

# GRASSROOTS SUICIDE PREVENTION

England & Wales · Charity number 1149873

## Details

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**Status** Registered

**Legal form** Charitable company

**Company number** [05687263](#)

**Registered** 2012-11-22

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Community Base  
113 Queens Road  
Brighton  
BN1 3XG

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**Email** [office@prevent-suicide.org.uk](mailto:office@prevent-suicide.org.uk)

**Website** [www.prevent-suicide.org.uk](http://www.prevent-suicide.org.uk)

## Activities

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**Objects:** THE OBJECTS OF THE CHARITY ARE TO PRESERVE AND PROTECT THE GOOD MENTAL AND PHYSICAL HEALTH OF THE PUBLIC BY CONTRIBUTING TO THE PREVENTION OF SUICIDE, IN PARTICULAR BUT NOT EXCLUSIVELY, BY THE ADVANCEMENT OF EDUCATION AND TRAINING INTO THE CAUSES AND EFFECT OF SUICIDE AND SUICIDE INTERVENTION, THEREBY SEEKING TO REDUCE THE RISK AND OCCURRENCE OF SUICIDE.

**Activities:** We work locally and nationally with communities, organisations, services and individuals, helping them to become ready, willing and able to effectively support someone at risk of suicide. Our training and consultancy helps to save lives by enabling conversations that count. Through public events and our online community we work to reduce stigma and promote positive mental health and wellbeing.

## Classification

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- **How:** Provides Advocacy/advice/information, Other Charitable Activities
- **What:** Education/training
- **Who:** The General Public/mankind

## Geography

- Throughout England

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£923,024	£853,586	£553,005	18
2024-03-31	£925,939	£925,139	£483,567	17
2023-03-31	£730,187	£801,076	£482,767	18
2022-03-31	£892,131	£665,207	£553,656	14
2021-03-31	£478,933	£349,880	-	-

## Trustees

Name	Role	Appointed
Christopher Stuart Adams		2020-11-09
David Elliott Anthony Rainford		2023-06-05
Dr Karen Lascelles		2025-07-01
Emma Mills-Sheffield		2018-03-20
Lisa Marzano		2025-07-01

**GRASSROOTS SUICIDE PREVENTION**

England & Wales - Charity number 1149873

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# Accounts

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# Impact Report and Accounts 2024

**GRASSROOTS**  
**SUICIDE PREVENTION**



# Impact Report 2024

**GRASSROOTS**  
**SUICIDE PREVENTION**



# Contents

1	<b>Our impact</b>
2	<b>A message from our CEO</b>
4	<b>Our vision</b>
5	<b>Connecting</b>
6	Stay Alive app
9	Lived Experience Groups
11	Fundraising
13	Inaugural conference
15	Partnerships
18	<b>Educating</b>
19	Training
21	<b>Campaigning</b>
22	Campaigns
28	<b>Finance</b>
29	<b>Our partners</b>

# Our impact in 2024

In 2024, we made significant strides in our mission to create a positive, lasting impact. Through the dedication of our team, partners, and supporters, we've achieved remarkable milestones that demonstrate the power of community and collective action.



# A message from our CEO, Rachael Swann



**I want to start by thanking our staff, supporters, donors, volunteers, partners, and lived experience members for everything they've done to help us achieve another incredible year at Grassroots Suicide Prevention.**

As I reflect on all we have achieved this year, despite the external challenges facing us and the multiple and diverse communities we serve, I feel very proud to showcase the significant difference we have made in helping to save more lives from suicide.

Every donation, no matter how big or small, makes a huge difference. Our supporters participated in the biggest number of events to date, with over 35 events ranging from marathons to concerts; none of our work would be possible without the support of our donors, volunteers, and partners - so a massive thank you.

Our lived experience members have played a crucial role in shaping our services, influencing policy, and co-producing vital resources. Their insights ensure the support we offer truly meets the needs of the communities we serve.

One of the most memorable moments of the year was our inaugural suicide prevention conference, held in partnership with Public Health, Sussex Partnership NHS Foundation Trust, and VCSE partners. Bringing together 200 attendees from 85 organisations, the event provided a valuable space to share experiences, best practice, and insights while reflecting on how we can work better together.

It's been an outstanding year for our training team, with over 5,000 people trained, bringing our total to more than 70,000 and counting. From free awareness sessions to in-depth, research-informed courses tailored to at-risk groups, our training equips individuals and organisations with life-saving skills. Notably, our suicide prevention training in the context of domestic abuse has been delivered across multiple regions, addressing an urgent need following the rise in domestic abuse since the pandemic.

Another major milestone has been our collaboration with Liverpool John Moores University to develop training and resources for people aged 14 to 16, forming part of a national research study into youth suicide prevention. This research will help shape national policy, ensuring young people receive the support they need.

Our Stay Alive app continues to be a critical resource, now downloaded nearly 900,000 times across 208 countries and in 14 languages. We've expanded its content to over 800 resources, enhancing accessibility and crisis support. With an 80% increase in downloads from last year, it's clear that digital tools remain a vital lifeline.

We've also increased our awareness-raising efforts, running over 50 anti-stigma campaigns that reached 10 million people via social media, TV, radio, and press. In collaboration with expert partners and lived experience members, we launched new online suicide prevention hubs for women, children and young people, and older adults, already supporting over 25,000 people. A neurodivergence hub is also in development to further extend our reach and support more people.

While we celebrate these achievements, there is still so much more to do. Every week in the UK, 115 people die by suicide, and it remains the biggest killer of those under 35. With increasing societal pressures, the lasting effects of COVID-19, and gaps in funding, the need for accessible suicide prevention resources is greater than ever.

I would like to thank all our dedicated staff, volunteers, lived experience members, donors, and partners for their unwavering support. Together, we will continue our vital work to prevent suicide and save more lives now and in the future.

*Rachael Swann*

**Chief Executive Officer**





## **Our vision is a future where more lives are saved from suicide.**

**Grassroots Suicide Prevention is an award-winning charity. Our mission is to empower people to help save lives from suicide through connecting, educating, and campaigning nationally.**

We have lived experience of suicide. We know what it is like to be in crisis. We understand the pressure of trying to keep someone safe and the complex emotions including guilt, shock, and intense grief after a suicide.

### **Connecting**

We listen, connect, and provide support through our Stay Alive app, tools, and resources to help keep people safe from suicide.

### **Educating**

We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.

### **Campaigning**

We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.



# Connecting



# Stay Alive

Over the past decade, Stay Alive, our award-winning app, has transformed suicide prevention efforts, offering comprehensive support and guidance to people at risk.

Beyond crisis intervention, it is a valuable resource for concerned friends and family members, and professionals in therapy, social work, and education. Endorsed by the NHS, Stay Alive continues to evolve. In 2024, we introduced several key updates to improve accessibility and effectiveness for those seeking support.

**Streamlined urgent support listings** - we refined the way immediate support options are displayed, making it quicker and easier to find urgent help.

**New breathing exercises** - two additional breathing exercises were added to provide more tools for managing distress and anxiety.

**Expanded internationally** - we partnered with the Norwegian charity LEVE to create a version of Stay Alive for Norway, tailoring the 'Find Help Now' section to showcase local support services.

## 150,000

downloads from individuals

## 120,000

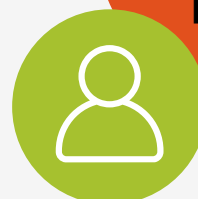
downloads by businesses

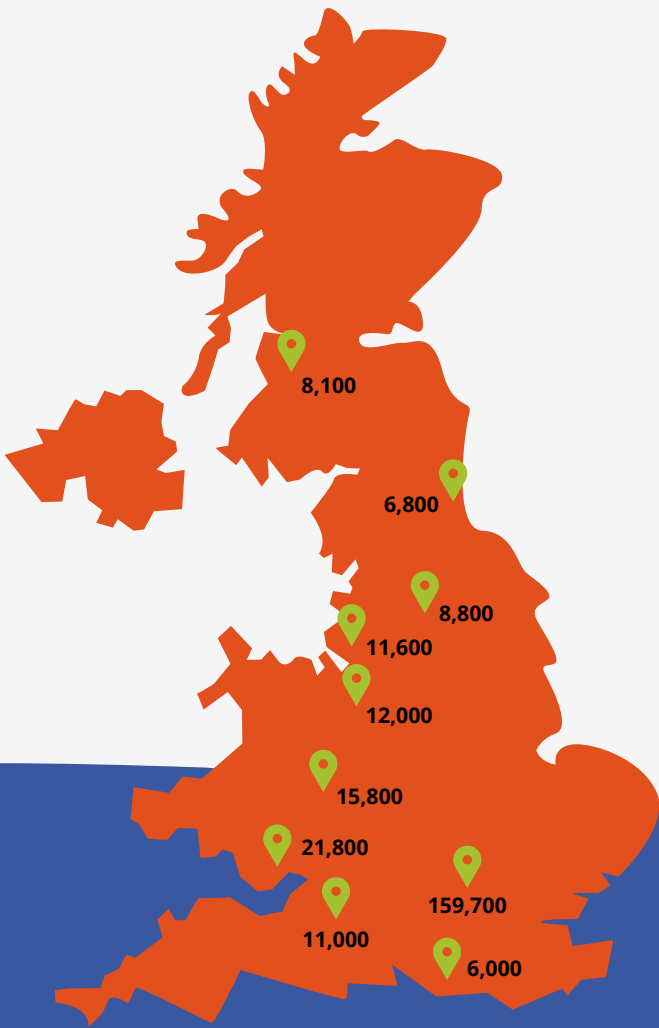
## 2,000

downloads from educational institutions

## 80%

increase in downloads from previous year





Top ten cities by users

Stay Alive is now reaching 208 countries and territories, with the app available in 14 languages to ensure accessibility for as many people as possible. Our commitment to expanding its global reach is driven by the belief that everyone, regardless of location or language, should have access to life-saving support. User feedback and independent evaluations are crucial in keeping Stay Alive relevant and effective, allowing us to continually adapt, improve, and save more lives.

**900,000**

**all time  
downloads**



## Impact

Funding from the National Lottery Digital Fund enabled us to enhance the app based on user feedback and testing. An independent evaluation by Unity Insights over 4 years found that Stay Alive helped 76% of at-risk users stay safe, reduced stigma for 93% of users, and received a 'good' or 'very good' rating from 89% of users.

## Support

A Middlesex University report published in July 2024 found that our Stay Alive campaign with Barnet Borough Council may have helped save around 10 lives.

## Innovation

We secured funding from the David Riddell Foundation - who have committed to the development of our Stay Alive app, including tailoring it for high-risk groups, increasing interactivity, and refining the user experience.

## Accessibility

We launched a national version of the Stay Alive booklet, providing offline access to vital suicide prevention resources for those that might be digitally excluded.

**20,000**

**copies of our  
Stay Alive  
booklet  
distributed**





“

I'm not ashamed to say I've used Stay Alive a few times. It should be normal to use apps like Stay Alive. It's like falling over - there's no shame in needing a hand back up.

”

**Lauren, Stay Alive user and Time to Change York Champion**



# Lived Experience Groups

The National Suicide Prevention Strategy emphasises the importance of including lived experience in all aspects of suicide prevention. Responding to this, we launched our Suicide Prevention Lived Experience Groups in partnership with Possability People, ensuring our work is guided and shaped by the authentic voices of those with lived experience of suicide.

**Suicide Prevention Lived Experience Advisory Group (SP LEAG)** – this group involves those who have experienced suicidal thoughts and/or attempted suicide.

**Suicide Prevention Feedback Group (SP Feedback Group)** – a diverse group with lived experience of suicide, including those who have faced suicidal thoughts, loss, or work in suicide prevention.

25

lived experience stories of hope and recovery



37

members of our Lived Experience Groups

Our Lived Experience groups play a crucial role in shaping our work, their insights help inform everything from training and digital tools to public awareness initiatives. Here are some of the ways they've made an impact:

## Conference

In October 2024, Grassroots Suicide Prevention hosted a conference for professionals in Sussex, emphasising the importance of lived experience in suicide prevention. The Suicide Prevention Lived Experience Advisory Group (SP LEAG) contributed through a group Q&A, co-delivered training, and sharing powerful recovery stories.

## Stay Alive

User-research drives updates to the Stay Alive app, with the SP LEAG offering key insights on priorities like improving accessibility, redesigning for engagement, and restructuring content for crisis situations. The group will continue to shape future updates, ensuring the app meets user needs.

## Training

The SP LEAG is integral in shaping new training courses, providing invaluable feedback on what support worked during times of crisis. Their input is helping to develop training for general practice staff.

## Women's Suicide Prevention Hub

On World Suicide Prevention Day, we launched a Women's Suicide Prevention Hub, addressing key risk factors for women. The Advisory Group and Feedback Group reviewed content and shared stories of hope, encouraging others to stay safe and seek help.

"Recovery isn't easy, and it's not instant, but it's always possible. I hope my journey inspires others to speak out, seek help, and believe in the possibility of a better future."

**Harj, Lived Experience Advisory Group member**

# Fundraising



In 2024, our incredible fundraisers came together to support our mission, participating in 35 events, including marathons, concerts, and sports activities. These events have raised vital funds for our life-saving work and united local individuals in support of suicide prevention.

## Case Study: Jack Evans

After losing his friend to suicide, Jack Evans decided to help other people in honour of his friend. He ran 20 marathons in 12 weeks, raising £7,000 for Grassroots Suicide Prevention. His incredible challenge inspired many, highlighting the importance of mental health and suicide prevention support.



35

events  
participated in by  
our amazing  
fundraisers

“No one should have to suffer alone and feel like there is no one to listen. Together we can play a part in breaking the stigma and together we can save lives.”



**£2,000+**

raised in partnership with Martin Searle Solicitors through their sponsored 'Dawn of Hope' walk

**£7,500**

raised through our partnership with Brighton and Hove Pride, where we helped to sell nearly 1,000 tickets

**£6,000**

raised by 9 cyclists that participated in the London to Brighton Bike Ride

**£30,000**

raised by our incredible runners in Brighton marathons

**£7,000**

raised through the Big Give Christmas Challenge by 27 donors, exceeding our £6,000 target

"I ran the Brighton half marathon with my dad who was (and still is) over 70. I struggled to keep up with him but we finished it together and the thing that motivates you when it gets tough is doing it for a good cause and doing it for Grassroots Suicide Prevention is obviously for me quite personal and incentivising as someone who overcame suicidal depression...I think running for a cause that means something is key to give you focus and motivation."

**Matt Haig, Author and Journalist**



# Inaugural conference

**In partnership with six Sussex-based organisations, including Brighton & Hove City Council and NHS Sussex Partnership, we hosted the inaugural local suicide prevention conference in Sussex.**

The event was a significant milestone, bringing together over 200 professionals from 85 organisations to tackle the pressing issue of suicide prevention.

This conference sparked vital conversations, promoted collaboration across sectors, and allowed for the sharing of best practice. By uniting key stakeholders, we strengthened our collective resolve to improve suicide prevention efforts in Sussex, making a real impact on the way the community approaches mental health and suicide prevention.

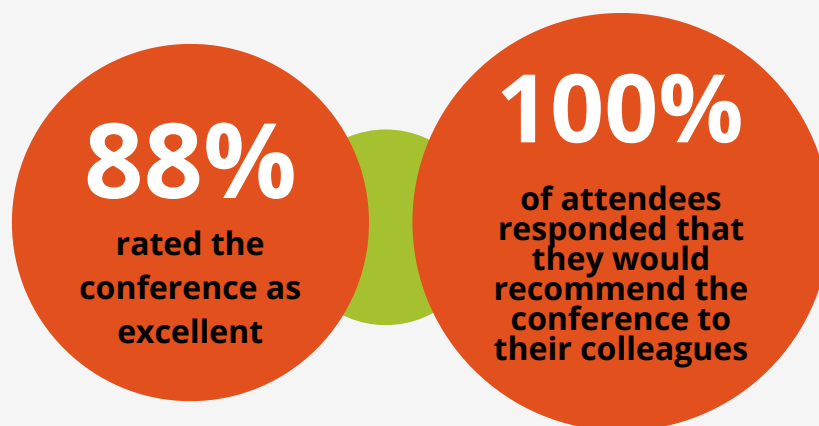
“This was a truly exceptional event. The power of the stories was incredible. There was an atmosphere of comfort and kindness that allowed people to speak honestly, openly and from the heart, and they so did.

I thought it was fantastic. It felt like a moment. I found so many new connections and was overwhelmed by the compassion, kindness and appreciation shared even by people horribly bruised by death and bereavement.”

**Dr Peter Aitken, Chief Medical Officer, Sussex Partnership NHS Foundation Trust**

## The top three sessions, based on delegate feedback, were:

- **Understanding and preventing suicide** - Presented by Professor Rory O'Connor, The University of Glasgow, this session provided valuable insights into the underlying causes of suicide and offered evidence-based strategies for prevention.
- **Lived experience and suicide prevention** - A powerful session featuring Lived Experience Advisory Group members, who shared their personal journeys and the critical role lived experience plays in shaping effective suicide prevention strategies.
- **The truth about suicide and its impact on those bereaved** - Led by Dr Rachel Gibbons, Consultant Psychiatrist, this session focused on the profound emotional and psychological toll of suicide on families and communities, underscoring the importance of support for those left behind.



"A truly informative day, handled sensitively, by a spectrum of experts. I was apprehensive about listening to the topic of suicide all day, but our mental wellbeing was well looked after and it became, hands down the best conference I have ever attended."

**Andrea Wood, Partnership Manager, Brighton and Hove Division  
Sussex Police**

# Partnerships



**In 2024, we formed invaluable partnerships that have strengthened our suicide prevention efforts. From local organisations to national groups, these new collaborations are vital to our mission of saving lives. Together, we are creating a lasting impact.**

## UOK

We are proud to be a key partner in UOK Brighton & Hove, a network of 16 local mental health charities led by Southdown Housing. Through this partnership, we have delivered expert suicide prevention, self-harm, and mental health training in the city, equipping communities with vital skills to support those in crisis. Over the past 5 years, we have trained 1,500 people, empowering frontline workers, community members, and professionals to recognise signs of distress, have life-saving conversations, and provide effective support. This collaboration has strengthened local mental health services, ensuring that more people receive help when they need it most.

## Hampshire Public Health

Our partnership with Hampshire Public Health enables us to deliver suicide prevention training to nearly 220 staff and volunteers across the county. Over the past year, we have provided specialist training, tailored specifically for key groups in the locality, including Hampshire Safeguarding Children's Partnership, organisations supporting veterans, and Countryside Service Managers. This has been informed by consultation with people with lived experience through Hampshire County Council's 'Voices Collective Monthly Meeting'. By empowering individuals with practical tools and knowledge, this collaboration strengthens local suicide prevention efforts and helps create a safer and more supportive community.

# Corporate partnerships

## On Cue Removals

We're grateful to have On Cue Removals, a Kent-based removal company, as a partner in our mission to prevent suicide. On Cue Removals has pledged to donate a percentage of their annual sales to support our work. Their generous commitment enables us to continue offering vital resources and raise awareness about mental health and suicide prevention. We're thankful for their support in helping us make a lasting impact.

## Megga Telecom

We were proud to partner with Megga Telecom, whose eSIMCrew app helps global travellers save on data roaming costs. Simon Black, CEO, had lived experience of losing a close friend to suicide. Through this partnership, Megga Telecom is pledging to make a difference and generously donating a percentage of every eSIMCrew Data Plan sold in the UK and Europe to support our work in suicide prevention. With their support, we're able to continue our life-saving efforts and make a real difference.



"The partnership with Grassroots Suicide Prevention is particularly close to our hearts and enables us to help raise awareness around mental health and suicide prevention. By reducing the stigma, we hope that one in five people who have suicidal thoughts will reach out for support. We are proud to be donating a percentage from every Data Plan sold to Grassroots Suicide Prevention."

**Simon Black, CEO of Megga Telecom**



“As two young men, we understand the stigma that often surrounds opening up about struggles, especially among men. We tragically lost our close friend, Piers, to suicide and that loss has driven us to take action. No one should have to face their battles alone, which is why we have chosen this fantastic charity, Grassroots Suicide Prevention. Their work in providing life-saving resources, training, and support is vital in breaking down barriers and helping those in crisis. By working together, we hope to raise awareness, challenge the stigma, and play our part in ensuring more lives are saved.”

**George Cullen and Alfie Pye, Directors of On Cue Removals**



# Educating

# Training



**For 20 years we have been UK leaders in the field of suicide prevention training for professionals. To date, we have equipped over 70,000 professionals and organisations with the skills and confidence needed to effectively intervene.**

In 2024, we expanded our course offerings, introducing new programmes such as Understanding Self-Harm in Children and Young People, Suicide Prevention in the Context of Domestic Abuse, Mental Health and Wellbeing for Managers, and Breaking the Silence, a bespoke and pioneering suicide prevention course for young people in schools.

**350**

**training courses  
delivered  
nationally**

**5,000**

**people equipped  
with the skills to  
have life-saving  
conversations  
and prevent  
suicide**

"I wish all of our volunteers had joined. Sometimes someone mentions suicidal thoughts during conflict coaching or individual meetings and these tools would help them know what to say - pausing the session and going through the Signs Ask Listen Help. It has changed my awareness regarding my ability to help someone in this way, linked to my appreciation of the necessity of stepping in to do what I can."

**Lesley, Senior Mediation Coordinator, Real Talk Suicide Prevention Training**

# Breaking the Silence

Breaking the Silence is our UK-first initiative dedicated to developing specialist, high-quality teaching resources for schools, colleges, and other educational settings. These materials equip teachers to deliver impactful workshops on suicide prevention, empowering young people (14+) to recognise when a friend may be struggling with suicidal thoughts, respond effectively, and seek appropriate help.

**Thanks to the funding from David Riddell Memorial CIO, we were able to:**

- Produce a high-quality, emotive training video with NICE Media for suicide prevention workshops.
- Design accessible, specialist resources through co-production with young people, educators, academics, and mental health experts.
- Develop free resources to help teachers deliver workshops on spotting signs, responding, and seeking help.
- Partner with Liverpool John Moores University to pilot workshops as part of UK-first suicide prevention research.

“The resources and learning techniques were engaging, enriching and allowed various opportunities for our people to be empathetic. The multi-media approach had our young people hooked from the start. Staff in our school understand the importance of teaching this topic, and with these resources and the support from Grassroots Suicide Prevention, we would feel confident delivering this training.”

**Lucy Skillen, Mental Health and Wellbeing Lead, Holy Family Catholic School, Liverpool**

**1,000**

**pupils engaged  
across 10 UK  
schools**



# Campaigning

# Campaigns



**At Grassroots Suicide Prevention, we believe most suicides are preventable with the right support and timely intervention. Our campaigns challenge stigma, raise awareness about mental health and suicide, and drive change at local and national levels.**

In 2024, we ran over 50 anti-stigma and awareness campaigns, reaching 10 million people through social media, TV, radio, and press.

From community initiatives to strategic partnerships, we empower individuals and organisations to take action and create a world where everyone feels safe to reach out for support or to help someone at risk.

**100,000**

people reached  
through our  
website

**50**

campaigns  
reaching over 10  
million people

**415,000**

people engaged  
through social  
media

# World Suicide Prevention Day

**Suicide rates among women are rising, with ONS data revealing a 32% increase in suicides between 2012 and 2022 among women and young girls.**

In response, we launched a dedicated suicide prevention hub for women (and those who identify as women) at risk and those concerned about them, working alongside ten key charities. This builds on the impact of our existing hubs for young and older adults, which supported over 11,000 visitors in 2024, providing safe spaces, tailored resources, and immediate help.

For World Suicide Prevention Day, we joined forces with organisations like Brighton Women's Centre, UOK and Beat, to address the rising suicide rates among women, both locally and nationally. As part of this effort, we highlighted our Women's Hub and its resources, raising awareness of the unique challenges women face. Our campaign reached an estimated four million people and gained widespread attention, featured on Sky News, Trisha, and GB News.

*When we use the word 'women', we mean any self-identifying woman. We are committed to recognising and validating everyone's gender identity. We also know that some of the issues mentioned here are not exclusive to women. We encourage you to visit the Women's Suicide Prevention Hub and use the help and resources listed if you need to.*

**25,000**

**visits to our  
Suicide  
Prevention Hubs**

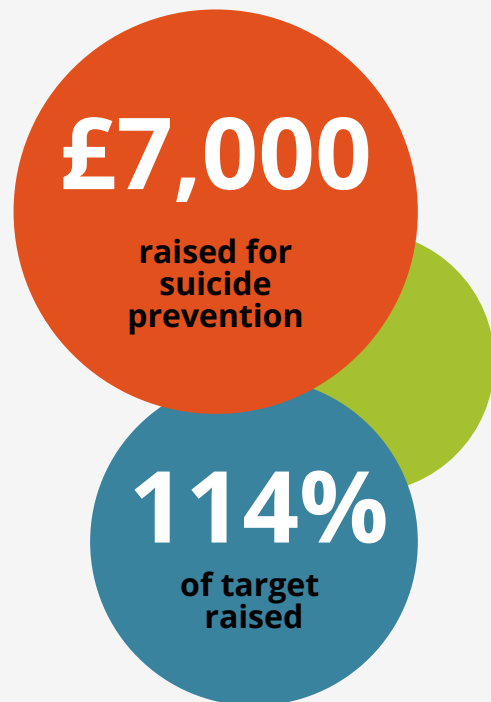
**2,500**

**people engaged  
with our  
Women's Hub**

# The Big Give Christmas Challenge

We celebrated our third year participating in The Big Give, a campaign that allows donations to be doubled, and we are thrilled with the results.

Building on the success and lessons from previous years, we surpassed our target of £6,000 thanks to the amazing generosity of around 30 donations. With pledges and Gift Aid, we reached an incredible £7,000 total. The generosity shown through this campaign helps us to further our mission of preventing suicide and providing essential support to individuals and communities in need.



## Don't brush it under the carpet

Through our collaboration with Sussex Partnership NHS Foundation Trust, we supported their "Don't brush it under the carpet" campaign, which raised awareness of mental health issues and highlighted the importance of open conversations. As part of this initiative, we developed a dedicated hub offering resources and guidance, specifically for older individuals, their loved ones, and professionals.

"We want older adults and their families to realise that emotional wellbeing difficulties can really affect anyone and there's no shame in asking for help."

**Dr Padmaprabha Dalby, Clinical Director,  
Sussex Partnership**

1,000  
people engaged  
with our Older  
Adult Hub



“The 'Don't brush it under the carpet' campaign provides support for older adults who may be feeling low or alone and guide them to the right support. The campaign is an example of successful partnership working, with Sussex Partnership NHS Foundation Trust collaborating with NHS and voluntary sector partners to raise awareness of the issue of suicide and self-harm amongst carers, family members and health professionals to enable them to support older adults they know who may be struggling. An integral part of the campaign is the older adults hub, developed and hosted by Grassroots Suicide Prevention. The hub is a fantastic resource for older adults and those who work in this area. It continues to have good engagement providing valuable advice, support and sign posting.

Reaching out for support from family, friends or professionals can make a huge difference, including, in some cases, preventing self-harm or suicide. Many older people find it very difficult to discuss their mental health but there is still a significant need.”

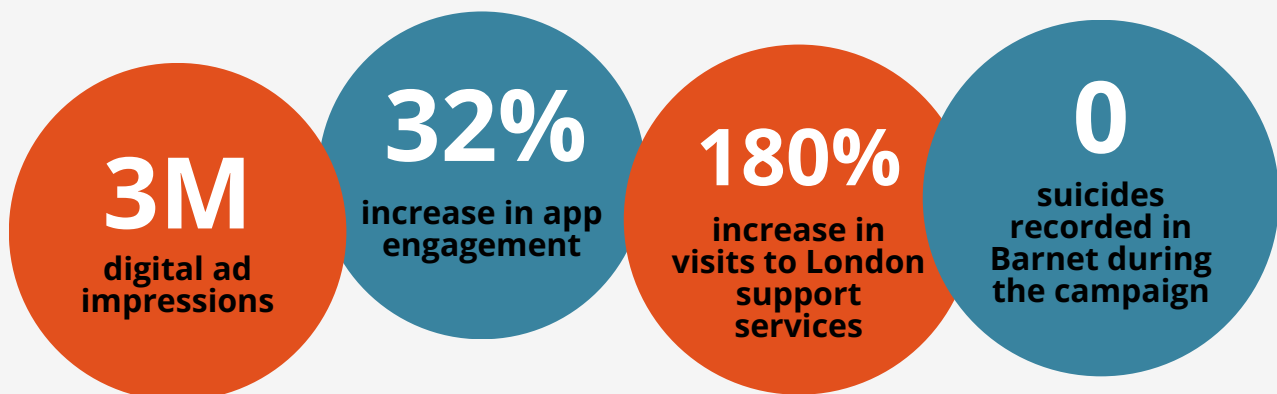
**Jo Mitchell, Senior Transformation Programme Manager Specialist,  
Older Adult Mental Health Services, Sussex Partnership NHS  
Foundation Trust**

# Barnet suicide prevention campaign

We continue our partnership with London Borough of Barnet Council to support suicide prevention in the community. Building on previous campaigns, our latest initiative focused on reaching those most at risk and encouraging help-seeking behaviour for construction workers, Jewish communities, and Eastern European communities.

The project aligns with the UK Government's National Suicide Prevention Strategy, which highlights the importance of identifying and supporting at-risk groups. By drawing on national policy, legislation, local insights from Barnet's Real Time Surveillance System reports, and public health assessments, we developed a targeted approach to ensure effective suicide prevention measures.

Through targeted digital adverts and community outreach, we promoted the Stay Alive app, ensuring vital resources were accessible to those in crisis. Our collaborative approach strengthened awareness, reduced stigma, and connected more people to life-saving support.



Following the campaign, we conducted a survey and interviews with Barnet residents who had used the Stay Alive app.

- 82% of at-risk individuals said the Stay Alive app helped them stay safe from suicide
- 91% felt it encouraged open conversations about mental health
- 69% said the campaign reduced stigma around suicide
- 67% agreed the app supported those they were helping



"I think this campaign was a great example of working together, working collaboratively with local organisations, local authorities and also national organisations. You brought your expertise on suicide prevention, local organisations their knowledge of local communities, and we came together to make a difference."

**Seher Kayikci, Senior Public Health Strategist, London Borough of Barnet**



# Finance

**REGISTERED COMPANY NUMBER: 05687263 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1149873**

**REPORT OF THE TRUSTEES AND**  
**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2025**  
**FOR**  
**GRASSROOTS SUICIDE PREVENTION**

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**GRASSROOTS SUICIDE PREVENTION**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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	<b>Page</b>
<b>Report of the Trustees</b>	1 to 4
<b>Independent Examiner's Report</b>	5
<b>Statement of Financial Activities</b>	6
<b>Balance Sheet</b>	7 to 8
<b>Cash Flow Statement</b>	9
<b>Notes to the Cash Flow Statement</b>	10
<b>Notes to the Financial Statements</b>	11 to 23

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**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2025. The trustees have adopted the provisions of 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 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Grassroots Suicide Prevention (GSP) vision is a future where more lives are saved from suicide. We empower people to help save lives from suicide through connecting, educating, and campaigning nationally:

- Connecting: We listen and connect people to support through our Stay Alive app, tools, and resources to help keep people safe from suicide.
- Educating: We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.
- Campaigning: We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.

The objects of GSP are to preserve and protect the good mental and physical health of the public by contributing to the prevention of suicide, in particular but not exclusively, by the advancement of education and training into the causes and effect of suicide and suicide intervention, thereby seeking to reduce the risk and occurrence of suicide.

**Public benefit**

In shaping our objectives and planning our activities for the year, the trustees have given due consideration to the duties set out in the Charities Commission published guidance as required by section 17(5) of the Charities Act 2011.

The paragraphs 'Objectives and Activities' and 'Achievements and Performance' detail the benefits that the charity provides to the public.

**ACHIEVEMENTS AND PERFORMANCE**

**Charitable activities**

Significant achievements from 2024-2025 include:

- Delivering 350 suicide prevention and mental health training courses, equipping 5,000 people with the skills to have life-saving conversations.
- A further 150,000 downloads of the Stay Alive suicide prevention smartphone app.
- Delivered 50 campaigns reaching over 10 million people, 100,000 people engaged through our website, 415,000 people reached through social media and 25,000 visits to our Suicide Prevention Hubs.
- Delivering training contracts to train the local workforce in suicide alertness, suicide intervention, understanding and working with self-harm, and mental health awareness, commissioned by a number of local authorities.
- Expanding our Suicide Prevention Lived Experience Advisory Group and Feedback Group to 37 members.
- In partnership with Sussex Partnership NHS Foundation Trust, Public Health, Heads On, VCSE partners and lived experience, we hosted the inaugural local suicide prevention conference in Sussex. The event was a significant milestone, bringing together over 200 professionals from 85 organisations to tackle the pressing issue of suicide prevention.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**FINANCIAL REVIEW**

**Financial position**

Income for the year was £923,025 (2024: £925,939) against expenditure of £853,587 (2024: £925,139). The deficit on unrestricted activities was £37,846 which has been deducted from the unrestricted reserves brought forward to leave £357,785 to be carried forward.

The Trustees have designated funds towards training operational development amounting to £50,303 leaving £307,315 in unrestricted reserves which amounts to 3.6 months of budgeted expenditure for 2025/26 in operational reserve.

**Reserves policy**

The trustees monitor the reserves of the charity. This process considers the nature of all income and expenditure streams, commitments and the nature of the reserves. The trustees have examined the minimum requirements for free reserves which are unrestricted funds not invested in fixed assets or otherwise committed. The trustees consider that these should be equivalent to 6 months expenditure.

**FUTURE PLANS**

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory funding arrangements and guidance from the Board of Trustees. The key activities from our three year strategy are:

1. Raise our profile; build a strong brand and reputation as national leaders in suicide prevention.
2. Ensure financial growth and sustainability, increasing our income, capacity, and impact.
3. Develop a research-informed portfolio of high-quality training, products, and consultancy.
4. Develop a growth culture and maximise efficiencies in operations to increase impact.

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

Grassroots Suicide Prevention was incorporated originally as Grassroots Training CIC on 25 January 2006 and changed its name and status to Grassroots Suicide Prevention, a company limited by guarantee on 18 September 2012.

It is governed by its Memorandum and Articles of Association as amended on 10 November 2016.

Grassroots Suicide Prevention received charitable status on 22 November 2012.

**Recruitment and appointment of new trustees**

New trustees are invited and encouraged to attend training and induction as appropriate to familiarise themselves with the charity, the context in which it operates, and their obligations as a trustee. Trustees are exempt from a standard Disclosure and Barring Service check.

**Organisational structure**

GSP has a Board of Trustees who at 31 March 2025 consisted of:

Emma Mills-Sheffield (Chair)  
Donna Holland  
Chris Adams  
David Rainford

The trustees meet quarterly and are responsible for the strategic direction and policy of the charity. The Chief Executive Officer is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Risk management**

The trustees have undertaken a review of the major risks which the charity faces and believe that working towards free reserves at the levels stated in this report, combined with a revised annual review of the controls over key financial systems carried out through an internal audit, will provide sufficient resources in the event of adverse conditions. The trustees also examined other operational and business risks and confirm that they have established systems appropriate to the circumstances, scale and scope of the charity's operations, to mitigate the significant risks. In the last year the Board has focused on a few specific aspects of risk. A risk register is in place which is reviewed quarterly at the Trustee meetings.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**

05687263 (England and Wales)

**Registered Charity number**

1149873

**Registered office**

Community Base  
113 Queens Road  
Brighton  
East Sussex  
BN1 3XG

**Trustees**

Emma Wadey (resigned 3/12/2024)  
Emma Mills-Sheffield (Chair)  
Chris Adams  
Donna Holland  
David Rainford

**Company Secretary**

Samuel Joseph Hubbert

**Independent Examiner**

Dr Shona F Wardrop  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**Bankers**

The Co-Operative Bank

Nationwide Building Society

Approved by order of the board of trustees on 19 December 2025 and signed on its behalf by:

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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Emma Mills-Sheffield - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GRASSROOTS SUICIDE PREVENTION**

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**Independent examiner's report to the trustees of Grassroots Suicide Prevention ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2025.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of Scotland, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Dr Shona F Wardrop  
The Institute of Chartered Accountants of Scotland

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

22 December 2025

**GRASSROOTS SUICIDE PREVENTION**

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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		Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	146,796	-	146,796	127,720
<b>Charitable activities</b>	5				
Training, campaigning and strategic consultancy		200,796	550,784	751,580	793,660
Other trading activities	3	14,554	-	14,554	2,500
Investment income	4	10,094	-	10,094	2,059
<b>Total</b>		<u>372,240</u>	<u>550,784</u>	<u>923,024</u>	<u>925,939</u>
<b>EXPENDITURE ON</b>					
Raising funds	6	49,707	6,811	56,518	30,426
<b>Charitable activities</b>	7				
Training, campaigning and strategic consultancy		360,379	436,689	797,068	894,713
<b>Total</b>		<u>410,086</u>	<u>443,500</u>	<u>853,586</u>	<u>925,139</u>
<b>NET INCOME/(EXPENDITURE)</b>		(37,846)	107,284	69,438	800
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		395,785	87,782	483,567	482,767
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>357,939</u>	<u>195,066</u>	<u>553,005</u>	<u>483,567</u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET**  
**31 MARCH 2025**

	Notes	Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	13	12,377	-	12,377	1,449
<b>CURRENT ASSETS</b>					
Stocks	14	5,783	-	5,783	15,265
Debtors	15	89,153	-	89,153	68,560
Cash at bank		294,359	195,066	489,425	438,022
		<u>389,295</u>	<u>195,066</u>	<u>584,361</u>	<u>521,847</u>
<b>CREDITORS</b>					
Amounts falling due within one year	16	(43,733)	-	(43,733)	(39,729)
		<u>345,562</u>	<u>195,066</u>	<u>540,628</u>	<u>482,118</u>
<b>NET CURRENT ASSETS</b>					
		<u>345,562</u>	<u>195,066</u>	<u>540,628</u>	<u>482,118</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>357,939</u>	<u>195,066</u>	<u>553,005</u>	<u>483,567</u>
<b>NET ASSETS</b>		<u>357,939</u>	<u>195,066</u>	<u>553,005</u>	<u>483,567</u>
<b>FUNDS</b>	17				
Unrestricted funds				357,939	395,785
Restricted funds				195,066	87,782
<b>TOTAL FUNDS</b>				<u>553,005</u>	<u>483,567</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2025.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2025 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET - continued**  
**31 MARCH 2025**

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 19 December 2025 and were signed on its behalf by:

Emma Mills-Sheffield - Trustee

The notes form part of these financial statements

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**GRASSROOTS SUICIDE PREVENTION**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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	Notes	2025 £	2024 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	55,025	(64,126)
Net cash provided by/(used in) operating activities		<u>55,025</u>	<u>(64,126)</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		(13,716)	(1,478)
Interest received		10,094	2,059
Net cash (used in)/provided by investing activities		<u>(3,622)</u>	<u>581</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>51,403</u>	<u>(63,545)</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>438,022</u>	<u>501,567</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>489,425</u></u>	<u><u>438,022</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2025	2024
	£	£
<b>Net income for the reporting period (as per the Statement of Financial Activities)</b>	69,438	800
<b>Adjustments for:</b>		
Depreciation charges	2,788	892
Interest received	(10,094)	(2,059)
Decrease/(increase) in stocks	9,482	(13,408)
Increase in debtors	(20,593)	(9,222)
Increase/(decrease) in creditors	4,004	(41,129)
	<hr/>	<hr/>
<b>Net cash provided by/(used in) operations</b>	<b>55,025</b>	<b>(64,126)</b>
	<hr/> <hr/>	<hr/> <hr/>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1/4/24	Cash flow	At 31/3/25
	£	£	£
<b>Net cash</b>			
Cash at bank	438,022	51,403	489,425
	<hr/>	<hr/>	<hr/>
	438,022	51,403	489,425
	<hr/>	<hr/>	<hr/>
<b>Total</b>	<b>438,022</b>	<b>51,403</b>	<b>489,425</b>
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The notes form part of these financial statements

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS** **FOR THE YEAR ENDED 31 MARCH 2025**

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#### **1. ACCOUNTING POLICIES**

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) 'Accounting and Reporting by Charities: Statement of Recommended applicable to charities preparing their accounts with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and on that basis the charity is considered to be a going concern.

##### **Income**

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are receivable.

Incoming resources are treated as deferred where the donor has specified that they related to a future accounting period.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Assets costing less than £500 are written off to the Statement of Financial Activities.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment - 3 years on a straight line basis.

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2025**

---

#### **1. ACCOUNTING POLICIES - continued**

##### **Tangible fixed assets**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### **Stocks**

Stocks are stated at the lower of cost and net realisable value.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### **Taxation**

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **Financial instruments**

Financial instruments are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial assets are offset, with the net amounts presented in the accounts when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

##### **Basic financial liabilities**

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2025**

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#### **1. ACCOUNTING POLICIES - continued**

##### **Cash and cash equivalents**

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

#### **2. DONATIONS AND LEGACIES**

	2025	2024
	£	£
Donations	146,796	127,720

#### **3. OTHER TRADING ACTIVITIES**

	2025	2024
	£	£
Other income	14,554	2,500

#### **4. INVESTMENT INCOME**

	2025	2024
	£	£
Deposit account interest	10,094	2,059

#### **5. INCOME FROM CHARITABLE ACTIVITIES**

	2025	2024
	Training, campaigning and strategic consultancy £	Total activities £
Contracts	242,840	192,055
Training income	193,296	284,565
Sales	7,500	30,000
Grants	307,944	287,040
	<u>751,580</u>	<u>793,660</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**5. INCOME FROM CHARITABLE ACTIVITIES - continued**

Grants received, included in the above, are as follows:

	2025	2024
	£	£
Kristina Martin Charitable Trust	-	8,000
Lottery Digital Fund	-	86,160
Sussex Community Foundation	-	5,000
Sussex Partnership NHS Foundation Trust	-	23,618
National Lottery Community Fund	19,672	-
Mind in Brighton & Hove	8,288	8,288
David Ridell	166,722	108,624
Schroder Charity Trust	-	5,000
Chalk Cliff Trust	5,000	5,000
Britford Bridge	-	15,000
The Lawson Trust	5,000	10,000
Magdelan Lasher	-	1,500
Enjoolata Foundation UK	-	5,000
Focus Foundation	-	5,850
London Borough of Barnet	9,999	-
Select Equity Foundation	78,263	-
Govia Thameslink	10,000	-
Sussex Police	5,000	-
	<u>307,944</u>	<u>287,040</u>

**6. RAISING FUNDS**

**Raising donations and legacies**

	2025	2024
	£	£
Fundraising costs	42,194	16,380
Marketing costs	14,324	14,046
	<u>56,518</u>	<u>30,426</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**7. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 8) £
Training, campaigning and strategic consultancy	797,068

**8. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	2025 £	2024 £
Staff costs	614,767	545,200
Material costs	22,509	32,873
Costs for delivering training	85,858	196,941
Legal fees, accountancy, independent examination and bank charges	17,420	13,737
Support costs	16,335	17,557
Equipment and IT costs	14,737	10,054
App development costs	22,654	77,459
Depreciation	2,788	892
	<u>797,068</u>	<u>894,713</u>

**9. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	2025 £	2024 £
Depreciation - owned assets	2,788	892
Independent examination	2,580	2,580

**10. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2025 nor for the year ended 31 March 2024.

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2025**

#### **10. TRUSTEES' REMUNERATION AND BENEFITS - continued**

##### **Trustees' expenses**

One trustee was reimbursed £98 for travel expenses during to year to 31 March 2025 (2024: £NIL).

#### **11. STAFF COSTS**

Staff costs during the year were as follows:

	2025	2024
	£	£
Wages and salaries	508,260	455,251
Social security costs	44,129	37,602
Pension costs	<u>11,355</u>	<u>9,995</u>
	<u>563,745</u>	<u>464,765</u>

The charity considers its key personnel comprises of the trustees, chief executive officer, development officer and finance officer . Total employment benefits to its key management personnel were £147,716 (2024: £136,291).

The average monthly number of employees during the year was as follows:

	2025	2024
Fundraising and administration	<u>18</u>	<u>17</u>

No employees received emoluments in excess of £60,000.

#### **12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	127,720	-	127,720
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	327,565	466,095	793,660
Other trading activities	2,500	-	2,500
Investment income	<u>2,059</u>	<u>-</u>	<u>2,059</u>
<b>Total</b>	<u>459,844</u>	<u>466,095</u>	<u>925,939</u>
<b>EXPENDITURE ON</b>			
Raising funds	30,426	-	30,426

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

**12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	441,825	452,888	894,713
<b>Total</b>	<u>472,251</u>	<u>452,888</u>	<u>925,139</u>
<b>NET INCOME/(EXPENDITURE)</b>	(12,407)	13,207	800
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	408,191	74,576	482,767
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>395,784</u></u>	<u><u>87,783</u></u>	<u><u>483,567</u></u>

**13. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £
<b>COST</b>	
At 1 April 2024	14,517
Additions	13,716
Disposals	(10,596)
At 31 March 2025	<u>17,637</u>
<b>DEPRECIATION</b>	
At 1 April 2024	13,068
Charge for year	2,788
Eliminated on disposal	(10,596)
At 31 March 2025	<u>5,260</u>
<b>NET BOOK VALUE</b>	
At 31 March 2025	<u><u>12,377</u></u>
At 31 March 2024	<u><u>1,449</u></u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

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**14. STOCKS**

	2025	2024
	£	£
Stocks	5,783	15,265

**15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2025	2024
	£	£
Trade debtors	80,660	56,867
Prepayments and accrued income	8,493	11,693
	<u>89,153</u>	<u>68,560</u>

**16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2025	2024
	£	£
Trade creditors	26,728	26,182
Social security and other taxes	14,340	10,966
Other creditors	85	1
Accrued expenses	2,580	2,580
	<u>43,733</u>	<u>39,729</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

**17. MOVEMENT IN FUNDS**

	At 1/4/24 £	Net movement in funds £	Transfers between funds £	At 31/3/25 £
<b>Unrestricted funds</b>				
General fund	357,619	320	(50,303)	307,636
Designated funds - Training Development	38,166	(38,166)	50,303	50,303
	<u>395,785</u>	<u>(37,846)</u>	<u>-</u>	<u>357,939</u>
<b>Restricted funds</b>				
Big Lottery - Awards for All	-	2,371	-	2,371
West Sussex	19,287	(11,987)	-	7,300
Wales	24,885	(24,885)	-	-
Hampshire	-	5,548	-	5,548
Brighton & Hove City Council & Public Health	-	5,387	-	5,387
Lived Experience Hub	12,760	(6,343)	-	6,417
Stay Alive	20,000	80,337	-	100,337
Training	10,850	56,856	-	67,706
	<u>87,782</u>	<u>107,284</u>	<u>-</u>	<u>195,066</u>
<b>TOTAL FUNDS</b>	<u>483,567</u>	<u>69,438</u>	<u>-</u>	<u>553,005</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

**17. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	372,240	(371,920)	320
Designated funds - Training Development	-	(38,166)	(38,166)
	<u>372,240</u>	<u>(410,086)</u>	<u>(37,846)</u>
<b>Restricted funds</b>			
Big Lottery - Awards for All	19,673	(17,302)	2,371
Brighton and Hove City Council	46,071	(46,071)	-
East Sussex County Council	32,365	(32,365)	-
West Sussex	7,300	(19,287)	(11,987)
Wales	-	(24,885)	(24,885)
Hampshire	42,100	(36,552)	5,548
Brighton & Hove City Council & Public Health	24,211	(18,824)	5,387
Wirral Council	9,976	(9,976)	-
Islington Council	54,592	(54,592)	-
West Sussex Schools	26,225	(26,225)	-
Lived Experience Hub	21,722	(28,065)	(6,343)
Stay Alive	174,999	(94,662)	80,337
Training	91,550	(34,694)	56,856
	<u>550,784</u>	<u>(443,500)</u>	<u>107,284</u>
<b>TOTAL FUNDS</b>	<u>923,024</u>	<u>(853,586)</u>	<u>69,438</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025**

**17. MOVEMENT IN FUNDS - continued**

**Comparatives for movement in funds**

	At 1/4/23 £	Net movement in funds £	Transfers between funds £	At 31/3/24 £
<b>Unrestricted funds</b>				
General fund	294,894	(12,406)	75,131	357,619
Designated funds - Training Development	113,297	-	(75,131)	38,166
	<u>408,191</u>	<u>(12,406)</u>	<u>-</u>	<u>395,785</u>
<b>Restricted funds</b>				
East Sussex County Council	12,021	(12,021)	-	-
Kent County Council	1,000	(1,000)	-	-
Lottery Digital Fund	13,669	(13,669)	-	-
First Hand	6,000	(6,000)	-	-
West Sussex	8,000	11,287	-	19,287
Surrey	12,000	(12,000)	-	-
Heads On	8,138	(8,138)	-	-
Wales	10,000	14,885	-	24,885
Kent Training	3,748	(3,748)	-	-
Lived Experience Hub	-	12,760	-	12,760
Stay Alive	-	20,000	-	20,000
Training	-	10,850	-	10,850
	<u>74,576</u>	<u>13,206</u>	<u>-</u>	<u>87,782</u>
<b>TOTAL FUNDS</b>	<u>482,767</u>	<u>800</u>	<u>-</u>	<u>483,567</u>

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2025**

#### **17. MOVEMENT IN FUNDS - continued**

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	459,844	(472,250)	(12,406)
<b>Restricted funds</b>			
Brighton and Hove City Council	48,342	(48,342)	-
East Sussex County Council	-	(12,021)	(12,021)
Kent County Council	-	(1,000)	(1,000)
Lottery Digital Fund	86,160	(99,829)	(13,669)
First Hand	-	(6,000)	(6,000)
West Sussex	32,366	(21,079)	11,287
Surrey	-	(12,000)	(12,000)
Heads On	23,618	(31,756)	(8,138)
Wales	64,885	(50,000)	14,885
Kent Training	-	(3,748)	(3,748)
Brighton & Hove Schools	6,622	(6,622)	-
Hampshire	39,840	(39,840)	-
Mind in Brighton & Hove	8,288	(8,288)	-
Lived Experience Hub	125,124	(112,364)	12,760
Stay Alive	20,000	-	20,000
Training	10,850	-	10,850
	<u>466,095</u>	<u>(452,889)</u>	<u>13,206</u>
<b>TOTAL FUNDS</b>	<u>925,939</u>	<u>(925,139)</u>	<u>800</u>

The purpose of each restricted fund was as follows:

1. The National Lottery Community Fund

Funding to enhance our IT with new computers and screens, and ongoing IT support.

2. West Sussex County Council

Provision of Bespoke Training on Domestic Abuse & Suicide Prevention in West Sussex

3. NHS Wales Health Executive

To support people who are in contact with those who are exposed, affected, or bereaved by sudden and unexplained deaths that could be suicides, across Wales.

4. Hampshire County Council

Training and support relating to suicide prevention for those working with Veterans across Hampshire

5. Brighton and Hove City Council and Public Health

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2025**

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#### **17. MOVEMENT IN FUNDS - continued**

This programme aims to increase the confidence, skills and practice of the general practice workforce in listening and responding to those experiencing or at risk of suicidal ideation and/or suicidal behaviours.

##### 6. Lived Experience Hub

Funding to support the operation of our Suicide Prevention Lived Experience Advisory Group (LEAG) and our wider Lived Experience network (LEN).

##### 7. Stay Alive

Funding to support the development and maintenance of the Stay Alive App which included funding from Govia Thameslink - Improvement Fund to promote amongst rail networks and enhance user engagement.

##### 8. Training

Funding to provide suicide prevention training to the wider community. Including developing a new Recovery College course 'Staying Safe from Suicide' in partnership with Sussex Partnership NHS Foundation Trust.

#### **18. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2025.

#### **19. STATUTORY INFORMATION**

Grassroots Suicide Prevention is a charitable company, limited by guarantee, registered in England and Wales and has no share capital. No one member has overall control of the charity.

The company's registered office address and registered number can be found in the 'legal and administrative information' section of the trustees annual report.



A selection of  
our partners





We extend our heartfelt gratitude to our partners, funders, lived experience members, and supporters who make our work possible. Your commitment and collaboration help us create lasting change and reach those who need it most. Together, we are making a difference.

Thank you.

**GRASSROOTS SUICIDE PREVENTION**

England & Wales - Charity number 1149873

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# Accounts

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REGISTERED COMPANY NUMBER: 05687263 (England and Wales)  
REGISTERED CHARITY NUMBER: 1149873

REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024  
FOR  
GRASSROOTS SUICIDE PREVENTION

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

GRASSROOTS SUICIDE PREVENTION

CONTENTS OF THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2024

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	Page
Report of the Trustees	1 to 3
Independent Examiner's Report	4
Statement of Financial Activities	5
Balance Sheet	6 to 7
Cash Flow Statement	8
Notes to the Cash Flow Statement	9
Notes to the Financial Statements	10 to 21

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REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 MARCH 2024

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2024. The trustees have adopted the provisions of 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 2019).

### OBJECTIVES AND ACTIVITIES

#### Objectives and aims

Grassroots Suicide Prevention (GSP) vision is a future where more lives are saved from suicide. We empower people to help save lives from suicide through connecting, educating, and campaigning nationally:

- Connecting: We listen and connect people to support through our Stay Alive app, tools, and resources to help keep people safe from suicide.
- Educating: We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.
- Campaigning: We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.

The objects of GSP are to preserve and protect the good mental and physical health of the public by contributing to the prevention of suicide, in particular but not exclusively, by the advancement of education and training into the causes and effect of suicide and suicide intervention, thereby seeking to reduce the risk and occurrence of suicide.

#### Public benefit

In shaping our objectives and planning our activities for the year, the trustees have given due consideration to the duties set out in the Charities Commission published guidance as required by section 17(5) of the Charities Act 2011.

The paragraphs 'Objectives and Activities' and 'Achievements and Performance' detail the benefits that the charity provides to the public.

### ACHIEVEMENT AND PERFORMANCE

#### Charitable activities

Significant achievements from 2023-2024 include:

- Delivering suicide prevention and mental health training to 3425 people across 348 courses.
- Reaching 835,131 downloads for the Stay Alive suicide prevention smartphone app (increase of 182,382 downloads from 31st March 2023).
- We delivered two big campaigns (World Suicide Prevention Day and Big Give) and a partnership campaign for Barnet.
- Total social media reach: 333,540
- Total Google Ads clicks on campaign related adverts: 1,919
- Total website visits: 95,812
- Delivering training contracts to train the local workforce in suicide alertness, suicide intervention, understanding and working with self-harm, and mental health awareness, commissioned by a number of local authorities.
- Developing online Suicide Prevention Hubs for young people & older adults which received 12,359 visits
- Creating a Suicide Prevention Lived Experience Advisory Group and Feedback Group

### FINANCIAL REVIEW

#### Financial position

Income for the year was £925,939 (2023: £730,187) against expenditure of £925,139 (2023: £801,076). The deficit on unrestricted activities was £12,407 which has been deducted from the unrestricted reserves brought forward to leave £395,784 to be carried forward.

The Trustees have designated funds towards training, campaigning and building corporate relationships amounting to £38,166 leaving £357,618 in unrestricted reserves which amounts to 4.4 months of budgeted expenditure for 2024/25 in operational reserve.

REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 MARCH 2024

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#### FINANCIAL REVIEW

##### Reserves policy

The trustees monitor the reserves of the charity. This process considers the nature of all income and expenditure streams, commitments and the nature of the reserves. The trustees have examined the minimum requirements for free reserves which are unrestricted funds not invested in fixed assets or otherwise committed. The trustees consider that these should be equivalent to 6 months expenditure.

#### FUTURE PLANS

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory funding arrangements and guidance from the Board of Trustees. The key activities from our three year strategy are:

1. Raise our profile: build a strong brand and reputation as national leaders in suicide prevention
2. Ensure financial growth and sustainability, increasing our income, capacity, and impact
3. Develop a research-informed portfolio of high-quality training, products, and consultancy
4. Develop a growth culture and maximise efficiencies in operations to increase impact

#### STRUCTURE, GOVERNANCE AND MANAGEMENT

##### Governing document

Grassroots Suicide Prevention was incorporated originally as Grassroots Training CIC on 25 January 2006 and changed its name and status to Grassroots Suicide Prevention, a company limited by guarantee on 18 September 2012.

It is governed by its Memorandum and Articles of Association as amended on 10 November 2016.

Grassroots Suicide Prevention received charitable status on 22 November 2012.

##### Recruitment and appointment of new trustees

New trustees are invited and encouraged to attend training and induction as appropriate to familiarise themselves with the charity, the context in which it operates, and their obligations as a trustee. Trustees are exempt from a standard Disclosure and Barring Service check.

##### Organisational structure

GSP has a Board of Trustees who at 31 March 2024 consisted of:

Emma Mills-Sheffield (Chair)  
Emma Wadey  
Donna Holland  
Chris Adams  
David Rainford

The trustees meet quarterly and are responsible for the strategic direction and policy of the charity. The Chief Executive Officer is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met.

##### Risk management

The trustees have undertaken a review of the major risks which the charity faces and believe that working towards free reserves at the levels stated in this report, combined with a revised annual review of the controls over key financial systems carried out through an internal audit, will provide sufficient resources in the event of adverse conditions. The trustees also examined other operational and business risks and confirm that they have established systems appropriate to the circumstances, scale and scope of the charity's operations, to mitigate the significant risks. In the last year the Board has focused on a few specific aspects of risk. A risk register is in place which is reviewed quarterly at the Trustee meetings.

#### REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number  
05687263 (England and Wales)

GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)

REPORT OF THE TRUSTEES  
FOR THE YEAR ENDED 31 MARCH 2024

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Registered Charity number  
1149873

Registered office  
Community Base  
113 Queens Road  
Brighton  
East Sussex  
BN1 3XG

Trustees  
Emma Wadey  
Emma Mills-Sheffield (Chair)  
Chris Adams  
Jonathan Binks (resigned 1/12/2023)  
Lisa Edwards (resigned 12/5/2023)  
Donna Holland  
David Rainford (appointed 5/6/2023)

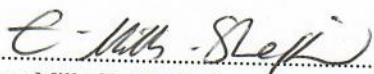
Company Secretary  
Samuel Joseph Hubbert

Independent Examiner  
Dr Shona F Wardrop  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

Bankers  
The Co-Operative Bank

Nationwide Building Society

Approved by order of the board of trustees on .....12 DEC 24..... and signed on its behalf by:

  
.....  
Emma Mills-Sheffield - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GRASSROOTS SUICIDE PREVENTION

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Independent examiner's report to the trustees of Grassroots Suicide Prevention ('the Company')  
I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2024.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

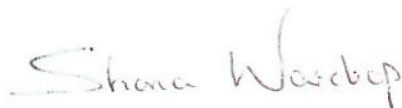
**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of Scotland, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Dr Shona F Wardrop  
The Institute of Chartered Accountants of Scotland

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

Date: ..... 12/12/24 .....

GRASSROOTS SUICIDE PREVENTION

STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	127,720	-	127,720	123,496
Charitable activities	5				
Training, campaigning and strategic consultancy		327,565	466,095	793,660	600,492
Other trading activities	3	2,500	-	2,500	5,626
Investment income	4	2,059	-	2,059	573
Total		<u>459,844</u>	<u>466,095</u>	<u>925,939</u>	<u>730,187</u>
<b>EXPENDITURE ON</b>					
Raising funds	6	30,426	-	30,426	35,471
Charitable activities	7				
Training, campaigning and strategic consultancy		441,825	452,888	894,713	765,605
Total		<u>472,251</u>	<u>452,888</u>	<u>925,139</u>	<u>801,076</u>
NET INCOME/(EXPENDITURE)		(12,407)	13,207	800	(70,889)
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		408,191	74,576	482,767	553,656
TOTAL FUNDS CARRIED FORWARD		<u><u>395,784</u></u>	<u><u>87,783</u></u>	<u><u>483,567</u></u>	<u><u>482,767</u></u>

The notes form part of these financial statements

BALANCE SHEET  
31 MARCH 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total funds £	2023 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	13	1,449	-	1,449	863
<b>CURRENT ASSETS</b>					
Stocks	14	15,265	-	15,265	1,857
Debtors	15	68,560	-	68,560	59,338
Cash at bank		350,240	87,782	438,022	501,567
		<u>434,065</u>	<u>87,782</u>	<u>521,847</u>	<u>562,762</u>
<b>CREDITORS</b>					
Amounts falling due within one year	16	(39,729)	-	(39,729)	(80,858)
		<u>394,336</u>	<u>87,782</u>	<u>482,118</u>	<u>481,904</u>
<b>NET CURRENT ASSETS</b>					
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>395,785</u>	<u>87,782</u>	<u>483,567</u>	<u>482,767</u>
<b>NET ASSETS</b>		<u>395,785</u>	<u>87,782</u>	<u>483,567</u>	<u>482,767</u>
<b>FUNDS</b>					
	17			395,785	408,191
Unrestricted funds				87,782	74,576
Restricted funds					
<b>TOTAL FUNDS</b>				<u>483,567</u>	<u>482,767</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

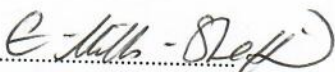
GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)

BALANCE SHEET - continued  
31 MARCH 2024

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 12 DEC 24 and were signed on its behalf by:

  
.....  
Emma Mills-Sheffield - Trustee

The notes form part of these financial statements

GRASSROOTS SUICIDE PREVENTION

CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2024

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	Notes	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	<u>(64,126)</u>	<u>(50,857)</u>
Net cash used in operating activities		<u>(64,126)</u>	<u>(50,857)</u>
Cash flows from investing activities			
Purchase of tangible fixed assets		(1,478)	(651)
Interest received		<u>2,059</u>	<u>573</u>
Net cash provided by/(used in) investing activities		<u>581</u>	<u>(78)</u>
		<hr/>	<hr/>
Change in cash and cash equivalents in the reporting period		(63,545)	(50,935)
Cash and cash equivalents at the beginning of the reporting period		<u>501,567</u>	<u>552,502</u>
Cash and cash equivalents at the end of the reporting period		<u><u>438,022</u></u>	<u><u>501,567</u></u>

The notes form part of these financial statements

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2024

1. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2024 £	2023 £
Net income/(expenditure) for the reporting period (as per the Statement of Financial Activities)	800	(70,889)
Adjustments for:		
Depreciation charges	892	646
Interest received	(2,059)	(573)
(Increase)/decrease in stocks	(13,408)	8,436
Increase in debtors	(9,222)	(19,972)
(Decrease)/increase in creditors	(41,129)	31,495
Net cash used in operations	<u>(64,126)</u>	<u>(50,857)</u>

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/4/23 £	Cash flow £	At 31/3/24 £
Net cash			
Cash at bank	<u>501,567</u>	<u>(63,545)</u>	<u>438,022</u>
	<u>501,567</u>	<u>(63,545)</u>	<u>438,022</u>
Total	<u>501,567</u>	<u>(63,545)</u>	<u>438,022</u>

The notes form part of these financial statements

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2024

---

#### 1. ACCOUNTING POLICIES

##### Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and on that basis the charity is considered to be a going concern.

##### Income

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are receivable.

Incoming resources are treated as deferred where the donor has specified that they related to a future accounting period.

##### Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### Tangible fixed assets

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Assets costing less than £500 are written off to the Statement of Financial Activities.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment - 3 years on a straight line basis.

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### Stocks

Stocks are stated at the lower of cost and net realisable value.

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

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#### 1. ACCOUNTING POLICIES - continued

##### Stocks

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### Taxation

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

##### Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### Financial instruments

Financial instruments are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial assets are offset, with the net amounts presented in the accounts when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a basis or to realise the asset and settle the liability simultaneously.

##### Basic financial assets

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

##### Basic financial liabilities

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

2.	DONATIONS AND LEGACIES	2024	2023
		£	£
	Donations	<u>127,720</u>	<u>123,496</u>
3.	OTHER TRADING ACTIVITIES	2024	2023
		£	£
	Other income	<u>2,500</u>	<u>5,626</u>
4.	INVESTMENT INCOME	2024	2023
		£	£
	Deposit account interest	<u>2,059</u>	<u>573</u>
5.	INCOME FROM CHARITABLE ACTIVITIES	2024	2023
		Training, campaigning and strategic consultancy	Total activities
		£	£
	Contracts	192,055	111,380
	Training income	284,565	218,786
	Sales	30,000	67,965
	Grants	287,040	202,361
		<u>793,660</u>	<u>600,492</u>
	Grants received, included in the above, are as follows:	2024	2023
		£	£
	University of Sussex	-	6,000
	Kent County Council	-	14,993
	East Sussex County Council	-	24,042
	Kristina Martin Charitable Trust	8,000	25,000
	Lottery Digital Fund	86,160	-
	Sussex Community Foundation	5,000	-
	Bedford and Luton	-	8,000
	Sussex Partnership NHS Foundation Trust	23,618	21,369
	Travers Smith	-	1,500
	Ricepuds Fund	-	2,500
	Selby Abbey Fund	-	2,010
	Isobel Blackman Fund	-	5,000
	Department for Education	-	1,000
	National Lottery Community Fund	-	89,947
	Ian Askew	-	1,000
		<u>122,778</u>	<u>202,361</u>
	Carried forward		

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

5. INCOME FROM CHARITABLE ACTIVITIES - continued

	2024	2023
	£	£
Brought forward	122,778	202,361
Mind in Brighton & Hove	8,288	-
David Ridell	108,624	-
Schroder Charity Trust	5,000	-
Chalk Cliff Trust	5,000	-
Britford Bridge	15,000	-
The Lawson Trust	10,000	-
Magdelan Lasher	1,500	-
Enjoolata Foundation UK	5,000	-
Focus Foundation	5,850	-
	<u>287,040</u>	<u>202,361</u>

6. RAISING FUNDS

Raising donations and legacies

	2024	2023
	£	£
Fundraising costs	16,380	22,581
Marketing costs	14,046	12,890
	<u>30,426</u>	<u>35,471</u>

7. CHARITABLE ACTIVITIES COSTS

Training, campaigning and strategic consultancy

Direct Costs (see note 8) £
<u>894,713</u>

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

#### 8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2024	2023
	£	£
Staff costs	545,200	473,906
Material costs	32,873	88,732
Costs for delivering training	196,941	126,868
Legal fees, accountancy, independent examination and bank charges	13,737	10,399
Support costs	17,557	14,462
Equipment and IT costs	10,054	8,937
App development costs	77,459	41,655
Depreciation	892	646
	<u>894,713</u>	<u>765,605</u>

#### 9. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Depreciation - owned assets	892	646
Independent examination	<u>2,580</u>	<u>2,580</u>

#### 10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2024 nor for the year ended 31 March 2023.

Trustees' expenses

No trustees were reimbursed for expenses during to year to 31 March 2024 (2023: £9 to one trustee).

#### 11. STAFF COSTS

Staff costs during the year were as follows:

	2024	2023
	£	£
Wages and salaries	455,251	421,775
Social security costs	37,602	33,984
Pension costs	<u>9,995</u>	<u>9,006</u>
	<u>502,848</u>	<u>464,765</u>

The charity considers its key personnel comprises of the trustees, chief executive officer, development officer and finance officer. Total employment benefits to its key management personnel were £136,291 (2023: £128,568).

The average monthly number of employees during the year was as follows:

	2024	2023
Fundraising and administration	<u>17</u>	<u>18</u>

No employees received emoluments in excess of £60,000.

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	123,496	-	123,496
Charitable activities			
Training, campaigning and strategic consultancy	338,320	262,172	600,492
Other trading activities			
Investment income	5,626	-	5,626
	573	-	573
Total	<u>468,015</u>	<u>262,172</u>	<u>730,187</u>
<b>EXPENDITURE ON</b>			
Raising funds	35,471	-	35,471
Charitable activities			
Training, campaigning and strategic consultancy	476,765	288,840	765,605
Total	<u>512,236</u>	<u>288,840</u>	<u>801,076</u>
NET INCOME/(EXPENDITURE)	(44,221)	(26,668)	(70,889)
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	452,412	101,244	553,656
TOTAL FUNDS CARRIED FORWARD	<u><u>408,191</u></u>	<u><u>74,576</u></u>	<u><u>482,767</u></u>

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

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13.	TANGIBLE FIXED ASSETS		Fixtures and fittings £
	COST		
	At 1 April 2023		13,039
	Additions		1,478
	At 31 March 2024		<u>14,517</u>
	DEPRECIATION		
	At 1 April 2023		12,176
	Charge for year		892
	At 31 March 2024		<u>13,068</u>
	NET BOOK VALUE		
	At 31 March 2024		<u>1,449</u>
	At 31 March 2023		<u>863</u>
14.	STOCKS	2024	2023
		£	£
	Stocks	<u>15,265</u>	<u>1,857</u>
15.	DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR	2024	2023
		£	£
	Trade debtors	56,867	53,901
	Prepayments and accrued income	11,693	5,437
		<u>68,560</u>	<u>59,338</u>

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	26,182	7,076
Social security and other taxes	10,966	9,560
Other creditors	1	599
Accrued expenses	2,580	2,580
Deferred income	-	61,043
	<u>39,729</u>	<u>80,858</u>

17. MOVEMENT IN FUNDS

	At 1/4/23	Net	Transfers	At
	£	movement	between	31/3/24
	£	in funds	funds	£
	£	£	£	£
Unrestricted funds				
General fund	294,894	(12,406)	75,131	357,619
Designated funds - Training Development	113,297	-	(75,131)	38,166
	<u>408,191</u>	<u>(12,406)</u>	<u>-</u>	<u>395,785</u>
Restricted funds				
East Sussex County Council	12,021	(12,021)	-	-
Kent County Council	1,000	(1,000)	-	-
Lottery Digital Fund	13,669	(13,669)	-	-
First Hand	6,000	(6,000)	-	-
West Sussex	8,000	11,287	-	19,287
Surrey	12,000	(12,000)	-	-
Heads On	8,138	(8,138)	-	-
Wales	10,000	14,885	-	24,885
Kent Training	3,748	(3,748)	-	-
David Ridell	-	12,760	-	12,760
Stay Alive	-	20,000	-	20,000
Training	-	10,850	-	10,850
	<u>74,576</u>	<u>13,206</u>	<u>-</u>	<u>87,782</u>
TOTAL FUNDS	<u>482,767</u>	<u>800</u>	<u>-</u>	<u>483,567</u>

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

17. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	459,844	(472,250)	(12,406)
Restricted funds			
Brighton and Hove City Council	48,342	(48,342)	-
East Sussex County Council	-	(12,021)	(12,021)
Kent County Council	-	(1,000)	(1,000)
Lottery Digital Fund	86,160	(99,829)	(13,669)
First Hand	-	(6,000)	(6,000)
West Sussex	32,366	(21,079)	11,287
Surrey	-	(12,000)	(12,000)
Heads On	23,618	(31,756)	(8,138)
Wales	64,885	(50,000)	14,885
Kent Training	-	(3,748)	(3,748)
Brighton & Hove Schools	6,622	(6,622)	-
Hampshire	39,840	(39,840)	-
Lived Experience Hub	16,500	(16,500)	-
Mind in Brighton & Hove	8,288	(8,288)	-
David Ridell	108,624	(95,864)	12,760
Stay Alive	20,000	-	20,000
Training	10,850	-	10,850
	<u>466,095</u>	<u>(452,889)</u>	<u>13,206</u>
TOTAL FUNDS	<u>925,939</u>	<u>(925,139)</u>	<u>800</u>

GRASSROOTS SUICIDE PREVENTION

NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2024

17. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/4/22 £	Net movement in funds £	Transfers between funds £	At 31/3/23 £
Unrestricted funds				
General fund	452,412	(44,221)	(113,297)	294,894
Designated funds - Training Development	-	-	113,297	113,297
	<u>452,412</u>	<u>(44,221)</u>	<u>-</u>	<u>408,191</u>
Restricted funds				
East Sussex County Council	-	12,021	-	12,021
Kent County Council	4,374	(3,374)	-	1,000
Lottery Digital Fund	28,507	(14,838)	-	13,669
First Hand	8,000	(2,000)	-	6,000
West Sussex	24,500	(16,500)	-	8,000
Surrey	35,863	(23,863)	-	12,000
Heads On	-	8,138	-	8,138
Wales	-	10,000	-	10,000
Kent Training	-	3,748	-	3,748
	<u>101,244</u>	<u>(26,668)</u>	<u>-</u>	<u>74,576</u>
<b>TOTAL FUNDS</b>	<u><u>553,656</u></u>	<u><u>(70,889)</u></u>	<u><u>-</u></u>	<u><u>482,767</u></u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	468,015	(512,236)	(44,221)
Restricted funds			
Brighton and Hove City Council	47,673	(47,673)	-
East Sussex County Council	24,042	(12,021)	12,021
Kent County Council	-	(3,374)	(3,374)
Lottery Digital Fund	89,947	(104,785)	(14,838)
First Hand	-	(2,000)	(2,000)
West Sussex	18,239	(34,739)	(16,500)
Surrey	22,909	(46,772)	(23,863)
BLMK Stay Alive Booklet	8,000	(8,000)	-
Heads On	21,369	(13,231)	8,138
Wales	15,000	(5,000)	10,000
Kent Training	14,993	(11,245)	3,748
	<u>262,172</u>	<u>(288,840)</u>	<u>(26,668)</u>
<b>TOTAL FUNDS</b>	<u><u>730,187</u></u>	<u><u>(801,076)</u></u>	<u><u>(70,889)</u></u>

The purpose of each restricted fund was as follows:

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

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#### 17. MOVEMENT IN FUNDS - continued

##### 1. Lottery Digital Fund

Our suicide prevention app, Stay Alive, helps people keep themselves and others safe from suicide. The National Lottery funds the continuing development and distribution of Stay Alive.

##### 2. First Hand

Brighton & Hove Public Health and Sussex Health & Care Partnership funded the development of a model of support for those affected by witnessing Suicide Related Incidents. Delivered in partnership with Thrive LDN, and the Support After Suicide Partnership.

##### 3. Heads On - Sussex Partnership NHS Foundation Trust's Charity

Developing and delivering a new suicide prevention training approach for non-clinical staff working across Sussex.

##### 4. Kent County Council

Suicide Prevention & Domestic Abuse bespoke training development and delivery in Kent.

##### 5. The Lawson Trust

Stories of Hope (Lived experience library) A library of stories told by survivors of suicide, designed for those at-risk and professionals supporting others to inspire hope, empowerment, and contentedness through stories of recovery.

##### 6. Mind in Brighton and Hove

Promoting Grassroots suicide prevention training through the Men in Mind project in line with their wider promotional activities

##### 7. The Magdalen & Lasher Charity

For the establishment of a suicide prevention hub in Hastings

##### 8. Kent County Council - Suicide Prevention Innovation Fund

Development and delivery of a Stay Alive physical booklet based on content and tools from the digital app. This distributed to services working with digitally excluded people across Kent.

##### 9. Sussex Community Foundation

We received £5,000 from the Sussex Community Foundation, West Sussex County Council Small Grants programme to support our Stories of Recovery initiative, including the development of our Lived Experience Advisory Group.

##### 10. David Riddell Memorial CIO

The grant is for development of the suicide awareness and prevention training material for use in schools.

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2024

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#### 18. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 March 2024.

#### 19. STATUTORY INFORMATION

Grassroots Suicide Prevention is a charitable company, limited by guarantee, registered in England and Wales and has no share capital. No one member has overall control of the charity.

The company's registered office address and registered number can be found in the 'legal and administrative information' section of the trustees annual report.



**GRASSROOTS SUICIDE PREVENTION**

England & Wales - Charity number 1149873

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# Accounts

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REGISTERED COMPANY NUMBER: 05687263 (England and Wales)  
REGISTERED CHARITY NUMBER: 1149873

**REPORT OF THE TRUSTEES AND**  
**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023**  
**FOR**  
**GRASSROOTS SUICIDE PREVENTION**

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**GRASSROOTS SUICIDE PREVENTION**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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	<b>Page</b>
<b>Report of the Trustees</b>	1 to 3
<b>Independent Examiner's Report</b>	4
<b>Statement of Financial Activities</b>	5
<b>Balance Sheet</b>	6 to 7
<b>Cash Flow Statement</b>	8
<b>Notes to the Cash Flow Statement</b>	9
<b>Notes to the Financial Statements</b>	10 to 20

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**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2023. The trustees have adopted the provisions of 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 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Grassroots Suicide Prevention (GSP) vision is a future where more lives are saved from suicide. We empower people to help save lives from suicide through connecting, educating, and campaigning nationally:

- Connecting: We listen and connect people to support through our Stay Alive app, tools, and resources to help keep people safe from suicide.
- Educating: We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.
- Campaigning: We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.

The objects of GSP are to preserve and protect the good mental and physical health of the public by contributing to the prevention of suicide, in particular but not exclusively, by the advancement of education and training into the causes and effect of suicide and suicide intervention, thereby seeking to reduce the risk and occurrence of suicide.

**Public benefit**

In shaping our objectives and planning our activities for the year, the trustees have given due consideration to the duties set out in the Charities Commission published guidance as required by section 17(5) of the Charities Act 2011.

The paragraphs 'Objectives and Activities' and 'Achievements and Performance' detail the benefits that the charity provides to the public.

**Volunteers**

GSP is fortunate to have the support of a number of highly valued volunteers, and has received pro bono support from a number of professionals.

**ACHIEVEMENT AND PERFORMANCE**

**Charitable activities**

Significant achievements from 2022-2023 include:

- Delivering suicide prevention, mental health and self harm training to 1,873 people across 145 courses and 9,864 visitors to the Real Talk Interactive Film. This includes delivering a wide range of contracts with local authorities, VCSE's, quasi government bodies and the private sector.
- Reaching 652,749 downloads for the StayAlive suicide prevention smartphone app (increase of 263,932 downloads from 31 March 2022)
- Reaching 5 million people through our awareness raising campaigns

**FINANCIAL REVIEW**

**Financial position**

Income for the year was £730,187 (2022: £892,131) against expenditure of £801,076 (2022: £665,207). The deficit on unrestricted activities was £44,221 which has been removed from the unrestricted reserves brought forward to leave £408,191 to be carried forward.

The Trustees have designated funds towards training, campaigning and strategic consultancy amounting to £113,297 leaving £294,894 in unrestricted reserves which amounts to four months of budgeted expenditure for 2023/24 in operational reserve.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**FINANCIAL REVIEW**

**Reserves policy**

The trustees monitor the reserves of the charity. This process considers the nature of all income and expenditure streams, commitments and the nature of the reserves. The trustees have examined the minimum requirements for free reserves which are unrestricted funds not invested in fixed assets or otherwise committed. The trustees consider that these should be equivalent to 6 months expenditure.

**FUTURE PLANS**

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory funding arrangements and guidance from the Board of Trustees. The key activities from our three year strategy are:

1. Raise our profile: build a strong brand and reputation as national leaders in suicide prevention
2. Ensure financial growth and sustainability, increasing our income, capacity, and impact
3. Develop a research-informed portfolio of high-quality training, products, and consultancy
4. Develop a growth culture and maximise efficiencies in operations to increase impact

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

Grassroots Suicide Prevention was incorporated originally as Grassroots Training CIC on 25 January 2006 and changed its name and status to Grassroots Suicide Prevention, a company limited by guarantee on 18 September 2012.

It is governed by its Memorandum and Articles of Association as amended on 10 November 2016.

Grassroots Suicide Prevention received charitable status on 22 November 2012.

**Recruitment and appointment of new trustees**

New trustees are invited and encouraged to attend training and induction as appropriate to familiarise themselves with the charity, the context in which it operates, and their obligations as a trustee. Trustees are exempt from a standard Disclosure and Barring Service check.

**Organisational structure**

GSP has a Board of Trustees who at 31 March 2023 consisted of:

Emma Mills-Sheffield (Chair)  
Emma Wadey  
Lisa Edwards  
Jon Binks  
Donna Holland  
Chris Adams

The trustees meet quarterly and are responsible for the strategic direction and policy of the charity. The Chief Executive Officer, Rachael Swann is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met.

**Risk management**

The trustees have undertaken a review of the major risks which the charity faces and believe that working towards free reserves at the levels stated in this report, combined with a revised annual review of the controls over key financial systems carried out through an internal audit, will provide sufficient resources in the event of adverse conditions. The trustees also examined other operational and business risks and confirm that they have established systems appropriate to the circumstances, scale and scope of the charity's operations, to mitigate the significant risks. In the last year the Board has focused on a few specific aspects of risk. A risk register is in place which is reviewed quarterly at the Trustee meetings.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**  
05687263 (England and Wales)

**Registered Charity number**  
1149873

**Registered office**  
Community Base  
113 Queens Road  
Brighton  
East Sussex  
BN1 3XG

**Trustees**  
Emma Louise Comber  
Emma Mills-Sheffield (Chair)  
Christopher Stuart Adams  
Jonathan David Binks (resigned 1/12/2023)  
Lisa Edwards (resigned 12/5/2023)  
Donna Angela Holland  
David Elliott Anthony Rainford (appointed 5/6/2023)

**Company Secretary**  
Samuel Joseph Hubbert

**Independent Examiner**  
Dr Shona F Wardrop  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**Bankers**  
The Co-Operative Bank

Nationwide Building Society

Approved by order of the board of trustees on .....14/12/23..... and signed on its behalf by:

  
.....  
Emma Mills-Sheffield - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GRASSROOTS SUICIDE PREVENTION**

---

**Independent examiner's report to the trustees of Grassroots Suicide Prevention ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2023.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of Scotland, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

*Shona Wardrop*

Dr Shona F Wardrop  
The Institute of Chartered Accountants of Scotland

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

Date: .....18/12/23.....

**GRASSROOTS SUICIDE PREVENTION****STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MARCH 2023**

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	123,496	-	123,496	207,539
<b>Charitable activities</b>	5				
Training, campaigning and strategic consultancy		338,320	262,172	600,492	667,683
Other trading activities	3	5,626	-	5,626	8,000
Investment income	4	573	-	573	72
Other income		-	-	-	8,837
<b>Total</b>		<u>468,015</u>	<u>262,172</u>	<u>730,187</u>	<u>892,131</u>
<b>EXPENDITURE ON</b>					
Raising funds	6	35,471	-	35,471	49,154
<b>Charitable activities</b>	7				
Training, campaigning and strategic consultancy		<u>476,765</u>	<u>288,840</u>	<u>765,605</u>	<u>616,053</u>
<b>Total</b>		<u>512,236</u>	<u>288,840</u>	<u>801,076</u>	<u>665,207</u>
<b>NET INCOME/(EXPENDITURE)</b>		(44,221)	(26,668)	(70,889)	226,924
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		452,412	101,244	553,656	326,732
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u>408,191</u>	<u>74,576</u>	<u>482,767</u>	<u>553,656</u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET**  
**31 MARCH 2023**

	Notes	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	13	863	-	863	858
<b>CURRENT ASSETS</b>					
Stocks	14	1,857	-	1,857	10,293
Debtors	15	59,338	-	59,338	39,366
Cash at bank		426,991	74,576	501,567	552,502
		<u>488,186</u>	<u>74,576</u>	<u>562,762</u>	<u>602,161</u>
<b>CREDITORS</b>					
Amounts falling due within one year	16	(80,858)	-	(80,858)	(49,363)
<b>NET CURRENT ASSETS</b>		<u>407,328</u>	<u>74,576</u>	<u>481,904</u>	<u>552,798</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<u>408,191</u>	<u>74,576</u>	<u>482,767</u>	<u>553,656</u>
<b>NET ASSETS</b>		<u>408,191</u>	<u>74,576</u>	<u>482,767</u>	<u>553,656</u>
<b>FUNDS</b>	17				
Unrestricted funds				408,191	452,412
Restricted funds				74,576	101,244
<b>TOTAL FUNDS</b>				<u>482,767</u>	<u>553,656</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET - continued**

**31 MARCH 2023**

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on .....14/12/23..... and were signed on its behalf by:

  
.....  
Emma Mills-Sheffield - Trustee

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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	Notes	2023 £	2022 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>(50,857)</u>	<u>175,371</u>
Net cash (used in)/provided by operating activities		<u>(50,857)</u>	<u>175,371</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		(651)	(1,287)
Interest received		<u>573</u>	<u>72</u>
Net cash used in investing activities		<u>(78)</u>	<u>(1,215)</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>(50,935)</u>	<u>174,156</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>552,502</u>	<u>378,346</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>501,567</u></u>	<u><u>552,502</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2023**

**1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2023 £	2022 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(70,889)	226,924
Adjustments for:		
Depreciation charges	646	429
Interest received	(573)	(72)
Decrease in stocks	8,436	9,066
Increase in debtors	(19,972)	(23,748)
Increase/(decrease) in creditors	31,495	(37,228)
<b>Net cash (used in)/provided by operations</b>	<b>(50,857)</b>	<b>175,371</b>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1/4/22 £	Cash flow £	At 31/3/23 £
Net cash			
Cash at bank	552,502	(50,935)	501,567
	552,502	(50,935)	501,567
<b>Total</b>	<b>552,502</b>	<b>(50,935)</b>	<b>501,567</b>

The notes form part of these financial statements

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2023

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#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) 'Accounting and Reporting by Charities: Statement of Recommended applicable to charities preparing their accounts with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and on that basis the charity is considered to be a going concern.

##### **Reconciliation with previous generally accepted accounting principles**

In preparing the accounts the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatement of comparative items was required.

##### **Income**

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are receivable.

Incoming resources are treated as deferred where the donor has specified that they related to a future accounting period.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Assets costing less than £500 are written off to the Statement of Financial Activities.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment - 3 years on a straight line basis.

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2023**

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#### **1. ACCOUNTING POLICIES - continued**

##### **Tangible fixed assets**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### **Stocks**

Stocks are stated at the lower of cost and net realisable value.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### **Taxation**

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **Financial instruments**

Financial instruments are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial assets are offset, with the net amounts presented in the accounts when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

##### **Basic financial liabilities**

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2023**

<b>2. DONATIONS AND LEGACIES</b>	2023	2022
	£	£
Donations	<u>123,496</u>	<u>207,539</u>
<b>3. OTHER TRADING ACTIVITIES</b>	2023	2022
	£	£
Other income	<u>5,626</u>	<u>8,000</u>
<b>4. INVESTMENT INCOME</b>	2023	2022
	£	£
Deposit account interest	<u>573</u>	<u>72</u>
<b>5. INCOME FROM CHARITABLE ACTIVITIES</b>	2023	2022
	Training, campaigning and strategic consultancy	Total activities
	£	£
Contracts	111,380	93,268
Training income	218,786	233,748
Sales	67,965	59,614
Grants	<u>202,361</u>	<u>281,053</u>
	<u>600,492</u>	<u>667,683</u>
Grants received, included in the above, are as follows:	2023	2022
	£	£
University of Sussex	6,000	-
Brighton and Hove City Council	-	25,000
Department of Health and Social Care	-	114,287
Kent County Council	14,993	12,294
East Sussex County Council	24,042	24,805
Kristina Martin Charitable Trust	25,000	-
Lottery Digital Fund	-	98,781
Sussex Innovation Fund	-	5,886
Bedford and Luton	8,000	-
Sussex Partnership NHS Foundation Trust	21,369	-
Travers Smith	1,500	-
Ricepuds Fund	2,500	-
Selby Abbey Fund	2,010	-
Isobel Blackman Fund	5,000	-
Department for Education	<u>1,000</u>	<u>-</u>
Carried forward	111,414	281,053

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2023****5. INCOME FROM CHARITABLE ACTIVITIES - continued**

	2023	2022
	£	£
Brought forward	111,414	281,053
National Lottery Community Fund	89,947	-
Ian Askew	1,000	-
	<u>202,361</u>	<u>281,053</u>

**6. RAISING FUNDS****Raising donations and legacies**

	2023	2022
	£	£
Fundraising costs	22,581	36,880
Marketing costs	12,890	12,274
	<u>35,471</u>	<u>49,154</u>

**7. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 8) £
Training, campaigning and strategic consultancy	<u>765,605</u>

**8. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	2023	2022
	£	£
Staff costs	473,906	340,660
Material costs	88,732	61,063
Training costs	126,868	115,932
Legal fees, accountancy, independent examination and bank charges	10,399	10,480
Support costs	14,462	25,044
Equipment and IT costs	8,937	16,121
App development costs	41,655	46,324
Depreciation	646	429
	<u>765,605</u>	<u>616,053</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**9. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Depreciation - owned assets	646	429
Independent examination	<u>2,580</u>	<u>2,280</u>

**10. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2023 nor for the year ended 31 March 2022.

**Trustees' expenses**

One trustee was reimbursed travel expenses of £9 compared to the previous year's costs of £210.

**11. STAFF COSTS**

Staff costs during the year were as follows:

	2023	2022
	£	£
Wages and salaries	421,775	304,324
Social security costs	33,984	21,330
Pension costs	<u>9,006</u>	<u>8,248</u>
	<u>464,765</u>	<u>332,902</u>

The charity considers its key personnel comprises of the trustees, chief executive officer, development officer and finance officer . Total employment benefits to its key management personnel were £128,568 (2022: £106,336).

The average monthly number of employees during the year was as follows:

	2023	2022
Fundraising and administration	<u>18</u>	<u>14</u>

No employees received emoluments in excess of £60,000.

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2023****12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted funds £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	207,539	-	207,539
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	323,869	343,814	667,683
Other trading activities	8,000	-	8,000
Investment income	72	-	72
Other income	8,837	-	8,837
<b>Total</b>	<u>548,317</u>	<u>343,814</u>	<u>892,131</u>
<b>EXPENDITURE ON</b>			
Raising funds	41,926	7,228	49,154
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	333,524	282,529	616,053
<b>Total</b>	<u>375,450</u>	<u>289,757</u>	<u>665,207</u>
<b>NET INCOME</b>	172,867	54,057	226,924
Transfers between funds	<u>(1,058)</u>	<u>1,058</u>	<u>-</u>
<b>Net movement in funds</b>	171,809	55,115	226,924
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	280,603	46,129	326,732
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u>452,412</u>	<u>101,244</u>	<u>553,656</u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2023**

**13. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £
<b>COST</b>	
At 1 April 2022	12,388
Additions	651
At 31 March 2023	<u>13,039</u>
<b>DEPRECIATION</b>	
At 1 April 2022	11,530
Charge for year	646
At 31 March 2023	<u>12,176</u>
<b>NET BOOK VALUE</b>	
At 31 March 2023	<u>863</u>
At 31 March 2022	<u>858</u>

**14. STOCKS**

	2023 £	2022 £
Stocks	<u>1,857</u>	<u>10,293</u>

**15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023 £	2022 £
Trade debtors	53,901	37,597
Prepayments and accrued income	5,437	1,769
	<u>59,338</u>	<u>39,366</u>

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2023****16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023	2022
	£	£
Trade creditors	7,076	8,174
Social security and other taxes	9,560	9,658
Other creditors	599	-
Accrued expenses	2,580	2,280
Deferred income	61,043	29,251
	<u>80,858</u>	<u>49,363</u>

**17. MOVEMENT IN FUNDS**

	At 1/4/22	Net movement in funds	Transfers between funds	At 31/3/23
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	452,412	(44,221)	(113,297)	294,894
Designated funds - Training Development	-	-	113,297	113,297
	<u>452,412</u>	<u>(44,221)</u>	<u>-</u>	<u>408,191</u>
<b>Restricted funds</b>				
East Sussex County Council	-	12,021	-	12,021
Kent County Council	4,374	(3,374)	-	1,000
Lottery Digital Fund	28,507	(14,838)	-	13,669
First Hand	8,000	(2,000)	-	6,000
West Sussex	24,500	(16,500)	-	8,000
Surrey	35,863	(23,863)	-	12,000
Heads On	-	8,138	-	8,138
Wales	-	10,000	-	10,000
Kent Training	-	3,748	-	3,748
	<u>101,244</u>	<u>(26,668)</u>	<u>-</u>	<u>74,576</u>
<b>TOTAL FUNDS</b>	<u>553,656</u>	<u>(70,889)</u>	<u>-</u>	<u>482,767</u>

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2023****17. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	468,015	(512,236)	(44,221)
<b>Restricted funds</b>			
Brighton and Hove City Council	47,673	(47,673)	-
East Sussex County Council	24,042	(12,021)	12,021
Kent County Council	-	(3,374)	(3,374)
Lottery Digital Fund	89,947	(104,785)	(14,838)
First Hand	-	(2,000)	(2,000)
West Sussex	18,239	(34,739)	(16,500)
Surrey	22,909	(46,772)	(23,863)
BLMK Stay Alive Booklet	8,000	(8,000)	-
Heads On	21,369	(13,231)	8,138
Wales	15,000	(5,000)	10,000
Kent Training	14,993	(11,245)	3,748
	<u>262,172</u>	<u>(288,840)</u>	<u>(26,668)</u>
<b>TOTAL FUNDS</b>	<u><u>730,187</u></u>	<u><u>(801,076)</u></u>	<u><u>(70,889)</u></u>

**Comparatives for movement in funds**

	At 1/4/21 £	Net movement in funds £	Transfers between funds £	At 31/3/22 £
<b>Unrestricted funds</b>				
General fund	280,603	172,867	(1,058)	452,412
<b>Restricted funds</b>				
Kent County Council	-	4,374	-	4,374
Lottery Digital Fund	38,793	(10,286)	-	28,507
Suicide Prevention Fund 1 - Booklet	2,040	(2,040)	-	-
Sussex Community Foundation	3,186	(3,186)	-	-
Suicide Prevention Fund 2 - Street Art	2,110	(3,168)	1,058	-
First Hand	-	8,000	-	8,000
West Sussex	-	24,500	-	24,500
Surrey	-	35,863	-	35,863
	<u>46,129</u>	<u>54,057</u>	<u>1,058</u>	<u>101,244</u>
<b>TOTAL FUNDS</b>	<u><u>326,732</u></u>	<u><u>226,924</u></u>	<u><u>-</u></u>	<u><u>553,656</u></u>

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2023

#### 17. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	548,317	(375,450)	172,867
<b>Restricted funds</b>			
Department of Health and Social Care	114,287	(114,287)	-
Kent County Council	12,294	(7,920)	4,374
Lottery Digital Fund	98,781	(109,067)	(10,286)
Suicide Prevention Fund 1 - Booklet	2,110	(4,150)	(2,040)
Sussex Community Foundation	-	(3,186)	(3,186)
Suicide Prevention Fund 2 - Street Art	3,776	(6,944)	(3,168)
First Hand	25,000	(17,000)	8,000
West Sussex	49,000	(24,500)	24,500
Surrey	38,566	(2,703)	35,863
	<u>343,814</u>	<u>(289,757)</u>	<u>54,057</u>
<b>TOTAL FUNDS</b>	<u>892,131</u>	<u>(665,207)</u>	<u>226,924</u>

The purpose of each restricted fund was as follows:

#### Department of Health & Social Care

The Department of Health and Social Care (DHSC) have made available a Suicide Prevention Fund to support Voluntary, Community, Social Enterprise (VCSE) organisations that work to prevent suicide, including supporting their ability to meet increased demands or needs for their services as a result of COVID-19.

#### Kent County Council - Suicide Prevention Innovation Fund

Development and delivery of a Stay Alive physical booklet based on content and tools from the digital app. This distributed to services working with digitally excluded people across Kent.

#### Lottery Digital Fund

Our suicide prevention app, Stay Alive, helps people keep themselves and others safe from suicide. The National Lottery funds the continuing development and distribution of Stay Alive.

#### Suicide Prevention Fund 1 - Stay Alive Booklet

Digitally excluded populations are at high risk of suicide but cannot access our StayAlive app. Through the Sussex Suicide Prevention Fund, we put content and tools from the Stay Alive digital app into a physical booklet and distributed to services working with digitally excluded people around Sussex.

#### The Sussex Community Foundation

Funding enabled us to buy equipment, so that our staff could continue to work safely, efficiently, and effectively.

#### Suicide Prevention Fund 2 - Street Art

Through the Suicide Prevention Fund, we teamed up with local artists and organisations to put life-saving messages and signposting into communities through the medium of street art.

#### First Hand

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2023**

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**17. MOVEMENT IN FUNDS - continued**

Brighton & Hove Public Health and Sussex Health & Care Partnership funded the development of a model of support for those affected by witnessing Suicide Related Incidents. Delivered in partnership with Thrive LDN, and the Support After Suicide Partnership.

**West Sussex**

Funding for the provision of suicide prevention and mental health training for Small and Medium Enterprises in West Sussex, commissioned by the Public Health Directorate at West Sussex County Council.

**Surrey County Council**

Funding for the delivery of 25 Suicide First Aid Courses to frontline health and social care staff for Surrey, with wrap around administration.

**Heads On**

Developing and delivering a new suicide prevention training approach for non-clinical staff working across Sussex.

**Wales**

The collaborative development of a series of accredited training curricular/units to develop awareness, knowledge and skills relating to suicide and self harm management and prevention, and postvention, to upskill a range of workforces across Wales.

**Kent Training**

Suicide Prevention & Domestic Abuse bespoke training development and delivery in Kent.

**18. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2023.

**19. STATUTORY INFORMATION**

Grassroots Suicide Prevention is a charitable company, limited by guarantee, registered in England and Wales and has no share capital. No one member has overall control of the charity.

The company's registered office address and registered number can be found in the 'legal and administrative information' section of the trustees annual report.

**GRASSROOTS SUICIDE PREVENTION**

England & Wales - Charity number 1149873

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# Accounts

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**REGISTERED COMPANY NUMBER: 05687263 (England and Wales)**  
**REGISTERED CHARITY NUMBER: 1149873**

**REPORT OF THE TRUSTEES AND**  
**UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2022**  
**FOR**  
**GRASSROOTS SUICIDE PREVENTION**

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**GRASSROOTS SUICIDE PREVENTION**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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	<b>Page</b>
<b>Report of the Trustees</b>	1 to 5
<b>Independent Examiner's Report</b>	6
<b>Statement of Financial Activities</b>	7
<b>Balance Sheet</b>	8 to 9
<b>Cash Flow Statement</b>	10
<b>Notes to the Cash Flow Statement</b>	11
<b>Notes to the Financial Statements</b>	12 to 21

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**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2022. The trustees have adopted the provisions of 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 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

Grassroots Suicide Prevention (GSP) vision is a future where more lives are saved from suicide. We empower people to help save lives from suicide through connecting, educating, and campaigning nationally:

- Connecting: We listen and connect people to support through our Stay Alive app, tools, and resources to help keep people safe from suicide.
- Educating: We offer bespoke and evidence-based consultation and training, co-designed to empower individuals, organisations, and communities to develop the skills and confidence to help save lives.
- Campaigning: We help remove the stigma around suicide. We know that most suicides are preventable with timely intervention and the right support. We raise awareness through campaigning on the ground and influencing at a strategic level.

The objects of GSP are to preserve and protect the good mental and physical health of the public by contributing to the prevention of suicide, in particular but not exclusively, by the advancement of education and training into the causes and effect of suicide and suicide intervention, thereby seeking to reduce the risk and occurrence of suicide.

The strategies for achieving those objectives are training, campaigning and consultancy. GSP deliver two of the major LivingWorks training packages (ASIST and safeTALK) alongside the MHFA: Mental Health First Aid courses, SFA: Suicide First Aid courses, and a number of mental health, suicide prevention and self-harm related courses the organisation has developed. Grassroots' training is well regarded, up-to-date and regularly evaluated.

Training is delivered using an in-house team and a network of professional associate trainers. Grassroots' experts sit on several local and national committees relevant to its aims, where they contribute to operational and strategic goals and outcomes. GSP are also engaged in activities to raise awareness of mental health and suicide prevention issues, both locally and beyond, including the Stay Alive mobile phone app.

**Public benefit**

In shaping our objectives and planning our activities for the year, the trustees have given due consideration to the duties set out in the Charities Commission published guidance as required by section 17(5) of the Charities Act 2011.

The paragraphs 'Objectives and Activities' and 'Achievements and Performance' detail the benefits that the charity provides to the public.

**Volunteers**

GSP is fortunate to have the support of a number of highly valued volunteers, and has received pro bono support from a number of professionals.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**ACHIEVEMENT AND PERFORMANCE**

**Charitable activities**

Significant achievements from 2021-2022 include:

- Development of GSP's organisation wide three year strategy 2022 - 25.
- Strengthening the organisation through shifting the structure, roles and responsibilities including appointing a number of key staff members.
- Continuing to respond positively to the ongoing challenges of the pandemic and return to face-to-face training, by balancing a growing online portfolio of training commissions with our traditional training offer.
- Delivering suicide prevention and mental health training to 1467 people across 119 courses.
- Reaching 388,713 downloads for the StayAlive suicide prevention smartphone app (increase of 156,625 downloads from 31st March 2021).
- Delivering training contracts to train the local workforce in suicide alertness, suicide intervention, understanding and working with self-harm, and mental health awareness, commissioned by Brighton & Hove CCG and Brighton & Hove City Council, East Sussex County Council.
- Developing the First Hand resource to provide support, advice and signposting for people (community and professionals) who have witnessed a suicide, with content guided by people with lived experience - launched September 2021.

**Training**

During the reporting period, GSP trained 1467 people across 119 courses covering suicide prevention, mental health awareness, and understanding self-harm. Our courses create a robust community model of suicide prevention and mental health support. This model yields high numbers of people alert to suicide or mental health issues, who can then respond and refer the person at risk to further support as appropriate.

With face-to-face training postponed due to the pandemic, we began delivering virtual training, leading with Mental Health First Aid online and Suicide First Aid Virtual. During the reporting period, online training made up 82% of all courses delivered. Demand for all online training continues to be strong with bookings into summer/autumn 2021.

Feedback across all courses was overwhelmingly positive both on a quantitative and qualitative level:

- Average course rating: SFA - 4.69/5 , ASIST - 9.77/10, safeTALK - 9.76/10
- Trainer overall rating SFA: 4.78/5
- Confidence supporting someone at risk of suicide, before and after training (out of 5): 3.4 to 4.6
- Confidence supporting someone with mental health issue, before and after training (out of 10): 6 to 8.3

We also asked participants to fill in surveys six months after the course to find out if they had used their new skills:

- 82% of participants used new skills within 6 months of training
- 92% reported increase in confidence to speak to someone about suicide or mental health had increased
- 100% agreed they can recognise the signs of someone experiencing suicidal thoughts or mental health difficulties

**StayAlive - Suicide Prevention App**

During the reporting period the Stay Alive app was downloaded 156,625 times (100,000 VPP), reaching a total number of 388,713 downloads since its launch in 2014. The StayAlive app was the first of its kind in the UK. It provides users with a wealth of features to help them stay safe from suicide or support someone else. Features include: access to helplines and online resources; customisable safety plan, wellness plan, and reasons for living; a 'LifeBox' to keep life-affirming images and connections; myth-busting; clear advice on what to do if you or someone else is at risk; and more. The app was originally developed through partnership working with Network Rail, Switchplane, and Sussex Partnership NHS Foundation Trust.

During the reporting period, GSP continued the delivery of a four-year project funded by the National Lottery Community Fund's Digital Fund for further development of the app.

**Real Talk About Suicide interactive film**

During the reporting period the film had 11,831 views from 10,059 unique viewers. The film presents an unfolding conversation between two flatmates, Chris and Jason. The viewer is prompted to answer multiple-choice questions about the next steps Jason might take to help his friend. Guidance is offered and key principles explained, with the aim of increasing the skills and confidence of the viewer in responding to people at risk of suicide. The film was developed in partnership with director Martin Percy from Unit9 and Public Health at East Sussex County Council.

## **GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

### **REPORT OF THE TRUSTEES** **FOR THE YEAR ENDED 31 MARCH 2022**

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#### **First Hand**

First Hand is a new web based resource for anyone affected by witnessing a suicide, when they did not know the person who has died. This may be because someone happened to be at a particular location, or because their job involves responding to these incidents. First Hand was developed by GSP in collaboration with the Support After Suicide Partnership, Thrive LDN, and Sussex Health and Care Partnership.

First Hand was developed with guidance from a lived experience working group, with representatives from the general public as well as a wide range of professionals, including Police, Ambulance, Railway, Seaford Teams, and Military. It was also supported with clinical oversight from staff at Sussex Partnership NHS Foundation Trust, including Dr Nick Grey.

#### **World Suicide Prevention Day 2021**

World Suicide Prevention Day is led by the International Association for Suicide Prevention (IASP) and the World Health Organisation. The theme for WSPD was "Creating Hope Through Action", activities included:

- Running an online panel discussion with a number of high-profile figures with a focus on how we can inspire hope through our actions to support suicide prevention. This included Jake Tyler (author and mental health advocate), and Bryony Gordon (journalist). The session focused on raising awareness of suicide prevention, sharing resources, and inspiring participants to take actions in their communities to help prevent suicide. We decided to run the event online, due to continued uncertainty around covid.
- We coordinated four blogposts, promoted through our social media and networks, each giving a different perspective on the theme of "Creating Hope Through Action".
- We offered a number of free at the point of access suicide prevention trainings and workshops during the week (1-hour, 3-hour, 1-day), which were promoted through our networks.
- Launch of the First Hand resource for people who have witnessed a suicide related incident (see above for details).

#### **Contracts:**

**Community Roots, NHS Brighton & Hove CCG and Brighton & Hove City Council** - GSP continued delivery of a training delivery contract with Community Roots, funded by NHS Brighton & Hove CCG and Brighton & Hove City Council. The combined contract includes delivery of suicide prevention and mental health awareness training to the local workforce.

**Socio-Economic Disadvantage, Public Health at Brighton & Hove City Council** - GSP delivered a one-year training contract aimed at reaching those working with people at socio-economic disadvantage.

**East Sussex County Council** - GSP delivered a 6-month training contract aimed at reaching the voluntary sector, housing staff, and those working in and around the Eastbourne area.

#### **Fundraising activities**

Covid-19 restricted many of our core fundraising activities with several large fundraising events cancelled, traditional community fundraising events became difficult, and staff having to continue to adapt to coordinate fundraising work from home.

Despite this, we maintained a strong level of fundraised income for the year.

#### **FINANCIAL REVIEW**

##### **Financial position**

Income for the year was in total £892,131 (£478,933 in FY 2021) against expenditure of £665,207 (£349,880 in FY 2021). The surplus on unrestricted activities was £171,809, and this has been added to the unrestricted reserves brought forward to leave £452,412 to be carried forward.

##### **Reserves policy**

The trustees monitor the reserves of the charity. This process considers the nature of all income and expenditure streams, commitments and the nature of the reserves. The trustees have examined the minimum requirements for free reserves which are unrestricted funds not invested in fixed assets or otherwise committed. The trustees consider that these should be equivalent to 6 months expenditure.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**FUTURE PLANS**

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory funding arrangements and guidance from the Board of Trustees. The key activities from our three year strategy are:

1. Raise our profile: build a strong brand and reputation as national leaders in suicide prevention
2. Ensure financial growth and sustainability, increasing our income, capacity, and impact
3. Develop a research-informed portfolio of high-quality training, products, and consultancy
4. Develop a growth culture and maximise efficiencies in operations to increase impact

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

Grassroots Suicide Prevention was incorporated originally as Grassroots Training CIC on 25th January 2006 and changed its name and status to Grassroots Suicide Prevention, a company limited by guarantee on 18th September 2012.

It is governed by its Memorandum and Articles of Association as amended on 10th November 2016.

Grassroots Suicide Prevention received charitable status on 22nd November 2012.

**Recruitment and appointment of new trustees**

New trustees are invited and encouraged to attend training and induction as appropriate to familiarise themselves with the charity, the context in which it operates, and their obligations as a trustee. Trustees are exempt from a standard Disclosure and Barring Service check.

**Organisational structure**

GSP has a Board of Trustees who at 31st March 2022 consisted of:

Emma Mills-Sheffield (Chair)  
Emma Wadey  
Lisa Edwards  
Jon Binks  
Donna Holland  
Chris Adams

The trustees meet quarterly and are responsible for the strategic direction and policy of the charity. The Chief Executive Officer, Rachael Swann is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met.

**Risk management**

The trustees have undertaken a review of the major risks which the charity faces and believe that working towards free reserves at the levels stated in this report, combined with a revised annual review of the controls over key financial systems carried out through an internal audit, will provide sufficient resources in the event of adverse conditions. The trustees also examined other operational and business risks and confirm that they have established systems appropriate to the circumstances, scale and scope of the charity's operations, to mitigate the significant risks. In the last year the Board has focused on a few specific aspects of risk. A risk register is in place which is reviewed quarterly at the Trustee meetings.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**  
05687263 (England and Wales)

**Registered Charity number**  
1149873

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**Registered office**

11 Old Steine  
Brighton  
East Sussex  
BN1 1EJ

**Trustees**

Emma Louise Comber  
Emma Mills-Sheffield (Chair)  
C S Adams  
J D Binks  
Dr L Edwards  
Ms D A Holland

**Company Secretary**

Alexander Harvey

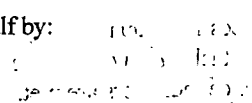
**Independent Examiner**

John Thacker FCA DChA  
Institute of Chartered Accountants in England and Wales  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**Bankers**

The Co-Operative Bank

Nationwide Building Society

Approved by order of the board of trustees on .....12/12/2022..... and signed on its behalf by: 

  
.....  
Emma Mills-Sheffield - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GRASSROOTS SUICIDE PREVENTION**

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**Independent examiner's report to the trustees of Grassroots Suicide Prevention ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2022.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



John Thacker FCA DChA  
Institute of Chartered Accountants in England and Wales  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

Date: 20 December 2022

**GRASSROOTS SUICIDE PREVENTION****STATEMENT OF FINANCIAL ACTIVITIES  
FOR THE YEAR ENDED 31 MARCH 2022**

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	207,539	-	207,539	90,376
<b>Charitable activities</b>					
Training, campaigning and strategic consultancy		323,869	343,814	667,683	384,108
Other trading activities	3	8,000	-	8,000	75
Investment income	4	72	-	72	215
Other income		8,837	-	8,837	4,159
<b>Total</b>		<u>548,317</u>	<u>343,814</u>	<u>892,131</u>	<u>478,933</u>
<b>EXPENDITURE ON</b>					
Raising funds	6	41,926	7,228	49,154	20,233
<b>Charitable activities</b>					
Training, campaigning and strategic consultancy	7	333,524	282,529	616,053	329,647
<b>Total</b>		<u>375,450</u>	<u>289,757</u>	<u>665,207</u>	<u>349,880</u>
<b>NET INCOME</b>					
Transfers between funds	17	172,867 (1,058)	54,057 1,058	226,924 -	129,053 -
<b>Net movement in funds</b>		<u>171,809</u>	<u>55,115</u>	<u>226,924</u>	<u>129,053</u>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		280,603	46,129	326,732	197,679
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>452,412</u></u>	<u><u>101,244</u></u>	<u><u>553,656</u></u>	<u><u>326,732</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)****BALANCE SHEET****31 MARCH 2022**

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
<b>FIXED ASSETS</b>					
Tangible assets	13	858	-	858	-
<b>CURRENT ASSETS</b>					
Stocks	14	10,293	-	10,293	19,359
Debtors	15	39,366	-	39,366	15,618
Cash at bank		451,258	101,244	552,502	378,346
		<u>500,917</u>	<u>101,244</u>	<u>602,161</u>	<u>413,323</u>
<b>CREDITORS</b>					
Amounts falling due within one year	16	(49,363)	-	(49,363)	(86,591)
		<u>451,554</u>	<u>101,244</u>	<u>552,798</u>	<u>326,732</u>
<b>NET CURRENT ASSETS</b>					
		<u>452,412</u>	<u>101,244</u>	<u>553,656</u>	<u>326,732</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>452,412</u>	<u>101,244</u>	<u>553,656</u>	<u>326,732</u>
<b>NET ASSETS</b>					
		<u>452,412</u>	<u>101,244</u>	<u>553,656</u>	<u>326,732</u>
<b>FUNDS</b>					
	17				
Unrestricted funds				452,412	280,603
Restricted funds				101,244	46,129
<b>TOTAL FUNDS</b>					
				<u>553,656</u>	<u>326,732</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET - continued**  
**31 MARCH 2022**

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on .....12/12/2022..... and were signed on its behalf by:

.....*E. Mills-Sheffield*.....  
Emma Mills-Sheffield - Trustee

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2022**

	Notes	2022 £	2021 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>175,371</u>	<u>200,630</u>
Net cash provided by operating activities		<u>175,371</u>	<u>200,630</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		(1,287)	-
Interest received		72	215
Net cash (used in)/provided by investing activities		<u>(1,215)</u>	<u>215</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>174,156</u>	<u>200,845</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>378,346</u>	<u>177,501</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>552,502</u></u>	<u><u>378,346</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE CASH FLOW STATEMENT  
FOR THE YEAR ENDED 31 MARCH 2022**

**1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2022	2021
	£	£
Net income for the reporting period (as per the Statement of Financial Activities)	226,924	129,053
<b>Adjustments for:</b>		
Depreciation charges	429	-
Interest received	(72)	(215)
Decrease in stocks	9,066	6,541
Increase in debtors	(23,748)	(11,753)
(Decrease)/increase in creditors	(37,228)	77,004
<b>Net cash provided by operations</b>	<u>175,371</u>	<u>200,630</u>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1/4/21	Cash flow	At 31/3/22
	£	£	£
<b>Net cash</b>			
Cash at bank	378,346	174,156	552,502
	<u>378,346</u>	<u>174,156</u>	<u>552,502</u>
<b>Total</b>	<u>378,346</u>	<u>174,156</u>	<u>552,502</u>

The notes form part of these financial statements

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS** **FOR THE YEAR ENDED 31 MARCH 2022**

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#### **1. ACCOUNTING POLICIES**

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) 'Accounting and Reporting by Charities: Statement of Recommended applicable to charities preparing their accounts with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and on that basis the charity is considered to be a going concern.

##### **Reconciliation with previous generally accepted accounting principles**

In preparing the accounts the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatement of comparative items was required.

##### **Income**

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are receivable.

Incoming resources are treated as deferred where the donor has specified that they related to a future accounting period.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Assets costing more than £500 are written off to the Statement of Financial Activities.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment - 3 years on a straight line basis.

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2022**

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#### **1. ACCOUNTING POLICIES - continued**

##### **Tangible fixed assets**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### **Stocks**

Stocks are stated at the lower of cost and net realisable value.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### **Taxation**

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **Financial instruments**

Financial instruments are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial assets are offset, with the net amounts presented in the accounts when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

##### **Basic financial liabilities**

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2022****2. DONATIONS AND LEGACIES**

	2022	2021
	£	£
Donations	207,539	90,376

**3. OTHER TRADING ACTIVITIES**

	2022	2021
	£	£
Other income	8,000	75

**4. INVESTMENT INCOME**

	2022	2021
	£	£
Deposit account interest	72	215

**5. INCOME FROM CHARITABLE ACTIVITIES**

	Activity	2022	2021
		£	£
Contracts	Training, campaigning and strategic consultancy	93,268	95,601
Training income	Training, campaigning and strategic consultancy	233,748	86,556
Sales	Training, campaigning and strategic consultancy	59,614	7,076
Grants	Training, campaigning and strategic consultancy	281,053	194,875
		667,683	384,108

Grants received, included in the above, are as follows:

	2022	2021
	£	£
Brighton and Hove City Council	25,000	-
Department of Health and Social Care	114,287	-
Kent County Council	12,294	-
East Sussex County Council	24,805	-
Lottery Digital Fund	98,781	130,876
Sussex Innovation Fund	5,886	11,369
Julia and Hans Rausing	-	47,942
Sussex Community Foundation	-	4,688
	281,053	194,875

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2022**

**6. RAISING FUNDS**

**Raising donations and legacies**

	2022	2021
	£	£
Fundraising costs	36,880	13,261
Marketing costs	12,274	6,972
	<u>49,154</u>	<u>20,233</u>

**7. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 8)
	£
Training, campaigning and strategic consultancy	<u>616,053</u>

**8. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	2022	2021
	£	£
Staff costs	340,660	203,363
Material costs	61,063	10,947
Training costs	115,932	61,812
Legal fees, accountancy, independent examination and bank charges	10,480	7,745
Support costs	25,044	11,729
Equipment and IT costs	16,121	2,922
App development costs	46,324	31,129
Depreciation	429	-
	<u>616,053</u>	<u>329,647</u>

**9. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	2022	2021
	£	£
Depreciation - owned assets	429	-
Independent examination	<u>2,280</u>	<u>2,040</u>

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2022**

#### **10. TRUSTEES' REMUNERATION AND BENEFITS**

There were no trustees' remuneration or other benefits for the year ended 31 March 2022 nor for the year ended 31 March 2021.

##### **Trustees' expenses**

One trustee was reimbursed travelling and conference call expenses of £210 (2021: One trustee was reimbursed travel expenses of £29).

#### **11. STAFF COSTS**

Staff costs during the year were as follows:

	2022	2021
	£	£
Wages and salaries	304,324	170,589
Social security costs	21,330	14,550
Pension costs	<u>8,248</u>	<u>4,923</u>
	<u>332,902</u>	<u>190,062</u>

The charity considers its key personnel comprises of the trustees, chief executive officer, development officer and finance officer. Total employment benefits to its key management personnel were £106,336 (2021: £73,605).

The average monthly number of employees during the year was as follows:

	2022	2021
Fundraising and administration	<u>14</u>	<u>6</u>

No employees received emoluments in excess of £60,000.

#### **12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	90,376	-	90,376
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	189,233	194,875	384,108
Other trading activities	75	-	75
Investment income	215	-	215
Other income	<u>4,159</u>	-	<u>4,159</u>
<b>Total</b>	<u>284,058</u>	<u>194,875</u>	<u>478,933</u>
<b>EXPENDITURE ON</b>			
Raising funds	20,233	-	20,233

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2022**

**12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	180,900	148,747	329,647
<b>Total</b>	<u>201,133</u>	<u>148,747</u>	<u>349,880</u>
<b>NET INCOME</b>	82,925	46,128	129,053
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	197,679	-	197,679
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>280,604</u></u>	<u><u>46,128</u></u>	<u><u>326,732</u></u>

**13. TANGIBLE FIXED ASSETS**

	Fixtures and fittings £
<b>COST</b>	
At 1 April 2021	11,101
Additions	1,287
At 31 March 2022	<u>12,388</u>
<b>DEPRECIATION</b>	
At 1 April 2021	11,101
Charge for year	429
At 31 March 2022	<u>11,530</u>
<b>NET BOOK VALUE</b>	
At 31 March 2022	<u><u>858</u></u>
At 31 March 2021	<u><u>-</u></u>

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2022****14. STOCKS**

	2022	2021
	£	£
Stocks	10,293	19,359

**15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022	2021
	£	£
Trade debtors	37,597	15,618
Prepayments and accrued income	1,769	-
	39,366	15,618

**16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022	2021
	£	£
Trade creditors	8,174	21,896
Social security and other taxes	9,658	5,012
Accrued expenses	2,280	2,280
Deferred income	29,251	57,403
	49,363	86,591

**17. MOVEMENT IN FUNDS**

	At 1/4/21	Net movement in funds	Transfers between funds	At 31/3/22
	£	£	£	£
<b>Unrestricted funds</b>				
General fund	280,603	172,867	(1,058)	452,412
<b>Restricted funds</b>				
Kent County Council	-	4,374	-	4,374
Lottery Digital Fund	38,793	(10,286)	-	28,507
Suicide Prevention Fund 1 - Booklet	2,040	(2,040)	-	-
Sussex Community Foundation	3,186	(3,186)	-	-
Suicide Prevention Fund 2 - Street Art	2,110	(3,168)	1,058	-
First Hand	-	8,000	-	8,000
West Sussex	-	24,500	-	24,500
Surrey	-	35,863	-	35,863
	46,129	54,057	1,058	101,244
<b>TOTAL FUNDS</b>	326,732	226,924	-	553,656

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2022****17. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	548,317	(375,450)	172,867
<b>Restricted funds</b>			
Department of Health and Social Care	114,287	(114,287)	-
Kent County Council	12,294	(7,920)	4,374
Lottery Digital Fund	98,781	(109,067)	(10,286)
Suicide Prevention Fund 1 - Booklet	2,110	(4,150)	(2,040)
Sussex Community Foundation	-	(3,186)	(3,186)
Suicide Prevention Fund 2 - Street Art	3,776	(6,944)	(3,168)
First Hand	25,000	(17,000)	8,000
West Sussex	49,000	(24,500)	24,500
Surrey	38,566	(2,703)	35,863
	<u>343,814</u>	<u>(289,757)</u>	<u>54,057</u>
<b>TOTAL FUNDS</b>	<u>892,131</u>	<u>(665,207)</u>	<u>226,924</u>

**Comparatives for movement in funds**

	At 1/4/20 £	Net movement in funds £	At 31/3/21 £
<b>Unrestricted funds</b>			
General fund	197,679	82,924	280,603
<b>Restricted funds</b>			
Lottery Digital Fund	-	38,793	38,793
Suicide Prevention Fund 1 - Booklet	-	2,040	2,040
Sussex Community Foundation	-	3,186	3,186
Suicide Prevention Fund 2 - Street Art	-	2,110	2,110
	<u>-</u>	<u>46,129</u>	<u>46,129</u>
<b>TOTAL FUNDS</b>	<u>197,679</u>	<u>129,053</u>	<u>326,732</u>

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2022

#### 17. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	284,058	(201,134)	82,924
<b>Restricted funds</b>			
Lottery Digital Fund	130,876	(92,083)	38,793
Suicide Prevention Fund 1 - Booklet	6,351	(4,311)	2,040
Julia and Hans Rausing	47,942	(47,942)	-
Sussex Community Foundation	4,688	(1,502)	3,186
Suicide Prevention Fund 2 - Street Art	5,018	(2,908)	2,110
	<u>194,875</u>	<u>(148,746)</u>	<u>46,129</u>
<b>TOTAL FUNDS</b>	<u>478,933</u>	<u>(349,880)</u>	<u>129,053</u>

The purpose of each restricted fund was as follows:

1. Department of Health & Social Care

The Department of Health and Social Care (DHSC) have made available a Suicide Prevention Fund to support Voluntary, Community, Social Enterprise (VCSE) organisations that work to prevent suicide, including supporting their ability to meet increased demands or needs for their services as a result of COVID-19.

2. Kent County Council - Suicide Prevention Innovation Fund

Development and delivery of a Stay Alive physical booklet based on content and tools from the digital app. This distributed to services working with digitally excluded people across Kent.

3. Lottery Digital Fund

Our suicide prevention app, Stay Alive, helps people keep themselves and others safe from suicide. The National Lottery funds the continuing development and distribution of Stay Alive.

4. Suicide Prevention Fund 1 - Stay Alive Booklet

Digitally excluded populations are at high risk of suicide but cannot access our StayAlive app. Through the Sussex Suicide Prevention Fund, we put content and tools from the Stay Alive digital app into a physical booklet and distributed to services working with digitally excluded people around Sussex.

5. The Sussex Community Foundation

Funding enabled us to buy equipment, so that our staff could continue to work safely, efficiently, and effectively.

6. Suicide Prevention Fund 2 - Street Art

Through the Suicide Prevention Fund, we teamed up with local artists and organisations to put life-saving messages and signposting into communities through the medium of street art.

7. First Hand

Brighton & Hove Public Health and Sussex Health & Care Partnership funded the development of a model of support for those affected by witnessing Suicide Related Incidents. Delivered in partnership with Thrive LDN, and the Support After Suicide Partnership.

8. West Sussex

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2022**

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**17. MOVEMENT IN FUNDS - continued**

Funding for the provision of suicide prevention and mental health training for Small and Medium Enterprises in West Sussex, commissioned by the Public Health Directorate at West Sussex County Council.

**9. Surrey County Council**

Funding for the delivery of 25 Suicide First Aid Courses to frontline health and social care staff for Surrey, with wrap around administration.

**18. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2022.

**19. STATUTORY INFORMATION**

Grassroots Suicide Prevention is a charitable company, limited by guarantee, registered in England and Wales and has no share capital. No one member has overall control of the charity.

The company's registered office address and registered number can be found in the 'legal and administrative information' section of the trustees annual report.

**GRASSROOTS SUICIDE PREVENTION**

England & Wales - Charity number 1149873

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# Accounts

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REGISTERED COMPANY NUMBER: 05687263 (England and Wales)  
REGISTERED CHARITY NUMBER: 1149873

REPORT OF THE TRUSTEES AND  
UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021  
FOR  
GRASSROOTS SUICIDE PREVENTION

Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**GRASSROOTS SUICIDE PREVENTION**

**CONTENTS OF THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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	<b>Page</b>
<b>Report of the Trustees</b>	1 to 6
<b>Independent Examiner's Report</b>	7
<b>Statement of Financial Activities</b>	8
<b>Balance Sheet</b>	9 to 10
<b>Cash Flow Statement</b>	11
<b>Notes to the Cash Flow Statement</b>	12
<b>Notes to the Financial Statements</b>	13 to 21

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**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 March 2021. The trustees have adopted the provisions of 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 2019).

**OBJECTIVES AND ACTIVITIES**

**Objectives and aims**

The objects of the charity are to preserve and protect the good mental and physical health of the public by contributing to the prevention of suicide, in particular but not exclusively, by the advancement of education and training into the causes and effect of suicide and suicide intervention, thereby seeking to reduce the risk and occurrence of suicide.

The strategies for achieving those objectives are training, campaigning and consultancy. Grassroots deliver two of the major LivingWorks training packages (ASIST and safeTALK) alongside the MHFA: Mental Health First Aid courses, SFA: Suicide First Aid courses, and a number of mental health related courses the organisation has developed. Grassroots' training is well regarded, up-to-date and regularly evaluated.

Training is delivered using an in-house team and a network of professional associate trainers. Grassroots' experts sit on several local and national committees relevant to its aims, where they contribute to operational and strategic goals and outcomes. Grassroots are also engaged in activities to raise awareness of mental health and suicide prevention issues, both locally and beyond, including the Stay Alive mobile phone app.

**Significant activities**

Grassroots works locally and nationally with communities, organisations, services and individuals, helping them to become ready, willing and able to effectively support someone at risk of suicide. Our training, digital resources, and campaigns help to save lives by enabling conversations that count. Through our online community and awareness raising projects we work to reduce stigma and promote positive mental health and wellbeing.

**Public benefit**

In shaping our objectives and planning our activities for the year, the trustees have given due consideration to the duties set out in the Charities Commission published guidance as required by section 17(5) of the Charities Act 2011.

The paragraphs 'Objectives and Activities' and 'Achievements and Performance' detail the benefits that the charity provides to the public.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**ACHIEVEMENT AND PERFORMANCE**

**Charitable activities**

Significant achievements from 2020-2021 include:

- Responding positively to the challenges of the pandemic by shifting the majority of our training work online, growing our online offer, and securing additional funding to secure our position.
- Delivering suicide prevention and mental health training to 1467 people across 119 courses
- Reaching 232K downloads for the StayAlive suicide prevention smartphone app (increase of 92K downloads from 31st March 2020). The Stay Alive app also received a significant upgrade in August 2020 following 18-months of development, and the web app was launched at [www.stayalive.app](http://www.stayalive.app).
- Delivering training contracts to train the local workforce in suicide alertness, suicide intervention, understanding and working with self-harm, and mental health awareness, commissioned by Brighton & Hove CCG and Brighton & Hove City Council, East Sussex County council.
- Developing a resource to provide support, advice and signposting for people (community and professionals) who have witnessed a suicide, with content guided by people with lived experience - to be launched in September 2021.
- Recruiting four new Trustees who bring a wealth of skills and experience to support the work of the charity.
- Recruiting a new CEO, Rachael Swann, who joined the charity in February 2021.
- Recruiting a new Assistant Charity Officer, Olivia Smith Fallon who joined in November 2020, and a Digital Apprentice Tayla Kruger who joined in January 2021.
- Launching the Ask Now Save Lives anti-stigma campaign with ambassadors including Jonny Benjamin MBE, Rory Bremner, IDOLS, Frank Turner, and Imogen Heap
- Recruiting 150 people to the Grassroots Runners fundraising group
- The Real Talk About Suicide was nominated for a Webby Award, and won the Campaign Tech Magazine 'Tech for Good' Award

**1. Training Delivery**

During the reporting period, Grassroots trained 1467 people across 119 courses covering suicide prevention, mental health awareness, and understanding self-harm. Our courses create a robust community model of suicide prevention and mental health support. This model yields high numbers of people alert to suicide or mental health issues, who can then respond and refer the person at risk to further support as appropriate.

With face-to-face training postponed due to the pandemic, we began delivering virtual training in June 2020, leading with Mental Health First Aid online and Suicide First Aid Virtual. During the reporting period, online training made up 82% of all courses delivered.

We launched our own 3 hour Real Talk webinar in September 2020, which has received excellent feedback. A Train the Trainer for Real Talk was delivered in March 2021. Demand for all online training continues to be strong with bookings into summer/autumn 2021.

Feedback across all courses was overwhelmingly positive both on a quantitative and qualitative level:

- Average course rating: SFA - 4.69/5 , ASIST - 9.77/10, safeTALK - 9.76/10
- Trainer overall rating SFA: 4.78/5
- Confidence supporting someone at risk of suicide, before and after training (out of 5): 3.4 to 4.6
- Confidence supporting someone with mental health issue, before and after training (out of 10): 6 to 8.3

We also asked participants to fill in surveys six months after the course to find out if they had used their new skills:

- 82% of participants used new skills within 6 months of training
- 92% reported increase in confidence to speak to someone about suicide or mental health had increased
- 100% agreed they can recognise the signs of someone experiencing suicidal thoughts or mental health difficulties

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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## **2. Engagement & Consultation**

### **StayAlive - Suicide Prevention App**

During the reporting period the StayAlive app was downloaded 92k times, reaching a total number of 232k downloads since its launch in 2014. The StayAlive app was the first of its kind in the UK. It provides users with a wealth of features to help them stay safe from suicide or support someone else. Features include: access to helplines and online resources; customisable safety plan, wellness plan, and reasons for living; a 'LifeBox' to keep life-affirming images and connections; myth-busting; clear advice on what to do if you or someone else is at risk; and more. The app was developed through partnership working with Network Rail, Switchplane, and Sussex Partnership NHS Foundation Trust.

During the reporting period, Grassroots finished a project to upgrade and promote the StayAlive app with funding from the Department of Health and Social Care, Crisis Care Concordat, Beyond Places of Safety grant scheme. Grassroots also began a four-year project funded by the National Lottery Community Fund's Digital Fund for further development of the app.

### **Real Talk About Suicide interactive film**

During the reporting period the film had 14,107 views from 10,899 unique viewers, was nominated for a Webby 2020 award and won the Tech For Good category at the Campaign Magazine Tech Awards 2020.

The film presents an unfolding conversation between two flatmates, Chris and Jason. The viewer is prompted to answer multiple-choice questions about the next steps Jason might take to help his friend. Guidance is offered and key principles explained, with the aim of increasing the skills and confidence of the viewer in responding to people at risk of suicide. The film was developed in partnership with director Martin Percy from Unit9 and Public Health at East Sussex County Council.

### **Social Media**

To help raise awareness and facilitate a cultural shift in the way we talk about suicide, we have grown a thriving social media community. During the reporting period, Grassroots continued to develop our following and content:

- Twitter: 4,583 new followers (up to 54,598 total); 961 Tweets; 2.65 million Tweet Impressions
- Facebook: 545 new followers (up to 4,502 total)
- Instagram: 610 new followers (up to 1,325)

### **World Suicide Prevention Day 2020 - Ask Now Save Lives**

World Suicide Prevention Day is led by the International Association for Suicide Prevention (IASP) and the World Health Organisation. This year our efforts were focused on the launch of our Real Talk training and the Ask Now Save Lives campaign. The campaign aim was to challenge stigma and encourage people to ask the types of questions that save lives, such as "I care about you - are you thinking about suicide?" and "I'm thinking about suicide - can you help me?" The campaign was built around a powerful design by graphic artist Anthony Burrill. Over 30 celebrities and high profile people shared photos online with their followers of themselves wearing Ask Now Save Lives t-shirts alongside key educational and anti-stigma messaging. This led to uptake and engagement within the communities we support. Ambassadors included Alastair Campbell, Frank Turner, IDLES, Jonny Benjamin MBE, and Imogen Heap.

## **3. Business Development**

### **Human Resources: Staff**

Rachael Swann - Chief Executive Officer (joined February 2021)  
Alex Harvey - Acting Chief Officer from March 2020-February 2021 - Head of Digital & Development  
Sam Hubbert - Finance Officer  
Michael Jarvis - Development Manager

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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Gus Campbell - Technical Lead and Website Officer  
Drew Taylor - Digital Officer  
Jack Thunder - Community Engagement Officer  
Celia Mae Jones - Charity Officer  
Olivia Smith Fallon - Assistant Charity Officer (joined December 2020)  
Tayla Kruger - Assistant Digital Officer (joined January 2021)

**Human Resources: Volunteers**

Grassroots is fortunate to have the support of a number of highly valued volunteers, and has received pro bono support from a number of professionals.

**Contracts:**

**Community Roots, NHS Brighton & Hove CCG and Brighton & Hove City Council** - Grassroots continued delivery of a training delivery contract with Community Roots, funded by NHS Brighton & Hove CCG and Brighton & Hove City Council. The combined contract includes delivery of suicide prevention and mental health awareness training to the local workforce.

**Socio-Economic Disadvantage, Public Health at Brighton & Hove City Council** - Grassroots delivered a one-year training contract aimed at reaching those working with people at socio-economic disadvantage.

**East Sussex County Council** - Grassroots delivered a 6-month training contract aimed at reaching the voluntary sector, housing staff, and those working in and around the Eastbourne area.

**Fundraising activities**

Covid-19 restricted many of our core fundraising activities at the beginning of the year; several large fundraising events were cancelled, traditional community fundraising events became difficult, and staff had to learn how to coordinate fundraising work from home.

Despite this, we maintained a strong level of fundraised income for the year. We successfully bid for £47k from The Julia & Hans Rausing Trust which helped recoup lost community fundraising income. We secured pro bono support to develop and launch a bespoke donation platform hosted on our website. We also set the groundwork for the following year's fundraising - by the end of March 2021, we had recruited 150 people to the Grassroots Runners fundraising team for events in the next financial year, an increase of 200% on the previous year.

**FINANCIAL REVIEW**

**Financial position**

Income for the year was in total £478,933 (£539,659 in FY 2020) against expenditure of £349,880 (£463,169 in FY 2020). The surplus on unrestricted activities was £82,925, and this has been added to the unrestricted reserves brought forward to leave £280,604 to be carried forward.

**Reserves policy**

The trustees monitor the reserves of the charity. This process considers the nature of all income and expenditure streams, commitments and the nature of the reserves. The trustees have examined the minimum requirements for free reserves which are unrestricted funds not invested in fixed assets or otherwise committed. The trustees consider that these should be equivalent to 6 months expenditure.

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**FUTURE PLANS**

The charity plans to continue the activities outlined above in the forthcoming year subject to satisfactory funding arrangements and guidance from the Board of Trustees. The key activities for 2021-22 are as follows:

1. Continue to establish leadership in the suicide prevention, mental health and self harm space
2. Deliver training contracts and digital work to a high standard in line with KPIs
3. Increase the level of income
4. Consolidate and expand training
5. Increase volunteering
6. Continue to grow our trainer network
7. Consolidate and streamline governance and operations for growth and to maximise efficiencies

**STRUCTURE, GOVERNANCE AND MANAGEMENT**

**Governing document**

Grassroots Suicide Prevention was incorporated originally as Grassroots Training CIC on 25th January 2006 and changed its name and status to Grassroots Suicide Prevention, a company limited by guarantee on 18th September 2012.

It is governed by its Memorandum and Articles of Association as amended on 10th November 2016.

Grassroots Suicide Prevention received charitable status on 22nd November 2012.

**Recruitment and appointment of new trustees**

New trustees are invited and encouraged to attend training and induction as appropriate to familiarise themselves with the charity, the context in which it operates, and their obligations as a trustee. Trustees are exempt from a standard Disclosure and Barring Service check.

**Organisational structure**

Grassroots Suicide Prevention has a Board of Trustees who at 31st March 2021 consisted of:

Emma Mills-Sheffield (Chair)  
Emma Louise Comber  
Lisa Edwards  
Jon Binks  
Donna Holland  
Chris Adams

The trustees meet quarterly and are responsible for the strategic direction and policy of the charity. The Chief Executive Officer is responsible for ensuring that the charity delivers the services specified and that key performance indicators are met.

**Risk management**

The trustees have undertaken a review of the major risks which the charity faces and believe that working towards free reserves at the levels stated in this report, combined with a revised annual review of the controls over key financial systems carried out through an internal audit, will provide sufficient resources in the event of adverse conditions. The trustees also examined other operational and business risks and confirm that they have established systems appropriate to the circumstances, scale and scope of the charity's operations, to mitigate the significant risks. In the last year the Board has focused on a few specific aspects of risk. A risk register is in place which is reviewed quarterly at the Trustee meetings.

**REFERENCE AND ADMINISTRATIVE DETAILS**

**Registered Company number**  
05687263 (England and Wales)

**REPORT OF THE TRUSTEES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

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**Registered Charity number**

1149873

**Registered office**

11 Old Steine  
Brighton  
East Sussex  
BN1 1EJ

**Trustees**

Rob Yates  
Emma Louise Comber  
Caroline Hounsell (resigned 4/11/2020)  
Emma Mills-Sheffield (Chair)  
C S Adams (appointed 9/11/2020)  
J D Binks (appointed 9/11/2020)  
Dr L Edwards (appointed 9/11/2020)  
Ms D A Holland (appointed 9/11/2020)

**Company Secretary**

Alexander Harvey

**Independent Examiner**

John Thacker FCA DChA  
Institute of Chartered Accountants in England and Wales  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

**Bankers**

The Co-Operative Bank

Nationwide Building Society

Approved by order of the board of trustees on .....17/12/21..... and signed on its behalf by:

.....  
Emma Mills-Sheffield - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
GRASSROOTS SUICIDE PREVENTION**

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**Independent examiner's report to the trustees of Grassroots Suicide Prevention ('the Company')**

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 March 2021.

**Responsibilities and basis of report**

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

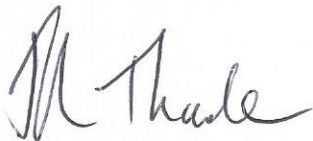
**Independent examiner's statement**

Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of Institute of Chartered Accountants in England and Wales which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



John Thacker FCA DChA  
Institute of Chartered Accountants in England and Wales  
Chariot House Limited  
Chartered Accountants  
44 Grand Parade  
Brighton  
East Sussex  
BN2 9QA

Date: 21 December 2021

**GRASSROOTS SUICIDE PREVENTION**

**STATEMENT OF FINANCIAL ACTIVITIES**  
**FOR THE YEAR ENDED 31 MARCH 2021**

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
<b>INCOME AND ENDOWMENTS FROM</b>					
Donations and legacies	2	90,376	-	90,376	111,990
<b>Charitable activities</b>					
Training, campaigning and strategic consultancy	5	189,233	194,875	384,108	425,698
Other trading activities	3	75	-	75	1,921
Investment income	4	215	-	215	50
Other income		4,159	-	4,159	-
<b>Total</b>		<u>284,058</u>	<u>194,875</u>	<u>478,933</u>	<u>539,659</u>
<b>EXPENDITURE ON</b>					
Raising funds	6	20,233	-	20,233	20,342
<b>Charitable activities</b>					
Training, campaigning and strategic consultancy	7	180,900	148,747	329,647	442,827
<b>Total</b>		<u>201,133</u>	<u>148,747</u>	<u>349,880</u>	<u>463,169</u>
<b>NET INCOME</b>		<u>82,925</u>	<u>46,128</u>	<u>129,053</u>	<u>76,490</u>
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<u>197,679</u>	<u>-</u>	<u>197,679</u>	<u>121,189</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>280,604</u></u>	<u><u>46,128</u></u>	<u><u>326,732</u></u>	<u><u>197,679</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET**  
**31 MARCH 2021**

	Notes	Unrestricted fund £	Restricted funds £	2021 Total funds £	2020 Total funds £
<b>CURRENT ASSETS</b>					
Stocks	14	19,359	-	19,359	25,900
Debtors	15	15,618	-	15,618	3,865
Cash at bank		332,217	46,129	378,346	177,501
		<u>367,194</u>	<u>46,129</u>	<u>413,323</u>	<u>207,266</u>
<b>CREDITORS</b>					
Amounts falling due within one year	16	(86,591)	-	(86,591)	(9,587)
		<u>280,603</u>	<u>46,129</u>	<u>326,732</u>	<u>197,679</u>
<b>NET CURRENT ASSETS</b>					
		<u>280,603</u>	<u>46,129</u>	<u>326,732</u>	<u>197,679</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>					
		<u>280,603</u>	<u>46,129</u>	<u>326,732</u>	<u>197,679</u>
<b>NET ASSETS</b>					
		<u>280,603</u>	<u>46,129</u>	<u>326,732</u>	<u>197,679</u>
<b>FUNDS</b>					
Unrestricted funds	17			280,603	197,679
Restricted funds				46,129	-
				<u>326,732</u>	<u>197,679</u>
<b>TOTAL FUNDS</b>					
				<u>326,732</u>	<u>197,679</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 March 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 March 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION (REGISTERED NUMBER: 05687263)**

**BALANCE SHEET - continued**

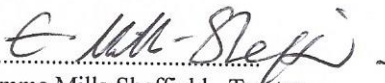
**31 MARCH 2021**

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on ..... and were signed on its behalf by:

17.12.21

  
.....  
Emma Mills-Sheffield - Trustee

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

---

	Notes	2021 £	2020 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	200,630	11,271
Net cash provided by operating activities		<u>200,630</u>	<u>11,271</u>
<b>Cash flows from investing activities</b>			
Interest received		215	50
Net cash provided by investing activities		<u>215</u>	<u>50</u>
<b>Change in cash and cash equivalents in the reporting period</b>		<u>200,845</u>	<u>11,321</u>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<u>177,501</u>	<u>166,180</u>
<b>Cash and cash equivalents at the end of the reporting period</b>		<u><u>378,346</u></u>	<u><u>177,501</u></u>

The notes form part of these financial statements

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES**

	2021	2020
	£	£
<b>Net income for the reporting period (as per the Statement of Financial Activities)</b>	129,053	76,490
<b>Adjustments for:</b>		
Interest received	(215)	(50)
Decrease/(increase) in stocks	6,541	(18,499)
(Increase)/decrease in debtors	(11,753)	41,366
Increase/(decrease) in creditors	77,004	(88,036)
<b>Net cash provided by operations</b>	<u>200,630</u>	<u>11,271</u>

**2. ANALYSIS OF CHANGES IN NET FUNDS**

	At 1/4/20	Cash flow	At 31/3/21
	£	£	£
<b>Net cash</b>			
Cash at bank	177,501	200,845	378,346
	<u>177,501</u>	<u>200,845</u>	<u>378,346</u>
<b>Total</b>	<u>177,501</u>	<u>200,845</u>	<u>378,346</u>

The notes form part of these financial statements

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2021

---

#### 1. ACCOUNTING POLICIES

##### **Basis of preparing the financial statements**

The financial statements of the charitable company, which is a public benefit entity under FRS102, have been prepared in accordance with the Charities SORP (FRS102) 'Accounting and Reporting by Charities: Statement of Recommended practice applicable to charities preparing their accounts with Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The accounts are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

At the time of approving the financial statements, the trustees have a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future and on that basis the charity is considered to be a going concern.

##### **Reconciliation with previous generally accepted accounting principles**

In preparing the accounts the trustees have considered whether in applying the accounting policies required by FRS102 and the Charities SORP FRS102 the restatement of comparative items was required. No restatement of comparative items was required.

##### **Income**

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

Cash donations are recognised on receipt. Other donations are recognised once the charity has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are receivable.

Incoming resources are treated as deferred where the donor has specified that they related to a future accounting period.

##### **Expenditure**

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

##### **Tangible fixed assets**

Tangible fixed assets are initially measured at cost and subsequently measured at cost or valuation, net of depreciation and any impairment losses.

Assets costing more than £500 are written off to the Statement of Financial Activities.

Depreciation is recognised so as to write off the cost or valuation of assets less their residual values over their useful lives on the following bases:

Fixtures, fittings and equipment - 3 years on a straight line basis.

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2021

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#### 1. ACCOUNTING POLICIES - continued

##### **Tangible fixed assets**

The gain or loss arising on the disposal of an asset is determined as the difference between the sale proceeds and the carrying value of the asset, and is recognised in net income/(expenditure) for the year.

##### **Stocks**

Stocks are stated at the lower of cost and net realisable value.

Net realisable value is the estimated selling price less all estimated costs of completion and costs to be incurred in marketing, selling and distribution.

##### **Taxation**

The Charity is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK Corporation Tax purposes. Accordingly the Charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

##### **Fund accounting**

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees. Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

##### **Cash and cash equivalents**

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

##### **Financial instruments**

Financial instruments are recognised when the charity becomes party to the contractual provisions of the instrument.

Financial assets are offset, with the net amounts presented in the accounts when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a basis or to realise the asset and settle the liability simultaneously.

##### **Basic financial assets**

Basic financial assets, which include trade and other receivables and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest.

##### **Basic financial liabilities**

Basic financial liabilities, including trade and other payables, are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future receipts discounted at a market rate of interest. Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade payables are obligations to pay for goods and services that have been acquired in the ordinary course of operations from suppliers. Accounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade payables are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021**

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<b>2. DONATIONS AND LEGACIES</b>		2021	2020
		£	£
Donations		90,376	111,990
		<u>          </u>	<u>          </u>
<b>3. OTHER TRADING ACTIVITIES</b>		2021	2020
		£	£
Other income		75	1,921
		<u>          </u>	<u>          </u>
<b>4. INVESTMENT INCOME</b>		2021	2020
		£	£
Deposit account interest		215	50
		<u>          </u>	<u>          </u>
<b>5. INCOME FROM CHARITABLE ACTIVITIES</b>		2021	2020
	Activity	£	£
Contracts	Training, campaigning and strategic consultancy	95,601	41,134
Training income	Training, campaigning and strategic consultancy	86,556	125,765
Sales	Training, campaigning and strategic consultancy	7,076	84,175
Grants	Training, campaigning and strategic consultancy	194,875	174,624
		<u>          </u>	<u>          </u>
		384,108	425,698
		<u>          </u>	<u>          </u>
Grants received, included in the above, are as follows:			
		2021	2020
		£	£
Department of Health and Social Care		-	129,624
GSK Impact Awards		-	30,000
Kristina Martin Charitable Trust		-	15,000
Lottery Digital Fund		130,876	-
Sussex Innovation Fund		11,369	-
Julia and Hans Rausing		47,942	-
Sussex Community Foundation		4,688	-
		<u>          </u>	<u>          </u>
		194,875	174,624
		<u>          </u>	<u>          </u>

**GRASSROOTS SUICIDE PREVENTION**

**NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021**

**6. RAISING FUNDS**

**Raising donations and legacies**

	2021	2020
	£	£
Fundraising costs	13,261	6,401
Marketing costs	6,972	13,941
	<u>20,233</u>	<u>20,342</u>

**7. CHARITABLE ACTIVITIES COSTS**

	Direct Costs (see note 8) £
Training, campaigning and strategic consultancy	<u>329,647</u>

**8. DIRECT COSTS OF CHARITABLE ACTIVITIES**

	2021	2020
	£	£
Staff costs	203,363	203,535
Material costs	10,947	50,014
Training costs	61,812	58,935
Legal fees, accountancy, independent examination and bank charges	7,745	7,158
Support costs	11,729	19,351
Equipment and IT costs	2,922	1,744
App development costs	31,129	102,090
	<u>329,647</u>	<u>442,827</u>

**9. NET INCOME/(EXPENDITURE)**

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Independent examination	<u>2,040</u>	<u>2,040</u>

## GRASSROOTS SUICIDE PREVENTION

### NOTES TO THE FINANCIAL STATEMENTS - continued FOR THE YEAR ENDED 31 MARCH 2021

#### 10. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 March 2021 nor for the year ended 31 March 2020.

##### Trustees' expenses

One trustee was reimbursed travelling and conference call expenses of £29 (2020: Three trustees were reimbursed travel expenses of £172).

#### 11. STAFF COSTS

Staff costs during the year were as follows:

	2021	2020
	£	£
Wages and salaries	170,589	165,342
Social security costs	14,550	14,818
Pension costs	<u>4,923</u>	<u>4,845</u>
	<u>190,062</u>	<u>185,005</u>

The charity considers its key personnel comprises of the trustees, chief executive officer, development officer and finance officer. Total employment benefits to its key management personnel were £73,605 (2020 £109,800).

The average monthly number of employees during the year was as follows:

	2021	2020
Fundraising and administration	<u>6</u>	<u>8</u>

No employees received emoluments in excess of £60,000.

#### 12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted funds	Total funds
	£	£	£
<b>INCOME AND ENDOWMENTS FROM</b>			
Donations and legacies	111,990	-	111,990
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	296,074	129,624	425,698
Other trading activities	1,921	-	1,921
Investment income	<u>50</u>	<u>-</u>	<u>50</u>
<b>Total</b>	<b>410,035</b>	<b>129,624</b>	<b>539,659</b>
<b>EXPENDITURE ON</b>			
Raising funds	20,342	-	20,342

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021**

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<b>12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued</b>			
	Unrestricted fund £	Restricted funds £	Total funds £
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	278,274	164,553	442,827
<b>Total</b>	<u>298,616</u>	<u>164,553</u>	<u>463,169</u>
<b>NET INCOME/(EXPENDITURE)</b>	111,419	(34,929)	76,490
<b>RECONCILIATION OF FUNDS</b>			
<b>Total funds brought forward</b>	86,260	34,929	121,189
<b>TOTAL FUNDS CARRIED FORWARD</b>	<u><u>197,679</u></u>	<u><u>-</u></u>	<u><u>197,679</u></u>
<b>13. TANGIBLE FIXED ASSETS</b>			
			Fixtures and fittings £
<b>COST</b>			
At 1 April 2020 and 31 March 2021			<u>11,101</u>
<b>DEPRECIATION</b>			
At 1 April 2020 and 31 March 2021			<u>11,101</u>
<b>NET BOOK VALUE</b>			
At 31 March 2021			<u><u>-</u></u>
At 31 March 2020			<u><u>-</u></u>
<b>14. STOCKS</b>			
		2021	2020
		£	£
Stocks		<u><u>19,359</u></u>	<u><u>25,900</u></u>

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021**

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<b>15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		2021	2020
		£	£
Trade debtors		15,618	-
Other debtors		-	3,865
		<u>15,618</u>	<u>3,865</u>
<b>16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR</b>		2021	2020
		£	£
Trade creditors		21,896	2,935
Social security and other taxes		5,012	4,612
Accrued expenses		2,280	2,040
Deferred income		57,403	-
		<u>86,591</u>	<u>9,587</u>
<b>17. MOVEMENT IN FUNDS</b>			
		Net	
	At 1/4/20	movement	At
	£	in funds	31/3/21
		£	£
<b>Unrestricted funds</b>			
General fund	197,679	82,924	280,603
<b>Restricted funds</b>			
Lottery Digital Fund	-	38,793	38,793
Suicide Prevention Fund 1 - Booklet	-	2,040	2,040
Sussex Community Foundation	-	3,186	3,186
Suicide Prevention Fund 2 - Street Art	-	2,110	2,110
	<u>-</u>	<u>46,129</u>	<u>46,129</u>
<b>TOTAL FUNDS</b>	<u>197,679</u>	<u>129,053</u>	<u>326,732</u>

**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued  
FOR THE YEAR ENDED 31 MARCH 2021****17. MOVEMENT IN FUNDS - continued**

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	284,058	(201,134)	82,924
<b>Restricted funds</b>			
Lottery Digital Fund	130,876	(92,083)	38,793
Suicide Prevention Fund 1 - Booklet	6,351	(4,311)	2,040
Julia and Hans Rausing	47,942	(47,942)	-
Sussex Community Foundation	4,688	(1,502)	3,186
Suicide Prevention Fund 2 - Street Art	5,018	(2,908)	2,110
	<u>194,875</u>	<u>(148,746)</u>	<u>46,129</u>
<b>TOTAL FUNDS</b>	<u>478,933</u>	<u>(349,880)</u>	<u>129,053</u>

**Comparatives for movement in funds**

	At 1/4/19 £	Net movement in funds £	At 31/3/20 £
<b>Unrestricted funds</b>			
General fund	86,260	111,419	197,679
<b>Restricted funds</b>			
Department of Health and Social Care	34,929	(34,929)	-
	<u>121,189</u>	<u>76,490</u>	<u>197,679</u>
<b>TOTAL FUNDS</b>	<u>121,189</u>	<u>76,490</u>	<u>197,679</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
<b>Unrestricted funds</b>			
General fund	410,035	(298,616)	111,419
<b>Restricted funds</b>			
Department of Health and Social Care	129,624	(164,553)	(34,929)
	<u>539,659</u>	<u>(463,169)</u>	<u>76,490</u>
<b>TOTAL FUNDS</b>	<u>539,659</u>	<u>(463,169)</u>	<u>76,490</u>

The purpose of each restricted fund was as follows:

## **GRASSROOTS SUICIDE PREVENTION**

### **NOTES TO THE FINANCIAL STATEMENTS - continued** **FOR THE YEAR ENDED 31 MARCH 2021**

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#### **17. MOVEMENT IN FUNDS - continued**

##### **1. Lottery Digital Fund**

Our suicide prevention app, StayAlive, helps people keep themselves and others safe from suicide. The National Lottery funds the continuing development and distribution of StayAlive.

##### **2. Suicide Prevention Fund 1 - Booklet**

Digitally excluded populations are at high risk of suicide but cannot access our StayAlive app. Through the Suicide Prevention Fund, we put StayAlive's content and tools into a physical booklet and distributed to services working with digitally excluded people around Sussex.

##### **3. Julia and Hans Rausing**

Offset lost income due to Covid-19. This helped us safeguard our activities, reserves, and ability to provide services in the aftermath of Covid-19.

##### **4. Sussex Community Foundation**

The Sussex Community Foundation funding enabled us to buy equipment, so that our staff could continue to work safely, efficiently, and effectively.

##### **5. Suicide Prevention Fund 2 - Street Art**

Through the Suicide Prevention Fund, we teamed up with local artists and organisations to put life-saving messages and signposting into communities through the medium of street art.

#### **18. RELATED PARTY DISCLOSURES**

There were no related party transactions for the year ended 31 March 2021.

#### **19. STATUTORY INFORMATION**

Grassroots Suicide Prevention is a charitable company, limited by guarantee, registered in England and Wales and has no share capital. No one member has overall control of the charity.

The company's registered office address and registered number can be found in the 'legal and administrative information' section of the trustees annual report.