

Annual Report

2020/21



1996-2021



AWARE
1996-2021
OVERCOMING DEPRESSION.
CHANGING LIVES.

**AWARE has been working
since 1996 to support people
in Northern Ireland affected
by depression, anxiety, and
bipolar disorder.**

aware-ni.org

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Company No: NI 30447. Registered with the Charity Commission for Northern Ireland : NIC100561

Contents

Welcome 2

Our Vision 4

Our Mission 4

Our Values 4

Our Behaviours 5

Our Ethos 5

Education & Training 8

Support Services 12

Communications 14

Fundraising 16

Financial Review 20

Plans for the Future 22

Impact of COVID-19 24

Structure, Governance & Management 26

Welcome

from **Bernard McAnaney**, **AWARE Chairperson**



Few of us would have foreseen that a year on from our last AGM, we would still be dealing with the COVID-19 pandemic,

and once again, our AGM would be a virtual experience via Zoom. During that year, all of our lives have been directly affected. Routine activities which we all took for granted became illegal in the interests of public safety, thousands fell ill to the virus, our hospitals reached breaking point and tragically, many hundreds died.

Despite these unprecedented circumstances, our staff developed new and innovative service delivery approaches. In the absence of face-to-face contacts, many of our education and training programmes moved online, support services continued via telephone, email, and zoom, and fundraising thrived through many individual and community initiatives, thanks to successful virtual efforts. The communications department oversaw a vast increase in activity across all

of AWARE's social media platforms as many who were struggling with lockdown and social distancing looked to AWARE's online service for advice and support.



However, the initial lockdown proved particularly challenging for our support groups as the board took the difficult decision to suspend all face-to-face group meetings temporarily. This decision was relaxed after a few weeks, thanks in no small measure to the efforts of Jarlath McCreanor and our Support Services team, who introduced a range of precautionary measures, including hand hygiene, social distancing, temperature checks and good ventilation. Unfortunately, not all groups could resume as many of the premises we used remained closed.

As our year ended in March 2021, the vaccination programme had started and there was at least a flickering light at the end of the dark tunnel.

Across the board, the charity performed exceptionally well. We pioneered new and innovative approaches to supporting those in need and spreading the mental health awareness message far and wide. This year's Annual Report should be read with immense pride

by all our volunteers, staff, sessional trainers, and fellow Trustees. It is testimony to your dedication and commitment to those living with depression and bipolar disorder – so please accept my thanks.

Finally, we said goodbye and thanks to Trustees Lynda Bryans and Petra Wolsey during the year, both of whom served the charity with distinction during their tenures. Lynda was one of our longest-serving Trustees and was, in many ways, the face of AWARE. Like Petra, Lynda made no secret of her experiences with depression, and in doing so, both women enabled countless others to come forward and get the help they needed. We also recruited a new Trustee, Joe Mahon (yes, him off the TV). Joe has had a long-time interest in mental health, and we look forward to matching his unique skillset with AWARE's message.

Hopefully, by this time next year, virtual meetings will be for convenience and not necessity.

Our Vision

A future where everyone can talk about their mental health openly, access services appropriate to their needs and develop the skills and knowledge to maintain positive mental health.

Our Mission

- To promote emotional health & wellbeing
- To help people build resilience & maintain positive mental health
- To ensure people with depression, anxiety and bipolar disorder are aware of and can access appropriate support
- To increase public understanding of depression and reduce the stigma surrounding the illness

Our Values

Above all else, we value our service users. We will treat everyone with dignity, respect and compassion. We are transparent in all our work and accountable to our stakeholders.

Dignity, Respect & Empathy

We will treat each other and our service users with dignity, respect and empathy.

Integrity, Professionalism & Transparency

We are committed to the highest standards of professionalism, honesty and openness in all aspects of our work.

Innovation & Excellence

We are committed to providing high quality services and to being innovative for the benefit of people using our services.

Our Behaviours

- We will respect everyone we come into contact with
- We will listen non-judgmentally
- We will be positive, polite and professional in our dealings with people
- We will do what we say we will do
- We will foster a culture that is caring and compassionate

Our Ethos

User-Led

Those who best understand the challenges faced by people living with depression, anxiety or bipolar disorder are those who have also been affected by these illnesses. We therefore promote a strong user-led, self-help approach and the culture of the organisation is based on the active involvement of our service users, as well as staff and volunteers.

Volunteering

We place a high value on the importance of our volunteers who give up their time without financial gain to support others. We actively promote and reward volunteering across the work of the organisation.

Clinical Standards

The clinical excellence of our programmes is paramount to our service delivery. Clinical governance of all our programmes and external messages is rigorous and ongoing and this is embedded within the organisational culture.

Working in Partnership

We are committed to working with a wide range of groups including those based in local communities, those representing a particular community of interest and other sectoral organisations that work with people who may be experiencing mental health problems.

AWARE was founded by people with personal experience of depression, its negative impact on their lives and the lack of understanding and support available in the community at that time. This user-led ethos remains a key driver of the charity's work.

The charity's services currently include:

- Self-help support groups in most main towns in Northern Ireland
- Online support groups
- Telephone and email support services
- A wide range of free resources and fact sheets on various depression-related topics
- Free public talks and other events on depression and related issues
- Information Outreach events in communities across Northern Ireland
- Living Life to the Full, a unique life skills programme
- Mood Matters, an education programme delivered in schools, workplaces and community settings
- Mental Health First Aid training programme
- Mindfit, a programme delivered to sporting organisations
- Mindfulness programmes including Paws b delivered in primary schools
- An interactive website offering information and resources

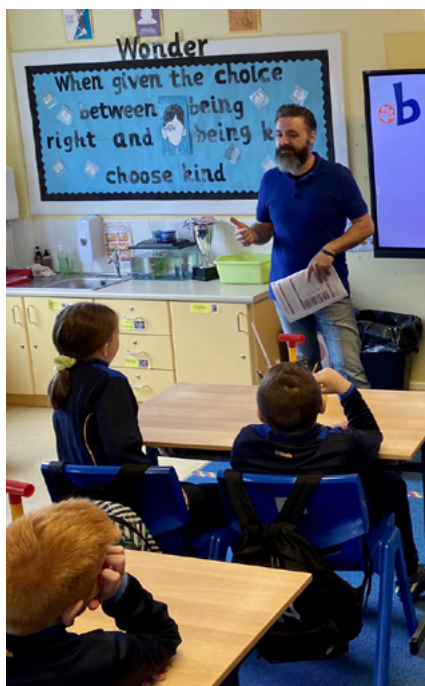
The Trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Education & Training

Despite all the challenges we faced throughout the year, the Education and Training department produced a wide range of resources and delivered various programmes face-to-face and via Zoom.

Our immediate responses to COVID-19 included moving our programmes online and producing and disseminating mental health resources via digital channels. We also developed a range of innovative videos encouraging people to look after their mental health during the lockdown. These were added to our YouTube channel and shared across our social media platforms and with community and third sector organisations.

A move to online delivery necessitated modifying programmes and training staff in using new digital platforms. This move enabled us to reach a broad cross-section of society, including 'at-risk groups' living in deprived areas, unemployed people, carers, and of course, those affected by COVID-19 restrictions.





There was an increase in programme enquiries from private sector companies, indicating an increased awareness by employers of the importance of looking after the mental health of their employees.

Further development of our online programme 'iamAWARE' has also taken place with the Queens University research team and we propose to pilot this to workplaces in the coming year.

We continued to work and explore partnership possibilities with various organisations, including Tinylife, Diabetes UK, MS UK, and NI Chest Heart and Stroke. We also collaborated with our partners in the 'Together for You' initiative, Positive Minds for Premature Parents and the Family Wellness Project.



Despite school closures, we managed to make considerable progress on our 'Mindfulness in Schools' project. We trained twenty-three people to deliver the 'Paws b' programme and delivered thirteen programmes to young people. We also provided programmes for teachers as part of a 'whole school' approach.

Sixteen 'Living Life to the Full' trainers were trained and completed the shadowing process, allowing them to deliver the programme for 21/22 both online and face-to-face.

Although it was not possible to deliver the expected numbers of our Parent and Baby programmes, we re-profiled this contract. We managed to provide four Mental Health First Aid programmes to those working with our target group and four follow-on Living Life to the Full programmes for new and expectant parents. We also widely disseminated our 'Looking after the Mental Health of you and your Baby' booklet.

We worked closely with the Public Health Agency to review and revise the content of Mental Health First Aid, and the new programme is due to be rolled out from July 2021.

492

Courses delivered
to **7,840**

Members of the community in schools, colleges, sports clubs, workplaces & community settings.

Delivered	Course	Attendees
96	Mood Matters Young People	2,100
66	Mood Matters Adult	900
30	Mood Matters Parent & Baby	200
41	Mood Matters in the Workplace	800
54	Living Life to the Full	600
61	Mental Health First Aid	800
13	Mindfit	250
108	Mindfulness Programmes in the Workplace and Community	1,690
13	Paws b Mindfulness Programmes in Primary Schools	300
10	Information Talks	200

Support Services

AWARE's support services continue to be of enormous importance to the charity's remit in supporting people affected by depression, anxiety and bipolar disorder.

The pandemic has presented the team with a challenging year. However, they have responded excellently and kept our service users connected and supported. While we had to close our face-to-face support groups for a while, we developed WhatsApp and Zoom groups for most of our local support groups. We also set up a Northern Ireland-wide weekly online group on Zoom. We ended the year with over half of our face-to-face support groups operating again, with plans to reopen the rest in the coming months.

We have also developed a new check-in support call service for our existing support group members who cannot access WhatsApp or Zoom groups, and this has proved extremely helpful. We continue to innovate and develop new ways of working. We now have some blended models that can be accessed either online or in-person, making our services more accessible to a broader range of service users.

We surveyed our group members over the first fifteen weeks of the pandemic to measure their change in mood, feelings of isolation and anxiety levels, as well as their feedback on AWARE's new virtual support services. QUB partly funded this survey, and AWARE presented a findings report.



- We have 24 support groups which include two online groups.
- We are liaising with local community representatives in Larne, Antrim and Ballymena to develop three new support groups. In Antrim, we now have four newly-trained facilitators and have secured a venue for the group.
- Attendance at support groups increased this year to 7,509
- We have had 1,216 support mails this year – a 100% increase from the previous year.
- We answered 737 support calls this year.
- We delivered 1,107 check-in support calls to our existing support group members.
- We delivered 52 Information Outreach events mainly via Zoom, with 9,818 attendances.
- In partnership with the Women's Resource and Development Agency, we delivered Peer Facilitator Training to eight Maternal Advocacy Peer Workers.
- We developed a support group for students at Ulster University using Zoom that operated for six months with great support from students and the university student wellbeing service.
- We are talking with local youth-led charity Pure Mental NI to explore developing support groups for young people in schools and regionally.
- We delivered our updated 2-day training to our volunteers
- We had 125 volunteers who helped us deliver our support services and fundraising events.

Communications

It has been another very busy year for the AWARE Communications Team. We have been increasing the public profile of AWARE by promoting our key messages around mental health and raising awareness of our services.



As the charity's services and programmes have moved online, we have worked hard to promote them across our digital channels. Despite the challenges presented by the pandemic, the reach of our social media platforms, our online presence and our press coverage have been continuing to grow, and AWARE remains the most-followed mental health charity in Northern Ireland on social media.

The team has been running awareness campaigns throughout the year and creating engaging video content to promote the key messages and work of AWARE. For our Men's Health Week campaign in June 2020, we gathered emotive video content from hundreds of men to encourage others to open up about their mental health. The campaign reached 688,000 people and was shared widely by local celebrities, politicians and public and private sector organisations.



AWARE's 'Express Yourself' children's mental health poetry competition, funded by the Community Foundation for Northern Ireland, launched on Children's Mental Health Week (1–7th Feb 2021). The campaign saw engagement from over 100 schools across Northern Ireland. The feedback from teachers, pupils and parents has been excellent, and we're proud to be starting conversations about mental health within classrooms across the country. We have produced a fantastic children's book from this campaign, which we are distributing as a mental health resource to schools across the region. We hope to rerun this campaign next year and make it even bigger!

As we celebrate 25 years of AWARE, the team has launched a social media and billboard campaign to mark the anniversary. The campaign features AWARE's key messages of support and education paired with fresh, exciting visuals and has been a welcome shake-up of our brand's aesthetic. The campaign promotes our three core departments: Support Services, Education and Training, and Fundraising while driving traffic to our website.

The AWARE website continues to be a vital resource for people seeking further information on how to look after their mental health and avail of our services. Analytics show a consistently high number of weekly visitors (around 1,500–2,000). We look forward to the development of our new website this year and anticipate an even higher volume of traffic when this is complete.

Overall, during 2020-21:

- Our website had 276,249 page views and 83,732 users
- Our network of Facebook followers reached 22,242
- We reached 8,936 followers on Twitter
- Our Instagram community reached 4,452 followers
- Our YouTube channel recieved 14,044 views
- AWARE appeared in 827 online & press articles
- We featured in 12 radio & TV interviews.

Fundraising

In what was one of the most challenging years we have ever faced, during 2020/21, £612,890 was raised by AWARE through voluntary fundraising activities and donations.

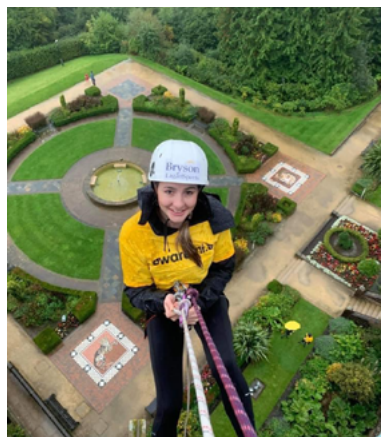
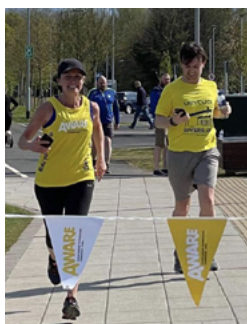
Although this was approximately a 2% reduction in fundraising income from 2019/20, it was an incredible amount raised in such unprecedented circumstances and highlighted the overwhelming importance placed on mental health. Fundraising continues to develop, mainly due to an ever-increasing profile generated through ongoing fundraising, engaging and diverse AWARE events, increased corporate partnerships and our close working relationships internally with our Support Services and Education and Training teams.

As a result of COVID-19 and the need to move to an online way of working and interacting, we successfully adapted our fundraising strategy to a more virtual approach. In doing so, we were able to interact with and support a broader range of people.

At the start of the pandemic, our primary focus was on supporting our donors and corporate partners by checking in with them and sharing AWARE's resources. We launched our first-ever virtual fundraising campaign (#HomeAndAWARE) in May to coincide with Mental Health Awareness Week. The campaign raised over £10,000.

In June, we launched our 'Stand up for Men' campaign to raise awareness of men's mental health. It raised over £1000 and enabled us to deliver Men's Mood Matter workshops during June 2021. Our Mood Walks also went virtual this year! It was wonderful to see photos of people, friends and colleagues walking together safely, following guidelines and enjoying themselves. Our virtual Mood Walks raised almost £12,000 and proved so popular that we plan to continue the virtual option from now on!





In line with COVID restrictions and guidelines, we held two Belfast Castle Abseils during the year, which raised £3,804. Our Slieve Donard Trek to mark World Mental Health Day could also proceed safely with reduced numbers and appropriate safety measures in place. It proved to be an incredibly successful event raising £17,300. Unfortunately, we cannot proceed with our Grand Canyon Trek this October, but we are excited to launch our Cambodia Trek in October 2022. We look forward to working closely with participants on what will surely be a trip to remember!

We were delighted to secure several new partnerships despite the challenging year, including our leading 25th-anniversary partner, Danske Bank. AWARE enjoys a mutually beneficial partnership with all of our corporate supporters. Our corporate partners give fantastic and encouraging feedback on our services, and many benefit from our education and training programmes and volunteering opportunities. We cannot thank them enough for their continued support and dedication in promoting positive mental health in the workplace.

Income from trusts & foundations continues to increase. We were delighted to receive support from the Community Foundation for Northern Ireland through the Keadue Fund for

our work in Derry and Strabane and through the Community Arts Fund for our 'Express Yourself' Children's Mental Health Poetry project. In response to Covid, many funders have made additional monies available to enable us to continue to provide and adapt our services as needed.

We are particularly grateful to the Bank of Ireland and the Department for Communities' COVID – 19 Charities Fund delivered by The National Lottery Community Fund for their support.

Our Community Fundraisers demonstrated their creativity, innovation and determination throughout the year by taking part in various personal challenges and virtual activities such as static cycles and rows, stair climbs, steps challenges, selling mindfulness books and head shaves. As marathons and other events were cancelled, many supporters took to their streets to raise funds for AWARE and, at the same time, prioritise their own mental health.

Fundraising remains a strategic priority for AWARE with a new 2021/22 strategy in place for the financial year, focusing on celebrating 25 years of AWARE and introducing Gifts in Wills. We can't thank our partners, supporters, event participants and donors enough. Their passion, commitment and dedication are both inspiring and humbling – we couldn't do what we do without them.

Financial Review

Total Income

£1,364,868

Donations & Gifts	£ 608,416
Grant Funding	£ 386,453
Trusts & Foundations	£ 203,392
Workshops & Courses	£ 50,718
Investments	£ 111
Other	£ 115,778

Total Expenditure

£1,015,339

Charitable Activities	£749,109
Raising Funds	£266,230

Free Reserves

£859,651

Free reserves as of 31st March 2021 are £859,651. The Trustees continue to strive to build a general level of reserves following the upper level of the target so that they can continue the charity's current activities. The charity holds monies in addition to these reserves, which have been designated for specific purposes to support service expansion in 2021/22 and beyond.

These include:

- **£22,000** for the further development of our eLearning platform
- **£30,000** for additional programme delivery staffing costs
- **£87,000** for the delivery of community based mental health awareness programmes
- **£8,000** to pilot a Psychological Wellbeing Practitioner programme
- **£7,500** to continue three support groups that have no statutory funding stream
- **£10,000** for specific research on the efficacy of our support groups

The total income for the year was £1,364,868, of which £357,474 was generated from contracts and grants, £50,718 from the provision of non-funded workshops and courses and £945,327 from donations, trusts and foundations, legacies and fundraising activities. Total expenditure was £1,015,339, of which £749,109 was expended on direct charitable activities and £266,230 on raising funds. At the beginning of the year, £180,000 was set aside in designated funds regarding staff recruitment fund and redundancy fund. The Trustees have set aside an additional £164,500 to designated funds to support service expansion. Therefore total designated funds at the year-end amount to £344,500.

The Trustees consider it prudent to hold monies in reserve if unforeseen circumstances should lead to financial difficulties, which might jeopardize the future of its employment capacity, users' wellbeing, and general charitable work. This has never been more needed than this year when with the impact of COVID-19, many charities found themselves in dire situations. In this unforeseen context, AWARE continued to offer our range of services (albeit in an altered format) and remained financially secure.

The Trustees have examined the charity's requirements for reserves in light of the main risks to the organisation and established a formal policy that stipulates that free reserves be maintained at a level that ensures that the charity's core activity could continue during a period of unforeseen difficulty. The Trustees define free reserves as unrestricted income funds freely available for use as the charity determines and excludes any funds committed, invested in tangible fixed assets held by the charity and restricted or designated funds.

In light of the current circumstances and the impact of COVID-19, the Trustees have reviewed the charity's reserves policy and updated it so that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between 6 and 9 months expenditure. The Trustees consider that reserves at this level will ensure that in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised. Based on 2020/21 expenditure (excluding depreciation) of £1,008,300, the target level of reserves is £ 504,150 to £756,225.

Plans for the Future

While 2020 created many challenges in dealing with the impact of COVID-19, it also opened opportunities for AWARE that we plan to build on going forward.

We focused attention on providing alternative delivery methods across all our services, moving from face-to-face delivery to online platforms. We learnt that there is an audience who, for various reasons, want to engage with our services online rather than in person. We extended our reach in 2021 due to the provision of these online services, and this will be a significant strand of our work from now on, alongside the reopening of face-to-face services as the climate allows.

2021 marks 25 years of AWARE. This is a significant landmark in the organisation's life. We want to recognise the support we have provided to those affected by depression and bipolar

disorder over these 25 years. Without AWARE, many individuals and their families may have found themselves without their needed support and understanding. We will be recognising this milestone through a series of events across the year – this has already included our billboard campaign and our children's poetry competition, 'Express Yourself.' Later in the year, we are planning for a 25th-anniversary celebration event in Derry.

We will continue to work on our '2019–2024 Strategic Plan' that identifies key themes and sets out a challenging programme that will improve the services we offer.

Priorities for this year will be:

- Expanding our offerings for workplaces
- Extending our e-Learning platforms
- Diversifying support groups by enhancing the online support group and developing youth-focused groups
- Collaborating with Further & Higher Education institutions on their wellbeing strategies
- Development of programmes targeted at 11–14-year-olds
- Expanding our provision of free community-based mental health awareness training
- Raising the profile of mental health issues through our Investors in Mental Health initiative, conferences and campaign.

With the support of many who contribute financially to AWARE, we look forward to achieving these bold ambitions. Key to this is supporting a culture within which all staff, volunteers and supporters live by the organisation's values and prioritise treating everyone with dignity, courtesy and respect. To this end, we will continue to expand our process of staff engagement.



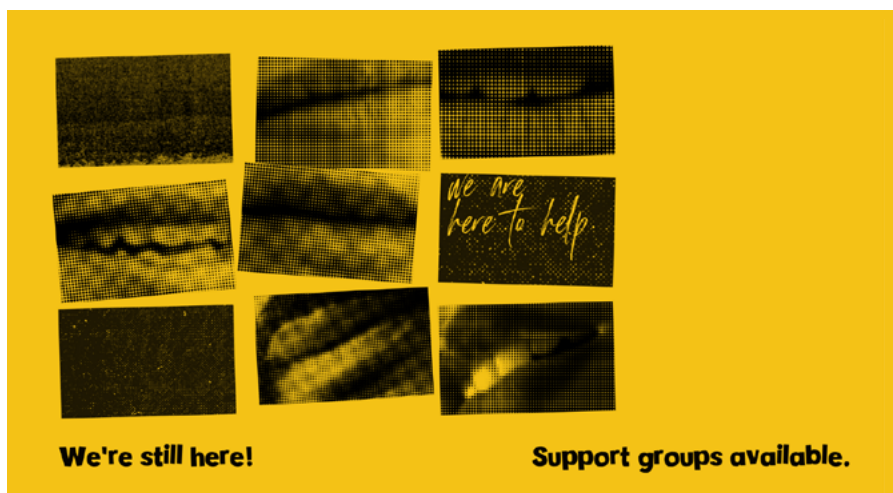
Impact of COVID-19

As expected, the impact of the pandemic for AWARE has been significant. The demand for our services increased due to the pressure on the population's mental health, and our mode of service delivery had to adapt quickly.

Being unable to deliver our support groups and training programmes face-to-face, AWARE has offered a range of online facilities to provide support. These have included extending our digital services, promoting online resources and factsheets, video content, online mindfulness courses, and support groups facilitated using zoom and WhatsApp. These are evaluated, and feedback to date has been positive while acknowledging that they could be a complementary rather than replacement for our face-to-face services in the long term.

We have enabled our staff to work remotely and limit their contact with users and other team members to mitigate the risk of COVID-19 transmission.





AWARE made use of the government furlough scheme intermittently for most staff. Many of the staff were initially on furlough for a short period; however, by August 2020, the team was mainly working their total contract hours.

In the longer term, the pandemic has afforded us the time to diversify our services. Conversations about the provision of online/virtual services have been prioritised as a necessity. We have seen the benefit of these with a new client demographic using the AWARE services. As we advance, this will impact our business plans as these newly-developed online services will become part of our offering, alongside face-to-face services when these can fully resume.

AWARE has successfully continued its fundraising activities through the period, albeit in an adapted fashion. A series of virtual events replaced significant fundraising events, and we were overwhelmed by the community support, which saw an increase in local fundraising activities. While there was a slight reduction in planned fundraising income, this was not the devastating decrease we had feared.

While COVID-19 presented an uncertain future, AWARE Trustees continued to monitor our income and reserves, risk assessed our operations, supported the diversification of our services to enable continued operating, and encouraged applications for appropriate COVID grants and the use of the furlough scheme.

Structure, Governance & Management

Aware Defeat Depression (AWARE) is a company limited by guarantee and accepted as charitable by HMRC under reference XR 11534. The company was incorporated on 7th February 1996. The company was established under a Memorandum of Association which established the objects and powers of the company, and is governed by its Articles of Association. The liability of members is limited in that every member of the company undertakes to contribute an amount not exceeding £1 in the event of the company being wound up.

The Trustees, who are also the directors for the purpose of company law, and who served during the year and up to the date of signature of the financial statements, were:

- Mr Bernard McAnaney
(Chairperson)
- Ms Linda Megahey
(Treasurer)
- Mr Brendan Armstrong
- Dr Patrick McKeon
- Mrs Helen McDonnell
- Mr Gordon McElroy
- Mr Malachai O'Hara
- Dr. Josephine Deehan
- Mr Jarlath McCreanor
- Mr. Joe Mahon
(Appointed 21st October 2020)
- Dr. Maria Kee
(Appointed 29th March 2021)
- Mr. Owen Crilly
(Appointed 24th May 2021)
- Dr. Maria Kee
(Appointed 29th March 2021)
- Ms. Lynda Bryans
(Resigned 21st May 2020)
- Mrs Petra Wolsey
(Resigned 13th Aug 2020)

Recruitment & Appointment of the Trustees

The charity's Trustees are also Directors of the company. A Trustee is initially elected for a term of three years in accordance with the Memorandum and Articles of Association. Trustees may be re-elected if they are so willing and accepted by the Board, serving up to a maximum of nine years.

Corporate & Clinical Governance

The Board ensures the organisation is compliant with the relevant legislation and good practice. To facilitate this, the Board supports a Clinical Governance and Finance Support group. The Board also engages service users directly through our Advisory Council structure. This council meets quarterly to reflect on the activities of the organisation and provide input to the Board on the effectiveness and potential improvement of these services.

The Board has in place a schedule for the regular review of all programmes of work, policies and procedures and is currently working on the development of an ethical policy in respect of our fundraising initiatives and partnerships.

Organisational Structure

The Board of Trustees are responsible for the administration of the charity and meet on a quarterly basis. The Board has appointed a Chief Executive to manage the day-to-day operations of the charity. The Chief Executive has delegated authority, within the terms of delegated approval, for operational matters including employment, project delivery and budgetary management.

Directors' Induction & Training

All new Directors are given an induction by the Chairperson and Chief Executive and provided with an induction pack which includes the following documents:

- Strategic plan
- Descriptions of the role of Directors and/ or Office Bearers
- Profile of the charity
- Charity literature
- Staff profiles and biographies

In addition, Directors are offered training in Committee Skills provided by NICVA and, where relevant, company secretarial training.

Risk Management

In accordance with good practice, the charity has developed a Risk Management Policy and completed a risk assessment. A corporate risk register has been drawn up to prioritise the risks requiring action. The risk register is reviewed and updated on a quarterly basis or as soon as a potential risk is identified. Analysis for each risk is detailed in the risk register together with the controls currently in place to mitigate the risk and the further actions required to minimise the risk.

Auditor

Moore Stephens (NI) LLP were appointed as auditor to the company and a resolution proposing that they be re-appointed will be put at a General Meeting.

Disclosure of Information to Auditor

The Trustees' Report was approved by the Board of Trustees.

Thank-you

We want to thank our staff, volunteers, service users, supporters, fundraisers, donors, ambassadors, campaigners and partners for all they have done to support AWARE this year. We appreciate your ongoing efforts to make AWARE a great organisation, and we wouldn't be where we are without you all. We look forward to working together again next year to promote positive mental health in Northern Ireland.



24

Support Groups
across Northern Ireland
providing information,
education & support to:

7,509

Support Group Attendees.



inc. 2
Online
Support
Groups

3 New Support Groups
in development
for Larne, Antrim and Ballymena



215,000

People reached through
our digital resources



1107
Check-in
Calls made



1,216
Support Mails
answered



737
Support Calls
answered

492

Courses
delivered
to 7,840

Members of the community in schools, colleges,
sports clubs, workplaces & community settings.



125
Active Volunteers



52
Outreach Events
Attended by over 9,818 people.



102
People Trained
to deliver our services

96
/ 2,100

Mood Matters Young People

Giving 14-18 year olds the knowledge and skills to maintain good mental health and build resilience in order to better deal with problems and challenges.

66
/ 900

Mood Matters Adult

Gives participants knowledge and skills which can be used to maintain or regain good mental health and build resilience to deal with life's challenges.

30
/ 200

Mood Matters Parent & Baby

Delivered to expectant mothers and parents of babies under 3 years. With a strong emphasis on looking after the mental health of both parent and child.

61
/ 800

Mental Health First Aid

Mental Health First Aid is provided to a person in a mental health crisis, until appropriate professional treatment is received.

41
/ 800

Mood Matters in the Workplace

The AWARE Mood Matters in the Workplace programme is a mental health awareness programme for employees and is delivered onsite in workplaces.

54
/ 600

Living Life to the Full

Living Life to the Full uses CBT techniques to teach participants how to manage their feelings when they are stressed, worried or depressed.

13
/ 250

Mindfit

MindFit is a 90 minute session delivered to a range of sports groups and can be tailored to all sports and activities for adults and those aged 14-17 yrs old.

108
/ 1680

Mindfulness Sessions

Delivered in weekly 2 hour sessions for 6 consecutive weeks (or 2 full days). Learn coping techniques and share/learn confidentially from others in your group.

13
/ 300

Paws b

Paws b is a Mindfulness Programme for Primary Schools. Taught to 7-11 year olds it is adapted from the 'b' mindfulness curriculum for Secondary Schools.

£945,327

Raised through donations, trusts, foundations,
legacies and fundraising activities.

Thanks

£10,604

by Home & AWARE Campaign

£17,300

by 84 Slieve Donard Trekkers

£9,253

by 16 Sky Divers

£1,046

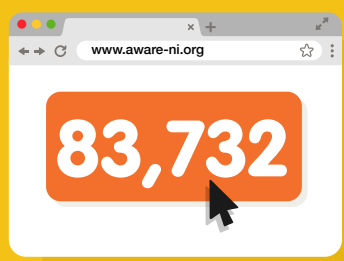
by Stand up for Men Campaign

£3,083

by 18 Belfast Castle Abseilers

£11,483

by Virtual Mood Walkers



83,732
Website Visitors



12
TV & Radio Interviews



827
Press & Online Articles

Facebook Followers
22,242
An Increase of 15.6%

Twitter Followers
8,936
An Increase of 13.6%

Instagram Followers
4,452
An Increase of 112%

Youtube Views*
45,164
An Increase of 45.1%
*Total all-time views

thank you

We want to thank our staff, volunteers, service users, supporters, fundraisers, donors, ambassadors, campaigners and partners for all they have done to support AWARE this year. We appreciate your ongoing efforts to make AWARE a great organisation, and we wouldn't be where we are without you all. We look forward to working together again next year to promote positive mental health in Northern Ireland.

AWARE
OVERCOMING DEPRESSION.
CHANGING LIVES.