

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**

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**FOR THE YEAR ENDED 31 MARCH 2021**

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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.

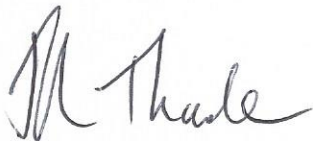
**Independent examiner's statement**

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>		<b>284,058</b>	<b>194,875</b>	<b>478,933</b>	<b>539,659</b>
<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>		<b>201,133</b>	<b>148,747</b>	<b>349,880</b>	<b>463,169</b>
<b>NET INCOME</b>		<b>82,925</b>	<b>46,128</b>	<b>129,053</b>	<b>76,490</b>
<b>RECONCILIATION OF FUNDS</b>					
<b>Total funds brought forward</b>		<b>197,679</b>	<b>-</b>	<b>197,679</b>	<b>121,189</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>280,604</b>	<b>46,128</b>	<b>326,732</b>	<b>197,679</b>

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)
<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>					
		280,603	46,129	326,732	197,679
<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	-
<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



**BALANCE SHEET - continued**

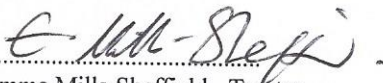
**31 MARCH 2021**

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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		200,630	11,271
<b>Cash flows from investing activities</b>			
Interest received		215	50
Net cash provided by investing activities		215	50
<b>Change in cash and cash equivalents in the reporting period</b>		200,845	11,321
<b>Cash and cash equivalents at the beginning of the reporting period</b>		177,501	166,180
<b>Cash and cash equivalents at the end of the reporting period</b>		378,346	177,501

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 £
Net income for the reporting period (as per the Statement of Financial Activities)	129,053	76,490
Adjustments for:		
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)
Net cash provided by operations	<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 £
Net cash			
Cash at bank	<u>177,501</u>	<u>200,845</u>	<u>378,346</u>
	<u>177,501</u>	<u>200,845</u>	<u>378,346</u>
Total	<u>177,501</u>	<u>200,845</u>	<u>378,346</u>

The notes form part of these financial statements



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

	2021	2020
	£	£
Donations	90,376	111,990

**3. OTHER TRADING ACTIVITIES**

	2021	2020
	£	£
Other income	75	1,921

**4. INVESTMENT INCOME**

	2021	2020
	£	£
Deposit account interest	215	50

**5. INCOME FROM CHARITABLE ACTIVITIES**

	Activity	2021	2020
		£	£
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
		384,108	425,698

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	-
	194,875	174,624



**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
	6	8
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****12. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued**

	Unrestricted fund £	Restricted funds £	Total funds £
<b>Charitable activities</b>			
Training, campaigning and strategic consultancy	278,274	164,553	442,827
<b>Total</b>	298,616	164,553	463,169
<b>NET INCOME/(EXPENDITURE)</b>	111,419	(34,929)	76,490
<b>RECONCILIATION OF FUNDS</b>			
Total funds brought forward	86,260	34,929	121,189
<b>TOTAL FUNDS CARRIED FORWARD</b>	197,679	-	197,679

**13. TANGIBLE FIXED ASSETS**

<b>COST</b>	Fixtures and fittings £
At 1 April 2020 and 31 March 2021	11,101
<b>DEPRECIATION</b>	
At 1 April 2020 and 31 March 2021	11,101
<b>NET BOOK VALUE</b>	
At 31 March 2021	-
At 31 March 2020	-

**14. STOCKS**

	2021 £	2020 £
Stocks	19,359	25,900



**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2021****15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2021	2020
	£	£
Trade debtors	15,618	-
Other debtors	-	3,865
	<u>15,618</u>	<u>3,865</u>

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

	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>

**17. 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 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.