

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

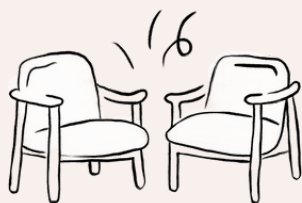
Suicide&Co is a national charity supporting those bereaved by suicide. Our mission is to provide tailored emotional support, as well as open up the conversation around suicide-related grief, while reminding everyone that they always have company and permission to grieve.



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

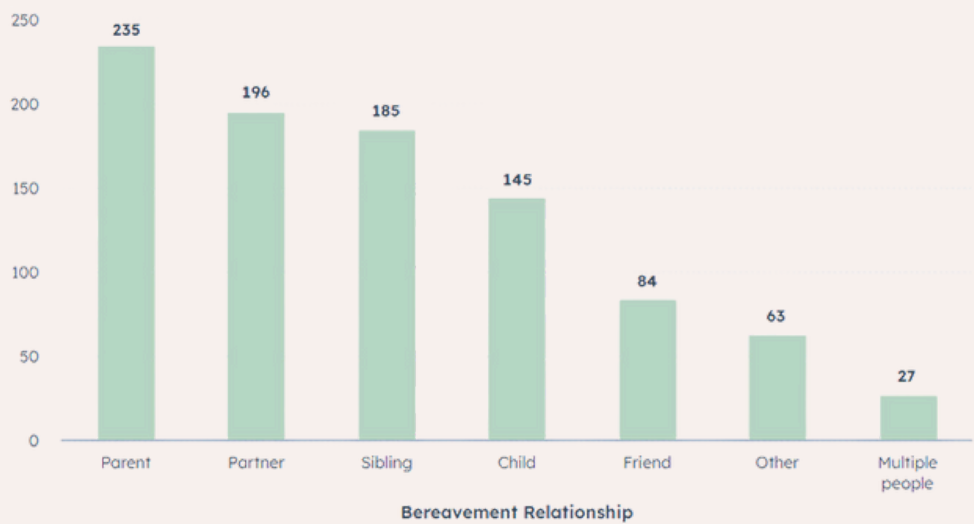
We are proud to have a diverse client base in terms of age. Attracting both younger and older audiences. The largest age group that we see within our counselling service is those aged 25 to 34, making up 27% of our applications in 2024.



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.

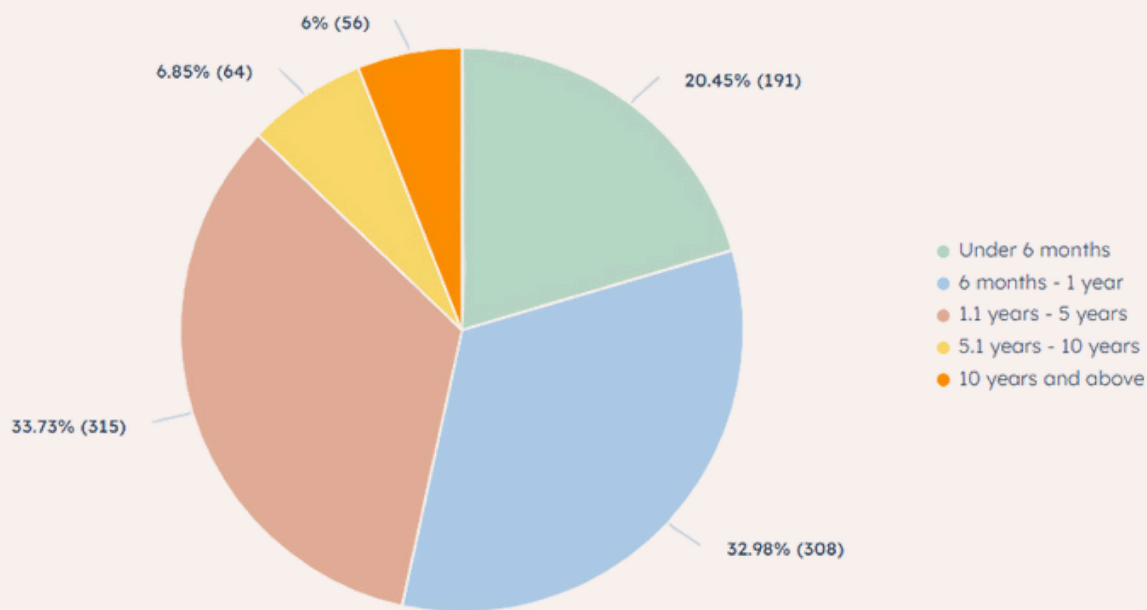
11%

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.



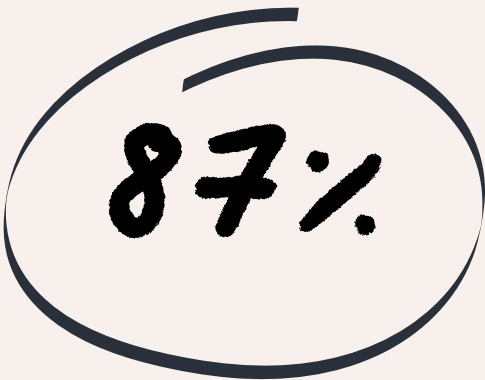
We have always supported everyone bereaved by suicide, no matter who it is they have lost. The majority of our applicants have lost a parent to suicide, at 25%. People who have lost friends or other non-nuclear family members are well represented in those we support.

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?



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



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



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



PROJECTS	DETAILS	OUTCOME
National Lottery Grant Outreach	Actively outreached to services locally in the UK supporting mens mental health.	<ul style="list-style-type: none">Increased the number of male applicants to our service.
Fishmongers Grant Outreach	Actively outreached to local services and social prescribers in London.	<ul style="list-style-type: none">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.	<ul style="list-style-type: none">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

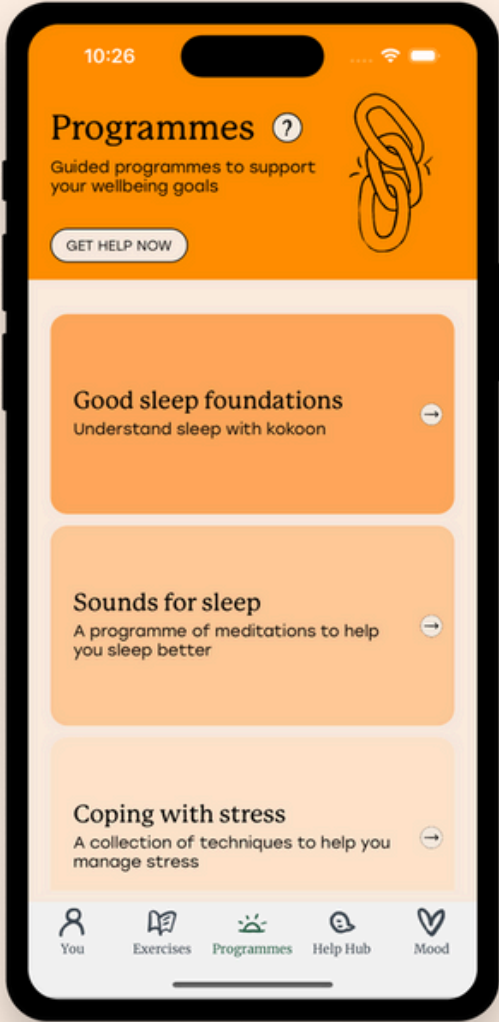
New App Downloads

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

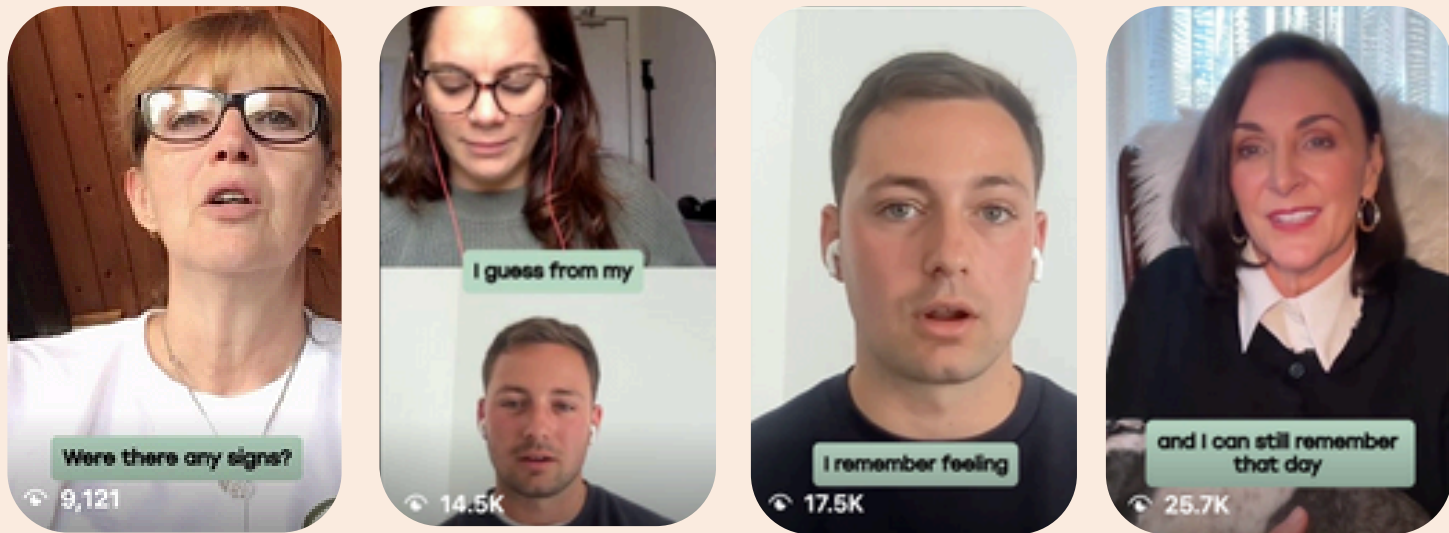
Episodes

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



fundraisers, raising over

£179,000

in total, taking on over

50

different fundraising events!

PROJECTS	AIMS	OUTCOME
<p>10Before10</p> 	<p>To encourage our community to create space for monthly self-care check ins</p>	<ul style="list-style-type: none">• 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 eachother• Increased the range of self-care videos available.
<p>Royal Parks Half Marathon</p> 	<p>To grow our participation at big externally organised fundraising events</p>	<ul style="list-style-type: none">• We had 26 runners participate, our highest number to date, significantly increasing our visibility at the event• We raised over £36,000!
<p>34k Challenge</p> 	<p>Engage our community with our bespoke fundraising challenge surrounding World Suicide Prevention Day</p>	<ul style="list-style-type: none">• 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

		Unrestricted Fund 2024	Restricted Funds 2024	Total Funds 2024	Total Funds 2023
	Note	£	£	£	£
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
		213,844	104,395	318,239	247,469
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)	
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)	-
Net cash used in investing activities		(106,022)	(2,450)
Change in cash and cash equivalents during the reporting period		(69,170)	35,351
Cash and cash equivalents at the beginning of the reporting period		226,080	190,729
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/> 772,442	<hr/> 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/> 51,437	<hr/> 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)	<u>89,657</u>	<u>(24,081)</u>	<u>65,576</u>
Reconciliation of Funds			
Total funds brought forward	110,255	30,640	140,895
Total funds carried forward	<u>199,912</u>	<u>6,559</u>	<u>206,471</u>

12. Tangible Fixed Assets

Cost

At 1 January 2024
Additions
At 31 December 2024

Computer equipment

£

2,950
6,022

8,972

Depreciation

At 1 January 2024
Charge for year
At 31 December 2024

259
1,441

1,700

Net Book Value

At 31 December 2024
At 31 December 2023

7,272
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

50,826

43,689

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

86,175

108,037

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>826,288</u>	<u>501,625</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/>