



PAPYRUS

PREVENTION OF YOUNG SUICIDE

**Annual Report and Financial Statements
for the Year Ended 31 March 2024**

KM
Chartered Accountants
1st Floor, Block C
The Wharf
Manchester Road
Burnley
Lancashire
BB11 1JG

PAPYRUS Prevention of Young Suicide

Company registration number: 03555482

Charity registration number: 1070896 / SC052556

Reference and Administrative Details

Trustees

Mr Harry J H Biggs-Davison (Chair)
Ms Helen Denny
Ms Sarah J Fitchett
Ms A Gemma Bowen
Ms Phoebe Torrance
Mr Andrew Airey
Dr Annessa C Rebar (Vice-Chair)
Mr Brian Pelan (resigned 24 June 2023)
Mr Henry Poultney (appointed 1 April 2024)
Mrs Karen Smith (appointed 1 April 2024)

Secretary

Mr Gerard Flynn, Chief Executive

Principal Office

PAPYRUS Prevention of Young Suicide
2 Bankside, Crosfield Street, Warrington, Cheshire, WA1 1UP

Company Registration Number 03555482

Charity Registration Number 1070896

Bankers

CAF Bank
25 Kings Hill Avenue, Kings Hill,
West Malling, Kent, ME19 4JQ

HSBC
107 Blackburn Road
Accrington, Lancashire, BB5 1JP

Redwood Bank
The Nexus Building, Broadway
Letchworth Garden City, SG6 3TA

Auditors

KM, Chartered Accountants
1st Floor, Block C, The Wharf, Manchester Road
Burnley, Lancashire, BB11 1JG

Statement of Trustees' Responsibilities

The trustees (who are also the directors of PAPYRUS Prevention of Young Suicide for the purposes of company law) are responsible for preparing the financial statements in accordance with the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and applicable law and regulations.

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the trustees are required to:

- 🗨️ select suitable accounting policies and apply them consistently;
- 🗨️ observe the methods and principles in the Charities SORP;
- 🗨️ make judgements and estimates that are reasonable and prudent;
- 🗨️ state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- 🗨️ prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.





Trustees' Report

OBJECTIVES AND ACTIVITIES











Objects

The objects of the charity as set out in the **Articles of Association** are:

-  To advance the education of the public into the causes and effects of suicide, especially, but not exclusively, concerning young people.
-  To contribute to the prevention of suicide by young people, and where possible, to offer assistance to them, their families and/or their caregivers.

Aims and activities

The charity's aims, including the changes or differences it seeks to make through its activities, are:

-  Promote an understanding of the unique contribution that parents, families, young people, friends, and carers can make to suicide prevention.
-  Provide assistance to vulnerable young people, parents, families, friends, carers, and those who work with them, being represented in policy making decisions at all levels and monitoring their implementation.
-  Initiate and promote suicide prevention training for all.
-  Initiate, commission and/or take part in new research into suicide prevention and to comment on appropriate current research.
-  Campaign for effective and accessible services for young people.
-  Promote public awareness of the importance of emotional well-being and positive mental health.
-  Co-operate with professional and voluntary bodies working in the suicide prevention field.
-  Encourage the promotion of emotional well-being and positive mental health in education.
-  Promote awareness of the risk of mental or emotional distress during adolescence and throughout life and help to remove the stigma of such occurrences.
-  Encourage and disseminate examples of good practice in suicide prevention.

PUBLIC BENEFIT

PAPYRUS Prevention of Young Suicide has complied with the duty in section 4 of the Charities Act 2006. Through its charitable activities, PAPYRUS aims to directly benefit young people who are feeling suicidal or give practical advice and support to the friends or families of such a young person. PAPYRUS also benefits young people who may not be in immediate need and those who work with, or otherwise come into contact with, young people.

Though not a bereavement support charity, PAPYRUS works closely with people who have been touched by young suicide, both those who have been bereaved and others who support a young person who is struggling with life or who may be at risk of suicide. The Trustees consider that the work of the charity over successive years has significantly contributed to the prevention of suicide among young people and has given considerable support to those who have been personally affected by a suicide in their families or in their own communities.

Through its work on relevant committees, through government departments, with mental health workers, other charities, educational professionals, and the media, PAPYRUS reduces stigma, increases help-seeking behaviour, and improves access to mental health services for young people in the UK. Through this, PAPYRUS helps to reduce the number of young people who take their own life.

FINANCIAL REVIEW

Financial position

The Statement of Financial Activities shows **total income** of £5.6m (2023: £4.5m)

Income is generated through donations, legacies, grants, and fundraising activities.

Expenditure of £5.4m (2023: £4.6m) includes staff costs of £3.7m (£3.1m: 2023)

The Trustees are pleased with the financial performance of the charity over the year.

Reserves policy

The trustees have agreed a policy on the analysis and use of reserves.

At the financial year end reserves are as follows:

Closedown reserve: £940,000

to allow for potential employment and lease commitments in the event of a closedown.

Contingency: £100,000

to allow for investment in new projects and areas of work.







General reserve: £1,645,637

remainder and to include within budgeted spend in the current year.

Restricted fund balances at the year-end amounted to £4,500.

Fundraising

The charity is registered with the Fundraising Regulator and as such is required to report on how we comply with the standards established by the Regulator and advise as follows:

-  The Head of Income Generation is a member of the [Chartered Institute of Fundraising](#), and is on our Senior Management Team which looks at all aspects of the charity's activities.
-  We do not engage third-party professional fund raisers or have commercial participators.
-  There are no failures to comply with the Fundraising Regulator's standards.
-  The charity engages with supporters wishing to fundraise for us and follows their activities.
-  There have been no complaints about our fundraising activities.
-  PAPYRUS, by its very nature, is sensitive to both the public and our supporters with full compliance with GDPR in the way we communicate with them.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

PAPYRUS Prevention of Young Suicide is a company limited by guarantee governed by its Memorandum and Articles of Association dated 29 April 1998 and amended by a number of Special Resolutions since that date, the most recent being 27 November 2020, to allow for current governance arrangements. It is registered as a charity with the Charity Commission.

Appointment of Trustees






As set out in the Articles of Association, the Chair of the Trustees is nominated by the Trustees. All Trustees serve for a period of three years, up to a maximum of nine years.

Organisation

The Board of Trustees/Directors, which can have up to 13 members, administers the charity. The Board meets quarterly. The Chief Executive (CEO) oversees the Charity and has delegated authority. The Chief Operating Officer (COO) directs and manages the day-to-day operations of the charity. The Head of People of Culture sits alongside the CEO and COO within the Senior Leadership Team (SLT).

Risk Management

The charity confirms that the major risks to which the charity is exposed, as identified by the Trustees, have been reviewed and that systems have been established to manage those risks. The Trustees have a risk management strategy which comprises these measures:

-  A Finance and Strategic Resources Committee that meets regularly and monitors risk and report to the Board of Trustees as a standing item at each board meeting.
-  An annual review of the risks the charity may face.
-  The establishment of systems and procedures to mitigate those risks identified.
-  The implementation of procedures designed to minimise any potential impact on the Charity should those risks materialise.
-  Comprehensive insurance cover which includes employer's liability, professional indemnity, and public liability as well as usual material insurance cover.



PAPYRUS
PREVENTION OF YOUNG SUICIDE

ACHIEVEMENT AND PERFORMANCE

Suicide remains the leading cause of death in our young people. We remain committed to breaking social taboos and stigma around talking about around suicidality, suicide, death, dying, and mental health.

PAPYRUS continued to grow throughout 2023/24. We achieved this by:

- 🗣️ reaching new communities,
- 🗣️ making our services more inclusive,
- 🗣️ growing our volunteering offer, and
- 🗣️ supporting people *around the clock* who may need us in their darkest hour.

At the same time, our strategy recognises our commitment to strengthen our people, their knowledge, and skills - to be their best, to help them listen to and learn from others in these ever-changing and often challenging time for charities and their beneficiaries. It also set out how we will strengthen our resolve to continue our excellent stewardship of our hard-earned income and ensure that this is used wisely in our work to prevent young suicide.

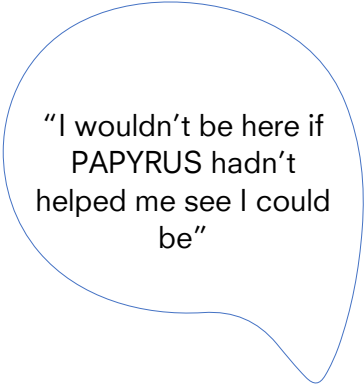
This year (November 2023) we strengthened our senior management team with the appointment of a Chief Operating Officer.

We continued to make progress in all areas. Whilst there is still more to achieve, we are confident that our strategy is helping to save young lives. What follows is a summary of our activities against each of our five strategic pillars that were the mainstay of this year's activities.





The PAPYRUS helpline, **HOPELINEUK**, **started operating in 2005**. It began as a telephone advice and information service to help parents and caregivers navigate their concerns about suicide risk in their own children. From there it has grown into a helpline for children, young people and those who care about them: friends, family, professionals, strangers access the service to seek advice for any young person they are concerned about.



"I wouldn't be here if PAPYRUS hadn't helped me see I could be"

In 2011, PAPYRUS introduced two further channels to the service: **text and email advice** were made available alongside the telephone service. These were added in recognition of the differing needs of our service users.

Always **staffed by paid, trained professionals**, the service maintained throughout its history the aim to give suicide prevention advice to prevent young suicide and to aid improved mental health. It has always shared information with emergency services where lives may be at immediate risk. We are and always have been committed to this **intervention policy** which is made clear to all with whom we work.

In 2023/24 **HOPELINE247** supported more young people and those who are concerned about them than ever before. We saw the popularity of our online safety planning tool which is evidence that once equipped with the necessary skills, advice and guidance, young people are able to confidently keep themselves safe from suicide.


We successfully extended our opening hours which meant for the first time in our history we were able to provide twenty-four-hour support.

We celebrated this positive change with a rebrand from **HOPELINEUK** to **HOPELINE247** and the external 'Dark Place' campaign to promote this shift. Navigating Night working recruitment, induction and retention initially proved challenging. We implemented solutions like night working allowances and committed to a complete overhaul of the 24/7 rota which proved to be successful.

HOPELINE247 migrated from our Oracle database providers, Connect Assist, and completed a lengthy and complex shift to Max Contact who now provide us with a fully integrated omnichannel solution, ensuring a smoother journey for advisers and those they are supporting across all channels.

We maintained accreditation with **Helplines Partnership** and **Child Helplines International**, excelling in areas such as risk managing operations in emergencies, utilising a child centred approach (where applicable), high quality approach to safeguarding and overall reliability.

Our partnership work with **Sign Solutions** has further progressed, with the aim of providing interpretation services for those who are d/Deaf. Packages of Deaf Awareness training were delivered to our team, and we reciprocated with Suicide Awareness training. This built the foundations of what is now a successful partnership. **Two** contacts used the service resulting in **3** BSL calls. Our Language Line provision saw increased demand with **21** contacts using the service making **71** calls in total.














“They made it easy.
They didn’t judge me.
They just helped me see
I had a choice”

During the year we managed **24,252** telephone calls and **566** Webchats. In addition, we responded to **4,822** emails, mostly from concerned others. 2023/2024 saw **HOPELINE247** launch a short text code (**88247**) which saw a significant increase in contacts in this reporting year via this medium, from **4288** to **4886**. We also signpost to other organisations from different sectors and specialisms for longer term support. Around **18%** percent of our contacts are from concerned others - predominantly parents - who are looking for advice and guidance of how to keep their children safe from suicide. Most of the young people who reach out to us are aged between 14 and 25.

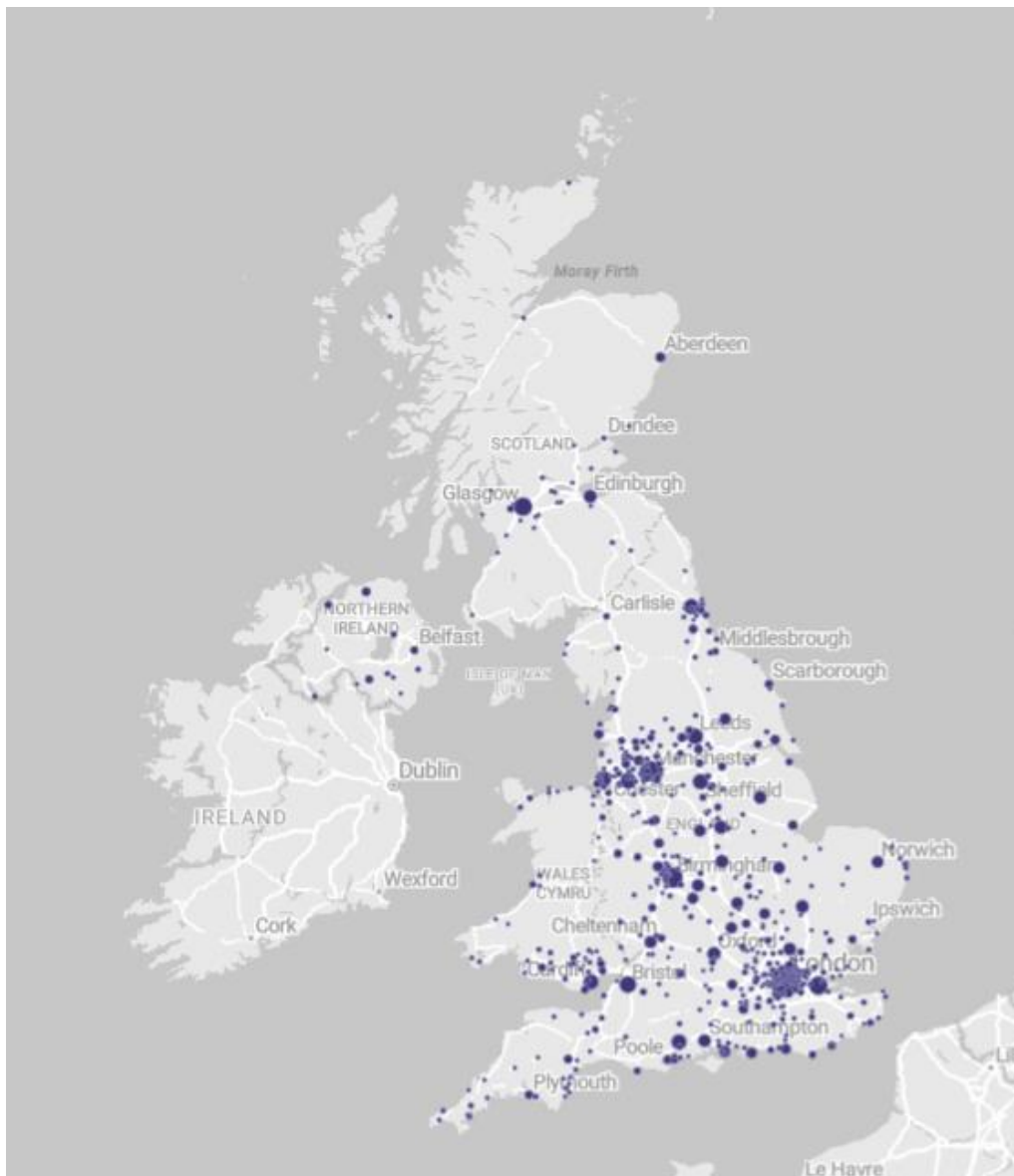
Our unique digital safety plan offer – **HOPELINK** - continues to show that empowered young people work to stay safe from suicide long after any conversations with an adviser. **1931** collaborative safety plans were created with them being viewed an average of **4** times thereafter at many different times of the day. This collaborative digital safety planning tool is a first and its success is its continued use by young people working together to update these frequently with our trained professionals by their side. The desire for safety usually outweighs any intention to die. Many need our support to realise this.

Suicidal thinking is a very individual experience. However, we can recognise quite **common contributory factors to suicide ideation**. Whilst never an exhaustive list, we can identify some themes across the volume of contacts we engage with and, sadly, in our work with those who have been bereaved by suicide. We do know there are some similar experiences that contribute to young people’s thoughts about ending their life.

During the year, we saw a number of common ‘contributories’, things that can contribute to or cause suicide ideation:

-  Lack of support available
-  Adverse Childhood Experiences (ACEs)
-  Sexual Assault/Rape
-  Waiting-list concerns
-  Social Isolation
-  Prior attempts
-  Bereavement (Suicide)
-  Education-related problems
-  Work-related stress
-  Depression
-  Gender and identity issues
-  Relationship issues

HOPELINE247
0800 068 41 41



HOPELINE247 contacts

(*Image:* Heatmap showing approximate areas from which contacts are made to our helpline services. Callers are asked if they would like to share their postcode. Some do not and therefore are not represented on the map here.)

We now have a strong evidence base which shows a clear correlation, and increase in contacts, between our work across communities in the UK and traffic to our helpline services.



PAPYRUS continued to grow throughout 2023-24. This included the opening of numerous new community bases throughout the United Kingdom. This expansion has allowed us to significantly enhance our community services and further improve our engagement efforts in communities across England, Wales, Scotland, and Northern Ireland.

Adding to the current provision, a sixth geographical area (England Central) was added to our existing model. This was done by splitting England North and England South and adding another Area as follows:

-  England North
-  England South
-  Wales
-  Northern Ireland
-  Scotland
-  **England Central**

We maintained our bases and staff teams in Warrington, Birmingham, London, Cardiff, Belfast, and Glasgow. We opened and staffed new community hubs in Newcastle, Stirling, Truro, Swindon, Foyle, Carmarthen, Aberystwyth, and Conwy.

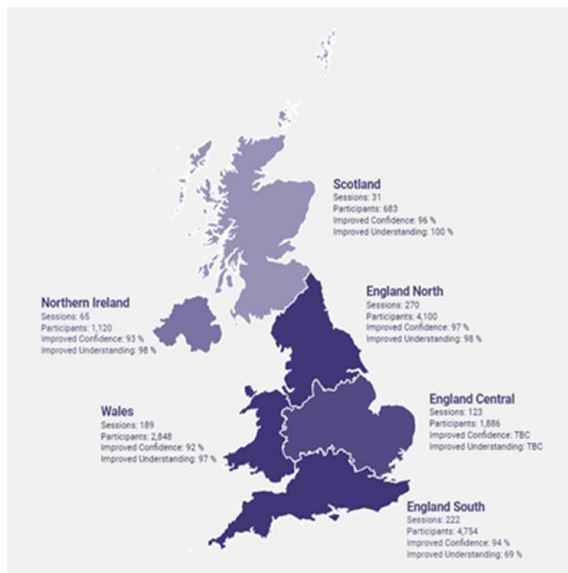


Three key areas of our work have been instrumental in our growth and impact

1) Suicide Prevention Awareness Raising and Training

During 2023/24, we continued to focus on suicide prevention awareness and training within new communities. This initiative encompassed several essential components, including our SPARK, SPOT, and SPEAK accredited products, as well as Living Works' two days ASIST workshop (Applied Suicide Intervention Skills Training). Throughout the year, over **16,000** people were trained.

	Sessions	Participants
ASIST	57	1097
SPARK	299	7462
SPEAK	332	4659
SPOT	236	2995



Over **99%** of feedback from training sessions was positive:

"I feel confident to be able to help if I ever see anyone in need"

"Training was helpful and informative"

"Definitely recommend. Staff who delivered were fantastic!"

We trained people from over **1000** different organisations with over **1600** different job titles. The top sectors attendees came from were Universities, the Third Sector, NHS, Further Education, Local Authorities and Schools.

2) Volunteering Engagement and Management

Our volunteer offer has continued to develop throughout the past year, and we have seen an increase in those wishing to help and join the PAPYRUS team. Our recruitment processes have been improved and we now adhere to the same procedure as a paid staff member. Our induction package is robust, and we have a comprehensive ongoing support package in place for every volunteer. At the end of 2023/2024 we had **332** active volunteers registered.

Increased volunteer engagement has played a pivotal role in improving access to support for young people and concerned individuals. The dedication and commitment of our volunteers have been instrumental in our ability to reach more individuals in need. We will invest further in our volunteering offer in the forthcoming year, with the recruitment of a national Volunteering Manager to oversee our strategic approach and provide invaluable support to our Volunteer Coordinator team.



3) Community Engagement and Expansion

As we have grown, our commitment to working with communities has been unwavering. We are clear that our work is driven by those who need it most. At all levels we have engaged with stakeholders and beneficiaries alike. Our response to need has been driven by those within a community, and our team of Community Development workers have established strong partnerships resulting in positive outcomes. In 2023/24 we attended over **550** community events:

- 29 Conferences
- 28 Fresher's Fayres
- 58 Wellbeing events
- 347 Miscellaneous
- 9 Pride Events
- 46 Stalls
- 36 Volunteering Events

We have further invested in these roles across the UK, widening our footprint and establishing roots. As a result, we have witnessed a surge in community engagement, heightened demand for our training programmes, and a subsequent increase in contacts to our helpline.

Our strategy of broader reach and enhanced community engagement has led to a tangible impact on the lives of individuals in various communities, making it easier for them to access the support and resources they require.

The strategic growth under the EQUIP strategy has undeniably transformed our organisation's ability to serve communities across the UK. Our efforts in suicide prevention awareness and training, volunteer engagement, and community expansion have all contributed to this positive trajectory. As we continue to expand our reach and improve our services, we remain committed to making a lasting difference in the lives of individuals and communities in need.

INFLUENCE

During 2023/24, PAPYRUS continued to increase its visibility and deepen engagement with key audiences through strategic marketing, communications, and media efforts. This year, we focused on amplifying our mission, driving support for our initiatives, and ensuring our stakeholders remained well-informed and inspired by the impact of their contributions.

Marketing Campaigns

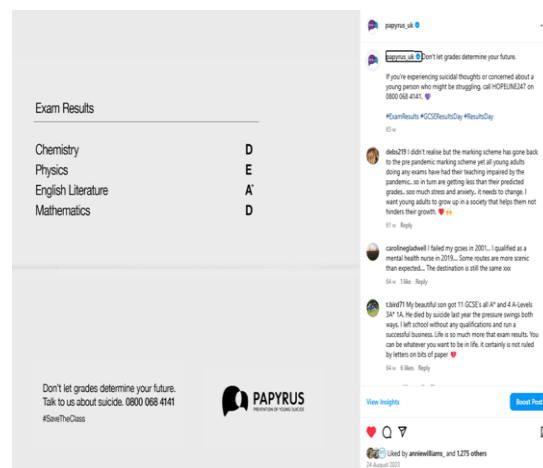


We worked with agency, TBWA Manchester, to create our launch campaign for HOPELINE247 in May 2023. The cinemographs, above, were released across Meta platforms, picking up the most traction on Instagram. The most popular tagline from the launch campaign was "Because suicide isn't 9-5" - a line we have since revisited outside of this campaign.

- Reach: 24,271
- Impressions: 25,186
- Likes: 1,818

We consistently find that our hard-hitting awareness-raising campaigns perform well on Instagram, as demonstrated by the DEA*D campaign gaining so much positive attention from our audience. The DEA*D campaign had the tagline, "Don't let grades determine your future. Talk to us about suicide." and was launched to mark A Level results day 2023:

- Reach: 18,332 (followers 80.5%, non-followers 19.5%)
- Impressions: 19,140
- Accounts engaged: 1,482
- Likes: 1,276

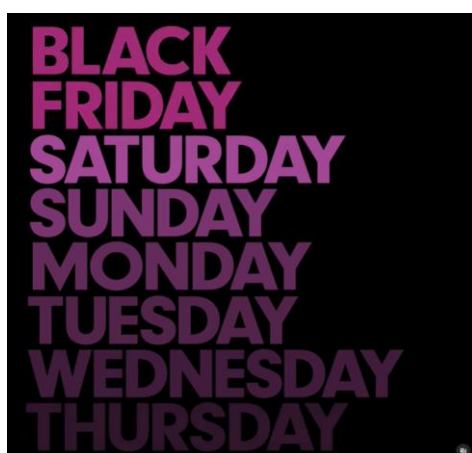


"Wow this really stopped me in my tracks! Very powerful, thank you for this ❤️"

"This is such a powerful campaign!! Well done all 🙌"

"It is never too late ❤️ I had no GCSE's in 2008 and graduated with a first last year as a mature student whilst receiving student of the year award! There's always time 🧠"

It does get better! Experienced this twice in school. Failed out of two programs at different times. Was grateful to family and friends who saw me through. Now I have a job I love in a field I enjoy 🍷

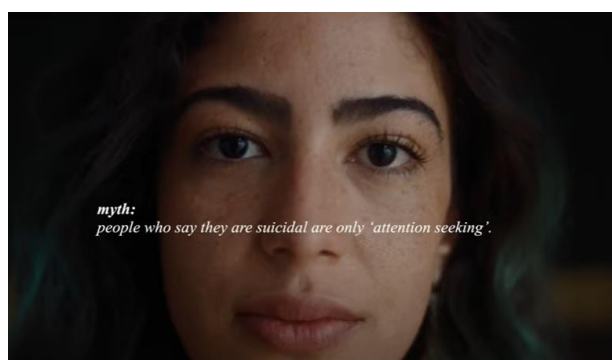


Another collaboration with TBWA Manchester on our Black Friday campaign, which played on the semantics of 'Black Friday' to talk about how for some people, every day is a dark day. This hard-hitting campaign, built up across the week, with a new post each day "Black Monday" "Black Tuesday" "Black Wednesday" culminating in the above posts being shared on our Instagram channel

- Reach: 23,419 accounts
- Impressions: 28,749

PAPYRUS collaborated with Survivors of Bereavement by Suicide (SoBS) on a Suicide Myths campaign, which culminated with a five-minute short film featuring real people, sharing their lived experience of suicide. The film, which we filmed on location in London with Brother Film, represented a diverse range of 'myths' about suicide, many of which we share in our suicide prevention training.

- Reach: 48,829 people
- Minutes viewed: 165+ hours
- Reactions, comments and shares: 2,220



"This is inspirational to hear; the telling of these stories helps me help others understand and break the myths surrounding the act of suicide. It is an amazing film to watch. Papyrus is a fantastic charity; stay safe."

"What a beautiful film - thank you to all of you for sharing your stories to help those who are struggling with suicidal thoughts ideations and intentions ✨💙👏"

"I lost my little brother in 2018 to suicide, he was 31. This video is so true. 💙"

"Thank you. When someone dies by suicide their whole community is affected so deeply in so many unique ways and this illustrates this so beautifully."

As ever, our campaigns had significant impact, generating interest and challenge across our following. Our messaging was clear and driven by strategy, ensuring it was understandable, transparent, and relatable, leading to lasting impact.

Social Media

Social media was again an essential tool PAPYRUS, offering an efficient and cost-effective way to connect with audiences, raise awareness, and drive donations. Platforms such as Facebook, Instagram, Twitter, and TikTok enabled us to increase our reach and impact.

Total number of followers across all channels: **199,932**

Instagram: **36,282**

Facebook: **65,237**

X: **41,298**

LinkedIn: **49,672**

TikTok: **7,443**

We continue to enjoy a high profile with the media sharing stories and signposting to our services across the UK. From April 2023 through to March 2024, PAPYRUS featured in **14,232** separate media stories. Around **82%** of that coverage was online with a readership of almost **6.2 billion**. Broadcast media accounted for **18%** of our coverage with a combined radio and television audience of almost **1.1 billion**.

Around **66%** of online coverage was attributed to local and regional outlets, with national coverage making up **13%**, international coverage was **12%** and trade/industry press accounting for **8%**.

Headlines from some of our most popular stories and media releases during the year included:

- Suicide Charity Urges More Haste in Saving Young Lives
- 3 Mums Walking Challenge
- Len's Light Shines Hope (national tractor rally)
- Xani Byrne's Tribute to Beloved Sister (national tandem against suicide)
- Mum's Moving Tribute to Horse Loving Daughter (Emma Web's Walk from Wales to London)
- Charity Welcomes Parliamentary Debate on Suicide and School Curriculum
- Open Water Swimmer Faces Monster Challenge

As we move into 2024/2025, PAPYRUS will build on the momentum of this year by focusing on innovative digital strategies, deeper community partnerships, and more compelling storytelling. Our goal is to continue inspiring action and expanding our reach to support even more individuals and communities in need.

Finance & Strategic Resource Management

2023/24 saw an overhaul of our finance structure, processes and systems. A new Finance Manager was appointed in October 2023 and much work was undertaken with the COO (appointed Nov 23) and Head of Income Generation to ensure our financial function was sufficiently robust to support organisational growth.

We strengthened our commitment to delivering high-quality financial management to support the sustainability and impact of our charity's mission. Our focus remained on transparency, accountability, and strategic resource allocation to maximise the value of all monies received.

Key achievements included the implementation of robust financial controls, the adoption of detailed budgeting processes, and regular financial performance reviews to ensure funds were utilised effectively and aligned with our goals. We also invested in training for our finance team, equipping them with the latest tools and knowledge to uphold best practices.

Moving forward, we aim to further enhance our financial systems, diversify income streams, and embed resilience into our financial planning to sustain and expand our charitable impact. We continue to move towards a paperless system within the finance team, with emphasis placed on systems and appropriate software to support our ambition. Our banking provision was reviewed to ensure we were achieving a maximum return on investment and overall efficiency in service provided. It was recognised that additional capacity may be needed within the team, with plans to recruit an additional support officer in the coming year.

We are indebted to the members of our Finance and Strategic Resources Subcommittee for their service in scrutinising our management accounts throughout the year.

Income Generation

PAPYRUS was set up as a charity in 1997, and we have never forgotten the inspiration and passion of our founders who had had all lost a child or young person to suicide and were determined shine a light on the issue and prevalence of young suicide, in order to prevent other families from going through the pain they had, that of losing a loved one to young suicide. In terms of income generation and growth, these remain our drivers today.

As in previous years, most of our donations and fundraised income again came from the friends and families of those young people who have sadly lost their lives to suicide, and they all have a very personal reason for supporting PAPYRUS. Indeed, they often report finding new purpose and meaning in belonging to the charity.

Behind every donation there is a very sad story and a family or a community in pain. We pride ourselves on the service and stewardship we give to them, we remain extremely grateful to each one of them - those who do the big high-profile events, those who engage with their employers to deliver corporate partnership and those that quietly just give week after week month after month in memory of somebody they have lost.

Many supporters have been with us for years. Some come, do something amazing and just quietly move on. We are aware that we are part of their individual grief journey, and we understand that each of them has a very different way of supporting and engaging with us.

In 2023/24, we continued to diversify and strengthen our income generation efforts to support our mission. The financial landscape posed both challenges and opportunities, and through strategic planning and dedicated efforts, we achieved significant milestones.

We believe every single penny raised is equally as important and we supported over **400** participants in PAPYRUS organised major challenge events and **440** participants in other community events. The team responded to **1100** individual fundraising enquiries, sent **746** follow up emails and/or phone calls, over **800** supporters were sent 'thank you' correspondence. We recognise and appreciate each and every supporter, and we would not be able to provide support to those who need it without the fantastic effort of all.



Our Corporate offer continued to develop, collaborations with businesses key, through sponsorships, employee fundraising, and matched giving schemes. Highlights included partnerships with the **JD Sports Foundation, Wates Construction Group, Julia and Hans Rausing Trust** and **Field Fisher**, amongst others.

Applications to grant-making bodies and trusts were largely positive, with a success rate of **33%**, much higher than the sector average of **19%**. This is particularly significant as many awarding organisations have changed the way they fund creating an even more competitive process. In January 2023, the Department for Health and Social Care awarded us £625,000 for our Galvanising

Communities project. This enabled us to continue our growth plan and reach more young people.

Legacy donations increased in the year, a testament to the enduring impact of our work on the lives of our supporters. We recognised this was an area of much needed focus moving forward and the recruitment of a specialist legacy fundraiser was planned for in early 2024/25. While income generation remained robust, we faced challenges such as economic downturn, donor fatigue, and rising operational costs. In response, we adapted by adopting a flexible approach without compromising our person-centred approach.

Looking ahead, we aim to build on our successes by expanding digital fundraising and improving supporter engagement, growing sustainable income streams, such as trading and legacy giving and strengthening relationships with corporate and grant-making partners.



This year's achievements reflect the unwavering generosity of our supporters and the dedication of our team. Together, we are creating lasting change for those who need us.

Data Management and Use

We continued to ensure that we remain compliant with the Information Commissioner's Office (ICO) in terms of General Data Protection Regulations (GDPR). Our cyber-safety protocols were challenged more than in recent years with the advance of new risks which are affecting many organisations. We strengthened our risk management here and are pleased to have had no material breaches.

In this reporting period, we focused on ensuring accuracy, accessibility, and security across all operational and strategic activities. Key achievements included the implementation of updated data governance policies and the integration of advanced tools for data analysis and visualization.

We prioritized data quality improvement through routine audits and cleansing processes, reducing inconsistencies and duplication. Additionally, the deployment of cloud-based storage solutions enhanced collaboration and data accessibility while optimizing costs. Security measures were fortified with updated encryption protocols and access controls, ensuring protection against cyber threats.

Moving forward, our strategy includes developing a data-driven culture across the organization. We will aim to maximise the value of our data which will be used to drive innovation and informed decision-making, ensuring we are responsive and able to direct our resources where they are most needed.



During 2023-24, PAPYRUS grew its staffing to well over 100 staff and engaged with **750** volunteers who work collaboratively across the UK to reduce the number of young people who take their own lives, by shattering the stigma surrounding suicide and equipping young people and their communities with the skills to recognise and respond to emotional distress.

We have continued to deliver against our progressive People Strategy focused on enabling and equipping all colleagues to be empowered to deliver their roles.

Performance Management

We have introduced a new Performance Development Review Process to provide clarity of purpose and objectives linked to our 2024-2026 strategy for each role along with identifying development needs and goals.

Learning and Development

We are in the process of creating a manager and colleague toolkit providing resources including podcasts, reading materials, tools, and techniques to support individual and team development alongside more formal learning and development opportunities.

Leadership and Management Development

We have delivered a Leadership and Development Management Programme to enable and equip leaders and managers with the capability and confidence to manage their teams and business areas. We have introduced coaching into our people management practices and will continue to build on this as a key tool in the development and management of all employees. We will continue to build on this in the year ahead.

Organisational design

We have and will continue to review our structure and working arrangements to ensure they support the charity now and into the future. Over the last 12 months we have realised our plans to grow our presence across the UK and have just opened our twentieth office.

Safeguarding

We have reviewed our safeguarding practices to ensure they continue to reflect best practice and meet the evolving needs of the charity. We have invested in specific training for all managers to support them with the management and escalation of the safeguarding concerns through our robust safeguarding policy and process. We continue to provide regular safeguarding training to all employees and are in the process of updating this informed by legislation and what our data tells us about the needs of those who contact us through HOPELINE247 and those we engage with through our Community Services team and all touch points across the charity.

Employee Engagement and Employee Voice

We held two employee events focused on creating connection and belonging. These events were successful and provided all colleagues with the opportunity to engage with others and our future strategy. As part of these events, we consulted with all employees to identify new values which underpin who we are, how we work and how we behave. Our Employee Champions Group have been focused on wellbeing and building on current initiatives and support to enhance our wellbeing offer. We have completed our annual Employee Engagement Survey, and the Employee Champions Group are reviewing the results and developing an action plan to address any areas for improvement.

Health and Safety and Facilities

We have reviewed our Health and Safety and Facilities arrangements and policies and introduced new tools and training to support the effective management of health and safety across our twenty sites and all activities.

Employee wellbeing

We have an excellent employee wellbeing provision and support all colleagues in their roles through effective one to one meeting's, debrief sessions and reflective practice along with Clinical Supervision and the Simply Health Scheme which provides access to an Employee Assistance Programme, counselling sessions, wellbeing guidance and financial support with medical costs.

Includability Committed Employer



We have successfully achieved Includability Committed Employer Status following an external verification process. Through this standard we have assessed in six areas Mental Health; Wellbeing; Equality Diversity and Inclusion; Leadership and Governance; Sustainability and Talent Management. These are all key areas of our 2024-2026 strategy. We have been recognised for the good practices we have in place across the charity and have an action plan to build on areas for further development.

Equality, Diversity and Inclusion (EDI)

PAPYRUS is committed to continuing to develop and embed EDI in what we do and how we do it. We have an EDI working group which consists of employee representatives from each department. The group meets to share EDI practices in their areas and to identify opportunities for further developments. The EDI working group have engaged with all employees, volunteers and trustees to gather their views and feedback on EDI in practice and this data is being used to inform our activities. We have enhanced our services including the provision of information both digitally and in print in different formats and languages along with providing a BSL translation service to enable members of the deaf community to access our HOPELINE247 service.

THANK YOU

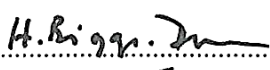
We would like to thank everyone who has made the work of PAPYRUS a success. Every suicide is a tragedy. Every suicide diminishes a community, a family, our society. With your continued help and support, we can help to save young lives. PAPYRUS is about LIFE.

PAPYRUS is here for LIFE.

Disclosure of information to auditor

Each trustee has taken steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the charity's auditor is aware of that information. The trustees confirm that there is no relevant information that they know of and of which they know the auditor is unaware.

The annual report was approved by the trustees of the charity on ... 2024 and signed on its behalf by:


.....

Mr H J H Biggs-Davison
Chair of Trustees

Independent Auditor's Report to the Members of PAPYRUS Prevention of Young Suicide

Opinion

We have audited the financial statements of PAPYRUS Prevention of Young Suicide (the 'charity') for the year ended 31 March 2024, which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows, and Notes to the Financial Statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is United Kingdom Accounting Standards, comprising Charities SORP - FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and applicable law (United Kingdom Generally Accepted Accounting Practice). In our opinion the financial statements:

- give a true and fair view of the state of the charity's affairs as at 31 March 2024 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees use of the going concern basis of accounting in the preparation of the financial statements is appropriate. Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charity's ability to continue as a going concern for a period of at least twelve months from when the original financial statements were authorised for issue. Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of our knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the .

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities (set out on page 3), the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charity or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud is detailed below.

Our approach to identifying and assessing the risks of material misstatement respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- the engagement partner ensured that the engagement team collectively had the appropriate competence, capabilities and skills to identify or recognise non-compliance with applicable laws and regulations;
- we identified the laws and regulations applicable to the charity through discussions with trustees and other management, and from our knowledge and experience of the charity sector;
- we focussed on specific laws and regulations which we considered may have a direct material effect on the financial statements or the operations of the charity, including the Charities Act 2011;

- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting legal correspondence; and
- we identified laws and regulations which were communicated within the audit team regularly and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charity's financial statements to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures on material balances for which robust, substantive analytical procedures have been undertaken to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions; and
- investigated the rationale behind significant or unusual transactions.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of noncompliance.

Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the directors and other management and the inspection of regulatory and legal correspondence, if any. Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website [here](#). This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Mark Heaton FCCA DchA (Senior Statutory Auditor)
For and on behalf of KM, Statutory Auditor

1st Floor, Block C
The Wharf
Manchester Road
Burnley Lancashire BB11 1JG

2 December 2024

PAPYRUS Prevention of Young Suicide

Statement of Financial Activities for the Year Ended 31 March 2024 (Including Income and Expenditure Account and Statement of Total Recognised Gains and Losses)

	Note	Unrestricted funds £	Restricted funds £	Total 2024 £	Unrestricted funds £	Restricted funds £	Total 2023 £
Income from:							
Donations and legacies	4	2,428,319	-	2,428,319	2,003,283	-	2,003,283
Charitable activities	5	1,283,516	-	1,283,516	901,981	48,390	950,371
Other trading activities	6	1,841,666	-	1,841,666	1,515,537	-	1,515,537
Investment income	7	64,189	-	64,189	31,735	-	31,735
Total income		5,617,690	-	5,617,690	4,452,536	48,390	4,500,926
Expenditure on:							
Raising funds	8	(473,371)	-	(473,371)	(326,259)	-	(326,259)
Policy and Education	9	(4,974,290)	-	(4,974,290)	(4,232,054)	(48,390)	(4,280,444)
Total expenditure		(5,447,661)	-	(5,447,661)	(4,558,313)	(48,390)	(4,606,703)
Net income/(expenditure)		170,029	-	170,029	(105,777)	-	(105,777)
Net movement in funds		170,029	-	170,029	(105,777)	-	(105,777)
Reconciliation of funds							
Total funds brought forward		2,515,608	4,500	2,520,108	2,621,385	4,500	2,625,885
Total funds carried forward	19	2,685,637	4,500	2,690,137	2,515,608	4,500	2,520,108

All the charity's activities derive from continuing operations during the above two periods.

The funds breakdown for 2023 is shown in note 19.

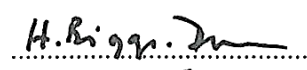
PAPYRUS PREVENTION OF Young Suicide

Registration number: 03555482

Balance Sheet as at 31 March 2024

	Note	2024 £	2023 £
Current assets			
Stocks	15	42,750	36,001
Debtors	16	1,092,095	225,168
Cash at bank and in hand		1,965,999	2,558,310
		<u>3,100,844</u>	<u>2,819,479</u>
Creditors: Amounts falling due within one year	17	<u>(410,707)</u>	<u>(299,371)</u>
Net assets		<u>2,690,137</u>	<u>2,520,108</u>
Funds of the charity:			
Restricted income funds			
Restricted funds		4,500	4,500
Unrestricted income funds			
Unrestricted funds		<u>2,685,637</u>	<u>2,515,608</u>
Total funds	19	<u>2,690,137</u>	<u>2,520,108</u>

The financial statements on pages 8 to 19 were approved by the trustees, and authorised for issue on 2 December 2024 and signed on their behalf by:



Mr H J H Biggs-Davison
Chair of Trustees

Statement of Cash Flows for the Year Ended 31 March 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Net income/(expenditure)		170,029	(105,777)
Adjustments to cash flows from non-cash items			
Investment income	7	(64,189)	(31,735)
		105,840	(137,512)
Working capital adjustments			
Increase in stocks	15	(6,749)	(12,974)
(Increase)/decrease in debtors	16	(866,927)	148,876
Increase in creditors	17	111,336	66,459
Net cash flows from operating activities		(656,500)	64,849
Cash flows from investing activities			
Interest receivable	7	64,189	31,735
Net (decrease)/increase in cash and cash equivalents		(592,311)	96,584
Cash and cash equivalents at 1 April		2,558,310	2,461,726
Cash and cash equivalents at 31 March		1,965,999	2,558,310

All the cash flows are derived from continuing operations during the above two periods.

Notes to the Financial Statements for the Year Ended 31 March 2024

1 Charity Status

The charity is limited by guarantee, incorporated in England, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £10 towards the assets of the charity in the event of liquidation.

The address of its registered office is: 2 Bankside, Crosfield Street, Warrington, Cheshire WA1 1UP
These financial statements were authorised for issue by the trustees on 2 December 2024.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements follow. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

PAPYRUS Prevention of Young Suicide meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern nor any significant areas of uncertainty that affect the carrying value of assets held by the charity.

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of the income receivable can be measured reliably.

Donations are recognised when the charity has been notified in writing of both the amount and settlement date. In the event that a donation is subject to conditions that require a level of performance by the charity before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that these conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the grant of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Expenditure

All expenditure is recognised once there is a legal or constructive obligation to that expenditure, it is probable settlement is required, and the amount can be measured reliably. All costs are allocated to the applicable expenditure heading that aggregate similar costs to that category. Where costs cannot be directly attributed to particular headings, they have been allocated on a basis consistent with the use of resources, with central staff costs allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use. Other support costs are allocated based on the spread of staff costs.

These are costs incurred in attracting voluntary income, the management of investments and those incurred in trading activities that raise funds.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees' meetings and reimbursed expenses.

Tangible fixed assets

Tangible assets are stated at cost, less any accumulated depreciation and accumulated impairment losses.

Depreciation

Asset class

Furniture and equipment

Depreciation method and rate

25% on straight line basis

Stock

Stock is valued at the lower of cost and estimated selling price less costs to complete and sell, after due regard for obsolete and slow-moving stocks.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted income funds are those donated for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Pensions and other post-retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

Notes to the Financial Statements for the Year Ended 31 March 2024

3 Judgements

In the application of the charity's accounting policies, the trustees are required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised where the revision affects only that period, or in the period of the revision and future periods where the revision affects both periods.

Key sources of estimation uncertainty

The estimates and assumptions which have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities are as follows.

Deferred and accrued income

Deferred and accrued income is based on the assumption that the amounts received or to be received are recognised in the period in which the work was done. Any amounts estimated are based on past experiences and amounts received after the year end. These judgements are regularly reviewed to reflect the changing environment.

4 Income from donations and legacies

	Unrestricted funds		
	General £	Total 2024 £	Total 2023 £
Legacies	793,632	793,632	60,012
Donations from individuals	1,367,640	1,367,640	1,710,013
Gift aid reclaimed	267,047	267,047	233,258
	<u>2,428,319</u>	<u>2,428,319</u>	<u>2,003,283</u>

5 Income from charitable activities

	Unrestricted funds		
	General £	Total 2024 £	Total 2023 £
Sale of leaflets	12,181	12,181	13,479
Provision of training	316,910	316,910	332,328
Grants	954,425	954,425	604,564
	<u>1,283,516</u>	<u>1,283,516</u>	<u>950,371</u>

Notes to the Financial Statements for the Year Ended 31 March 2024

6 Income from other trading activities

	Unrestricted funds		
	General	Total	Total
	£	2024	2023
	£	£	£
Fundraising	1,841,666	1,841,666	1,515,537

7 Investment income

	Unrestricted funds		
	General	Total	Total
	£	2024	2023
	£	£	£
Interest receivable	2,310	2,310	31,735
Interest receivable on bank deposits	61,879	61,879	-
	64,189	64,189	31,735

8 Expenditure on raising funds

	Unrestricted funds		
	General	Total	Total
	£	2024	2023
	£	£	£
Costs of generating donations and legacies	156,235	156,235	117,891
Staff costs	317,136	317,136	208,368
	473,371	473,371	326,259

Notes to the Financial Statements for the Year Ended 31 March 2024

9 Expenditure on charitable activities

Governance costs		Unrestricted funds		
		General £	Total 2024 £	Total 2023 £
Governance costs	10	51,789	51,789	34,538
Policy and Education		4,922,501	4,922,501	4,245,906
Total		4,974,290	4,974,290	4,280,444

10 Analysis of governance and support costs

Governance costs	Unrestricted funds		
	General £	Total 2024 £	Total 2023 £
Audit of the financial statements	6,000	6,000	7,028
Other fees paid to auditors	1,620	1,620	900
Legal fees	20,220	20,220	8,357
Bank charges	13,404	13,404	8,020
Other governance costs	10,545	10,545	10,233
Total	51,789	51,789	34,538

11 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any reimbursed expenses from the charity during the year.

Notes to the Financial Statements for the Year Ended 31 March 2024

12 Staff costs

The aggregate payroll costs were as follows:

	2024 £	2023 £
Staff costs during the year were:		
Wages and salaries	3,264,299	2,674,130
Social security costs	327,615	278,222
Pension costs	199,693	153,716
	<u>3,791,607</u>	<u>3,106,068</u>

The monthly average number of persons (including senior management team) employed by the charity during the year expressed as full-time equivalents was as follows:

	2024 No	2023 No
Charitable activities	<u>103</u>	<u>88</u>

The number of employees whose emoluments fell within the following bands was:

	2024 No	2023 No
£60,001 - £70,000	3	1
£70,001 - £80,000	1	-
£90,001 - £100,000	<u>1</u>	<u>-</u>

The total employee benefits of the key management personnel of the charity were £486,875 (2023 - £429,348).

13 Auditor's remuneration

	2024 £	2023 £
Audit of the financial statements	<u>6,000</u>	<u>7,028</u>
Other fees to auditors		
Accountancy support	<u>1,620</u>	<u>900</u>

14 Taxation

The charity is a registered charity and is therefore exempt from taxation.

15 Stock

	2024 £	2023 £
Publications, leaflets, etc.	<u>42,750</u>	<u>36,001</u>

Notes to the Financial Statements for the Year Ended 31 March 2024

16 Debtors

	2024 £	2023 £
Trade debtors	187,428	109,163
Prepayments	144,571	113,583
Other debtors	760,096	2,422
	<u>1,092,095</u>	<u>225,168</u>

17 Creditors

	2024 £	2023 £
Trade creditors	110,764	49,258
Other taxation and social security	80,808	71,819
Other creditors	27,554	-
Accruals	191,581	178,294
	<u>410,707</u>	<u>299,371</u>

18 Pension and other schemes

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £153,716 (2023 - £137,440).

Contributions totalling £25,354 (2023 - £Nil) were payable to the scheme at the end of the year and are included in creditors.

Notes to the Financial Statements for the Year Ended 31 March 2024

19 Funds

	Balance at 1 April 2023 £	Incoming resources £	Resources expended £	Balance at 31 March 2024 £
Unrestricted funds				
General fund	1,475,608	5,617,690	(5,447,661)	1,645,637
Contingency	100,000	-	-	100,000
Close down reserve	940,000	-	-	940,000
	<u>2,515,608</u>	<u>5,617,690</u>	<u>(5,447,661)</u>	<u>2,685,637</u>
Restricted funds				
Hopeline247	4,500	-	-	4,500
Total funds	<u>2,520,108</u>	<u>5,617,690</u>	<u>(5,447,661)</u>	<u>2,690,137</u>

	Balance at 1 April 2022 £	Incoming resources £	Resources expended £	Balance at 31 March 2023 £
Unrestricted funds				
General fund	1,581,385	4,452,536	(4,558,313)	1,475,608
Contingency	100,000	-	-	100,000
Close down reserve	940,000	-	-	940,000
	<u>2,621,385</u>	<u>4,452,536</u>	<u>(4,558,313)</u>	<u>2,515,608</u>
Restricted funds				
Hopeline247	4,500	48,390	(48,390)	4,500
Total funds	<u>2,625,885</u>	<u>4,500,926</u>	<u>(4,606,703)</u>	<u>2,520,108</u>

Notes to the Financial Statements for the Year Ended 31 March 2024

20 Analysis of net assets between funds

	Unrestricted funds		Restricted funds	Total funds
	General £	Designated £	£	at 2024 £
Current assets	2,056,344	1,040,000	4,500	3,100,844
Current liabilities	(410,707)	-	-	(410,707)
Total net assets	1,645,637	1,040,000	4,500	2,690,137
	Unrestricted funds		Restricted funds	Total funds
	General £	Designated £	£	at 2023 £
Current assets	1,774,979	1,040,000	4,500	2,819,479
Current liabilities	(299,371)	-	-	(299,371)
Total net assets	1,475,608	1,040,000	4,500	2,520,108

21 Related party transactions

There were no related party transactions in the year.