

# 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

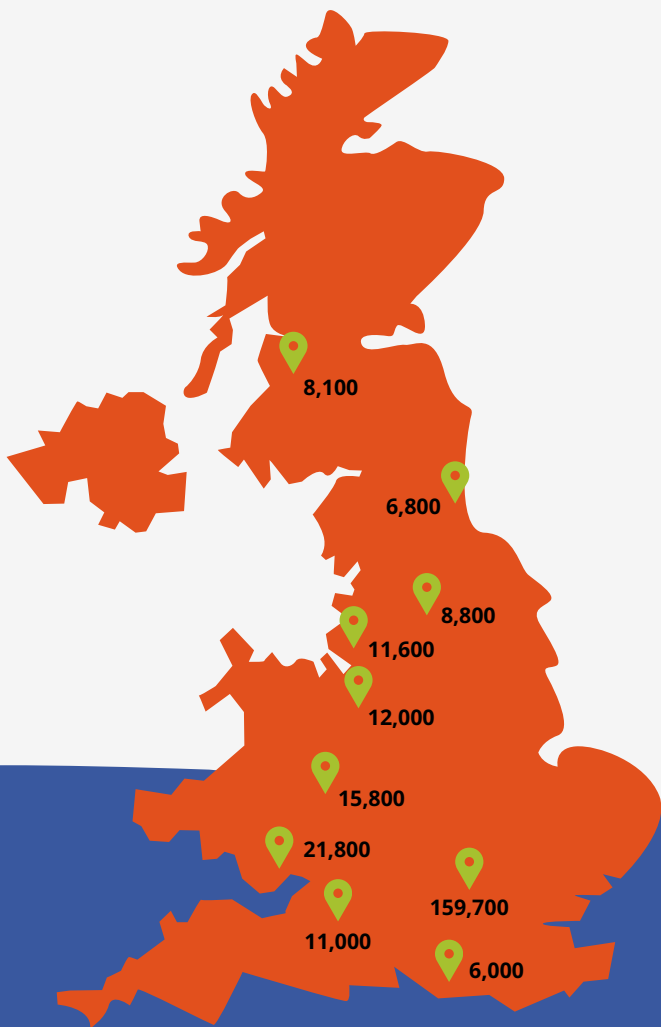
**2,000**

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

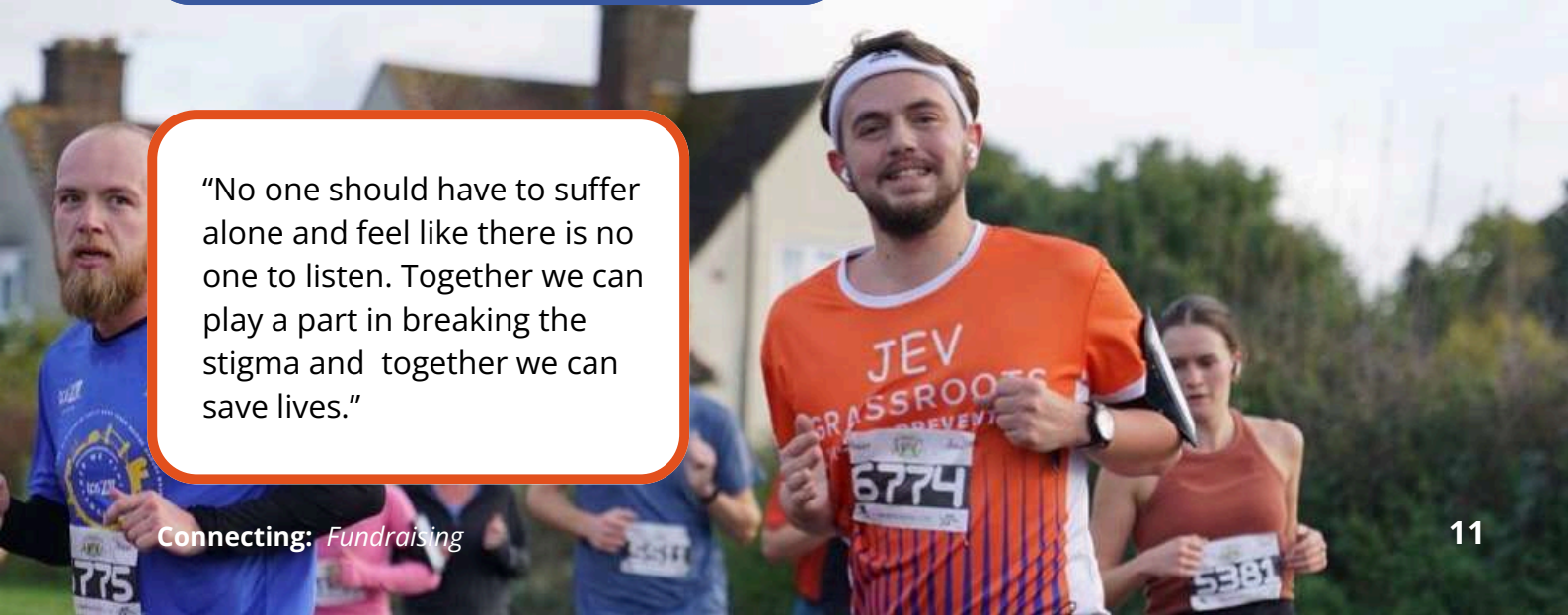
After losing his friend to suicide, Jack Evans decided to help other people in honour of his friend. He ran 20 marathons in 12 weeks, raising £7,000 for Grassroots Suicide Prevention. His incredible challenge inspired many, highlighting the importance of mental health and suicide prevention support.



# 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.

**88%**

rated the  
conference as  
excellent

**100%**

of attendees  
responded that  
they would  
recommend the  
conference to  
their colleagues

"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.

**25,000**

**visits to our  
Suicide  
Prevention Hubs**

**2,500**

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

*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.*



# 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**

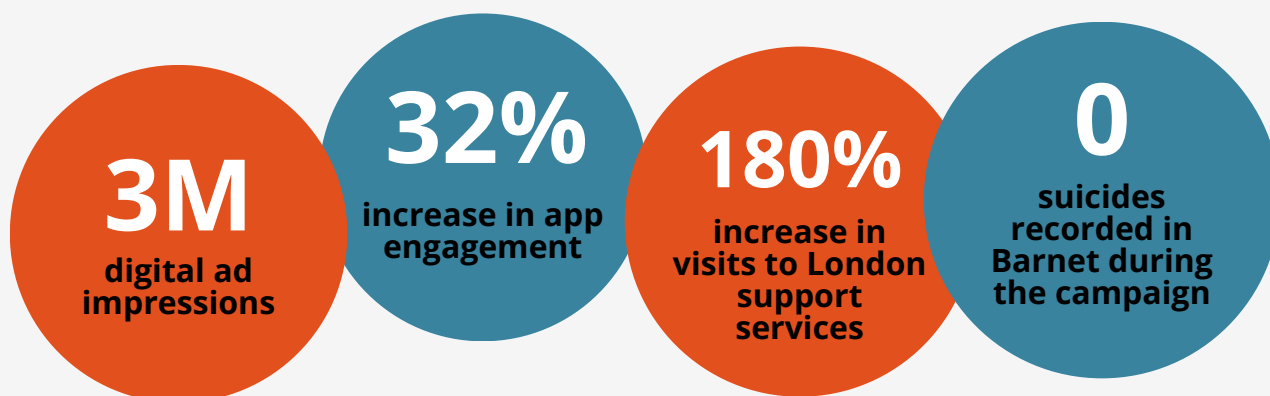


# Barnet suicide prevention campaign

**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**

---

	<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

---

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

---

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**

---

**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**

---

**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**

---

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 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**

		Unrestricted funds £	Restricted funds £	2025 Total funds £	2024 Total funds £
	Notes				
<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		<u>360,379</u>	<u>436,689</u>	<u>797,068</u>	<u>894,713</u>
<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		<u>395,785</u>	<u>87,782</u>	<u>483,567</u>	<u>482,767</u>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<u><u>357,939</u></u>	<u><u>195,066</u></u>	<u><u>553,005</u></u>	<u><u>483,567</u></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)
<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				<u>195,066</u>	<u>87,782</u>
<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

- 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



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

---

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

**GRASSROOTS SUICIDE PREVENTION****CASH FLOW STATEMENT**  
**FOR THE YEAR ENDED 31 MARCH 2025**

	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		55,025	(64,126)
<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		(3,622)	581
<b>Change in cash and cash equivalents in the reporting period</b>		51,403	(63,545)
<b>Cash and cash equivalents at the beginning of the reporting period</b>		438,022	501,567
<b>Cash and cash equivalents at the end of the reporting period</b>		489,425	438,022

The notes form part of these financial statements

## **GRASSROOTS SUICIDE PREVENTION**

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

---

#### **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>	<u>55,025</u>	<u>(64,126)</u>

#### **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>	<u>438,022</u>	<u>51,403</u>	<u>489,425</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 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.

**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**

---

#### **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
	751,580	793,660



## **GRASSROOTS SUICIDE PREVENTION**

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

#### **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**

#### **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	<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 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>	472,251	452,888	925,139
<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>	395,784	87,783	483,567

**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	17,637
<b>DEPRECIATION</b>	
At 1 April 2024	13,068
Charge for year	2,788
Eliminated on disposal	(10,596)
At 31 March 2025	5,260
<b>NET BOOK VALUE</b>	
At 31 March 2025	12,377
At 31 March 2024	1,449



**GRASSROOTS SUICIDE PREVENTION****NOTES TO THE FINANCIAL STATEMENTS - continued**  
**FOR THE YEAR ENDED 31 MARCH 2025****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
	89,153	68,560

**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
	43,733	39,729

## 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
	408,191	(12,406)	-	395,785
<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
	74,576	13,206	-	87,782
<b>TOTAL FUNDS</b>	482,767	800	-	483,567



## **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**

---

#### **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.**