



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 1/4/2020 Period start date To 31/3/2021 Period end date

Charity name: Every Life Matters

Charity registration number: 1180815

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	<p>To advance the education of the public in general in Cumbria and the surrounding areas relating to suicide, suicidal behaviour and suicide bereavement by the provision of training, awareness raising and public events</p> <p>To promote the mental health and well-being of people in Cumbria and the surrounding areas who are bereaved or otherwise impacted by suicide by the provision of advocacy, counselling and support.</p>
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<p>Reducing deaths by suicide in Cumbria</p> <p><u>Activities</u></p> <p>Development of a network of Suicide Safer Community Projects across Cumbria delivering;</p> <ul style="list-style-type: none"> • Community Action. Place based grassroots action against suicide • Campaigning & Awareness Raising. Ongoing anti-stigma and suicide awareness campaigning • Project Champions. Volunteering in training, fundraising, Media, lived experience voice. • Training Programme. Delivering accredited suicide prevention training • Focused Interventions. Focusing training and support on high risk communities • Resources. Developing quality digital and paper based suicide prevention materials • Local Leadership. Supporting organisations/individuals to come together to shape action <p>Supporting individuals and communities impacted by suicide</p>

		<p><u>Activities</u></p> <ul style="list-style-type: none"> • Development of a Cumbrian Suicide Bereavement Partnership and County Leadership • Development of a Support After Suicide Service encompassing; <ul style="list-style-type: none"> ○ Information and Signposting ○ One to One and Family Practical Support ○ Psychoeducational/Peer Support Groups • Develop Support for Communities affected by suicide • Design and deliver Suicide Bereavement Awareness Training <p>Improving understanding of mental health in Cumbria</p> <p><u>Activities</u></p> <ul style="list-style-type: none"> • Development and delivery of a Core Training Packages across suicide prevention and self-harm • Development and delivery of an Online Training Programme • Delivering an open access mental health, suicide prevention and self-harm Rolling Training Programme across Cumbria • Development of Other Training and Resources relevant to the aim • Developing Income Generating Training activity, or Training Business Arm • Ensuring a rolling Staff CDP and TFT development programme.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	We confirm the trustees have had regard to the Charity Commission's guidance on public benefit.

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	Not applicable
	Para 1.38	Not applicable

Policy on social investment including program related investment		
Contribution made by volunteers	Para 1.38	<p>Volunteers engage with our charity through;</p> <ul style="list-style-type: none"> • Lived experience volunteers who engage with local media, training and events. • Supporting distribution of suicide prevention materials within their local communities. • Supporting training and other events.
Other		

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Our charity has gone from strength to strength in its second year, despite being dominated by the Covid pandemic.</p> <p>During the period 1/4/2020 to 31/3/2021 highlights of our activity include;</p> <p>Reducing deaths by suicide in Cumbria</p> <ul style="list-style-type: none"> • Moved all our suicide prevention and other training online and provided training to over 2,450 people during • Distributed over 260,000 paper suicide prevention materials, including <ul style="list-style-type: none"> ○ a mental health and wellbeing information booklet, developed with CNTW HNS Foundation Trust, to every household in Cumbria during the early months of the Covid-19 pandemic. This booklet has been distributed widely outside Cumbria as well, and we estimate nearly 3 million copies have now been developed. ○ We have developed a Self-harm Safe Kit which to date 2,000 copies of have been distributed across Cumbria. This also is being distributed across the North East, Lancashire, Cheshire and Merseyside. ○ Development of a Suicide Prevention Resource Tin which has been distributed to over 350 local organisations across health, social

		<p>care, third sectors, police and community groups.</p> <ul style="list-style-type: none"> • We have undertaken several localised campaigns based around Covid 19 themes across social, TV, Radio and print media, as well as securing over 50 articles in local media focusing on suicide prevention during the period. • We have reached over 250,000 people through our social media campaigns • We have engaged with over 35 employers during the period, developing suicide safer workplaces, including major workforces at BAE and Sellafield. • We have developed 4 core suicide prevention training packages which are now developing as a licensed TFT package for sale to other tutors outside Cumbria. <p>Supporting individuals and communities impacted by suicide</p> <ul style="list-style-type: none"> • We have deliver Suicide Bereavement support to 57 individuals during the period, in the early weeks and months following loss of a close family member. • We have worked jointly with other providers to develop a condolence pack that goes to all family bereaved through suicide in Cumbria. • We have developed a Postvention Providers Forum which is working towards identifying and meeting gaps in local [provision and promoting generally the experience of people bereaved by suicide. • We held 3candle lit vigils across Cumbria on world suicide prevention day attended by over 270 people. <p>Improving understanding of mental health in Cumbria</p> <ul style="list-style-type: none"> • provided mental health and self-harm training to a further 400+ people • continued to distribute a range of paper materials, social and other media activity, particularly in relation to key themes arising out of Covid.
--	--	---

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	N/A
		N/A

Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity is in a healthy financial situation at the year-end. WE have a number of restricted grants rolling over into next year and beyond, giving security to most staffing positions. We have also done well to maximise surpluses from contract income, which we are able to invest back in core charitable activity.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	We aim to develop a minimum of 6 months' core running costs + wind down costs, which at present equates to £27,550. We will build up this amount through donations and trading activity.
Amount of reserves held	Para 1.22	£27,550
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	The charity holds a wide mix of income streams across contract and trading income, grants and public donations. Developing this mix is a key part of our financial strategy. Of particular importance in the coming three years is development of trading income derived from training delivery and development of licensed training products based on our own core suicide prevention training packages.
Investment policy and objectives including any social investment policy adopted	Para 1.46	N/A

A description of the principal risks facing the charity	Para 1.46	N/A
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (Foundation Structure)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees appointed by Trustees for a three-year term. Trustees target specific skills/experience through audit and review.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	Informal at present, currently formalising procedure.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	N/A
Relationship with any related parties	Para 1.51	N/A
Other		

Reference and Administrative details

Charity name	Every Life Matters
Other name the charity uses	
Registered charity number	1180815
Charity's principal address	Bulls Head, Shap, Penrith, Cumbria CA10 3NG

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Katherine Bainbridge	Chair		
2	Esther Kirby			
3	Jasper Kirkman			
4	Anita Kerrigan			
5	Rebecca Osbourne			
6				

Corporate trustees – names of the directors at the date the report was approved

[illegible]

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

Chris Wood

Exemptions from disclosure

Reason for non-disclosure of key personnel details

N/A

Other optional information

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)		
Position (eg Secretary, Chair, etc)		
Date		

Independent examiner's statement

In connection with my examination, no matter has come to my attention:

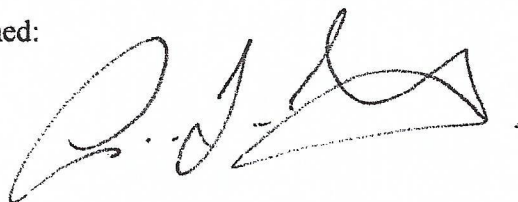
(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Name: Alan Stubbs FCMA
(Chartered Management Accountant)

CVS Financial Services. Date: 2nd June 2021

Independent examiner's report to the trustees of:

Every Life Matters, Bulls Head, Shap, Penrith, Cumbria.

Registered Charity Number 1180815.

I report on the accounts of the charity for the period 1st April 2020 to 31st March 2021, which are attached.

Respective responsibilities of trustees and examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair view' and the report is limited to those matters set out in the statement below.



CHARITY COMMISSION
FOR ENGLAND AND WALES

Every Life Matters

1180815

Receipts and payments accounts

CC16a

For the period
from

01/04/2020

To

31/03/2021

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations, Legacies and Grants	21,437	102,040	-	123,477	105,121
Fees for Charitable Services	90,828	-	-	90,828	64,270
The National Lottery Community Fund	-	65,292	-	65,292	31,296
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	112,265	167,332	-	279,597	200,687
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	112,265	167,332	-	279,597	200,687
A3 Payments					
Advertising and Marketing	46,247	3,114	-	49,361	3,755
Events and Activities	-	-	-	-	649
Insurance	365	-	-	365	437
IT and Internet	1,788	1,607	-	3,394	1,049
Office Supplies	443	631	-	1,074	207
Other Expenses	2,291	-	-	2,291	-
Postage	579	847	-	1,426	53
Printing Costs	6,520	837	-	7,357	139
Professional Fees	20,248	20,683	-	40,932	14,380
Staff - Salaries	35,903	76,822	-	112,725	40,247
Staff - Expenses, travel and other costs	4,042	3,108	-	7,150	5,936
Telephones	-	1,128	-	1,128	568
Training Delivery Costs	3,888	-	-	3,888	8,489
Sub total	122,314	108,777	-	231,091	75,909
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	122,314	108,777	-	231,091	75,909
Net of receipts/(payments)	- 10,049	58,555	-	48,506	124,778
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	42,633	82,145	-	124,778	-
Cash funds this year end	32,584	140,700	-	173,284	124,778

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	NatWest Bank Account	16,039	140,700	-
		-	-	-
		-	-	-
	Total cash funds	16,039	140,700	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
B3 Investment assets				
B4 Assets retained for the				
B5 Liabilities				
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
	K.Bainbridge	Katherine Bainbridge		