, we can keep rewriting the story of mental health for generations to come.

*Happiful team*

