



ANNUAL REPORT

2017/18

www.aware-ni.org

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A WORD FROM THE CHAIRMAN



Welcome to the AWARE Annual Report for 2017/18. Can I firstly acknowledge the tremendous effort made by our volunteers and staff throughout 2017/18 and the continued support of my fellow Trustees. We faced quite a few challenges during the year, not least of which was the resignation of our CEO, Siobhan Doherty, in January 2018. On behalf of AWARE, I would like to thank Siobhan

for her leadership during her tenure as CEO and wish her well for the future. Sadly, Elizabeth Ward, one of our longest serving Trustees and a staunch supporter of AWARE, died in July 2017. Elizabeth was an integral part of the AWARE family from the very early days in Derry and will be dearly missed. We welcomed three new Trustees – Petra Wolsey, Laura Lynch and Dr Phil Campbell and we said farewell and thanks to Leo Donaghy who resigned from the Board in August 2017.

At our last AGM we recorded an end of year deficit of £60k; however I am delighted to report a surplus of £66,634 for 2017/18 and to acknowledge the dedication of our Fundraising Department, all our staff, volunteers and corporate partners who together managed to raise an impressive £391,735 in donations. Coupled with the income generated by our Education and Training programmes, AWARE's financial health has improved but, of course, the improvement must be

sustained. Twenty two years after that first support group met in Derry, this year's Annual Report highlights just how far we've travelled.

Our Education and Training Department reached 16,546 people through their range of programmes. Support Services have 25 Support Groups which reached over 5,000 people; telephone and email support reached nearly 1300 people and through community outreach events we reached a further 40,646. The mindfulness programme had 2690 participants and we hosted a very successful conference 'Free Your Mind' which highlighted Paws b - Mindfulness in Schools Project. We have over 20,000 people following us across various Social Media Platforms with over 12,000 likes on Facebook. We had 124 radio interviews, 5 television appearances, over 500 newspaper articles and our public awareness campaign, *#iamaware*.

We should all reflect on 2017/18 proud of what AWARE has achieved to date yet committed to delivering our services to an even wider public.

To our volunteers, staff, sessional trainers and fellow Trustees my message is simple – keep doing what you're doing, AWARE is making a positive difference to lives of those suffering from depression and bi-polar disorder. We are overcoming depression and changing lives.

**Mr Bernard Mc Ananey,
Chairperson**

EDUCATION AND TRAINING



Our Education and Training team delivered the following programmes across Northern Ireland during this year:

- 309 Mood Matters Young People programmes to 9270 young people
- 140 Mood Matters Adult Programmes to 2800 people
- 96 Mood Matters Parent and Baby programmes to 576 people
- 60 Mood Matters in the Workplace programmes to 1800 people
- 55 Living Life to the Full programmes to 1100 people
- 50 Mental Health First Aid programmes to 1000 participants.

These programmes were delivered to a wide range of target groups in various settings including schools, colleges, universities, youth centres, hospitals, sports facilities, local community settings, workplaces and prisons.

We worked with a number of 'at risk' people including those living in the most deprived areas, unemployed people, carers, prisoners, members of the LGBT community and Travellers.

We continued to collaborate and work in partnership with a range of private, statutory, voluntary and community organisations. Through the Family Wellness Project we delivered programmes to the carers of young people experiencing emotional difficulties.

We worked in partnership with Tinylife to further develop and adapt our Mood Matters Parent and Baby programme for parents of premature babies.

We also worked with Ulster GAA to develop a tailored programme for young people called 'Mindfit' and delivered 18 sessions across NI. In partnership with First Trust Bank and our sister organisation Aware ROI, we developed an online 'iLearn' mental health programme which was piloted with great success to bank staff.

SUPPORT SERVICES

Support services including our Support Groups, information outreach events, telephone support and support mail, public talks and volunteers



continue to be of huge importance to us in supporting people with the illness of depression, bipolar disorder and their carers and families.

This year saw an increase in the delivery of all these core services that reach out to people across Northern Ireland.

- **Support Groups** - we opened a new support group in the Waterside area of Derry this year. We launched an online support

group using Skype technology following a very successful collaborative research project with Queens University. This online support group has enabled us to reach out to new members of the public who were unable to come to our face to face groups. The online group now operates weekly on Tuesday afternoons. This brings our total number of groups to 25 operating throughout Northern Ireland.

- **Attendance at Support Groups** - this reached 5303 people, an increase from previous year and continuing to show an increase in attendance from men.
- **Telephone Support and Support Mail** - we answered 835 telephone support calls and responded to 462 support mail requests, providing them with information, advice and support about AWARE's range of services.
- **Information Outreach** - we attended 89 community outreach events this year with approximately 40,646 people having direct access to our information resources. This included 2 GAA championship games.
- **Public Talks** - we hosted two Public Talks, one in Derry and the other in Bangor with 135 people attending and received very positive feedback from all participants.

VOLUNTEERS

We have a very dedicated team of 125 volunteers helping us deliver all our support services and fundraising services. The continued support of all our volunteers and AWARE Ambassadors is essential to helping us deliver all our services regionally. Without their tireless commitment, it would be difficult to maintain this essential service to communities across

Northern Ireland. We wish to acknowledge all the hard work of all our volunteers and ambassadors and to thank them all for their continued support. The positive feedback we receive from the general public who use our services is down to the dedication of all our volunteers.

MINDFULNESS



This is AWARE's third year of delivering Mindfulness in Northern Ireland - we are pleased to announce

our ongoing growth and success. The number of programmes/workshops delivered and participants involved exceeded the 2017/2018 target and are outlined below:

- 40 programmes
- 88 workshops
- 2690 participants

The programme target has been met through the additional delivery of Paws b (12 programmes were delivered during 2017/2018) and an increase in delivery of mindfulness workshops. Due to the exceptionally high number of mindfulness workshops, (being 38 over-target) we are aware that further plans need to be in place to meet and grow capacity

and also reduce travel expenses through the possibility of training workshop facilitators. The number of participants is higher than forecasted due to the demand for mindfulness workshops which can accommodate larger groups.

New Partnerships

In 2017/18, we were successful in creating new partnerships and securing large contracts with the Department for Communities, PBNI, PSNI, CUNHAM and Mindfulness in Schools Project.

Paws b Conference



Paws b, designed and licensed by the Mindfulness in Schools Project, was the focus of the Mindfulness in Schools Conference: Free Your Mind, which took place on

Monday 26 February at Crumlin Road Gaol, Belfast. The conference included an opening address from the AWARE Chairperson, overview of a Paws b lesson, reflections from Principals Heather Watson, Phoenix Integrated Primary & Nursey School, Cookstown and Fiona Kennedy, St Columba's Primary School, Straw, on the impact that Paws b has had in their schools.

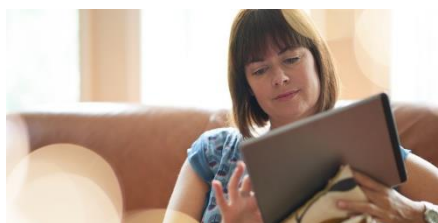
RAISING OUR PROFILE



We are delighted to report a 3% increase in our public profile this year. This increase is a fantastic achievement for the whole organisation and is testament

to the hard work of AWARE staff, volunteers and sessional trainers. The website received almost a quarter of a million page views and continues to be a vital resource for people seeking further information on depression and the services offered by AWARE. The outdoor *#iamaware* campaign went live during this year with billboards and bus shelter advertisements divided between Derry/Londonderry and Belfast.

Social Media



AWARE has a strong presence across five Social Media Platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn with a combined following of over

20,000. The Facebook account has over 12,000 likes; the Twitter account increased to almost 6,300 followers and the Instagram peaked at just over 900 followers in its first year. AWARE continues to produce unique, informative and shareable content in-house for the Social Media channels which resonate with our followers.

Media Coverage

During the year, we had a combined total of 124 Radio Interviews and five Television appearances. We had over 500 articles in papers throughout Northern Ireland. AWARE's presence in local and regional media is fantastic and we are now the first port of call for many news desks when they

are covering a story on Depression. On World Suicide Prevention Day and World Mental Health Day this year, we featured on the news bulletins throughout the day on Cool FM, Q Radio and Downtown.



FUNDRAISING

In 2017/18, £391,753 was raised by AWARE through voluntary fundraising activities and that equated to approximately a 57% growth in fundraising income from 2016/17. The fundraising strategy is working and is constantly reviewed to ensure continued growth of the charity.



The events portfolio has remained static this year with our four Mood walks that took place in Belfast, Derry/Londonderry, Omagh and Portstewart. We also held our annual adrenaline events which included a Zipline, a Skydive and an Abseil. The Slieve Donard Trek on World Mental Health Day proved to be as popular as ever and raised almost £9k. The

New Year's Splash was again another success raising almost £5k.

The Corporate Fundraising end of the charity continues to grow and AWARE is delighted to have been successful in securing and continuing to work with many corporates including IKEA, Dowds Group, Ernst & Young, Belmore

Dental, DuPont, FSU, Argento, Terex, Tesco, Europa Hotel, Culloden Spa, Turkingtons, Ulster GAA, Medical Communications Ltd, Toals Bookmakers, Allstate, ESB Electric Ireland, Medical Communication Ltd, O'Neill's International Sports, The Bullitt Hotel, NICS, and Maxol.



Our corporate partners continue to give us fantastic feedback about how engaged their staff are in supporting a mental health charity. Moving on into the new financial year we are excited to see this area of the charity expand and

grow even further.

Fundraising is a strategic priority for AWARE and we are hugely grateful to everyone who participated in our events, organised their own events or donated to us throughout the year. This is the only way we can help more people with the illness of depression and we are grateful for all your generosity.

FUTURE PLANS



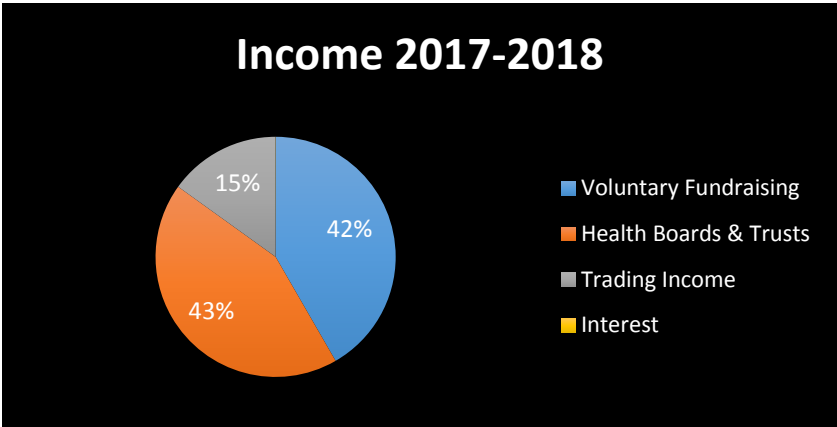
Supporting people with depression and bipolar disorder is core to everything we do. We will be continuing to review our services against the needs of the communities we aim to support.

We will continue to increase our sustainability through the delivery of a fundraising strategy to raise funds from the community in NI. We are continuing to increase the public profile of AWARE and ensure that more people are aware of the services we offer. This will ensure that we are meeting our strategic aim of reaching out and supporting more people.

We will continue to liaise with service users and work in partnership with other organisations in the statutory, voluntary and community sectors to ensure that our services meet the needs of those who seek our help.



INCOME



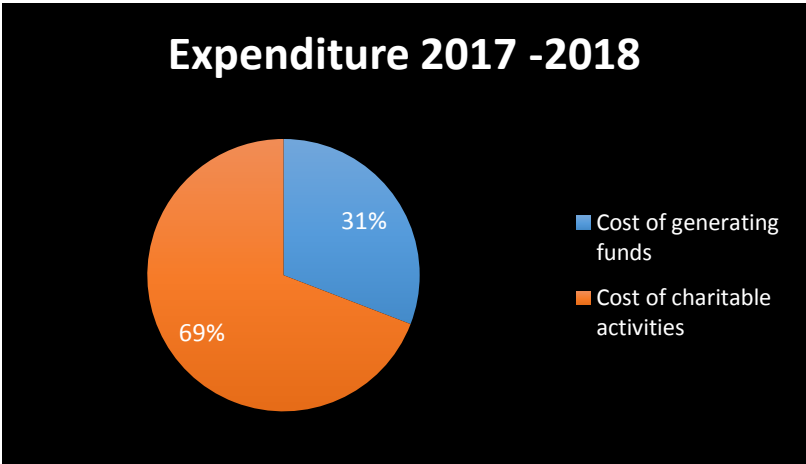
Income

Voluntary Fundraising	£391,753
Health Boards & Trusts	£406,654
Trading Income	£141,473
Interest received	£249

Total	£940,130
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We were unable to mention all donors and funders but would like to extend our thanks to them all for their support.

EXPENDITURE



Cost of generating funds	£269,469
Cost of charitable activities	£604,027

Total:	£873,496
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AWARE is the Depression Charity for Northern Ireland.

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AWARE
**OVERCOMING DEPRESSION.
CHANGING LIVES.**