

SUICIDE & CO

England & Wales · Charity number 1187985

Details

Status Registered

Legal form CIO

Registered 2020-02-14

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

Contact

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27 Great Smith Street
London
SW1P 3AZ

Phone 07984002265

Email info@suicideandco.org

Website www.suicideandco.org

Activities

Objects: THE OBJECTS OF THE CIO ARE THE ADVANCEMENT OF HEALTH AND THE RELIEF OF THOSE IN NEED IN THE UK EXPERIENCING ANY FORM OF BEREAVEMENT IN CONNECTION WITH SUICIDE, BY: 3.1. ENABLING THOSE WHO ARE BEREAVED FROM SUICIDE TO ACCESS INFORMATION AND SUPPORT AND MAKING GRANTS TO THOSE IN NEED TO ENABLE ACCESS TO APPROPRIATE COUNSELLING AND SELF-COPING TECHNIQUES, IN ORDER TO PROMOTE THEIR WELLBEING AND MINIMISE ANY RELATED MENTAL HEALTH ISSUES IN THE FUTURE;3.2. RAISING PUBLIC AWARENESS TO ADDRESS THE STIGMA ASSOCIATED WITH SUICIDE;3.3. PROMOTING RESEARCH INTO THE RELATIONSHIP AND RIGHTS OF INDIVIDUALS CARING FOR THOSE SUFFERING FROM MENTAL HEALTH ISSUES AND THE PUBLIC DISSEMINATION OF THE RESULTS OF SUCH RESEARCH, FOR THE PUBLIC BENEFIT; AND 3.4. SUCH OTHER MEANS AS THE TRUSTEES DETERMINE

Activities: Suicide&Co aims to support those who have been bereaved from suicide, enabling them to access information and support, including offering grants to those in need to enable access to appropriate counselling and support from professionals. In addition, the organisation aims to raise public awareness to address the stigma associated with suicide and open up the conversation.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** The Advancement Of Health Or Saving Of Lives, Disability
- **Who:** The General Public/mankind

Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£826,288	£758,074	£274,685	8
2023-12-31	£501,625	£436,049	£206,471	5
2022-12-31	£408,233	£304,275	-	-
2021-12-31	£128,092	£111,049	-	-
2020-12-31	£25,771	£5,492	-	-

Trustees

Name	Role	Appointed
KEVIN CORRIGAN	Chair	2021-09-13
Adele Owen		2021-09-13
Amy Ropner		2021-04-20
Dawn Elizabeth Dutfield		2024-09-24
Emma Morrisroe		2020-02-14
Joshua David Doran		2024-09-24
Paul McGregor		2023-01-17

SUICIDE & CO

England & Wales - Charity number 1187985

Accounts

Suicide&co

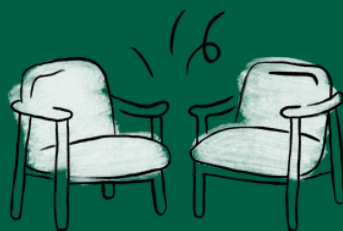
2024



SUICIDE & CO

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

Registered Charity Number 1187985



www.suicideandco.org

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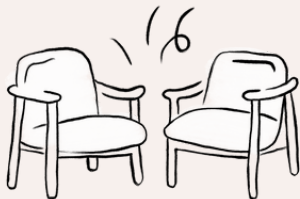
Our work

Suicide&Co is a national charity supporting those bereaved by suicide. Our mission is to provide tailored emotional support, as well as open up the conversation around suicide-related grief, while reminding everyone that they always have company and permission to grieve.

Losing a loved one to suicide shatters your life and receiving appropriate support prevents deterioration of one's mental health. Research shows that people who have been bereaved or affected by suicide are almost three times more at risk of suicidal ideation (Hill, N et. al). Around 10% of individuals bereaved by suicide will attempt to take their own lives, whilst 8% will withdraw from education or resign from their job (Pitman, A et. al).

Our community is bigger than people initially think. In 2023, 6,069 people died by suicide in England and Wales (ONS) and for every person gone, there are said to be 6 people directly bereaved and as many as 135 affected. This means our community is anywhere between 36,000 and 819,000 people each year, who are largely suffering in silence and need support rebuilding their life around their grief.

We support them in this journey through providing a range of services:



One to One Services

We offer 12 free counselling sessions to anyone bereaved by suicide, delivered via telephone or video call.

Our dedicated team of Suicide Bereavement Advisors emotional support and practical guidance, Monday to Friday, 9am–5pm.



Digital Resources

We have lots of information and resources on our website and App, including our 'Help Hub' offering a source of consolidated and specific information in a user-friendly hub, as well as lived experience collections and specific guidance for navigating conversations about suicide loss.



The year *IN REVIEW*



This year has been an incredible period of growth for Suicide&Co, with progress across all areas of our work.

We are especially proud of how we have managed demand, as an example our Counselling Service demand increased organically by 70% year on year and we have grown alongside this, increasing our service delivery by an impressive 77%.

None of this would be possible without the unwavering support of our incredible fundraisers, donors, and partner organisations.

Especially amongst the challenging

funding landscape, with increasing competition for resources and financial pressures across the charity sector. We are so grateful to our supporters for their generosity and commitment continue to drive our mission forward.

We have remained steadfast in our commitment to supporting those bereaved by suicide, ensuring that no-one has to navigate their grief alone.

This year alone, we have supported 1,337 people through our services, but with 36,000 people affected by suicide loss each year, there is still so much more to do.



1,337

people received 1-2-1 support through our services in 2024

Our Front Door



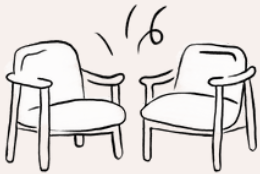
Throughout 2024 our website has been the first place that people find out about us and so we have ensured it is packed full of resources and guidance, welcoming our community into a space where they can get the vital support they need. In 2024 we had over **80,000 page views**. We continue provide a source of consolidated and specific information in our user-friendly help hub; curating existing content, signposting to useful resources and highlighting lived experience.

Our Community

In 2024 we've continued to grow our social community to over **17,500 people** across all platforms. This allows us to connect directly with our audience, share content that helps tackle the stigma surrounding suicide, and break down barriers to accessing support services. Our posts, such as "Tips to Manage Grief Over the Festive Period" and "Practical Concerns When Bereaved by Suicide: Inquests," have received great engagement and positive responses.



Our Counselling Service



This continues to be our biggest service, with our 32 Qualified Counsellors delivering on average **520 counselling sessions a month**. In 2024 we delivered **5,755 counselling sessions to 709 different people**, our biggest delivery year yet.

Our Emotional and Practical Support

This year our Suicide Bereavement Advisors provided practical and emotional support to people from day one of their grief journey that is person-centred and ongoing. This service area is growing and developing every day but currently on average we support around **60 people each month** while taking **714 hours of calls over the year**. This service is particularly useful for those who need flexible support and we're continuing to develop this area for maximum impact



Our Sector Activity

48% of our referrals come from other organisations in the sector showcasing our focus on building collaborative relationships, a great example of this is this year we hosted our first Sector Summit to branch out and connect with even more organisations.



Message from our Chair

I am so pleased to be sharing this report with you celebrating the work of this charity and all of the wonderful people dedicated to supporting those bereaved by suicide. This year has been another incredible year of growth both in income and in service delivery. But it is our impact that has been most rewarding for me.



The demand for our counselling service is up 77% as more and more people seek out our support. Thanks to the generosity of our donors our income is up by 64%. Our aim is always to address today's need but to have an eye on the resources required for the future. We want to create a world where the pain of suicide loss finds solace at Suicide&Co.

We welcomed three new trustees this year - Joshua Doran, Dawn Dutfield and Jennie Oliver and said goodbye and thank you to Chenali Senanyake. All of my new colleagues bring expertise and skill which will be invaluable as we continue to grow.

I am excited about our plans for the future. With the fantastic dedication and skill of our executive team, we aim to build more capacity in our counselling service, further develop our online services such as the App, and to champion the voices of all those who are suffering bereavement whatever their stage of grief.

Finally, as we head into 2025, I would like to offer a sincere thank you to all of our employees, volunteers, counsellors, ambassadors, and partners. Your commitment to our community is never taken for granted. And to all our funders, without your contribution, there would be no Suicide&Co. Thank you.

Kevin Corrigan, Chair

CEO's Report

It is with immense pride and gratitude that I look back on 2024. The year saw us shatter previous ceilings, both in terms of impact and visibility. Throughout this incredible year, our organisational values—being vulnerable, inclusive, brave, empowered, and spirited—have shone through, guiding every decision and interaction.

In a year that demanded resilience, we were able to support 1,337 individuals through our vital one to one services.



Our commitment to working hand in hand with the sector saw us host our first Sector Summit, which brought together experts to share insights on key topics that we could all learn from. We expanded our outreach, securing a valuable National Lottery Grant to specifically enhance the accessibility of our counselling services for men, and successfully matured our income base by securing new multi-year funding partners.

The Spirit of Christmas partnership was particularly successful, not only tackling the stigma and reaching new audiences but raising over £30,000 to fund our essential services and working with 70 volunteers throughout the week.

As we look ahead to 2025, we are translating this momentum into a focused, long-term strategy for sustained impact. Crucially, 2025 will be the year we invest heavily in digital accessibility. We plan to relaunch our App to be available across all devices, ensuring this personalised digital resource can provide support immediately and effectively to those navigating their grief journey. This digital expansion is a critical component of our broader, long-term vision to build a better future for people bereaved by suicide. Alongside this, our focus will turn to major fundraising initiatives, including the planning for our ambitious Breaking the Ice Ball.

To all who stand with us and who belong to our community, thank you for making 2024 a truly remarkable year. We move into 2025 energised by our success, focused on our strategic goals, and committed to reaching more of our community. For me, it remains a profound personal honour to lead this charity and ensure that no one is left to face this unique type of grief alone.

Thank you

Amelia Wrighton, CEO & Co-Founder

About our community

We keep up to-date reports on the demographic breakdown of people who seek counselling support with us. This means that we have been able to understand any trends that emerge in terms of the community of people who are finding us.

140  **169**

We saw an increase in male applicants from 2023 to 2024

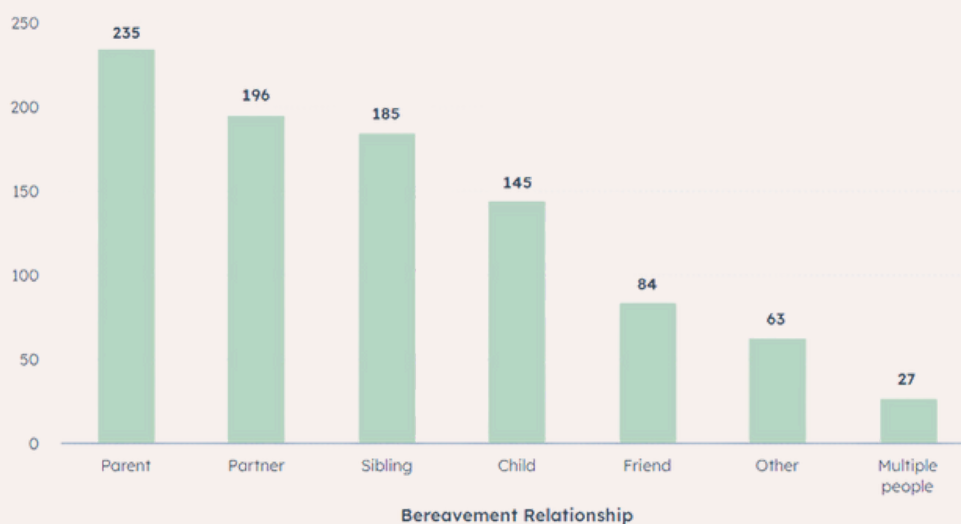
We are proud to have a diverse client base in terms of age. Attracting both younger and older audiences. The largest age group that we see within our counselling service is those aged 25 to 34, making up 27% of our applications in 2024.



Similarly, we are proud to be able to support people from all across England, Wales, and Scotland. The South East of England is where we reach the most people, making up 21% of all applications in 2024.

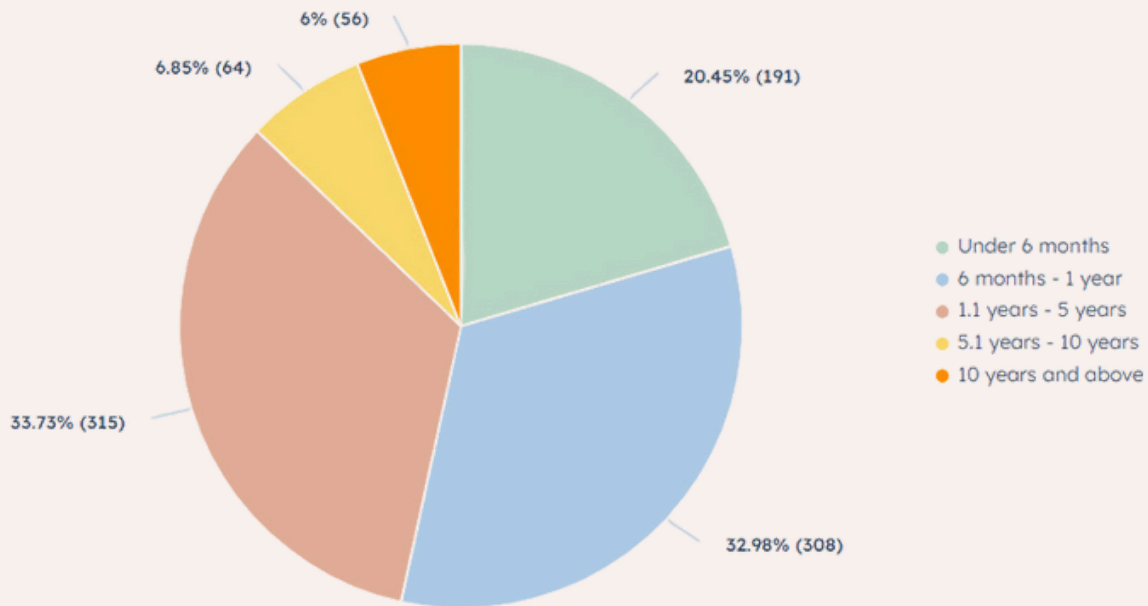
11%

In 2024 over 10% of applicants to our counselling service self-identified as being part of the LGBTQ+ community. This is a group that have been reported to be at a higher risk of suicidality.



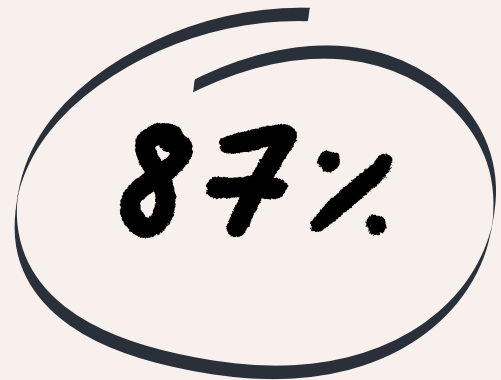
We have always supported everyone bereaved by suicide, no matter who it is they have lost. The majority of our applicants have lost a parent to suicide, at 25%. People who have lost friends or other non-nuclear family members are well represented in those we support.

The majority of applications to our counselling service are from people of a white ethnic background. In 2024 6% of our applications were from people who are from a non-white backgrounds. This is an area that we are working towards improving.



We are proud that our services are applicable to people at any stage of their grief journey.

87% of applicants to our counselling service find us within the first 5 years of their loss.



In 2024, 48% of referrals to our counselling service came from other organisations. We saw an increase from 9% to 13% of people who have found us through social media. With an additional 10% of applicants in 2024 landing on our website first.



Service Measurement

The questions that we ask counselling clients before starting and after finishing counselling reflect our service aims.

On a scale of 0 to 5, how confident do you feel in your ability to understand and navigate your grief?

2.4

Average score
pre-counselling



3.9

Average score
post-counselling

On a scale of 0 to 5, how confident do you feel in your ability to develop coping strategies?

2.5

Average score
pre-counselling



3.9

Average score
post-counselling

On a scale of 0 to 5, how confident do you feel in your ability to explore your thoughts and feelings?

2.8

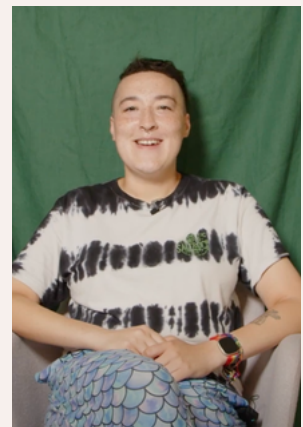
Average score
pre-counselling



4.1

Average score
post-counselling

We also capture qualitative feedback via written testimonials which we have over 350 of and we also record video testimonials and in 2024 were supported by 5 more clients to capture their story and the impact our service has had on their grief journey. All are saved on Youtube [here](#).



Highlights

Emotional & Practical Support

A big highlight for 2024 was how much we developed our emotional and practical support offering with our Suicide Bereavement Advisor team growing.

You've helped Clare not only emotionally but also with the practicalities/logistics of the inquest and I know your calls have kept her going during this awful time. I know that she will start her counselling in a few weeks, but you have already done so much for her - I know Paul would be so grateful too.

-Friend of a client who recieved support

880

Answered
Inbound Calls

714

Hours of support
delievered

PROJECTS

DETAILS

OUTCOME

National Lottery
Grant Outreach

Actively
outreached to
services locally in
the UK
supporting mens
mental health.

- Increased the number of male applicants to our service.

Fishmongers Grant
Outreach

Actively
outreached to
local services
and social
prescribers in
London.

- Built relationships with local service providers.

Suicide&Co
Grief Workbook

Created a
workbook to help
clients explore
their grief and
share how they
are feeling with
others.

- Helped clients share their grief and open up conversations about the impact of suicide related loss.

Our first Grief Retreat

In 2024 we hosted our first Grief Retreat at The Falcon in Northampton. It was a weekend in-person event that focused on psycho-education. We had 18 attendees and the feedback was incredible so we will be looking at how we take forward this type of activity in 2025. Below are some of the client testimonials and satisfaction scores.

4.9/5

Guests scored the Grief Retreat for overall experience

100%

Of attendees said the Retreat helped them in their grief journeys

“It’s hard to put into words the healing caring spirit of the weekend. The team that Tracy and Amelia put together was inspiring.”

“I felt lucky to be part of it. Great team and lovely other people who attended. Venue also perfect. Everything had been thought about carefully. We felt nourished by it. Thank you all! X”

“You are all amazing, and it wouldn’t have been the amazing positive safe space it was without you all... I don’t have enough words to thank you all.”



Our App

Our App was designed to support our community through their suicide loss journey, providing general mental health exercises, and personalised suicide bereavement specific resources. Our App is only available on iOS currently, and we have future plans to fundraise to expand it to Android. We have not had enough resource to really promote this service but we have plans to when it is accessible to all devices! We are still proud of the growth this has seen over the year, which you can see below.



638

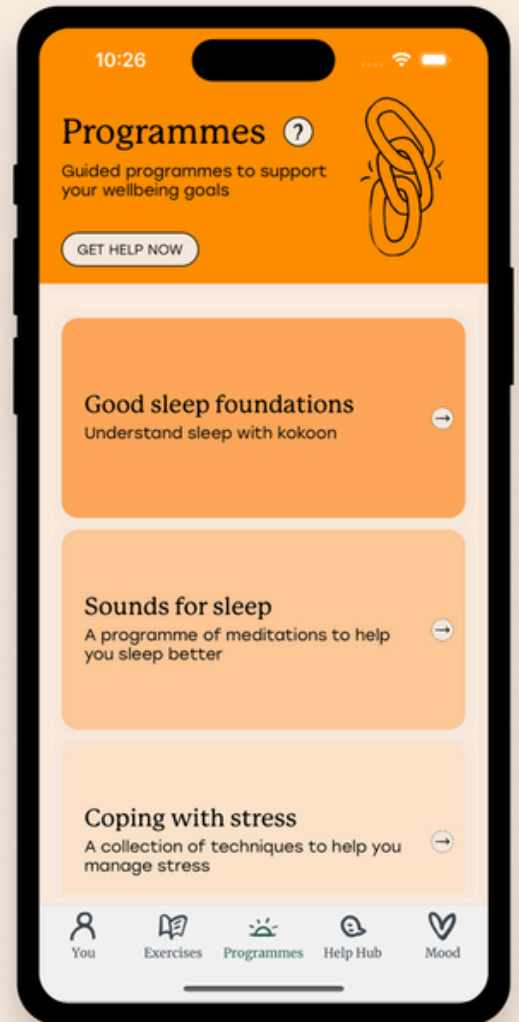
New App Downloads

330

User Sessions per month



London, Birmingham, and Manchester are the top cities where most users live



Psychoeducation

Throughout the year we continued to provide resources and promote self-care. Our CEO Amelia Wrighton made 7 appearances on different podcasts, all to raise awareness of our services so that our community can access support. After our appearance on the podcast If We Don't Laugh. We'll Cry, we saw a surge in applications for our Counselling Service, with 12 people referencing hearing about us through the podcast in the first week after release!



Outreach

We hosted our first Sector Summit, bringing together experts in the mental health sector all in one room to discuss suicide bereavement. The event received brilliant feedback and so we will be repeating it annually. To watch the highlights and see all information on speakers you can visit our website [here](#).

As a charity we attended events all around the country including; Let's Get Talking About Suicide (Portsmouth), Time Together Service (London), Every Little Thing Festival (Reading), Let's Talk About Suicide Event (Blackpool) and Irwin Mitchell Bereavement Conference (Manchester).

In the last year we have also seen social media following increase by 4,923 followers across all our channels. A highlight being that we hit a landmark 10K followers on Instagram. Another highlight was our Always in Company project where some of the submissions were featured on billboards in London and Manchester like the below image.



Our Podcast



3,160

Episode Downloads

2,634

Streams

+160K

Podcast Reel Views

9

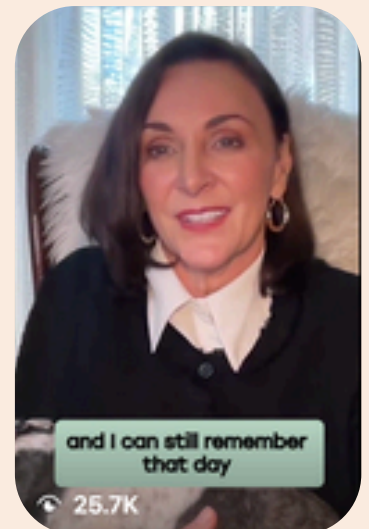
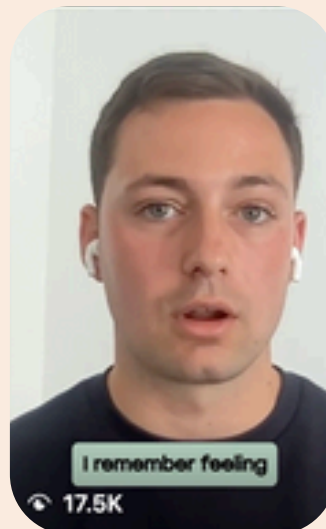
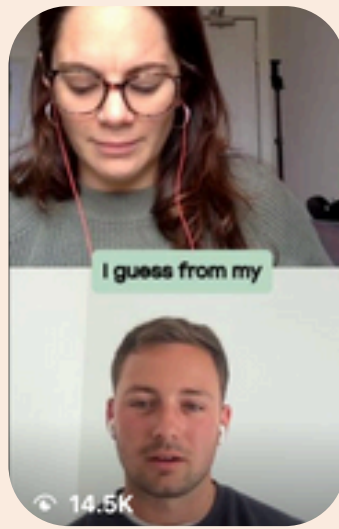
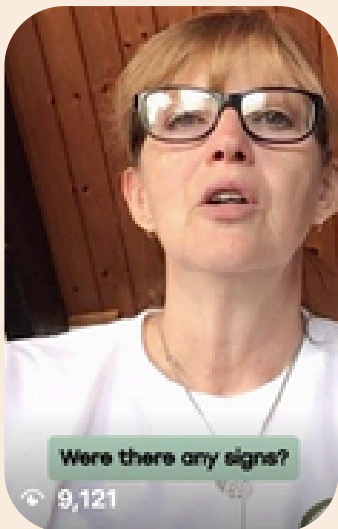
Episodes

5

Special Guests

This year on our podcast 'Conversations in Company' we published 9 episodes which were all produced in-house with 5 special guests, including our celebrity ambassador Shirley Ballas.

With such amazing feedback from Season 1 we decided to create Season 2 with episodes that our community suggested topics for. With the use of visually recording the episodes we were able to post episodes on YouTube allowing for subscription free viewing and post highlights on Instagram/TikTok. Doing this we achieved 167,708 views on social media in 2024.



Our Podcast

Throughout 2024 we were supported by more people than ever, each and every person supporting our mission and driving us forward.

‘We felt honoured to take part and are very pleased with the level of support our team received!’

- Seena, 25-35

130

fundraisers, raising over

£179,000

in total, taking on over

50

different fundraising events!

PROJECTS

AIMS

OUTCOME

10Before10



To encourage our community to create space for monthly self-care check ins

- In 2024, we continued to grow this challenge and hosted two in person events in London and Brighton!
- We enhanced the challenge experience by creating a new community befriending platform for challengers to connect and support each other
- Increased the range of self-care videos available.

Royal Parks Half Marathon



To grow our participation at big externally organised fundraising events

- We had 26 runners participate, our highest number to date, significantly increasing our visibility at the event
- We raised over £36,000!

34k Challenge

34k Challenge



Engage our community with our bespoke fundraising challenge surrounding World Suicide Prevention Day

- We had over 50 challengers with global participation.
- Raised over double our fundraising target!



34k Challenge



In 2024, over 50 individual challengers participated in the 34k Challenge, marking a 68% increase!



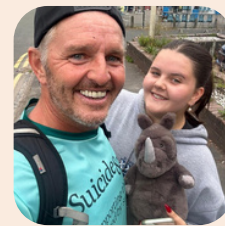
We had participants from around the world, including New Zealand, Indonesia, and Greece.



In total, we received 1936 individual donations to our campaign



raising over **£72,000!**



This was an incredible 44% increase from 2023—more than double our fundraising target!



The Spirit of Christmas

+1000

Coats checked!

60

Volunteers

£32,000

Fundraised

In November, we were the official Charity Partner at the Spirit of Christmas fair for the second year running!

Each day, volunteers from various corporations joined us to manage the Shop and Drop service at the venue. We had over 60 volunteers support us over the week, many of whom joined us from the 5 companies that worked with us to fulfil their volunteer days; CMS, Mintel, DASH, FTI and Informa.

We hosted a candle-making workshop with Yougi and a well-being talk with our amazing celebrity ambassador Shirley Ballas and Livvy from Livvy B.

Together, we smashed our goal and raised over £32,000!



We'd like to thank everyone who has contributed to our mission this year for their

GENEROUS SUPPORT

As we reflect on this year, once again, we want to extend our heartfelt gratitude to everyone who has been part of our journey. Whether you've fundraised, donated, shared our mission, or simply supported us along the way, your dedication has made a real and lasting impact on those grieving a suicide loss.

Thank you for being part of this mission. We can't wait to grow together and make an even greater impact in the year ahead.

A special thank you goes to:

The Ian Mactaggart Trust
The Nick Kilhams Foundation
Global's Make Some Noise
The Rank Foundation
Fishmongers' Company's Charitable Trust
National Lottery Awards for All
The Clothworkers' Foundation
David Riddell Memorial CIO
Mactaggart Third Fund
Grangers Charitable Foundation
The Big Give Trust Ltd
The Childwick Trust
Rethink Mental Illness
CHK Foundation
Clarion Events Ltd



Reference and Administrative Details

Charity Registered Number

1187985

Principal Address

27 Great Smith Street
London
SW1P 3AZ

Trustees

Kevin Corrigan, Chair
Joshua Doran (appointed 24 September 2024)
Dawn Dutfield (appointed 24 September 2024)
Paul McGregor
Emma Morrisroe
Jennie Oliver (appointed 24 September 2024)
Adele Owen
Amy Ropner
Chenali Senanyake (resigned 24 September 2024)

Senior Management Team

Amelia Wrighton: CEO
Nick Martin: Operations Director

Independent Examiner

Wright Vigar Limited
15 Newland
Lincoln
LN1 1XG

Bankers

Weatherbys Bank Ltd
Sanders Road
Wellingborough
NN8 4BX

Solicitors

Slaughter & May
One Bunhill Row
London
EC1Y 8YY

Governance

Overview

Suicide&Co was founded in 2020 by Amelia Wrighton and Emma Morrisroe, both of whom lost a parent to suicide. It is registered with the Charity Commission of England & Wales, number 1187985.

Its objects are the advancement of health and the relief of those in need in the UK experiencing any form of bereavement in connection with suicide, by:

- enabling those who are bereaved from suicide to access information and support and making grants to those in need to enable access to appropriate counselling and self-coping techniques, in order to promote their wellbeing and minimise any related mental health issues in the future;
- raise public awareness to address the stigma associated with suicide; and
- promoting research into the relationship and rights of individuals caring for those suffering from mental health issues and the public dissemination of the results of such research, for the public benefit; and
- such other means as the Trustees determine.

When reviewing the Charity's aims and objectives and in planning future activities, the Trustees have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the public benefit guidance published by the Charity Commission.

Our Structure

Suicide&Co is a Charitable Incorporated Organisation whose governing document is its Constitution dated 27 January 2020, and whose only voting members are its trustees.

The trustees meet quarterly to oversee the Charity's strategic direction and financial performance. They delegate responsibility for the day to day management of the Charity to the Senior Management Team, led by the CEO, in accordance with the scheme of delegation and established financial controls.

At the end of 2024, the Board agreed to establish a People & Culture Committee. This will meet for the first time in early 2025. As per the Constitution, at least one member of all such committees must be a Trustee.

Appointment of Trustees

As per the Constitution, trustees are appointed for three-year terms, which can be renewed. The composition of the Board is reviewed on a regular basis by the Trustees to ensure it has the right balance of skills, knowledge and experience.

Induction and training of Trustees

New trustees undertake an induction programme, including time with the Senior Management Team to understand our mission and values, and how the organisation works in practice. New trustees will also receive training on safeguarding and Diversity, Equality and Inclusion.

Pay policy for key management personnel

All Trustees carry out their roles on a voluntary basis but may claim legitimate expenses incurred as part of their activities for us.

The payment and benefits of the CEO and other members of the Senior Management Team are reviewed and approved by the Trustee Board as part of setting budgets for the year ahead to ensure equity and fairness, and compatibility with comparable roles in the sector, subject to the Charity's ability to pay.

Risk Management

The Board of Trustees is accountable for overall risk management within the Charity. We maintain a Risk Register which is reviewed regularly. The Board is planning to establish a Finance, Risk and Audit Committee in 2025 to add additional oversight on some of the key risks the Charity has identified and advise on the steps to be taken to mitigate them.

The top risks identified at the end of 2024 were:

- A shortfall in income

We are very aware of the challenges facing the charity sector in the current financial climate and the impact that a shortfall in income would have on our ability to maintain and expand our services. We doubled the size of our fundraising team in 2024 from 2 to 4, and we are planning further expansion in 2025, including the recruitment of a senior fundraiser. We also developed a new fundraising strategy for 2025, with income spread evenly across three main streams. Ongoing mitigation includes maintaining adequate free reserves to sustain a shortfall (as per the Reserves Policy), a robust financial planning and budgeting process, and quarterly reporting on income and expenditure to monitor performance.

- Key staff leave or are absent for an extended period

We are very mindful that we have a small team, and the ability for the Charity to deliver its mission and core services would be particularly impacted if key staff, especially the CEO, were to leave or be absent for an extended period. The Trustees have regular contact with the CEO and other key staff to ensure they feel supported in their work and we are planning to recruit a senior fundraiser and a clinical lead to strengthen the senior management team. More generally, remuneration and staff well-being will be a focus for the new People & Culture Committee in 2025.

- Data breach

We continue to mitigate the risk of a data breach, which could have serious financial and reputational repercussions, through robust data protection policies and procedures, which we review regularly, and tight controls regarding sensitive personal data. We also have cyber insurance in place.

- Harm to clients

The risk of clients we are supporting coming to harm is something we think about on a daily basis, particularly the risk of suicide. We have robust policies and procedures regarding safeguarding, managing client safety and whistleblowing; the use of safer recruitment practices; and initial and ongoing staff training in these areas. All members of our staff service team also attend an ASIST (Applied Suicide Intervention Skills Training) course which provides a safety framework for clients who are experiencing suicidal thoughts and feelings or intent.

Financial Review

Overview

2024 was our biggest year yet in terms of income and expenditure, which we are very proud of given the many headwinds that the charity sector as a whole is facing.

At 31 December 2024, the Charity had total funds of £274,685 (2023: £206,471) of which £104,395 was restricted (2023: £6,559) and £170,290 unrestricted (2023: £199,912).

Income

In 2024, our total income was £826,288, up from £501,625 in 2023, a 64% increase.

The majority of the growth came from grant makers, trusts and foundations - £343,851 in 2024, compared to £68,240 in 2023. For the first time, we secured multi-year commitments from three funders for grants totalling £89,817 to be made in 2024, 2025 and 2026.

Our other main income stream during the year was individual donations which were slightly up at £367,496 compared to £361,131 in 2023.

Expenditure

Total expenditure, increased 73% from £436,049 in 2023 to £758,074 in 2024.

Expenditure on charitable activities amounted to £603,336, up from £315,353 in 2023, representing 80% of the total we spent during the year. £364,271 went towards the funding of our counselling service and our in-house team providing emotional and practical support to those bereaved by suicide.

Fundraising costs were £154,738, up from £120,696 in 2023.

Reserves Policy

In setting the Reserves Policy, the Board of Trustees considers the need to provide against any future income shortfall and allow funds to be available to support the development of our services, balanced against its legal duty to spend charitable funds within a reasonable time of receiving them and not to keep funds in excess of requirements.

The Board has set a target range for free reserves at between three and six months of general expenditure. The Board recognises that as the Charity continues to develop its core services, income and expenditure levels are highly variable and hence deviations around the range can occur.

As at 31 December 2024, the Charity had unrestricted reserves of £163,018, equivalent to 4.7 months, which falls within the target range.

Investment Policy

The Governing document allows the Trustees to invest the Charity's funds, and in 2024 they created a new Investment Policy with the aim of generating a sustainable financial return from a portion of the Charity's cash reserves and protecting the value of the donations it receives from the effects of inflation, whilst maintaining a high level of liquidity.

The Charity transferred £100,000 into the COIF Charities Deposit Fund managed by CCLA at the end of June. As at 31 December 2024, the value of this fund was £102,429.

Going Concern

At 31 December 2024, the Charity held cash reserves of £259,339 (£154,944 of which is unrestricted) to support ongoing operations and planned expansion. We have well-developed and ongoing fundraising strategies, with a range of different income streams.

We are therefore very confident that we will be able to deliver our charitable objectives over the next 12 months and beyond. Accordingly, the Board of Trustees considers that there are no material uncertainties about Suicide&Co's ability to continue as a going concern.

Approved by order of the board of trustees on 21 October 2025 and signed on its behalf by:

Kevin Corrigan

[Kevin Corrigan \(Oct 21, 2025 17:14:45 GMT+1\)](#)

Kevin Corrigan

Trustee

Independent Examiner's Report to the Trustees of Suicide&Co

I report to the charity trustees on my examination of the accounts of Suicide&Co (the Charity) for the year ended 31 December 2024.

Responsibilities and basis of report

As the trustees of the Charity, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Charity's accounts carried out under Section 145 of the Act and in carrying out my examination I have followed all applicable Directions given by the Charity Commission under Section 145(5)(b) of the 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 in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Charity as required by Section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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.

Paul Colcomb

[Paul Colcomb \(Oct 21, 2025 20:27:47 GMT+1\)](#)

Paul Colcomb FCCA

For and on behalf of Wright Vigar Limited

15 Newland
Lincoln
LN1 1XG

Date:

Statement of Financial Activities for the Year Ended 31 December 2024

		Unrestricted Fund 2024	Restricted Funds 2024	Total Funds 2024	Total Funds 2023
	Note	£	£	£	£
Income from:					
Donations and Legacies	2	521,521	250,901	772,422	429,371
Other trading activities	3	51,437		51,437	72,254
Investment income	4	2,429		2,429	
Total		575,387	250,901	826,288	501,625
Expenditure on:					
Raising funds	5	149,722	5,016	154,738	120,696
Charitable activities	6	460,406	142,930	603,336	315,353
Total		610,128	147,946	758,074	436,049
Net Income/(Expenditure)		(34,741)	102,955	68,214	65,576
Transfers between funds	18	5,119	(5,119)	-	-
Net movement in funds		(29,622)	97,836	68,214	65,576
Reconciliation of Funds					
Total funds brought forward		199,912	6,559	206,471	140,895
Total funds Carried Forward		170,290	104,395	274,685	206,471

The notes form part of these financial statements.

Statement of Financial Position as at 31 December 2024

	Note	Unrestricted Fund 2024 £	Restricted Funds 2024 £	Total Funds 2024 £	Total Funds 2023 £
Fixed Assets					
Tangible Assets	12	7,272	-	7,272	2,691
Current Assets					
Stocks	13	7,614	-	7,614	5,795
Debtors	14	51,286	-	51,286	15,594
Investments	15	102,429	-	102,429	-
Cash at Bank		52,515	104,395	156,910	226,080
		<u>213,844</u>	<u>104,395</u>	<u>318,239</u>	<u>247,469</u>
Creditors					
Amounts falling due within one year	16	(50,826)	-	(50,826)	(43,689)
Net Current Assets		163,018	104,395	267,413	203,780
Total Assets Less Current Liabilities		170,290	104,395	274,685	206,471
Net Assets		170,290	104,395	274,685	206,471
Funds					
	18				
Unrestricted Funds				170,290	199,912
Restricted Funds				104,395	6,559
Total Funds				274,685	206,471

The notes form part of these financial statements.

The financial statements were approved by the Board of Trustees and authorised for issue on 21 October 2025 and were signed on its behalf by:

Kevin Corrigan

[Kevin Corrigan \(Oct 21, 2025 17:14:45 GMT+1\)](#)

Kevin Corrigan
Trustee

Statement of Cash Flows for the Year Ended 31 December 2024

	Note	2024 £	2023 £
Cash flows from operating activities			
Cash generated from operations	1	36,866	37,801
Interest paid		(14)	
		<hr/>	<hr/>
Net cash provided by operating activities		36,852	37,801
Cash flows from investing activities			
Purchase of tangible fixed assets		(6,022)	(2,450)
Interest received		2,429	-
Current asset investments		(102,429)	-
		<hr/>	<hr/>
Net cash used in investing activities		(106,022)	(2,450)
		<hr/>	<hr/>
Change in cash and cash equivalents during the reporting period		(69,170)	35,351
		<hr/>	<hr/>
Cash and cash equivalents at the beginning of the reporting period		226,080	190,729
		<hr/>	<hr/>
Cash and cash equivalents at the end of the reporting period		156,910	226,080

The notes form part of these financial statements.

Notes to the Statement of Cash Flows for the Year Ended 31 December 2024

1. Reconciliation of net income to net cash flow from operating activities

	2024	2023
	£	£
Net income for the reporting period (as per the SoFA)	68,214	65,576
Adjustments for:		
Depreciation charges	1,441	225
Interest received	(2,429)	-
Interest paid	14	-
Increase in stocks	(1,819)	(108)
Increase in debtors	(35,692)	(15,594)
Increase/(decrease) in creditors	7,137	(12,298)
Net cash provided by operations	36,866	37,801

2. Analysis of changes in net funds

	At 01.01.24	Cash flow	At 31.12.24
	£	£	£
Net cash			
Cash at bank	226,080	(69,170)	156,910
Liquid resources			
Deposits included in cash	-	-	-
Current asset investments	-	102,429	102,429
Total	226,080	33,259	259,339

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

1. Accounting Policies

Basis of preparing the financial statements

The financial statements of the Charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared under the historical cost convention.

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.

Legacies are recognised on receipt if the amount is known and receipt expected.

The Charity recognises donated services and facilities when the benefit to the charity is reasonable quantifiable and measurable. Donated services are included in income at the fair value of the service provided where this can be reliably measured.

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.

Financial instruments

The Charity only enters into basic financial instrument transactions that result in the recognition of financial assets and liabilities like trade and other debtors and creditors, loans from banks and other third parties, loans to related parties and investments in ordinary shares.

Financial assets that are measured at cost and amortised cost are assessed at the end of each reporting period for objective evidence of impairment. If objective evidence of impairment is found, an impairment loss is recognised in the Statement of Financial Activities.

For financial assets measured at cost less impairment, the impairment loss is measured as the difference between an asset's carrying amount and best estimate of the recoverable amount, which is an approximation of the amount that the Charity would receive for the asset if it were to be sold at the balance sheet date.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Computer equipment - 20% on reducing balance

Stocks

Stocks are valued at the lower of cost and net realisable value, after making due allowance for obsolete and slow moving items.

Taxation

The charity is exempt from tax on its charitable activities.

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.

Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

2. Donations	2024	2023
	£	£
Donations and gifts	367,496	361,131
Grants	343,851	68,240
Donated services and facilities	61,075	-
	<hr/>	<hr/>
	772,442	429,371
3. Other Trading Activities	2024	2023
	£	£
Trading income	6,482	14,146
Services	1,242	5,408
Event income	43,713	52,700
	<hr/>	<hr/>
	51,437	72,254
4. Investment Income	2024	2023
	£	£
Deposit account interest	2,429	-

5. Raising Funds

	2024	2023
	£	£
Raising donations and Legacies		
Staff costs	47,642	31,679
Fundraising costs	105,497	77,898
	<u>153,139</u>	<u>109,577</u>
Other trading activities		
Merchandise costs	1,599	11,119
	<u>154,738</u>	<u>120,696</u>

6. Charitable Activities Costs

	Direct costs (see note 7)	Support costs (see note 8)	Totals
	£	£	£
Charitable activities	480,461	122,875	603,336

7. Direct Costs of Charitable Activities

	2024	2023
	£	£
Staff costs	159,496	62,387
Insurance, subscriptions and computer costs	31,831	10,930
Service Costs	204,775	133,476
Advertising and marketing	7,738	16,286
Staff training	-	1,218
Other charitable activities	3,264	13,479
Rent	35,416	16,218
Charitable donations	-	5,300
Event costs	37,941	-
	<u>480,461</u>	<u>259,294</u>

8. Support Costs

	Management	Finance	Governance	Totals
	£	£	£	£
Charitable activities	111,883	5,952	5,040	122,875

Support costs, included in the above, are as follows:

	2024 Charitable activities	2023 Total activities
	£	£
Wages	103,101	45,382
Entertainment costs	2,397	2,850
Travel costs	3,153	3,567
Printing and stationery	1,495	796
Maintenance and office costs	295	919
Depreciation of tangible and heritage assets	1,442	225
Bank and merchant charges	5,398	10
Interest payable and similar charges	14	-
Accountancy*	5,040	2,310
	<u>122,875</u>	<u>56,059</u>

* Includes £2,300 relating to the independent examination carried out.

9. Trustees' Remuneration and Benefits

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

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2024 nor for the year ended 31 December 2023.

10. Staff Costs

	2024	2023
	£	£
Wages and salaries	310,239	139,448

The average monthly number of employees during the year was:

	2024	2023
Average monthly number of employees	8	5

The number of employees whose employee benefits (excluding employer pension costs) exceeded £60,000 was:

	2024	2023
£60,001 - £70,000	1	-

11. Comparatives for the Statement of Financial Activities

	Unrestricted Fund	Restricted Funds	Total Funds
	£	£	£
Income and endowments from			
Donations	429,371	-	429,371
Other trading activities	72,254	-	72,254
	<u>501,625</u>	<u>-</u>	<u>501,625</u>
Expenditure on			
Raising funds	120,696	-	120,696
Charitable activities	291,272	24,081	315,353
	<u>411,968</u>	<u>24,081</u>	<u>436,049</u>
Net Income/(Expenditure)	89,657	(24,081)	65,576
Reconciliation of Funds			
Total funds brought forward	<u>110,255</u>	<u>30,640</u>	<u>140,895</u>
Total funds carried forward	199,912	6,559	206,471

12. Tangible Fixed Assets

Cost

At 1 January 2024	2,950
Additions	6,022
At 31 December 2024	<u>8,972</u>

Depreciation

At 1 January 2024	259
Charge for year	1,441
At 31 December 2024	<u>1,700</u>

Net Book Value

At 31 December 2024	7,272
At 31 December 2023	2,691

Fixed assets are included at cost and assets are capitalised when the value of the asset is £500 or above.

13. Stocks

	2024	2023
	£	£
Stocks	7,614	5,795

14. Debtors: Amounts falling due within one year

	2024	2023
	£	£
Payments and accrued income	51,286	15,594

15. Current Asset Investments

	2024	2023
	£	£
Other	102,429	-

16. Creditors: Amounts falling due within one year

	2024	2023
	£	£
Trade creditors	26,272	6,211
Taxation and social security	6,651	11,411
Other creditors	17,903	26,067
	<u>50,826</u>	<u>43,689</u>

17. Leasing Agreements

Minimum lease payments under non-cancellable operating leases fall due as follows:

	2024	2024
	£	£
Within one year	22,980	22,980
Between one and five years	63,195	85,057
	<u>86,175</u>	<u>108,037</u>

18. Movement in Funds

	At 01.01.24 £	Net movement in funds £	Transfers between funds £	At 31.12.24 £
Unrestricted funds				
General fund	199,912	(34,741)	5,119	170,290
Restricted funds				
The Lennox Hannay Charitable Trust	6,559	(6,559)	-	-
The National Lottery Awards for All	-	399	-	399
The Clothworkers' Foundation	-	7,006	(5,119)	1,887
Fishmongers' Company's Charitable Trust	-	7,282	-	7,282
Global's Make Some Noise	-	7,010	-	7,010
The Rank Foundation	-	17,500	-	17,500
The Childwick Trust	-	1,875	-	1,875
The Ian Mactaggart Trust	-	45,650	-	45,650
Shanly Foundation	-	1,355	-	1,355
The Noel Sweeney Foundation	-	1,935	-	1,935
The Belstead Ganzoni Charitable Settlement	-	610	-	610
David Riddell Memorial CIO	-	14,580	-	14,580
The De Brye Charitable Trust	-	4,312	-	4,312
	<u>6,559</u>	<u>102,955</u>	<u>(5,119)</u>	<u>104,395</u>
Total Funds	<u>206,471</u>	<u>68,214</u>	<u>-</u>	<u>274,685</u>

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

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	575,387	(610,128)	(34,741)
Restricted funds			
Rethink Mental Illness	8,576	(8,576)	-
The Lennox Hannay Charitable Trust	-	(6,559)	(6,559)
Coral Samuel Charitable Trust	3,000	(3,000)	-
National Lottery Awards for All England	19,200	(18,801)	399
The Clothworkers' Foundation	15,000	(7,994)	7,006
Fishmongers' Company's Charitable Trust	29,813	(22,531)	7,282
Global's Make Some Noise	60,000	(52,990)	7,010
The Rank Foundation	30,000	(12,500)	17,500
The Childwick Trust	10,000	(8,125)	1,875
The Ian Mactaggart Trust	50,000	(4,350)	45,650
Shanly Foundation	2,000	(645)	1,355
The Noel Sweeney Foundation	3,000	(1,065)	1,935
The Belstead Ganzoni Charitable Settlement	1,000	(390)	610
David Riddell Memorial CIO	15,000	(420)	14,580
The De Brye Charitable Trust	4,312	-	4,312
	<u>250,901</u>	<u>(147,946)</u>	<u>102,955</u>
Total Funds	<u>826,288</u>	<u>(758,074)</u>	<u>68,214</u>

Comparatives for movement in funds:

	At 01.01.23 £	Net movement in funds £	At 31.12.23 £
Unrestricted funds			
General fund	110,255	89,657	199,912
Restricted funds			
CMS Social Fund	5,000	(5,000)	-
The Lennox Hannay Charitable Trust	20,640	(14,081)	6,559
Access Ground Fund	5,000	(5,000)	-
	<u>30,640</u>	<u>(24,081)</u>	<u>6,559</u>
Total Funds	<u>140,895</u>	<u>65,576</u>	<u>206,471</u>

Comparative net movement in funds included in the above:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	501,625	(411,968)	89,657
Restricted funds			
CMS Social Fund	-	(5,000)	(5,000)
The Lennox Hannay Charitable Trust	-	(14,081)	(14,081)
Access Ground Fund	-	(5,000)	(5,000)
	<u>-</u>	<u>(24,081)</u>	<u>(24,081)</u>
Total Funds	<u>501,625</u>	<u>(436,049)</u>	<u>65,576</u>

Fund	Purpose
Rethink Mental Illness	The Always in Company project
The Lennox Hannay Charitable Trust	HubSpot license
Coral Samuel Charitable Trust	Counselling
National Lottery Awards for All England	Counselling (men)
The Clothworkers' Foundation	IT equipment and acoustic pods
Fishmongers' Company's Charitable Trust	Counselling (Greater London)
Global's Make Some Noise	Counselling
The Rank Foundation	New leadership costs
The Childwick Trust	Counselling (South East England)
The Ian Mactaggart Trust	Counselling
Shanly Foundation	Counselling
The Noel Sweeney Foundation	Counselling (West Midlands, Staffordshire, Shropshire)
The Belstead Ganzoni Charitable Settlement	Counselling
David Riddell Memorial CIO	Counselling
The De Brye Charitable Trust	Counselling

Transfers between funds

The transfer between funds relates to a restricted grant for the purpose of buying fixed assets which are unrestricted in their use.

19. Related Party Disclosures

In the previous year a trustee, Kevin Corrigan, loaned the charity £15,000. This loan, included within other creditors, was interest-free and repayable within one year. This loan has now been repaid in the current year.

During the year, the charity invested money into the COIF Charities Deposit Fund, of which Mr Corrigan is a trustee. However, the COIF Board has delegated the management of the fund to CCLA. Mr Corrigan, therefore, has no control over how the funds are managed and receives no personal benefit from this relationship.

During the year, travel costs amounting to £345 (2023: £169) were reimbursed to a trustee of the Charity to attend Board meetings.

Detailed Statement of Financial Activities for the Year Ended 31 December 2024

Income and Endowments	2024	2023
	£	£
Donations and legacies		
Donations and gifts	367,496	361,131
Grants	343,851	68,240
Donated services and facilities	61,075	-
	<u>772,422</u>	<u>429,371</u>
Other trading activities		
Trading income	6,482	14,146
Services	1,242	5,408
Event income	43,713	52,700
	<u>51,437</u>	<u>72,254</u>
Investment Income		
Deposit account interest	2,429	-
	<u>2,429</u>	<u>-</u>
Total incoming resources	<u>826,288</u>	<u>501,625</u>
Expenditure		
	2024	2023
	£	£
Raising donations and legacies		
Wages	47,642	31,679
Fundraising costs	105,497	77,898
	<u>153,139</u>	<u>109,577</u>
Other trading activity		
Merchandise costs	1,599	11,119
Charitable activities		
Wages	159,496	62,387
Insurance, subscriptions and computer costs	31,831	10,930
Counselling Service costs	204,775	133,476
Advertising and marketing	7,738	16,286
Staff training	-	1,218
Other charitable activities	3,264	13,479
Rent	35,416	16,218
Charitable donations	-	5,300
Event costs	37,941	-
	<u>480,461</u>	<u>259,294</u>
Support Costs		
Management		
- Wages	103,101	45,382
- Entertainment costs	2,397	2,850
- Travel costs	3,153	3,567
- Printing and stationery	1,495	796
- Maintenance and office costs	295	919
- Computer equipment	1,442	225
	<u>111,883</u>	<u>53,739</u>

Support Costs - continued	2024	2023
	£	£
Finance		
- Bank and merchant charges	5,938	10
- PAYE interest	14	-
	<hr/> 5,952	<hr/> 10
Governance		
Accountancy	5,040	2,310
	<hr/>	<hr/>
Total resources expended	758,074	436,049
	<hr/>	<hr/>
Net Income	68,214	65,576
	<hr/>	<hr/>

SUICIDE & CO

England & Wales - Charity number 1187985

Accounts

Charity registration number 1187985

SUICIDE & CO
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

SUICIDE & CO

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Ms E Morrisroe Ms C Senanayake Ms A Owen QPM Ms A Ropner Mr K Corrigan Mr P McGregor	(Appointed 17 January 2023)
Chief Executive	Ms A Wrighton	
Charity number	1187985	
Principal address	27 Great Smith Street London SW1P 3AZ	
Independent examiner	Knill James LLP One Bell Lane Lewes East Sussex BN7 1JU	
Bankers	Weatherbys Bank Ltd Sanders Road Wellingborough Northamptonshire NN8 4BX	

SUICIDE & CO

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SUICIDE & CO

CHAIRMAN'S AND CEO'S STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2023

Chairman's statement

This year has been an incredible year of change and development for Suicide&Co. And I could not be more proud of what everyone involved with the charity has achieved.

Our most important task was to in-source both our Counselling and Helpline services. Thanks to Amelia and all of the executive team we managed to do this on time and at the end of the year we now have 22 counsellors delivering near to 400 sessions per month. This is a significant increase on last year and testament to the demand for high quality support from our community.

We sought to improve our data management to help us make better decisions around service delivery and our outreach. Our new CRM platform now supports much of what we do in these areas and reduces our risks.

Another area of focus has been on sustainable growth by which we mean establishing recurring revenue streams that can allow us to plan and invest with greater confidence. Through our Gala fundraising event, the 34k challenge and our Organisational Support Membership scheme we have made great progress but there is more to do.

During the year, the trustee board has endeavoured to provide support and guidance to Amelia and her team so I'd like to thank Emma, Adele, Paul, Chenali and Amy for all their efforts in this regard. We have much to do in the forthcoming year and are ready for the challenge!

Most of all, I'd like to thank each person that has sought help from our services. Too many of us have lost loved ones. I hope that Suicide&Co has helped in some way in navigating what is a deeply complex and difficult journey.

Kevin Corrigan
05/06/2024

SUICIDE & CO

CHAIRMAN'S AND CEO'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

CEO's statement

2023 was a transformational year at the charity; creating our foundation for the necessary growth needed to scale our service delivery, empowered by technology and motivated by our identified audience we need to support.

I am personally so honoured to be one of the leaders of this organisation, even through the ups and downs; juggling relentless demand, team growth and the rollercoaster that is the traditional funding landscape, I wouldn't change a minute. I am also personally grateful to each and every supporter who has been on the journey with us this year, we could not have done it without you.

Across the year we invested a lot of time in bringing our services in house to create a more sustainable model. The entire process was hugely rewarding, seeing the team that interact with Suicide&Co each week go from 10 to over 30, and already seeing the improvements in the efficiency and transparency of our service delivery.

Even though this transformation took up a lot of team resources, 2023 was also a year of growth as we surpassed the 1 million pound all-time fundraising milestone!

Our journey of growth demonstrates that our original analysis in 2019 was correct. Proven by demand, we have created an organisation that should have always existed. It should have existed when I lost my Mum in 2011, and I know that if it had, my journey would have been very different and the mental health deterioration that I experienced, could have been lessened.

The challenge that lies ahead is keeping on top of demand, and growing our awareness to get to our huge community, who in the majority feel like they don't have permission to grieve. Whilst celebrating our achievements and the incredible efforts of everyone involved as well as the generosity of our supporters, both individuals and organisations, we must keep our focus on the future.

We have now built the foundations of our organisation and we are ready to scale, empowered by technology and motivated by the identified audience who need our support. Bring on 2024!

Amelia Wrighton
07/06/2024

SUICIDE & CO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees present their annual report and financial statements for the year ended 31 December 2023.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "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

Summary of the purposes of the charity as set out in its governing document

The advancement of health and the relief of those in need in the UK experiencing any form of bereavement in connection with suicide, by:

- enabling those who are bereaved from suicide to access information and support and making grants to those in need to enable access to appropriate counselling and self-coping techniques, in order to promote their wellbeing and minimise any related mental health issues in the future;
- raising public awareness to address the stigma associated with suicide;
- promoting research into the relationship and rights of individuals caring for those suffering from mental health issues and the public dissemination of the results of such research, for the public benefit; and
- such other means as the Trustees determine.

All trustees have had regard for the guidance provided by the Charity Commission, using the online resources on a number of occasions to aid the creation of processes and protocol.

Achievements and performance

Service Delivery

2023 was a huge year for our services as we brought both our Counselling Service and Helpline in-house and launched our App, which took an amazing effort from all team members involved and has ultimately given us a stable foundation as we scale our services delivery and support more people.

Navigating suicide bereavement can be hard. Suicide loss is devastating and quite often adds complicated layers to the already difficult grieving process. These individuals who are bereaved by suicide are categorised as 'high risk' and as such are at greater risk of negative outcomes including mental illness, impaired social functioning and fatal and non-fatal suicidal behaviours.

At Suicide&Co we have 3 core services to meet all levels of intensity of suffering with suicide-related grief. Our Helpline is the best suited for those experiencing emotional distress alongside our App and Counselling Service that are effective early interventions to prevent mental health deterioration.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

Counselling Service

We want to give those bereaved by suicide access to a safe space where they can work through this grief with qualified counsellors because talking to a trained professional about the personal experience of the suicide of a loved one and unravelling their grief can alleviate these future negative outcomes.

Our Counselling Service aims to help beneficiaries to understand and navigate their grief, develop coping strategies, and feel safe to explore their thoughts and feelings.

Right from the moment we started the charity, it was our vision that we would have our own team of counsellors and 2023 was the year that this became a reality. The process actually began at the end of 2022 when we hired a service administrator, Hannah Pamplin, to give us the initial capacity within the team to make it happen.

At the beginning of the year we also rolled out HubSpot as a client management system, funded through a generous grant from Lennox Hannay. We spent several weeks customising it to our needs with the help of some external experts, and it is one of the main reasons we were able to scale our service so quickly.

We started advertising for counsellors in March and had almost 400 responses, which far exceeded our expectations! We shortlisted 48, 30 of whom we invited to a second interview, and we eventually selected 23 counsellors to be our first cohort.

We ran a series of onboarding sessions in April and May. Our first in-house counselling session took place on 12 June and during 2023 our team delivered 1,960 sessions to 231 clients alongside the work that Professional Help were completing as their contract with us came to an end.

Throughout 2023, 469 people received counselling with a total of 3,932 individual sessions delivered (more than twice the number we delivered in 2022 - 1,950).

To assess the impact of our service, we ask beneficiaries to rate their confidence in three areas relating to our service aims before and after their counselling. Across the three aims, so far, the scores show a significant increase in confidence:

Ability to understand and navigate their grief: average score improved from 2.4 to 4.1

Ability to develop coping strategies: average score improved from 2.5 to 4.1

Ability to explore their thoughts and feelings: average score improved from 2.7 to 4.3

We also capture qualitative data through testimonials and below are some examples:

"My counsellor was lovely and so knowledgeable. She really has helped me in navigating through my grief and the difficult situation. Thank you so much!!"

"The counselling...has exceeded my expectations. I feel more like myself as a result than I have in a long time...I have learned some tools to help when things might become overwhelming. I'm so grateful for the support to allow me to move forwards."

"My counsellor asked great questions which prompted deep insight into my situation. He helped me think through a difficult subject and did it with empathy and understanding...The process has helped me understand the weight of my bereavement, the impact it has had on me, how I can address it and understand it."

"I felt validated in my grief and the harrowing circumstances that led me to seek your help. I've not been treated so kindly in the past and my experience with the help given to me has restored my faith in people going forward. Thank you to you all for being there for me."

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

We capture all demographic information at the point of application to inform our outreach program. Currently as our data stands we have a good regional split with our highest regions being South East and North West. The majority of our applicants are female although in 2023 we saw a 5% increase in Male applicants, compared to 2022.

Our most common age bracket is still 25-34 and 90% of applicants applied for counselling in the first 5 years of their bereavement.

Our Helpline

Our Helpline has been operating since August 2021, run by Professional Help but in October 2023 we brought this in house and changed the service operating model to be staffed by employees (Suicide Bereavement Advisors) as well as extending the service delivery to practical as well as emotional support.

We started recruiting for the Suicide Bereavement Advisor (SBA) role in August. We had 50 applications and shortlisted 20, 7 of these went through to the second round and we selected three to join the team.

We've trained our SBAs in suicide bereavement from our service IP as well as external courses like ASIST and others to ensure our service is as safe and effective as it can be.

The helpline number was transferred from Professional Help to us on 17th October. From that point until the end of the year our team spent just under 57 hours answering and making calls - 140 inbound and 101 outbound.

Looking at 2023 as a whole, there were just under 2,000 calls to and from the helpline and a around 450 hours spent on the phone, supporting more than 250 individuals bereaved by suicide.

Our App

From day one we've been innovative, democratising support through Digital Services on our website.

We identified the need for digital, self-service support but a website has restrictive functionality and does not allow for personalisation. We had a hypothesis that an app could be the perfect early intervention providing access to our current digital services, allowing for new service delivery through exercises and programs all of which would happen in a safe space that was personalised to the user.

To prove this, we conducted thorough user research with more than 300 people bereaved by suicide to prove the need. We were then donated the technology for a brilliant mental health app that we tailored to be suicide grief specific, informed from the user research. The App launched in October 2023 on the App Store on iOS. However, we need funding for future development to ensure it's accessible to all, creating an Android version and developing a CMS to ensure the maintenance can be managed by our in-house team to ensure for future sustainability.

The potential of this service is massive, allowing us to provide an early intervention for all those bereaved by suicide through their own devices. We have other organisations and experts in the sector wanting to collaborate on content, as well as ongoing discussions with first responders to make this the go to referral to aid better signposting and support.

At the end of 2023 the app had been downloaded over 700 times and we're starting to collate and analyse usage data.

Our website and digital resources

Overall our website had 35,858 unique visitors, an increase of 23% year on year and we had 103,766 page views.

Our website continues to be a resource which is designed to help support those bereaved by suicide from day one. Here we signpost to other useful services, and recommend softer resources such as books, podcasts and apps, and share lived experience stories. We are proud to be able to give people a platform to share their stories, as reading about the lived experience of others can help those bereaved to feel less alone

In 2023 we saw more Words Unspoken Letters submitted, added new Help Hub articles and new guidance around navigating significant dates.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

Fundraising performance

We are incredibly proud to have generated income of just over £500,000, a fantastic milestone, especially considering a lot of our staff resource was focused on the service delivery transformation.

Community fundraising and events were once again our biggest income stream, growing year on year, and seeing new initiatives as well as our recurring events continue to grow.

Merchandise and Corporate were smaller income streams that did not have a lot of resources allocated due to the time spent in service delivery. In Merchandise we continued to sell our stock left over from 2022 and we also launched some new products (caps, journals and greeting cards). We also did another Advent Calendar which this year was physical with over 300 units sold.

Within the Corporate income stream the vast majority of donations were in return for awareness presentations with a few ad hoc donations in support of our charity mission.

Community Fundraising & Community Events

In 2023, 235 people took part in events and activities to raise money for us, including 98 in our own 10Before10 challenge and 39 in our 34k challenge!

From half marathons, to ultra challenges, to The Marathon Des Sables and treks to Mt Kilimanjaro, to unique and creative bespoke challenges, 2023 was a brilliant year for community events.

A few highlights were the Royal Parks Half Marathon where we had 9 runners take part, and when Duncan Swanson and George Darling took on Marathon Des Sables for us raising over £25,000.

10Before10 has continued as a monthly concept since we changed it in 2022 and has raised £3,595 across the year. We still think there is a lot of room for growth in this monthly initiative and plan to raise more awareness about it in 2024.

As part of our events calendar we also hosted a Pub (not in a pub) Quiz in Brixton Town Hall in April, with around 200 people attending. It was a great night and we made around £2,000 profit (although not enough for us to continue with it as an annual event).

34K Challenge

The 34k Challenge aims to raise awareness of the 34,000 people bereaved by suicide on average, each year in England & Wales. Behind that number is 34,000 stories and people navigating the loss of a loved one. In 2023, we set ourselves the same target to recruit 34 people to take on the 34k Challenge, around World Suicide Prevention Day, with the aim to raise £1,000 each - giving us a total target of £34,000!

In the end, we had 39 amazing individuals (and teams) run, walk and cycle 34km as part of our 34k Challenge! Our incredible challengers raised a total of £52,461 - far exceeding our target and growing the challenge year on year!

Once again there was a great community feel behind this challenge, with all the communications we had such success with in 2022 being rolled out again. This initiative now feels established as an annual event.

Fundraising Gala

On November 23rd, we held our second Fundraising Gala at Church House, for 200 guests. The event was a black tie evening, 3 course dinner, auction and an incredible line up of talent, hosted by Shirley Ballas.

Once again, our auction featured some brilliant prizes and on the night we raised a total of £105,356, exceeding last year. We also worked with some incredible sponsors, Silverbell Global and Love Hemp, as well as Simply Roasted and Punchy Drinks who supplied products for our gift bags.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

Spirit of Christmas

This year we were made The Spirit of Christmas Fair's Official Charity Partner, running the "Shop and Drop" and fundraising through selling our merchandise. The week went brilliantly, raising just over £21,000.

Each day at the Fair we had a team of volunteers supporting us on our stand, mainly through companies and organisations who have supported us by using their volunteer days: Digital Cinema Media, Future Arc, Substance Global, Swoop Funding, Informa, CMS and The Sophie Clarke Foundation. This was the biggest volunteering event that we have run to date and it was a great showcase of our growth. It was also brilliant to work with Clarion Events who ran the fair and supported us the whole way.

Grants & Trusts

In 2023, we received £68,240 (2022 - £117,641) from Grants and Trusts.

Donations above £4,000 are detailed below with gratitude:

- £20,000 from The Ian Mactaggart Charitable Trust (through multiple donations)
- £16,188 from The Mactaggart Third Fund
- £11,440 from The Big Give Match Funding Grant
- £10,000 from Grangers Charitable Foundation
- £8,500 from The Childwick Trust
- £4,000 from The Roger and Jean Jeffcoate Trust

Organisational structure

Suicide&Co is a Charitable Incorporated Organisation registered with the Charity Commission in England and Wales. It was founded in July 2020 by Amelia and Emma, two young women who both lost a parent to suicide.

Governance

We are governed by our Constitution which sets out the charity's objects, powers and governance structure. The governing body is our Board of Trustees which, as of 31 December 2023, consists of six members. It meets at least four times a year and oversees the work that we do.

Staff team

The Chief Executive Officer (CEO), supported by the Operations Director, is responsible for developing and delivering the charity's strategy, operational plans and budgets that have been approved by the Board. At the end of 2023, we had five other staff members, four of whom are involved in service delivery.

Associate counsellors

We have a team of associate counsellors who deliver suicide bereavement counselling to our clients. One also conducts assessments prior to a client starting counselling. At the end of 2023, the team had 23 members.

Volunteers

We also have a brilliant team of volunteers, many of whom have lived experience of suicide bereavement. The majority are ambassadors who help to raise awareness of the charity and the work we do, but we have others who help out at events or in specific areas such as PR and .

Equality, Diversity and Inclusion

The Board is committed to promoting equality, diversity and inclusion, and to embedding it into everything we do. Chenali Senanayake has been designated the lead trustee in this area. She delivered training to the Board in 2023, and this will be rolled out to all staff in 2024.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

Risk management

The trustees are responsible for risk management within the charity. We review key risks on a regular basis and maintain a risk register. The top three risks identified are:

i) Insufficient funds to delivery it's objectives.

This is mitigated through the development of a fundraising strategy, detailed financial planning based on different scenarios, an approved budget and reserves policy that are reviewed regularly, and ongoing reporting on income and expenditure.

ii) Potential harm to clients or staff.

This is mitigated through robust policies and procedures regarding safeguarding, managing client safety and whistleblowing; the use of safer recruitment practices; and initial and ongoing staff training in these areas.

iii) Data breach.

This is mitigated through robust data protection policies and procedures, tight controls regarding sensitive personal data, and periodic reviews of systems infrastructure.

Financial review and reserves policy

The Board of trustees has a target reserves policy of between three and six months of operating expenditure. The Board recognises that as the charity develops its core services, income and expenditure levels are highly variable and hence deviations around the range can occur.

As at 31 December 2023, the charity's free reserves stood at £199,912, equating to 4.3 months of operating expenditure, within the target range.

Structure, governance and management

The charity is registered with the Commission as a Charitable Incorporated Organisation.

The trustees who served during the year and up to the date of signature of the financial statements were:

Ms E Morrisroe

Ms C Senanayake

Ms A Owen QPM

Ms A Ropner

Mr K Corrigan

Mr P McGregor

(Appointed 17 January 2023)

We were founded in July 2020 by Emma and Amelia, two young women who each lost a parent to suicide. In 2022 our team grew both in volunteers and team members. In terms of employees in November 2022 Amelia stepped into the charity fulltime and in the same month we brought on a Team Assistant Cate, and in December hired Hannah as our Service Administrator. We ended the year with a team of 4 full time staff which was an incredible achievement and is setting us up for growth in 2023.

The trustees' report was approved by the Board of Trustees.



Mr K Corrigan

Trustee

Date: 12.06.2024

SUICIDE & CO

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SUICIDE & CO

I report to the trustees on my examination of the financial statements of Suicide & Co (the charity) for the year ended 31 December 2023.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.



**D W Martin on behalf of
Knill James LLP**

One Bell Lane
Lewes
East Sussex
BN7 1JU

Dated: 13 June 2024

SUICIDE & CO

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2023

	Notes	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Income from:							
Donations and legacies	2	407,808	-	407,808	282,645	58,892	341,537
Charitable activities	3	93,817	-	93,817	66,696	-	66,696
Total income		<u>501,625</u>	<u>-</u>	<u>501,625</u>	<u>349,341</u>	<u>58,892</u>	<u>408,233</u>
Expenditure on:							
Raising funds	4	120,696	-	120,696	87,915	-	87,915
Charitable activities	5	291,272	24,081	315,353	188,109	28,251	216,360
Total expenditure		<u>411,968</u>	<u>24,081</u>	<u>436,049</u>	<u>276,024</u>	<u>28,251</u>	<u>304,275</u>
Net income/(expenditure)		<u>89,657</u>	<u>(24,081)</u>	<u>65,576</u>	<u>73,317</u>	<u>30,641</u>	<u>103,958</u>
Transfers between funds		-	-	-	1	(1)	-
Net movement in funds	7	<u>89,657</u>	<u>(24,081)</u>	<u>65,576</u>	<u>73,318</u>	<u>30,640</u>	<u>103,958</u>
Reconciliation of funds:							
Fund balances at 1 January 2023		<u>110,255</u>	<u>30,640</u>	<u>140,895</u>	<u>36,937</u>	<u>-</u>	<u>36,937</u>
Fund balances at 31 December 2023		<u>199,912</u>	<u>6,559</u>	<u>206,471</u>	<u>110,255</u>	<u>30,640</u>	<u>140,895</u>

SUICIDE & CO

BALANCE SHEET

AS AT 31 DECEMBER 2023

	Notes	2023		2022	
		£	£	£	£
Fixed assets					
Tangible assets	11		2,691		466
Current assets					
Stock	12	5,795		5,687	
Debtors	13	15,594		-	
Cash at bank and in hand		226,080		190,729	
		247,469		196,416	
Creditors: amounts falling due within one year	14	(43,689)		(55,987)	
Net current assets			203,780		140,429
Total assets less current liabilities			206,471		140,895
Net assets excluding pension liability			206,471		140,895
The funds of the charity					
Restricted income funds	16		6,559		30,640
Unrestricted funds			199,912		110,255
			206,471		140,895

The financial statements were approved by the trustees on12.06.2024.....



.....
Mr K Corrigan
Trustee

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

Charity information

Suicide & Co is a Charitable Incorporated Organisation (CIO) incorporated in England and Wales.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's governing document, the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

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

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.3 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

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.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

1.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.5 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.

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:

Computers	20% reducing balance
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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 the statement of financial activities.

1.6 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.7 Stock

Stock is stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stock to its present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

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

1.8 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.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

(Continued)

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

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

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the 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. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans 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 payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts 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 creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

2 Income from donations and legacies

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
Donations and gifts	339,568	-	339,568	223,896	-	223,896
Grants/Trusts	68,240	-	68,240	58,749	58,892	117,641
	<u>407,808</u>	<u>-</u>	<u>407,808</u>	<u>282,645</u>	<u>58,892</u>	<u>341,537</u>

3 Income from charitable activities

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
Charitable activities		
Trading income	14,146	28,006
Corporate	79,671	38,690
	<u>93,817</u>	<u>66,696</u>

4 Raising funds

	Unrestricted funds 2023 £	Unrestricted funds 2022 £
<u>Fundraising and publicity</u>		
Fundraising costs	77,898	75,035
Staff costs	31,679	-
	<u>109,577</u>	<u>75,035</u>
<u>Trading costs</u>		
Merchandise costs	11,119	12,880
	<u>120,696</u>	<u>87,915</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

5 Charitable activities

	2023 £	2022 £
Staff costs	62,387	14,838
Charitable donations	5,300	6,500
Service costs	133,476	121,876
Advertising and marketing	16,286	20,000
Insurance	1,170	548
Annual subscription fees	9,657	4,143
Computer costs	103	202
Rent	16,218	8,580
Staff training	1,218	2,242
Other charitable expenditure	13,479	-
	<u>259,294</u>	<u>178,929</u>
Share of support costs (see note 6)	53,580	39,017
Share of governance costs (see note 6)	2,479	(1,586)
	<u>315,353</u>	<u>216,360</u>
Analysis by fund		
Unrestricted funds	291,272	188,109
Restricted funds	24,081	28,251
	<u>315,353</u>	<u>216,360</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

6 Support costs

	Support costs	Governance costs	2023	Support costs	Governance costs	2022
	£	£	£	£	£	£
Staff costs	45,382	-	45,382	29,675	-	29,675
Depreciation	225	-	225	34	-	34
Bank fees	10	-	10	-	-	-
Legal and professional	-	-	-	13	-	13
Printing, postage and stationery	796	-	796	44	-	44
Maintenance and office costs	919	-	919	694	-	694
Travel costs	3,398	-	3,398	2,346	-	2,346
Entertainment costs	2,850	-	2,850	1,069	-	1,069
Independent examiners fee	-	2,310	2,310	-	3,420	3,420
Interest payable	-	-	-	-	136	136
Travel costs	-	169	169	-	-	-
	<u>53,580</u>	<u>2,479</u>	<u>56,059</u>	<u>33,875</u>	<u>3,556</u>	<u>37,431</u>
Analysed to						
Charitable activities	<u>53,580</u>	<u>2,479</u>	<u>56,059</u>	<u>33,875</u>	<u>3,556</u>	<u>37,431</u>

7 Net movement in funds

2023
£

2022
£

The net movement in funds is stated after charging/(crediting):

Fees payable for the independent examination of the charity's financial statements	2,310	3,420
Depreciation of owned tangible fixed assets	225	34
	<u>2,535</u>	<u>3,454</u>

8 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year. Two trustees did however have reimbursed travelling expenses totalling £169 (2022 - £nil) which are included in governance costs.

9 Employees

The average monthly number of employees during the year was:

2023	2022
Number	Number
5	2
<u>5</u>	<u>2</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

9 Employees	(Continued)	
Employment costs	2023	2022
	£	£
Wages and salaries	132,773	44,020
Social security costs	4,335	-
Other pension costs	2,340	493
	<u>139,448</u>	<u>44,513</u>

There were no employees whose annual remuneration was more than £60,000.

Remuneration of key management personnel

The remuneration of key management personnel was as follows:

	2023	2022
	£	£
Aggregate compensation	<u>39,167</u>	<u>-</u>

10 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

11 Tangible fixed assets

	Computers
	£
Cost	
At 1 January 2023	500
Additions	2,450
	<u>2,950</u>
At 31 December 2023	2,950
Depreciation and impairment	
At 1 January 2023	34
Depreciation charged in the year	225
	<u>259</u>
At 31 December 2023	259
Carrying amount	
At 31 December 2023	<u>2,691</u>
At 31 December 2022	<u>466</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

12	Stock		
		2023	2022
		£	£
	Finished goods and goods for resale	5,795	5,687
		<u> </u>	<u> </u>
13	Debtors		
		2023	2022
		£	£
	Amounts falling due within one year:		
	Prepayments and accrued income	15,594	-
		<u> </u>	<u> </u>
14	Creditors: amounts falling due within one year		
		2023	2022
		£	£
	Other taxation and social security	11,411	3,207
	Trade creditors	6,211	3,305
	Other creditors	15,647	125
	Accruals and deferred income	10,420	49,350
		<u> </u>	<u> </u>
		43,689	55,987
		<u> </u>	<u> </u>
15	Retirement benefit schemes		
		2023	2022
		£	£
	Defined contribution schemes		
	Charge to profit or loss in respect of defined contribution schemes	2,340	493
		<u> </u>	<u> </u>

The charity operates a defined contribution pension scheme for all qualifying employees. The assets of the scheme are held separately from those of the charity in an independently administered fund.

16 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
CMS Social Fund	5,000	-	(5,000)	-	-
Lennox Hannay	20,640	-	(14,081)	-	6,559
Access Ground Fund	5,000	-	(5,000)	-	-
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
	30,640	-	(24,081)	-	6,559
	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2023

16 Restricted funds (Continued)

Previous year:	At 1 January 2022	Incoming resources	Resources expended	Transfers	At 31 December 2022
	£	£	£	£	£
Rethink Mental Illness	-	17,752	(17,752)	-	-
Mazars Charitable Fund	-	500	(499)	(1)	-
Sophie Clark Foundation	-	7,468	(7,468)	-	-
CMS Social Fund	-	5,000	-	-	5,000
Lennox Hannay	-	23,172	(2,532)	-	20,640
Access Ground Fund	-	5,000	-	-	5,000
	-	58,892	(28,251)	(1)	30,640

- Rethink Mental Illness - Funding for the Words Unspoken advertising campaign.
- Mazars Charitable Fund - Funding for counselling sessions.
- Sophie Clark Foundation - Funding for a stand at the Spirit of Christmas show at Olympia.
- CMS Social Fund - Funding for counselling sessions.
- Lennox Hannay - Funding for HubSpot which is used as both a Client Management System and email marketing platform.
- Access Ground Fund - Funding for counselling sessions.

17 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2023	Incoming resources	Resources expended	Transfers	At 31 December 2023
	£	£	£	£	£
General funds	110,255	501,625	(411,968)	-	199,912
Previous year:	At 1 January 2022	Incoming resources	Resources expended	Transfers	At 31 December 2022
	£	£	£	£	£
General funds	36,937	349,341	(276,024)	1	110,255

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2023

18 Analysis of net assets between funds

	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
At 31 December 2023:			
Tangible assets	2,691	-	2,691
Current assets/(liabilities)	197,221	6,559	203,780
	<u>199,912</u>	<u>6,559</u>	<u>206,471</u>
	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £
At 31 December 2022:			
Tangible assets	466	-	466
Current assets/(liabilities)	109,789	30,640	140,429
	<u>110,255</u>	<u>30,640</u>	<u>140,895</u>

19 Operating lease commitments

Lessee

At the reporting end date the charity had outstanding commitments for future minimum lease payments under non-cancellable operating leases, which fall due as follows:

	2023 £	2022 £
Within one year	22,980	-
Between two and five years	85,057	-
	<u>108,037</u>	<u>-</u>

20 Related party transactions

During the year, a trustee, Mr K Corrigan, loaned the charity £15,000. This loan, included within other creditors, is interest free and repayable within one year.

In 2022 there were no disclosable related party transactions.

SUICIDE & CO

England & Wales - Charity number 1187985

Accounts

Charity registration number 1187985

SUICIDE & CO
ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

SUICIDE & CO

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Ms E Morrisroe Ms C Senanayake Ms A Owen QPM Ms A Ropner Mr K Corrigan Mr P McGregor	(Appointed 17 January 2023)
Chief Executive	Ms A Wrighton	
Charity number	1187985	
Principal address	27 Great Smith Street London SW1P 3AZ	
Independent examiner	Knill James LLP One Bell Lane Lewes East Sussex BN7 1JU	
Bankers	Weatherbys Bank Ltd Sanders Road Wellingborough Northamptonshire NN8 4BX	

SUICIDE & CO

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SUICIDE & CO

CHAIRMAN'S AND CEO'S STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2022

Chairman's statement

I am delighted to share with you the results of our charity for the year 2022. This past year has been extremely challenging for many of our beneficiaries coping with a cost of living crisis and with the huge demands placed on our health services. I take great pride in knowing that an increasing number of individuals see Suicide&Co and its services as a place for them to process their suicide-related grief, to learn and to feel supported.

We have helped over 2.5 times the number of people through counselling this year compared to last year. We have generated 3 times the amount of income through our fundraising efforts. And under the leadership of our CEO Amelia Wrighton we have grown our staff and volunteers to help deliver more services to more people across England and Wales.

The loss of a loved one by suicide presents specific challenges for those bereaved. We recognise that each individual has a unique journey to navigate, so the charity offers a range of services not just counselling. Our Organisational Support Membership, reaches out to those in workplaces. Our helpline provides immediate support and advice. But we are more than that. We want to be brave in having a conversation around suicide and to help remove the stigma and encourage those who are bereaved to seek help. Our Words Unspoken campaign this year was a highlight in reminding people of this need.

I am excited about our plans for the future - to bring the counselling service in-house, to further diversify our funding streams, and to invest in our people. I would like to say a huge thank you to Amelia and the executive team for their innovation, commitment and drive. To my fellow trustees, our volunteers, ambassadors and donors for their hard work and support. But most of all I want to thank each and every person who has sought our support. We are always here for you.

Don't let silence be the last word.

Kevin Corrigan

21/09/2023

SUICIDE & CO

CHAIRMAN'S AND CEO'S STATEMENT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

CEO's statement

I'd like to start by thanking everyone who has contributed to our mission across 2022. We simply couldn't achieve what we have without the generosity of our team, both volunteers and employees as well as our donors and the organisations that have supported us.

2022 was a pivotal year for Suicide&Co as we grew across all areas of the organisation and supported more people within our community. Every week I'm reminded of the vast size of our community as we gain new followers, receive more helpline calls and continue to see applications for counselling with minimal changes in overall awareness.

However, we know that there are hundreds of thousands of people across England and Wales suffering in silence, navigating their grief on their own, weighed down by the existing stigma that leaves them feeling like they don't have permission to grieve. The trauma of suicide loss causes mental health deterioration if people don't receive the support they need, and this is what Suicide&Co is here to prevent. We need to stop the cycle and have early interventions that minimise the number of people relying on our crisis services that are already at breaking point!

I'm so proud of the work we've achieved in 2022 to start to tackle this, and I'm particularly proud of the speed we have maintained whilst keeping a laser focus on efficacy and efficiency. 2022 provides us with our first full year of data for the counselling service and we now have a robust sample to demonstrate the efficacy against our service aims and the impact that our services are having on our community.

Through the testimonials we receive from people who've used our service we can see the far-reaching effect of the service and importantly the lasting impact. We are providing people with a foundation of coping skills and tools that they can use to navigate their grief in the future.

We've also continued to innovate, shown through our Words Unspoken project resulting in a global collection of lived experience that our community can read to resonate in other's experiences and be inspired. Another example of this is our exploration into managing grief within the workplace, identifying a new need for people bereaved by suicide and those supporting them.

In terms of fundraising, I want to thank everyone who's been involved in projects over 2022 as we've continued to test and learn what income streams are most effective for our organisation. For the first time we hosted in person events with our Inaugural Gala proving to be a huge success, carried out by a team with no previous event experience who worked tirelessly to make it an incredibly impactful event. We also grew our unique challenges, especially the 34K Challenge which was a fantastic demonstration of the passion behind our community.

Thank you to each and every one of you who've contributed, it is truly a privilege to run this brilliant organisation and I'm so excited about the future where we can reach more of our community and grow our service capacity.

Amelia Wrighton

11/10/2023

SUICIDE & CO

TRUSTEES' REPORT

FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees present their annual report and financial statements for the year ended 31 December 2022.

The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's governing document, the Charities Act 2011 and "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

Summary of the purposes of the charity as set out in its governing document

The advancement of health and the relief of those in need in the UK experiencing any form of bereavement in connection with suicide, by:

- enabling those who are bereaved from suicide to access information and support and making grants to those in need to enable access to appropriate counselling and self-coping techniques, in order to promote their wellbeing and minimise any related mental health issues in the future;
- raising public awareness to address the stigma associated with suicide;
- promoting research into the relationship and rights of individuals caring for those suffering from mental health issues and the public dissemination of the results of such research, for the public benefit; and
- such other means as the Trustees determine.

The trustees have paid due regard to guidance issued by the Charity Commission in deciding what activities the charity should undertake.

Achievements and performance

Counselling Service Delivery

2022 was Suicide&Co's second full year of operation.

Navigating suicide bereavement can be hard. Suicide loss is devastating and quite often adds complicated layers to the already difficult grieving process. We want to give those bereaved by suicide access to a safe space where they can work through this grief with trained counsellors. In order to help those bereaved by suicide, the main support that Suicide&Co offers is one-to-one counselling sessions, provided by Level 4 trained counsellors across England and Wales. These individuals who are bereaved by suicide are categorised as 'high risk' and as such are at greater risk of negative outcomes including mental illness, impaired social functioning and fatal and non-fatal suicidal behaviours. Therapy and talking to a trained professional about the personal experience of the suicide of a loved one and unravelling their grief can alleviate these future negative outcomes.

Our Counselling Service aims to help beneficiaries to understand and navigate their grief, develop coping strategies, and feel safe to explore their thoughts and feelings.

Throughout 2022, 458 people received counselling with a total of 1,950 individual sessions delivered.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

To show the impact that our service has, we ask beneficiaries to rank their confidence score across our three service aims, before their counselling sessions, and after they have finished their counselling programme. Across the three aims, so far, the confidence scores (0 = not confident, 5 = confident) of our beneficiaries have significantly improved by the end of their counselling sessions:

Understand and navigate your grief: average score improved from 2.3 to 3.8

Develop coping strategies: average score improved from 2.3 to 3.9

Explore thoughts and feelings: average score improved from 2.6 to 4

We also capture qualitative data through testimonials and below are some examples:

"Brilliant. Could not have been simpler and I was surprised how quickly the counselling started after my first contact. The emails and phone calls were very helpful. I was pleased with the assessment. The lady I spoke to was very knowledgeable and I took away a lot from our conversation. I knew that counselling through your charity would be ideal. I could have a compassionate conversation. Talking about my loss had always been a painful experience and one I would do my best to avoid."

"It has helped enormously just by being able to talk to a professional who has the skill set to support and understand. I had contacted so many other organisations before I found you, without success. However, since finding you I have been able to become a different version of my previous self. But now a happier and content version. Thank you."

"It has given me space to accept the bereavement process and I feel as if I've found myself, even though I had not realised I'd been lost"

"I have definitely found suicide&co the easiest platform to look for support, user friendly and welcoming. Some really helpful support and sign posting."

We capture all demographic information at the point of application to inform our outreach program. Currently as our data stands we have a good regional split with our highest regions being South West and North West. Our applicants are majoritively female although in 2022 we saw a +300% increase in Male applicants, compared to 2021 which is brilliant.

Our most common age bracket is still 25-34 with 86 applicants. Our youngest applicant was 18 and our oldest was 85. 89% of applicants applied for counselling in the first 5 years of their bereavement. This year we've seen an increase in those applying 5+ years after their loss, speaking perhaps to the lack of support available previously and the stigma breaking down.

Our helpline

Professional Help continue to manage our Helpline giving those bereaved by suicide access to talk to a bereavement counsellor Monday - Friday 9am - 9pm! In 2022 we supported 177 unique callers and our plan is to scale awareness for this service in 2023.

Our website and digital services

Overall our website received 29,094 unique visitors, an increase of 34% year on year and we had 102,138 page views, an increase of 21% year on year!

Our website continues to be a resource on our website which is designed to help support those bereaved by suicide from day one. Here we signpost to other useful services, and recommend softer resources such as books, podcasts and apps, and share lived experience stories. We are proud to be able to give people a platform to share their stories, as reading about the lived experience of others can help those bereaved to feel less alone.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Words Unspoken

There is so much silence, stigma and shame around suicide bereavement and yet 1/5 people are affected by suicide. The aim of Words Unspoken was to help our community express themselves by asking them to write what they would like to say, to the person(s) that they've lost, in a letter. Through encouraging the writing and sharing of letters to those who we've lost, we hope to help our community, and show others that you always have company and that expressing your feelings can make all the difference when you're going through suicide-related bereavement.

We won a grant from Rethink Mental Illness, to produce a Billboard Campaign, to amplify the project and encourage people bereaved by suicide to submit their letter. Throughout October, a selection of letters from our Words Unspoken project were displayed on billboards around North West London, to raise awareness of the project, our services and encourage those bereaved by suicide to share their voices.

We created a new section of our website to showcase the letters submitted. The collection can be navigated by relationship and time since bereavement to help our community to find solace in the stories of others in similar situations to themselves.

As of December we have had over 150 letter submissions; 150 people sharing their stories of suicide loss, creating an incredible online resource for those bereaved by suicide to resonate with the stories of others and feel less alone. We will continue to build this collection on our website and the submission link will remain open.

A selection of letter submissions from the Words Unspoken project were displayed for 2 weeks, in locations across North West London on Kilburn High Road, Kensal Rise, Acton Central, Fulham Road, Shepherds Bush Road, North Pole Road, Goldhawk Road, Parsons Green and New Kings Road.

It was incredible to see people interacting with the billboards and with so much footfall in these areas, we were able to reach a new audience and community.

Organisation Support Membership

In 2022 we developed our Organisation Support Membership that provides HR and Leadership teams with the tools, guidance and processes to support their team members in the case of a bereavement by suicide or suspected suicide in the workplace.

First, we wanted to hear from our community to validate our service offering and the needs to help us to create the best and most helpful proposition possible. We created a survey and asked people to complete the survey if they: had been bereaved by suicide whilst in employment, if they'd been a manager supporting someone who has been bereaved by suicide in the workplace, or if they worked at a company where an employee/member of staff/colleague has died by suicide. We had over 300 respondents and our findings completely validated the need for this service. Some key findings are listed below.

- 74% felt awkwardness when they returned to work after their suicide bereavement
- 64% of those who felt this awkwardness thought this was due to the subject of suicide
- 21% of those who lost a colleague to suicide were allowed time off work after their death
- 19% of people felt like their employer responded to their suicide bereavement 'very well'
- 65% would consider leaving if their employer failed to provide support if someone close to them died
- 50% of respondents didn't know what their companies bereavement policy was

We plan to raise awareness of this new service in 2023 and onboard as many new members as possible.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Fundraising performance

Community Fundraising & Community Events

We raised £223,896 from Community Giving and Individuals.

In 2022 we had 26 people take part in organised fundraising event challenges to raise money for Suicide&Co, not including the 50 people who took part in 10before10 and the 64 who took part in the 34k Challenge!

From half marathons, to ultra challenges, to skydives and treks to Mt Kilimanjaro, to unique and creative bespoke challenges, 2022 was a brilliant year for community events.

A few highlights were the Royal Parks Half Marathon where we had 10 runners take part, and the Wonky Heart Challenge quiz night!

In 2022 we had 6 Major Donors donating over £500.

34K Challenge

We developed the 34k Challenge to raise awareness of the 34,000 people bereaved by suicide on average, each year in England & Wales. Behind that number is 34,000 stories and people navigating the loss of a loved one. In 2022, we set ourselves the target to recruit 34 people to take on the 34k Challenge, on World Suicide Prevention Day (10/09), with the aim to raise £1000 each - giving us a total target of £34,000!

In the end, on the 10th of September (World Suicide Prevention Day) we had 64 amazing individuals (and teams) run, walk, cycle, row, and even skate 34km as part of our 34k Challenge! Our incredible challengers raised a total of £35,600.00 - exceeding our target!

There was a great community feel behind this challenge. We developed a comms programme for this challenge where participants received a weekly email with fundraising and training tips, encouragement and motivation and playlists too! We had a group zoom call with all challengers so everyone could meet and discuss their plans for the challenge day, this was a great way to build morale and a connection with our fundraisers. On the challenge day, we had a Whatsapp group where participants could share photos and updates throughout the day, and it was amazing to see everyone cheering each other on km by km!

10Before10

We created the 10before10 challenge in 2021, as our own community fundraising challenge with a simple purpose to walk 10,000 steps before 10am on any 10 days in March, and donate £10!

We believe that together we can stride for better suicide bereavement support, stride to have braver conversations and stride with pride with our community, knowing that we have company.

Walking is great for your health - both mental & physical health! We see walking as a key part of a healthy self-care routine. Having company is important to us; having a support network to keep you company means you never have to walk alone. Walking and talking also takes the pressure off the conversation- the countryside or city scenes around us can act as a distraction whilst opening up and having difficult conversations.

In 2022, our 10before10 challenge raised £2100! We also saw a 192% increase in reach and engagement on our Instagram in the month of March, due to the community involvement in the challenge, with lots of user generated content created.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Inaugural Fundraising Gala

On November 24th, we held our first Fundraising Gala at Church House, for 280 guests. The event was a black tie evening, 3 course dinner, auction and an incredible line up of talent! Hosted by Roman Kemp, with entertainment from Ruby Wax, The Juke Joints, Archie Manners, Ben West and Isabelle Farah.

We opened our silent auction a week before to allow those who couldn't attend to take part in the bidding. The silent auction featured some brilliant prizes from dining experiences and cookery classes to short breaks, VIP Cinema memberships, jewellery and money can't buy bespoke experiences. The live auction on the night, which was hosted by Archie Manners, included prizes such as a trip to the Maldives and a signed Tracey Emin art piece.

We raised a total of £91,267 which far exceeded our targets and expectations, it was a huge success. We are so proud of how the event turned out and couldn't have done it without our generous sponsors: Silverbell Coaching, Quarter, Wild About, Jackson Nugent Vintners and Church House.

Grants & Trusts

In 2022, for Grants and Trusts we received £117,641 some of which are detailed below:

- £24,624 grant from The Postcode Lottery - Society Fund
- £23,172 grant from The Lennox Hannay Charitable Trust
- £17,752 grant from Rethink Mental Illness
- £15,000 from the Mactaggart Third Fund
- £10,000 from the Ian Mactaggart Trust
- £7,478 grant from The Sophie Clarke Foundation
- £5,000 grant from The Graham Kirkham Foundation
- £5,000 grant from The Access Foundation
- £5,000 grant from CMS's Social Grant Fund

Merchandise

We raised £28,005 from trading merchandise, we continued to sell our stock left over from 2021 and we also launched some new products and explored merchandise events and selling at retail fairs.

(YOU) . ARE ENOUGH Sweatshirts

In today's world it's easy to fall into the trap of believing that we're not enough. Not good enough, not happy enough, not rich enough.

In addition to the everyday pressure of been enough, when you lose someone to suicide you can be left feeling like you weren't enough. Suicide loss can make you feel like you weren't enough; enough to help the person you lost or even save them. We want to tell people that this isn't true, they were not responsible and any feelings of guilt and low self-worth are not theirs to carry.

We wanted to remind people that you are enough, and sometimes a physical reminder to reiterate this is the best approach. So we created a campaign that revolves around a sweatshirt launch, where the individual wearing the sweatshirt sees the message of '(I) AM . ENOUGH' when they look in the mirror, and the message of '(YOU) ARE . ENOUGH' on the back of the sweatshirt. This means that the individual wearing it not only is reminding them self of this notion but is able to give the gift of self-confidence to anyone who sees them. Together we are strong enough; loud enough; bold enough; supportive enough to change the silence surrounding suicide-related grief!

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

We launched this campaign in March 2022 with sweatshirts in white and black, in sizes ranging between XS-XXXL - to date we have sold 570 sweatshirts!

We held our first ever in-person event, to launch the campaign! After securing a 50% discount on the incredible space at Noho Studios in London, we created an exhibition where photos from our photoshoot of our models in the sweatshirts were displayed, along with a shop area where guests could buy a product!

We raised over £5000 on the night and had over 200 people in attendance, from ambassadors to influencers to journalists and friends and family. For our first in-person event it was incredible to see the support for the campaign and the charity as a whole - the event was a huge success!

Thank you to Noho Studios for providing the beautiful space and to Foundpop for the furniture, to Ollys Pretzels for providing the snacks and to Aquapax for providing the water! We also couldn't have done this event without our brilliant volunteers.

The Spirit of Christmas

In November we held a stall at The Spirit of Christmas, the UK's biggest Christmas Gifting Fair, in Kensington Olympia for a week, supported by The Sophie Clarke Foundation!

This was a brilliant opportunity for us to test how our merchandise was received in a retail environment. Over the course of the week, we sold our beautiful merchandise products to fundraise, with the help of some brilliant volunteers.

We raised a total of £9000 over the week, and had some incredible conversations to raise awareness and tackle the stigma around the subject of suicide and suicide bereavement. We wouldn't have had this opportunity without the generous support of The Sophie Clarke Foundation.

Self-Care Advent Calendars

This year we brought our digital Self-Care Advent Calendar back for the third year!

With festive cheer and celebrations all around, December can feel isolating, exhausting and hard. As always, we want to remind people that they have company; a support network around them.

The daily illustrations bring colour to your mornings, the daily thought will bring comfort throughout the day and bring joy, motivation and good vibes throughout the season and beyond.

Our calendars are also good for the environment as they're entirely digital and good for the soul because instead of chocolate we're sending illustrations!

This year we focused on the theme of animals, with each daily advent email featuring a beautiful illustration of an animal, linking to the self-care advice in the contents of the email. Each calendar cost £6 and we sold 317 calendars!

Corporate Fundraising

In 2022, for Corporate Fundraising we received £38,690 which was made up of one off donations, small annual partnerships and fundraising through events like the Downe House Christmas Fair!

Financial review

The trustees have set a reserves policy whereby we should look to hold free reserves of at least three months of operating expenditure. The trustees recognise that as the charity develops its core service, both income and expenditure will likely fluctuate. We will look to mitigate the risks of any shortfall by conducting a regular review of the reserves policy.

SUICIDE & CO

TRUSTEES' REPORT (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

Risk mitigation and policy review

The trustees are responsible for risk management within the charity. There are four principal risks identified:

- i) Our service - the risk that our counselling service cannot meet the demand and scale. The trustees seek to mitigate this risk through ongoing review, evidencing, learning and by dedicating both paid and volunteer resources to manage the service with Professional Help
- ii) IT security - the risk that the charity fails to protect stakeholder assets or data. The trustees conduct periodic reviews of systems infrastructure and have policies in place to reflect regulatory (e.g. GDPR) requirements.
- iii) Safeguarding - the charity must protect its beneficiaries and its volunteers from mistreatment, discrimination or abuse. To mitigate this, the charity has the policies and procedures it deems necessary in place (e.g. the Safeguarding Policy) and procedures in place to foster a safe environment.
- iv) Finance - the risk that the charity has insufficient funds to deliver its objectives. The trustees have mitigated this through the development of a fundraising plan, a budget for income and expenditure and a reserves policy.

Structure, governance and management

The charity is registered with the Commission as a Charitable Incorporated Organisation.

The trustees who served during the year and up to the date of signature of the financial statements were:

Ms E Morrisroe

Ms P Fox

(Resigned 24 January 2022)

Ms C Senanayake

Ms A Owen QPM

Ms A Ropner

Mr K Corrigan

Mr P McGregor

(Appointed 17 January 2023)

We were founded in July 2020 by Emma and Amelia, two young women who each lost a parent to suicide. In 2022 our team grew both in volunteers and team members. In terms of employees in November 2022 Amelia stepped into the charity fulltime and in the same month we brought on a Team Assistant Cate, and in December hired Hannah as our Service Administrator. We ended the year with a team of 4 full time staff which was an incredible achievement and is setting us up for growth in 2023.

The trustees' report was approved by the Board of Trustees.



Mr K Corrigan

Trustee

Date: 17/10/2023

SUICIDE & CO

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF SUICIDE & CO

I report to the trustees on my examination of the financial statements of Suicide & Co (the charity) for the year ended 31 December 2022.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of , which is one of the listed bodies.

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

I understand that this has been done in order for financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.



**M A Filsell on behalf of
Knill James LLP**

One Bell Lane
Lewes
East Sussex
BN7 1JU

Dated: 19 October 2023

SUICIDE & CO

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted funds 2022 £	Restricted funds 2022 £	Total 2022 £	Unrestricted funds 2021 £	Restricted funds 2021 £	Total 2021 £
Income from:							
Donations and legacies	2	282,645	58,892	341,537	61,923	42,137	104,060
Charitable activities	3	66,696	-	66,696	24,032	-	24,032
Total income		349,341	58,892	408,233	85,955	42,137	128,092
Expenditure on:							
Raising funds	4	87,915	-	87,915	6,140	-	6,140
Charitable activities	5	188,109	28,251	216,360	35,031	70,263	105,294
Total expenditure		276,024	28,251	304,275	41,171	70,263	111,434
Net incoming resources before transfers		73,317	30,641	103,958	44,784	(28,126)	16,658
Gross transfers between funds		1	(1)	-	(28,126)	28,126	-
Net income for the year/ Net movement in funds		73,318	30,640	103,958	16,658	-	16,658
Fund balances at 1 January 2022		36,937	-	36,937	20,279	-	20,279
Fund balances at 31 December 2022		110,255	30,640	140,895	36,937	-	36,937

The statement of financial activities includes all gains and losses recognised in the year.

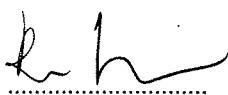
SUICIDE & CO

BALANCE SHEET

AS AT 31 DECEMBER 2022

	Notes	2022 £	£	2021 £	£
Fixed assets					
Tangible assets	10		466		-
Current assets					
Stocks	11	5,687		-	
Debtors	12	-		1,245	
Cash at bank and in hand		190,729		73,315	
		<u>196,416</u>		<u>74,560</u>	
Creditors: amounts falling due within one year	13	<u>(55,987)</u>		<u>(37,623)</u>	
Net current assets			140,429		36,937
Total assets less current liabilities			<u>140,895</u>		<u>36,937</u>
Income funds					
Restricted funds	14		30,640		-
Unrestricted funds			110,255		36,937
			<u>140,895</u>		<u>36,937</u>

The financial statements were approved by the Trustees on ...17/10/2023...



Mr K Corrigan
Trustee

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

Charity information

Suicide & Co is a Charitable Incorporated Organisation.

1.1 Accounting convention

The financial statements have been prepared in accordance with the charity's [governing document], the Charities Act 2011, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" ("FRS 102") and the Charities SORP "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). The charity is a Public Benefit Entity as defined by FRS 102.

The charity has taken advantage of the provisions in the SORP for charities not to prepare a Statement of Cash Flows.

The financial statements have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a true and fair view. This departure has involved following the Statement of Recommended Practice for charities applying FRS 102 rather than the version of the Statement of Recommended Practice which is referred to in the Regulations but which has since been withdrawn.

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

The financial statements have been prepared under the historical cost convention, [modified to include the revaluation of freehold properties and to include investment properties and certain financial instruments at fair value]. The principal accounting policies adopted are set out below.

1.2 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.3 Income

Income is recognised when the charity is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

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.

Legacies are recognised on receipt or otherwise if the charity has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

1.4 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, 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 classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges are allocated on the portion of the asset's use.

1.5 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.

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:

Computers	25% straight line
-----------	-------------------

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 the statement of financial activities.

1.6 Impairment of fixed assets

At each reporting end date, the charity reviews the carrying amounts of its tangible assets to determine whether there is any indication that those assets have suffered an impairment loss. If any such indication exists, the recoverable amount of the asset is estimated in order to determine the extent of the impairment loss (if any).

1.7 Stocks

Stocks are stated at the lower of cost and estimated selling price less costs to complete and sell. Cost comprises direct materials and, where applicable, direct labour costs and those overheads that have been incurred in bringing the stocks to their present location and condition. Items held for distribution at no or nominal consideration are measured the lower of replacement cost and cost.

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

1.8 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.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

(Continued)

1.9 Financial instruments

The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument.

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

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the 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. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans 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 payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts 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 creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charity's contractual obligations expire or are discharged or cancelled.

1.10 Employee benefits

The cost of any unused holiday entitlement is recognised in the period in which the employee's services are received.

Termination benefits are recognised immediately as an expense when the charity is demonstrably committed to terminate the employment of an employee or to provide termination benefits.

1.11 Retirement benefits

Payments to defined contribution retirement benefit schemes are charged as an expense as they fall due.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2022

2 Donations and legacies	Unrestricted funds		Restricted funds		Total		Unrestricted funds		Restricted funds		Total	
	2022	2022	2022	2022	2022	2022	2021	2021	2021	2021	2021	2021
	£	£	£	£	£	£	£	£	£	£	£	£
Donations and gifts	223,896	-	-	-	223,896	-	50,405	-	-	50,405	-	50,405
Grants/Trusts	58,749	58,892	58,892	58,892	117,641	42,137	11,518	42,137	42,137	42,137	53,655	53,655
	<u>282,645</u>	<u>58,892</u>	<u>58,892</u>	<u>58,892</u>	<u>341,537</u>	<u>42,137</u>	<u>61,923</u>	<u>42,137</u>	<u>42,137</u>	<u>104,060</u>	<u>104,060</u>	<u>104,060</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

3 Charitable activities

	2022 £	2021 £
Trading income	28,006	20,602
Corporate	38,690	3,430
	<u>66,696</u>	<u>24,032</u>

4 Raising funds

	Unrestricted funds	Unrestricted funds
	2022 £	2021 £
<u>Fundraising and publicity</u>		
Fundraising costs	75,035	1,394
	<u>75,035</u>	<u>1,394</u>
<u>Trading costs</u>		
Merchandise costs	12,880	4,746
	<u>12,880</u>	<u>4,746</u>
	<u>87,915</u>	<u>6,140</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

5 Charitable activities

	2022	2021
	£	£
Staff costs	14,838	19,569
Charitable and political donations	6,500	-
Service costs	121,876	70,262
Design fees	20,000	5,811
Insurance	548	69
Annual subscription fees	4,143	3,432
Computer costs	202	97
Rent	8,580	554
Staff training	2,242	108
	<u>178,929</u>	<u>99,902</u>
Share of support costs (see note 6)	33,875	5,142
Share of governance costs (see note 6)	3,556	250
	<u>216,360</u>	<u>105,294</u>
Analysis by fund		
Unrestricted funds	188,109	35,031
Restricted funds	28,251	70,263
	<u>216,360</u>	<u>105,294</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

6 Support costs

	Support costs	Governance costs	2022	Support costs	Governance costs	2021
	£	£	£	£	£	£
Staff costs	29,675	-	29,675	-	-	-
Depreciation	34	-	34	-	-	-
Legal and professional	13	-	13	46	-	46
Printing, postage and stationery	44	-	44	3,426	-	3,426
Maintenance and office costs	694	-	694	359	-	359
Motor and travel expenses	2,346	-	2,346	1,197	-	1,197
Entertainment costs	1,069	-	1,069	114	-	114
Audit fees	-	3,420	3,420	-	250	250
Interest payable	-	136	136	-	-	-
	<u>33,875</u>	<u>3,556</u>	<u>37,431</u>	<u>5,142</u>	<u>250</u>	<u>5,392</u>
Analysed to Charitable activities	<u>33,875</u>	<u>3,556</u>	<u>37,431</u>	<u>5,142</u>	<u>250</u>	<u>5,392</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charity during the year.

8 Employees

The average monthly number of employees during the year was:

	2022 Number	2021 Number
	<u>2</u>	<u>1</u>
Employment costs	2022	2021
	£	£
Wages and salaries	44,020	19,333
Other pension costs	493	236
	<u>44,513</u>	<u>19,569</u>

There were no employees whose annual remuneration was more than £60,000.

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

9 Taxation

The charity is exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 252 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects.

10 Tangible fixed assets

	Computers £
Cost	
Additions	500
At 31 December 2022	<u>500</u>
Depreciation and impairment	
Depreciation charged in the year	34
At 31 December 2022	<u>34</u>
Carrying amount	
At 31 December 2022	<u><u>466</u></u>

11 Stocks

	2022 £	2021 £
Finished goods and goods for resale	5,687	-
	<u>5,687</u>	<u>-</u>

12 Debtors

	2022 £	2021 £
Amounts falling due within one year:		
Other debtors	-	1,245
	<u>-</u>	<u>1,245</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Other taxation and social security	3,207	1,133
Trade creditors	3,305	-
Other creditors	125	98
Accruals and deferred income	49,350	36,392
	<u>55,987</u>	<u>37,623</u>

SUICIDE & CO

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

FOR THE YEAR ENDED 31 DECEMBER 2022

14 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations and grants held on trust for specific purposes:

	Movement in funds		Movement in funds			
	Incoming resources	Balance at 1 January 2022	Incoming resources	Resources expended	Transfers	Balance at 31 December 2022
	£	£	£	£	£	£
Rethink Mental Illness	-	-	17,752	(17,752)	-	-
Mazars Charitable Fund	-	-	500	(499)	(1)	-
Sophie Clark Foundation	-	-	7,468	(7,468)	-	-
CMS Social Fund	-	-	5,000	-	-	5,000
Lennox Hannay	-	-	23,172	(2,532)	-	20,640
Access Ground Fund	-	-	5,000	-	-	5,000
	-	-	58,892	(28,251)	(1)	30,640

15 Analysis of net assets between funds

	Unrestricted funds	Restricted funds	Total Unrestricted funds	Restricted funds	Total
	2022	2022	2022	2021	2021
	£	£	£	£	£
Fund balances at 31 December 2022 are represented by:					
Tangible assets	466	-	466	-	-
Current assets/(liabilities)	140,429	-	140,429	36,937	36,937
	140,895	-	140,895	36,937	36,937

16 Related party transactions

There were no disclosable related party transactions during the year (2021 - none).

SUICIDE & CO

England & Wales - Charity number 1187985

Accounts

Registered Charity No. 1187985

Suicide & Co.
Charitable Incorporated Organisation

Annual Report and Financial Statements
For the year ended December 2021

Legal and Administrative information

Trustees

Kevin Corrigan (Chair & Treasurer) (Appointed September 2021)
Chenali Senanayake (Appointed February 2021)
Amy Ropner (Appointed April 2021)
Amelia Wrighton (Resigned September 2021)
Adele Owen (Appointed September 2021)
Phoebe Jervis
Emma Morrisroe

Chief Executive

Amelia Wrighton (Appointed September 2021)

Registered Office

27 Great Smith Street
London
SW1P 3AZ

Bankers

Weatherbys Bank Ltd
Sanders Road,
Wellingborough,
Northamptonshire
NN8 4BX

Independent Examiner

Knill James LLP
One Bell Lane
Lewes
East Sussex
BN7 1JU

Contents

Trustee's Annual Report

Independent Examiners Report

Financial Statements

Trustee's Annual Report

Summary of the purposes of the charity as set out in its governing document

The advancement of health and the relief of those in need in the UK experiencing any form of bereavement in connection with suicide, by:

- enabling those who are bereaved from suicide to access information and support and making grants to those in need to enable access to appropriate counselling and self-coping techniques, in order to promote their wellbeing and minimise any related mental health issues in the future;
- raising public awareness to address the stigma associated with suicide;
- promoting research into the relationship and rights of individuals caring for those suffering from mental health issues and the public dissemination of the results of such research, for the public benefit; and
- such other means as the Trustees determine.

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit

All trustees have had regard for the guidance provided by the Charity Commission, using the online resources on a number of occasions to aid the creation of processes and protocol.

Achievements and performance

Counselling Service Delivery

2021 was Suicide & Co.'s first full year of operation. With a great foundation of funds built in 2020 and a Counselling Advisory Group in place we were really proud to launch our Counselling Service in February 2021!

Working with our Counselling Advisory Group we finalised the service offering. The service offers 12 free to access sessions (with Level 4 trained bereavement counsellors). We operate the service via online video call or telephone. Each beneficiary has an assessment ahead of their sessions and we then operate in a person-centred approach, meaning they can choose the frequency of their sessions. The service is available to anyone in England and Wales over 18 who is bereaved by suicide. They also need to have been bereaved for 6 months due to the efficacy of counselling at this point and the sector dynamics (government funded referral pathways for the first 6 months).

We originally started providing our counselling through partnerships with two brilliant charities WFCS and NBP. We learnt a lot through the process but after a few months these partnerships were challenging to manage due to the scale of applicants we were seeing and the integration of processes and systems between our two organisations. So in June 2021 we found Professional Help and went through a tendering process with them to transfer the service over to their organisation. This new relationship allowed us to

build a bespoke, white labeled service to fit our exact needs. It also allowed us to have consistency of service provision across the whole of England and Wales.

From our service launched our number of applicants built month by month. In the 11 months we were live we received 338 applications, of which we put 200 into counselling! We also managed to never have a waitlist! The surplus of applications that we received were either ineligible; (not bereaved for 6 months so we put them on our waitlist (67), in other counselling (5), outside England and Wales (16), or under 18 (2). If they were ineligible then after their application they did not respond or didn't show up to counselling.

We capture all demographic information at the point of application to inform our outreach program. Currently as our data stands we have a good regional split with our highest regions being South West and North West. Our applicants are majoritively female with only 45 male applicants. We've had 35 applicants from the LGBTQ+ community and the majority of our applicants are white. Most common age bracket is 25-34 with 86 applicants. Our youngest applicant was 16 and our oldest was 80.

We also capture bereavement information. The shortest length of time we have had was 1 week bereaved and the longest was 49 years. The most common has been between 1.1 years – 5 years. 91% of applicants applied in first 5 years of their bereavement.

Throughout 2021 we conducted a lot of outreach calls with the sector speaking to over 65 organisations to raise awareness of our services and ensure that we were supporting the sector that was seeing significant demand. We then track where people say they heard about us and 42% of applicants were from another charity (65 from Cruse, 24 from Amparro, 8 from SOBS and 4 from Mind). We're really proud that we're working with the sector so collaboratively and it also proves that these well established organisations have trust in our service.

In September 2021 we introduced low cost counselling, allowing our applicants to make a contribution towards their sessions between £0-£36! This has been very successful to date for our sustainability with 72% of applicants contributing something. We will learn a lot more from this in 2022 as the data is not robust yet.

The impact of Our Counselling Service

We ask beneficiaries to rate their confidence score across our 3 aims, before they begin their counselling, and after they are finished their sessions, in order to understand how their confidence scores have changed and improved (from 0-5). For the first aim, to help people bereaved by suicide to understand and navigate their grief, the average score on the first survey before counselling is 2.3, and after counselling this score on average increases to 4.1. For the second aim, help people bereaved by suicide develop coping strategies, the average score on the first survey before counselling is 2.5, and after counselling this score on average increases to 4.4. For the third aim, help people bereaved by suicide to feel safe to explore their thoughts and feelings, the average score on the first survey before counselling is 2.7, and after counselling this score on average increases to 4.2.

We also capture qualitative data in the post-counselling survey. Here are some examples of the feedback we have received from our beneficiaries which simply proves the need and impact of our service, which is life changing to so many.

“It has given me space to accept the bereavement process and I feel as if I've found myself, even though I had not realised I'd been lost”

“Having found it very difficult to access support following the suicide of my son, I was signposted in a support group to your service. I was connected to a therapist really quickly and have just finished my counselling sessions. I found my therapist to be absolutely amazing and talking through how I was feeling and trying to make sense of things has been invaluable to me in such a dark time. Thank you so much for doing such a great job in providing support after suicide, when you face such an horrific journey. Thank you for your patience, support and kindness.”

Our helpline

During the tender process with Professional Help we were able to also put a helpline in place giving those bereaved by suicide access to talk to a bereavement counsellor Monday - Friday 9am - 9pm! We originally wanted this in place for people who were not yet 6 months bereaved so that we could signpost to the helpline after their application whilst they're waiting for counselling. We soft launched in August and stabilised the offering until December. We received 63 calls from 46 unique callers. We also use the helpline within the Counselling Service to arrange sessions and deal with admin when needed.

Our plan is to scale awareness for this new service in 2022.

Our website and digital services

Help hub

Our Help Hub is a resource on our website which is designed to help support those bereaved by suicide from day one. Here we signpost to other useful services, and recommend softer resources such as books, podcasts and apps, and share lived experience stories. We added 60 different articles to the Help Hub in 2021 alone; the most popular articles being one on the Choppers Politics Podcast with 631 views and another on David Kessler and Brene Brown's podcast on grief and finding meaning with 450 views. We shared 15 lived experience articles in 2021; something that our audience finds especially useful is reading the stories of others. We are proud to be able to give people a platform to share their stories, as reading about the lived experience of others can help those bereaved to feel less alone.

Conversation guide

Our Conversation Guide is an initiative that we launched in June 2021 to provide those bereaved and those supporting the bereaved with advice and guidance on how to have conversations about suicide-related grief. We've created the guide from lived experience and consulting the literature out there but this is the first guide that is just about having conversations. We developed surveys that we sent out to our lived experience community to help inform the guide, and to live on the website for others to read. The

guide is split into two different navigation pathways; one for those bereaved by suicide, and one for those looking to support someone bereaved, with specific tips for both.

The guide lives on our website, but we also created a version that we deliver through a presentation to organisations, giving people tangible learnings they can take away with them, and most importantly inspiring and encouraging people to have the conversations! In 2021 our CEO delivered 7 of these presentations to different organisations across different sectors.

We also carried out a research project with an independent researcher called Jenny Winfield with 5 different participants who all had lived experience of suicide loss in order to evaluate our Conversation Guide and gain feedback to ensure the guide is as helpful as it can be.

Website

In 2021 we had 21,736 unique visitors to our website, which was a 295% increase in comparison to 2020. We had 84,530 page views overall. Our core services such as our Counselling Service page, Help Hub and Conversation Guide were all in the top 10 most viewed pages.

Fundraising performance

We raised £50,405 from Community Giving and Individuals.

In 2021 we had £3,800 donated from Major Donors, and had 26 individuals complete different community events to raise money for Suicide & Co. We had 7 people take on the Royal Parks Run, 2 Ultra Challenges, and some other individual challenges. We also ran our own fundraising challenges in March with 10 before10, and in September with our 34k Challenge. Our 10 before10 fundraiser challenged our community to walk 10,000 steps before 10am for 10 days in March, and to donate £10. This was our first ever challenge that we created, and we raised £2,187.45! This created an amazing sense of community and engagement and encouraged us to create a new challenge for September, around World Suicide Prevention Day. We recruited 5 people to take on our 34k Challenge which challenged people to walk, run, cycle or swim 34km over the course of a weekend, as 34,146 is the estimated number of people directly bereaved by suicide a year. Those completing the challenge raised a combined total of £5,605.93!

Last year for Grants and Trusts we received :

£5,000 grant from the Mazars Charitable Trust

£2,000 grant from the Schreier Foundation

£5,000 grant from The Foux Foundation

£10,000 grant from the GSK Grow Program & The Kings Fund

£9,797.50 grant from The Sanctus Foundation

£2,438 from the Mactaggart Third Fund

£3,000 from the Knit For Mental Health Foundation

We raised £20,602 from trading merchandise:

Our &Co Bracelets, which were our first ever product, are a symbol and reminder that we always have company; whether this be in family, friends, communities, or charities and services like ours, there is

always a support system available. These bracelets make a great gift, and they help to support those bereaved by suicide! These bracelets have been such a successful product and have sold out multiple times, meaning we have had to restock and release new colours!

We have two different volumes of Self-Care Prints which are beautifully designed with illustrations, inspiring quotes and lyrics, and each one funds a counselling session for someone bereaved by suicide! These prints were designed to bring colour and a touch of positivity and joy to people's homes or offices, whilst enabling us to fundraise to provide counselling sessions. The first launch of prints did so well at the start of 2021 that we decided to do a second launch of new prints at the end of the year! Our prints have been our most popular product so far in terms of units sold.

Our Alphabet Monogram Journals were created as we know that journaling can be a powerful way to explore and express your feelings, manage your stress and navigate your grief. Journaling is proven to be a great tool for your mental health and is something that we always encourage. These were created in the design of the alphabet from our Conversation Guide, and launched in August 2021. In 2021 after their launch, we sold 259 units!

In April 2021 we launched a limited campaign of Mixed Feelings T-shirts with 3 different designs: Fragile & Strong, Angry & Sad, Loved & Lonely. The purpose of the T-Shirts was to highlight that the emotions and feelings that we're left with after losing someone aren't always likely matches. All emotions and feelings have their place when navigating grief, or any situation and we wanted everyone to know that this is normal and they don't have to hide their emotions away! These T-shirts did really well and our community loved them so much that we relaunched them in September for another week.

We brought our Self-Care advent calendar back for 2021 as December can feel isolating, exhausting and hard. The digital Self-Care advent calendars were created to remind people that they have company; a support network around them. Each day included a nudge of comfort and advice by email, including a beautiful illustration and a daily song with a unique playlist launching every day! The calendar only cost £6 and we sold 333 units, making £1,764!

Organisational structure

We were founded in July 2020 by Emma and Amelia, two young women who each lost a parent to suicide. We now have a team of 28 volunteers, 17 whom have lived experience of losing a loved one to suicide. We brought on our first full-time employee, Aimee, in February 2021 and in September 2021 Amelia stepped in as CEO 3 days a week (1 day paid and 2 days volunteer)! We're incredibly proud to have a 30 year-old woman as our leader and a board of trustees with 4 members under 35!

Risk mitigation and policy review

The trustees are responsible for risk management within the charity. There are four principal risks identified:

i) Our service - the risk that our counselling service cannot meet the demand and scale. The trustees seek to mitigate this risk through ongoing review, evidencing, learning and by dedicating both paid and volunteer resources to manage the service with Professional Help

ii) IT security - the risk that the charity fails to protect stakeholder assets or data. The trustees conduct periodic reviews of systems infrastructure and have policies in place to reflect regulatory (e.g. GDPR) requirements.

iii) Safeguarding - the charity must protect its beneficiaries and its volunteers from mistreatment, discrimination or abuse. To mitigate this, the charity has the policies and procedures it deems necessary in place (e.g. the Safeguarding Policy) and procedures in place to foster a safe environment.

iv) Finance - the risk that the charity has insufficient funds to deliver its objectives. The trustees have mitigated this through the development of a fundraising plan, a budget for income and expenditure and a reserves policy.

Financial review and reserves policy

The trustees have set a reserves policy whereby we should look to hold free reserves of at least three months of operating expenditure. The trustees recognise that as the charity develops its core service, both income and expenditure will likely fluctuate. We will look to mitigate the risks of any shortfall by conducting a regular review of the reserves policy.

Below are the accounts.



Receipts and payments accounts

For the period
from

Period start date
01/01/2021

To

Period end date
31/12/21

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					
Individual Giving	50,405	-	-	50,405	17,314
Trading Income	-	20,602	-	20,602	3,950
Grants/Trusts	10,000	43,655	-	53,655	3,707
Corporate	-	3,430	-	3,430	800
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	60,405	67,687	-	128,092	25,771
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	60,405	67,687	-	128,092	25,771
A3 Payments					
Monthly Fees	2,316	-	-	2,316	-
Salaries	18,982	-	-	18,982	-
Service Costs	70,263	-	-	70,263	-
Design fees (website & merch)	5,688	-	-	5,688	-
Fundraising (merch orders)	6,385	-	-	6,385	-
Annual subscription fees	947	-	-	947	-
Merch packaging & postage	1,629	-	-	1,629	-
Fundraising costs (race places etc)	1,439	-	-	1,439	-
Other expenses	3,400	-	-	3,400	-
Sub total	111,049	-	-	111,049	5,492
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	111,049	-	-	111,049	5,492
Net of receipts/(payments)	- 50,644	67,687	-	17,043	20,279
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 50,644	67,687	-	17,043	20,279

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	Bank Current Account	58,249	10,000	-

INDEPENDENT EXAMINER'S REPORT

TO THE TRUSTEES OF SUICIDE & CO.

I report to the charity trustees on my examination of the financial statements of Suicide & Co. ("the charity") for the year ended 31 December 2021.

Responsibilities and basis of report

As the trustees of the charity you are responsible for the preparation of the financial statements in accordance with the requirements of the Charities Act 2011 (the 2011 Act).

I report in respect of my examination of the charity's financial statements carried out under section 145 of the 2011 Act. In carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

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 that in any material respect:

- 1 accounting records were not kept in respect of the charity as required by section 130 of the 2011 Act; or
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 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.

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 financial statements to be reached.

Knill James LLP

Knill James LLP

One Bell Lane
Lewes
East
Sussex
BN71JU

Dated: 7 July 2022

SUICIDE & CO

England & Wales - Charity number 1187985

Accounts



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From Period start date 01/01/2020

To Period end date 31/12/2020

Charity name: Suicide&Co

Charity registration number: 1187985

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document

The advancement of health and the relief of those in need in the UK experiencing any form of bereavement in connection with suicide, by:

- enabling those who are bereaved from suicide to access information and support and making grants to those in need to enable access to appropriate counselling and self-coping techniques, in order to promote their wellbeing and minimise any related mental health issues in the future;
- raising public awareness to address the stigma associated with suicide;
- promoting research into the relationship and rights of individuals caring for those suffering from mental health issues and the public dissemination of the results of such research, for the public benefit; and
- such other means as the Trustees determine.

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.

The maintenance and development of a website containing information and support to those bereaved by suicide and the provision of a counselling support service available to those bereaved by suicide.

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit

All trustees have had regard for the guidance provided by the Charity Commission, using the online resources on a number of occasions to aid the creation of processes and protocol.

Additional information (optional)

You may choose to include further statements where relevant about:

Policy on grant making

We award grants through the provision of counselling, meaning that we fund our counselling providers who then carry out the counselling per beneficiary. We have partnership agreements with each counselling provider detailing the obligations of each party in respect of carrying out the counselling and payment. Internally, we have a Counselling Policy that details how we triage beneficiaries through our application process.

Policy on social investment including program related investment

We do not have any social investments.

Contribution made by volunteers

Suicide&Co was founded by Amelia Wrighton and Emma Morrisroe. The Suicide&Co team comprises of six volunteer Directors who serve the Board of Suicide&Co, four of whom also serve as Trustees of the charity. The organisation also has the benefit of two further Trustees, who advise the Board.

Each team member brings a wealth of experience from their paid employment that makes them invaluable. Amelia has responsibility for Operations and Strategy and Emma's focus is on Marketing and Communications. Phoebe, our Legal Director, is a practicing lawyer and provides ongoing support in respect of the organisation's legal obligations and governance. Amy, our fourth trustee, is responsible for Fundraising and draws on a wealth of experience of volunteering in the charities sector in her role.

In addition, Kevin is the organisation's Chair and Treasurer, bringing with him wide ranging experience from his role as Honorary Treasurer of Samaritans UK. Chenali has worked extensively in the medical sector as a former doctor, who is now focused on providing healthcare consulting, which makes her in the role of Medical Expert Trustee invaluable to an organisation such as Suicide&Co, where mental health is at the heart of what we do. And last but by no means least, Cassie is the final member of the team, who began her career working in the government and is responsible for the policies and procedures at Suicide&Co. We are further supported by other volunteers on a project basis.

Achievements and Performance

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.

Since the launch of our organisation, we have begun building our national outreach as well as creating and developing the foundations required to run a successful and innovative charity, including building a user-friendly website and Help Hub to support those bereaved by suicide from day one. Both our social media and website are sources of information; curating existing content, signposting to useful resources and highlighting lived experience. By offering a source of consolidated and specific information in a user friendly hub, we hope to enable individuals to access the right information as quickly as possible, welcoming them into a non-judgemental community. We are passionate about reversing the existing stigma of suicide and mental health issues and believe that our charity and initiatives will lead to a positive change individually and in society as a whole.

We developed a committee of experts in this field to analyse and advise our organisation on the creation of our counselling service which launched in mid February 2021. Guided by this committee we will continue to work with beneficiaries through feedback surveys and 6 month reviews of the service.

We've partnered established counselling charities who have a network of over 130 counsellors certified with British Association of Counselling and Psychotherapy, who will deliver our counselling.

Our fundraising activities were driven towards raising money for the service. In the first year of our charity (running to 31st December 2020), we received over £33,000 of donations

through a plethora of avenues such as individual giving, grants, major donors, merchandise and community events.

Additional information (optional)

You may choose to include further statements where relevant about:

Performance of fundraising activities against objectives

Our fundraising initiatives have directly delivered against our set objectives. By the end of 2020, we had sufficient funds to provide 55 individuals with one course of counselling, ready for when the service launched.

All our campaigns have directly aligned with our second objective of raising awareness to address the stigma and we are very proud of what we have achieved so far.

Investment performance against objectives

We do not have any investments.

Financial Review

Review of the charity's financial position at the end of the period

2020 Total NET Income: £25,770

2020 Total NET Expenditure: £5,461

End of 2020 Cash Position: £20,308

Statement explaining the policy for holding reserves stating why they are held

The trustees have agreed a reserves policy whereby we should look to hold free reserves of at least five months of operating expenditure. The trustees recognise that as the charity develops its core service, both income and expenditure will likely fluctuate. We will look to mitigate the risks of any shortfall by conducting a regular review of the reserves policy.

Amount of reserves held: Reserves amount: £10,500

Reasons for holding zero reserves: n/a

Details of fund materially in deficit: n/a

Explanation of any uncertainties about the charity continuing as a going concern: none

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)

Individual Giving (including community fundraising and major donors): £17,314

Merchandise: £3,950

Trusts & Grants (including Gift Aid claims): £3,707

Corporate Fundraising: £800

As of 31st December 2020 in the first year of our charity, we received over £33,000 Gross. In 2020, the largest portion of our funds came through major donors; this accounted for £8,500 or 26% of all donations.

Another of our primary focuses initially has been through individual giving, where we have raised over £5,000 from 231 individuals which accounted for 16% of our yearly donations. Grants and trusts also accounted for over £4,000 or 13% of all of our donations in 2020.

When there was a reprieve in lockdown restrictions in the UK, we also saw an increase in community fundraising events and to date we have had 4 community events organised for our charity with a total of over £4,000 or 13% raised so far.

Investment policy and objectives including any social investment policy adopted: n/a

A description of the principal risks facing the charity

The trustees are responsible for risk management within the charity. There are four principal risks identified:

i) Our service - the risk that our counselling service is unaffordable, difficult to access or lacks scale. The trustees seek to mitigate this risk through ongoing review, evidencing, learning and by dedicating both paid and volunteer resources to manage the service with our partners.

ii) IT security - the risk that the charity fails to protect stakeholder assets or data. The trustees conduct periodic reviews of systems infrastructure and have policies in place to reflect regulatory (e.g. GDPR) requirements.

iii) Safeguarding - the charity must protect its beneficiaries and its volunteers from mistreatment, discrimination or abuse. To mitigate this, the charity has the policies and procedures it deems necessary in place (e.g. the Safeguarding Policy) and procedures in place to foster a safe environment.

iv) Finance - the risk that the charity has insufficient funds to deliver its objectives. The trustees have mitigated this through the development of a fundraising plan, a budget for income and expenditure and a reserves policy.

Structure, Governance and Management

Type of governing document: Constitution

How is the charity constituted? CIO

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

Every Trustee must be appointed for a term of 3 years by a resolution passed at a properly convened meeting of the Trustees.

In selecting individuals for appointment as charity trustees, the Trustees must have regard to the skills, knowledge and experience needed for the effectiveness administration of the CIO.

There must be at least 3 Trustees, and the maximum is 12.

Trustees must be over the age of 16, and at least one must be over 18.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees

We have the following policies and procedures that people go through on their induction: Conflict of Interest, Due Diligence, Grant Making (under revision), Safeguarding, Social Media, Trustee Code of Conduct.

We also have a separate induction pack that gives new starters and overview of all our operations and history. To accompany this, each new starter gets a bespoke plan for introductions with the team and training.

The charity's organisational structure and any wider network with which the charity works

We have a Board of Trustees with 5 Trustees and then a Board of Volunteer Directors with 5 directors that report into the Trustees. The main operations are run by Amelia Wrighton, our Operations & Strategy Director.

In terms of wider networks, we've built an ecosystem of other charities who we have close relationships with. We're also members of Support After Suicide Partnership, National Bereavement Alliance and National Suicide Prevention Alliance.

Reference and Administrative details

Charity name	Suicide&Co
Other name the charity uses	
Registered charity number	1187985
Charity's principal address	Flat 2, 67 Kensington Gardens Square, London, W2 4DG

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	Amelia Wrighton		14/02/2020
2	Emma Morrisroe		14/02/2020
3	Phoebe Fox		14/02/2020
4	Chenali Senanayake		13/02/2021

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

Declarations

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

Signed on behalf of the charity's trustees

Signature(s):

A handwritten signature in black ink, appearing to read 'Amelia Wrighton', written over a horizontal line.

Full name(s): Amelia Wrighton

Position (eg Secretary, Chair etc): Trustee & Co-Founder

Date: 04/06/2021



Receipts and payments accounts

CC16a

For the period
from

Period start date
01/01/2020

To

Period end date
31/12/20

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					
Individual Giving	17,314	-	-	17,314	-
Trading Income	3,950	-	-	3,950	-
Grants/Trusts	3,707	-	-	3,707	-
Corporate	800	-	-	800	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	25,771	-	-	25,771	-
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	25,771	-	-	25,771	-
A3 Payments					
Website development	3,984	-	-	3,984	-
Internet and IT	559	-	-	559	-
Trustee Expenses	550	-	-	550	-
Bank Charges	180	-	-	180	-
Printing	150	-	-	150	-
Conferences and Subscriptions	69	-	-	69	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	5,492	-	-	5,492	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	5,492	-	-	5,492	-
Net of receipts/(payments)	20,279	-	-	20,279	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	20,279	-	-	20,279	-

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	Bank Current Account	20,279	-	-



Section A

Independent Examiner's Report

**Report to the trustees/
members of**

Charity Name
Suicide & Co

**On accounts for the year
ended**

31 December 2020

**Charity no
(if any)**

1187985

Set out on pages

7-8

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended 31 December 2020.

**Responsibilities and
basis of report**

As the charity trustees of the Trust, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent
examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- accounting records were not kept in accordance with section 130 of the Act or
- the accounts do not accord with the accounting records

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

Signed:

Chaweevan Williams

Date:

08 June 2021

Name:

Chaweevan Williams FCCA

**Relevant professional
qualification(s) or body
(if any):**

Association of Chartered Certified Accountants

Address:

167 Clarence Revenue, New Malden, Surrey KT3 3TX