

Annual Report

2018/19

AWARE
OVERCOMING DEPRESSION.
CHANGING LIVES.

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

The Trustees present their report and financial statements for the year ended 31 March 2019. The accounts have been prepared in accordance with the accounting policies set out in note 1 to the accounts and comply with the charity's governing document, the Companies Act 2006 and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)"

aware-ni.org

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Aware Defeat Depression, known as AWARE, 15 Queen Street, Londonderry, Northern Ireland, BT48 7EQ
Company No: NI 30447. Registered with the Charity Commission for Northern Ireland : NIC100561

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Welcome



**From our Chairperson,
Bernard McAnaney**

Welcome to the AWARE Annual Report for 2018/19. It's been another exceptionally busy year for AWARE. In fundraising and across the range of programmes and support services offered by the charity, targets have been met and surpassed.

Our Support Services now has 125 active volunteers including support group facilitators whose personal experience of anxiety and depression is an invaluable resource to the 25 support groups now meeting across the country. Nearly 800 education and training programmes were delivered to 12,000 people during the year. Our website had over 250,000 page views and we continue to attract new followers across Facebook, Twitter and Instagram. These achievements are the result of the hard work and commitment of our volunteers and staff who between them engaged directly with over 17,000 people not to mention the hundreds who heard the AWARE message via public talks, outreach and fundraising events.

Of course all of this activity comes at a cost. Last year that was just over £870,000 and, whilst the income generated from contracts and the sale of our education and training programmes is significant, AWARE could not survive in its present state without the increasingly generous donations from individuals, groups and businesses. Thanks in no small measure to the efforts of our fundraising staff and all of you who promote AWARE's work, just short of £570,000 was raised in 2018/19, over double the total for 2016/17.

In November 2018 we were delighted to welcome Karen Collins, our new Chief Executive Officer, to AWARE. Karen hit the ground running and in January 2019 and, with support from the Board, began work on our five year strategic plan. From the outset it was the Board's clear intention that the process should be as inclusive as possible and, in that regard, I believe the format of workshops and the online survey enabled us to achieve that goal.

The workshops were facilitated by a number of our Trustees and, like them, I was impressed by the numbers who made the effort to participate. We now have a unique resource of observations and opinions based on personal insights and experiences which will help shape AWARE's vision for the next 5 years.

During the year we said goodbye and thanks to Trustees James Mc Ginn, Katherine Mc Closkey and Dr Phil Campbell and we welcomed three new Trustees, Helen Mc Donnell, Gordon McElroy & Malachai O'Hara.

Finally can I record my personal thanks to all our volunteers, staff, sessional trainers and fellow Trustees. On behalf of the many thousands struggling with anxiety, depression or bi-polar disorder, please keep up the good work. AWARE is making a positive difference and you are all overcoming depression and changing lives.

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 work currently includes:

- Self-help support groups in most main towns in Northern Ireland
- A dedicated support mail service
- A wide range of free publications and fact sheets on various depression related topics
- Free public talks and events on depression and related issues
- Living Life to the Full, using Cognitive Behavioural Therapy concepts to help participants improve their mental health
- Mood Matters education programme which promotes better understanding of depression and the importance of help seeking behaviour to a range of audiences including young, older people and new parents
- Mental Health First Aid programmes to enable participants to help others experiencing poor mental health
- Information Outreach
- Mindfulness programmes in workplaces and community settings and Paws.b Programmes in Primary Schools

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

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 and 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-judgementally
- We will be positive, polite and professional
- 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 affected by depression, anxiety or bipolar disorder are those who have been affected by it themselves. We therefore promote a strong user-led, self-help approach and the culture of the organisation is based on the active involvement of its 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 are 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 who work with people who may be experiencing mental health problems.

Our Objectives

The objectives of the charity as stated in the Memorandum of Association are to improve the quality of life of people with, or at risk, of depression and their carers in Northern Ireland. This is to be achieved by :

Relief

Relieving conditions of depression, bipolar and other mood disorders by the provision of mutual support, fellowship and counselling for persons who are or who have been suffering from such illnesses and their relatives.

Education

Educating the public regarding depressive illnesses by promoting and encouraging public awareness of such illnesses.

Research

Promoting research into the causes, treatment and prevention of depressive illnesses and the dissemination of the useful results of such research.

National Approach

Acting as a national organisation for all matters concerning the relief of sufferers of depression and manic depressive illnesses and their families.

Education & Training

Delivered	Course	Attendees	Where
250	Mood Matters Young People	over 5,000	in schools and other appropriate settings
140	Mood Matters Adult	2,500	in the local communities, workplaces & colleges
68	Mental Health First Aid	1,224	in workplaces, colleges, community settings & prisons
52	Mood Matters in the Workplace	780	to employees in the workplace
80	Mindfulness	1,050	in the local communities, workplaces & colleges
92	Mood Matters Parent & Baby	736	Parents & expectant parents in hospitals & community settings
50	Living Life to the Full	600	in community settings & prisons
20	Mindfit	360	Young people in sports clubs
10	Feel Good Project	70	members of the Travelling community

Our Education and Training Department delivered a wide range of programmes across Northern Ireland during this year.

Many of our programmes were delivered to 'at risk groups' including the unemployed, those living in deprived areas, carers, prisoners and members of the LGBT and Travellers communities.

A significant feature this year was the rise in the number of Mood Matters Workplace and Mental Health First Aid programmes delivered to private sector companies, which indicates an increased awareness by employees of the importance of looking after the mental health of their employees.

Partnership working continues to play an important role in our work. In the past year we continued to liaise with our 'Together for You' partners to raise the profile of mental health.

We worked with one of these 'Mindwise' partners to deliver our programmes through the Family Wellness Project. Our work with Tynylife continued also and, as a result of Big Lottery funding, we are now contracted to deliver our Parent and Baby Programme and Living Life to the Full programme to parents of premature babies.

We worked with Sport NI to highlight our MindFit programme and are now contracted to deliver this programme to a range of sports clubs and organisations. We have also collaborated with Diabetes UK to secure funding for us to develop and deliver a programme for their clients. In partnership with Queens University, we continued to develop our e-learning programme "#iamaware, which will be piloted to workplaces in the coming year.

Support Services

Providing information, education and support for those affected by depression and bipolar disorder.

Support Services including our support groups, information outreach, public talks, support calls and support mail, continues to be of huge importance to us in supporting people affected by depression, anxiety and bipolar disorder, their carers and families.

We increased our support groups this year and are currently running 25 groups which includes our new online support group using Skype technology. This new development has enabled us to reach out to people who are unable to attend our face to face groups.

- Attendance at support groups increased this year to 5,340 people.
- We answered 772 Support calls this year.
- We saw a 70% increase in support mail enquiries with 764 Support Mail enquiries answered.
- This year we had 125 volunteers who helped us deliver our support services and fundraising events.

125

**Active
Volunteers**



Outreach and Engagement

We held seven public talks this year - 2 on domestic and sexual violence in Derry and Belfast in association with Womens' Aid, 2 in Kircubbin with the South Eastern Health & Social Care Trust, 1 with Eating Disorders NI, 1 with Diabetes UK, and a first joint cross border public talk in Letterkenny with Aware from the Republic of Ireland. The public talks with ongoing support from Royal College of Psychiatrists attracted approximately 435 people.

On World Mental Health Day in Oct 2018, the AWARE Chairperson was interviewed on UTV News and BBC Newsline as a result of statistics which AWARE launched which show that 1 in 9 adults in Northern Ireland have a diagnosis of depression and that there has been a 60% increase in the number of adults diagnosed with Depression in the last five years in Northern Ireland.

This year we held 140 Information outreach events across Northern Ireland, attracting engagement from over 6,000 people.

The AWARE website had over a quarter of a million page views and continues to be the first point of information for many of our support group users and service users.

This year, the AWARE profile has increased with more and more people connecting to our digital and social media platforms. The AWARE Social Media has enjoyed continued success with an increase in the number of followers across Facebook, Twitter and Instagram.

AWARE's YouTube channel continues to be an excellent platform for people to watch video content related to Depression, Anxiety and Bipolar Disorder.

Fundraising

In 2018/19, £572,480 was raised by AWARE through voluntary fundraising activities which equates to approximately a 45% growth in fundraising income from 2017/18.

Fundraising continues to grow year on year and this is largely due to an ever increasing profile generated through ongoing fundraising, an increase in corporate partnerships and our training and education programmes. The biggest sources of income during 2018/19 were corporate fundraising and partnerships which contributed to 56% of the overall income. This includes 3rd party fundraisers, running events and AWARE events.

Corporate fundraising continues to grow and AWARE is delighted to have been successful in securing some fantastic new partnerships including Ulster Bank's One Week In June, The Bar Library, McAvoy Group, Radius Housing, Smiley Monroe, Connolly & Fee, Gallagher's Insurance and continues to work with many existing corporate partners such as Maxol, AbbeyBondLovis Insurance, GMcG, Bullitt Hotel, Dowds Group and RSA. Our corporate partners continue to give fantastic feedback and many are benefiting from our education and training programmes.

3rd Party & Community Fundraising continues to be very strong with an increasing number of individuals and community organisations choosing to support AWARE. Running events remain popular raising over £36,000 in 2018/19. Runs and other challenge events such as cycles and treks will be a big focus for 2019/20.





AWARE's events portfolio remains strong and continues to attract a large number of participants. Our three Mood Walks took place in Derry/Londonderry, Belfast and Omagh, highlighting World Suicide Prevention Day and raised £13,600. The Europa Abseil, Skydive and Zipline together raised £13,600. The Slieve Donard Trek to mark World Mental Health Day raised a record breaking £25,000 and proved extremely popular with our corporate partners. For 2019/20 the Fundraising Team are introducing two new events - Belfast Castle Abseil and Dragon Boat Race at Cutter's Wharf.

Fundraising remains a strategic priority for AWARE with a new 2019/20 strategy in place for the financial year. We can't thank our partners, supporters, event participants and donors enough. Their passion, commitment and dedication is just incredible, we simply couldn't do what we do without them.

Participants

655

Climbed

102km

Ziplined

3,658m

Abseiled

1,173m

Walked

2,500km

Raising

£52,200



On our 3 Mood Walks in Belfast, Derry/Londonderry and Omagh; The Europa Abseil; The Skydive; Zipline & Slieve Donard Trek.



Financial review

AWARE is ending 2018/19 in a strong financial position having increase reserves to an appropriate level and diversified income streams to secure a more balanced position of income from statutory sources, income from training delivered and support from fundraising events including corporates.



Total Income

£1,132,310

£415,528 : Grant Funding

£144,302 : Workshops & Courses

£572,480 : Donations & Gifts



Total Expenditure

£822,311

£529,932 : Charitable Activities

£292,379 : Raising Funds

Total income for the year was £1,132,310 of which £442,428 was generated from contracts and grants, £117,402 from the provision of non funded workshops and courses and £572,480 from donations, legacies and fundraising activities. Total expenditure was £822,311 of which £529,932 was expended on direct charitable activities and £292,379 on raising funds. The balance on total funds at the year-end was £670,757 of which £670,757 was unrestricted in nature and £- was restricted.

The Trustees consider it prudent to hold monies in reserve in the event that unforeseen circumstances should lead to financial difficulties which might put the future of its employment capacity, users' well being and general charitable work in jeopardy.

The Trustees have examined the charity's requirements for reserves in light of the main risks to the organisation and established a formal policy which stipulates that free reserves be maintained at a level which ensures that the charity's core activity could continue during a period of unforeseen difficulty.

Free reserves are defined by the Trustees as unrestricted income funds freely available for use as the charity so determines and thereby excludes any funds committed, invested in tangible fixed assets held by the charity and restricted or designated funds.

It is the policy of the Trustees' that unrestricted funds which have not been designated for a specific use should be main tained at a level equivalent to between three and six months expenditure.

The Trustees consider that reserves at this level will ensure that in the event in a significant drop in funding, they will be able to continue the charity's current activities whilst consideration is given to ways in which additional funds may be raised.

Based on 2018/19 expenditure (excluding depreciation) of £ 869,010 the target level of reserves is £217,253 to £434,505 . Free reserves as at 31st March 2019 are £670,757. The Trustees continue to strive to build a general level of reserves in accordance with the upper level of the target so that they will be able to continue the current activities of the charity.

Plans for the future

In 2019 AWARE undertook a strategic planning exercise setting out our plans for the next 5 years.

This process engaged all of our staff and Board members and extended invitations to our volunteers, users and a range of stakeholders to participate and thereby shape the future of AWARE. Some new items included within this plan for development over the next 5 years are:

- Diversifying support groups by enhancing the online support group and developing youth focused support groups
- Collaboration with Further & Higher Education institutions on their wellbeing strategies
- Enhancing our linkages with the both the statutory health sector and the wider voluntary/ community sectors
- Development of programmes targeted at 5-7 & 11-14 year olds
- Exploring the provision of monthly 'drop in' workshops on maintaining good mental health
- Expanding our communications with supporters through the provision of an ezine
- Raising the profile of mental health issues through our Investors in Mental Health kitemark, conferences and campaigns.

This process of developing our five year plan highlighted the passion and interest in the work of AWARE as well as how deeply many are affected by the issues of depression, anxiety and bipolar disorder. We feel that the strategic plan clearly identifies key themes for the next 5 years and sets out a challenging programme which will improve the services we offer.

To support the achievement of these objectives we will seek to maintain and extend our fundraising potential by aiming to increase unrestricted income generated through a series of AWARE events and by supporting corporate partnerships, 3rd party and community run events. We will continue to invest in our volunteer base and support them as they support us in the delivery of support groups and in fundraising activities.

AWARE continues to work to ensure that we have the necessary financial and human resources in place to support our ambitious plans. Alongside this we review our cost bases to ensure value for money. We will strive to invest in our staff to enable them to help us meet our objectives. Key to this is supporting a culture within which all staff, volunteers and supporters live the values of the organisation, prioritising treating everyone of dignity, courtesy and respect. An important aspect of this will be the ongoing development of a culture of meaningful staff engagement

Structure, Governance & Management

AWARE is a company limited by guarantee and accepted as charitable by HMRC under reference XR11534. 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	Secretary
Ms Lynda Bryans	
Dr Patrick McKeon	
Mrs Petra Wolsey	
Ms Laura Lynch	
Mrs Helen McDonnell	Appointed 28/10/18
Mr Gordon McElroy	Appointed 17/11/18
Mr Malachai O'Hara	Appointed 17/11/18
Dr Phil Campbell	Resigned 9/3/19
Mr James McGinn	Resigned 30/5/18
Ms Katherine McClosey	Resigned 30/5/18

Recruitment & Appointment of the Trustees

The charity 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 9 years.

Corporate & Clinical Governance

The Board ensures the organisation is compliant with the relevant legislation and good practice. To support this the Board supports a clinical governance and finance support group. The Board also engaged 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.

thank you

Santander, Connolly & Fee,
IKEA, Abbey Bond Lovis, AMEY,
McAvoy Group, Anytime Fitness,
Radius Housing, Dowds Group,
Gallaghers Insurance, Suki Tea,
GMcG, Argento, Bullitt Hotel,
Waterfront & Ulster Hall, RSA,
First Stop Solutions, Pure Gym,
Victoria Square, Randox, Maxol,
The Bar Library and Ulster Bank.

25,256

People impacted through our Education & Support Services

Support Provided

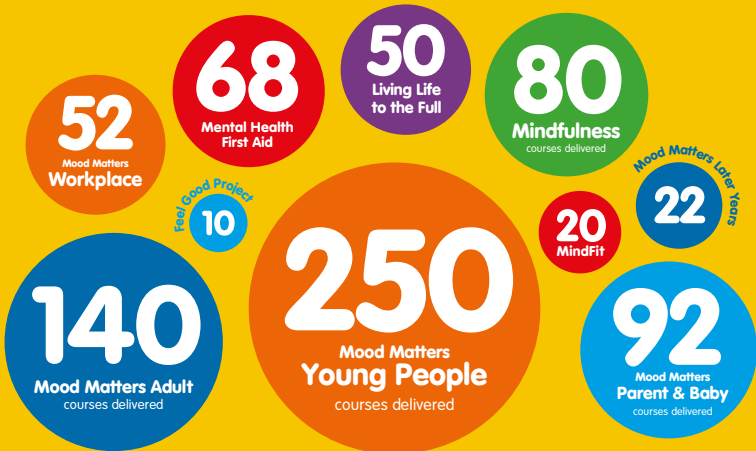
Group Attendees

5,340

Providing information, education and support for those affected by depression and bipolar disorder.



Courses Delivered



People Trained

13,380

Our Education and Training Department delivered a wide range of programmes across Northern Ireland during this year.

Many of our programmes were delivered to 'at risk groups' including those living in deprived areas, members of the LGBT community, unemployed people, carers, prisoners and members of the Traveller community.

Fundraising

Participants

655

Climbed

102km

Ziplined

3,658m

Abseiled

1,173m

Walked

2,500km

Raising

£52,200

On our Mood Walks in Belfast, Omagh and Derry/Londonderry. The Europa Abseil, The Skydive, Zipline & Slieve Donard Trek.

Outreach



In association with Womens' Aid, Eating Disorders NI, Royal College of Psychiatrists and Aware Ireland.

Hello Outreach Events

140

140 Information outreach events across N. Ireland, attended by over 6,000 people.



Active Volunteers

125 volunteers helping us deliver our support services and fundraising events.



Corporate Fundraising and Partnerships accounts for

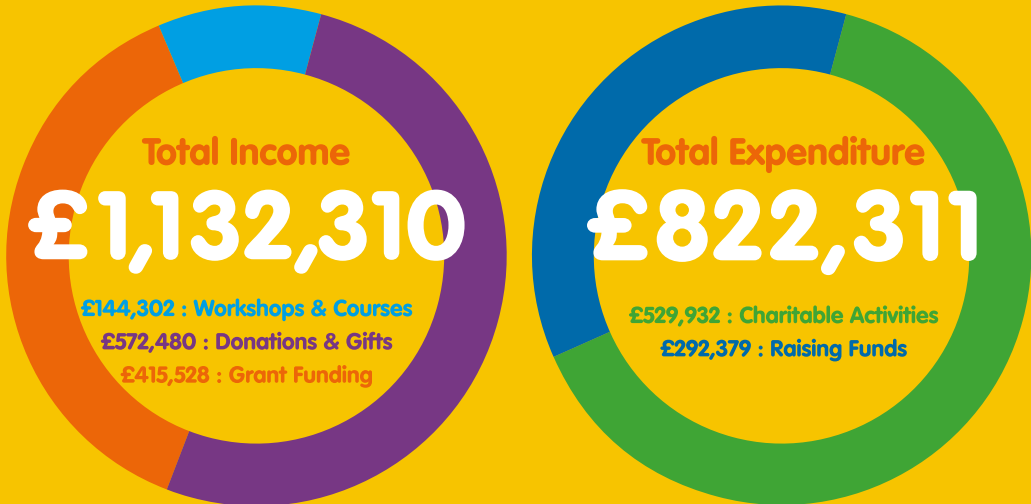
56%

of overall income

Fundraising continues to grow year on year and this is largely due to an ever increasing profile generated though ongoing fundraising, an increase in corporate partnerships and our training & education programmes.

Income & Expenditure

AWARE is ending 2018/19 in a strong financial position having increase reserves to an appropriate level and diversified income streams to secure a more balanced position of income from statutory sources, income from training delivered and support from fundraising events including corporates.



thank you

Abbey Bond Lovis, Connolly & Fee, Gallaghers Insurance, Santander, Dowds Group, McAvoy Group, IKEA, Anytime Fitness, Radius Housing, AMEY, RSA, Argento, Bullitt Hotel, Suki Tea, GMcG, First Stop Solutions, Waterfront & Ulster Hall, Pure Gym, Victoria Square, Randox, Maxol, The Bar Library and Ulster Bank.

Engagement

AWARE's online profile has increased with more people connecting to our digital and social media platforms.



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