

THE MARY O’GARA FOUNDATION
Charitable Incorporated Organisation

Annual Report and Financial Statements
for the period ended 31 March 2023

John O’Gara - Chartered Accountant (ACA)
40 Red Lane, Farsley, Leeds, LS28 5JE

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Charitable Incorporated Organisation

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THE MARY O’GARA FOUNDATION
Charitable Incorporated Organisation

Reference and Administrative Details

Full name	The Mary O’Gara Foundation
Organisation Type	Charitable Incorporated Organisation
Registered Charity number	1199691
Principle address	37 Deborah Avenue Fulwood Preston PR2 9HU
Trustees	Mr John Paul O’Gara (Chairman) Mrs Sharon O’Gara (Secretary) Mr John Patrick O’Gara (Treasurer) Mr Gerard O’Gara Mrs Rita Hunter
Independent examiner	Mr Thomas Bell (ACA) BHP Chartered Accountants Rievaulx House 1 St Mary's Ct York YO24 1AH
Bankers	Lloyds Bank Birmingham OSC 4 Ariel House 2138 Coventry Road Sheldon B26 3JW

THE MARY O'GARA FOUNDATION
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Trustees' Report

The Trustees present their annual report together with financial statements and independent examiners report for the period ended 31 March 2023

Trustees

Mr John Paul O'Gara
Mrs Sharon O'Gara
Mr John Patrick O'Gara
Mr Gerard O'Gara
Mrs Rita Hunter

OBJECTIVES AND ACTIVITIES

Object

The objects of the charity as set out in its constitution are:

The advancement of mental health and the saving of lives for the public benefit in Lancashire by providing education and training in suicide prevention to teachers, youth leaders and safeguarding leaders designed to increase awareness and knowledge of mental health wellbeing amongst young people and enable the delivery of safe and appropriate mental health first aid to support young people where required.

Aims and Activities

The Charity's main activities in relation to its objectives are:

1. Providing suicide prevention training to the parents, friends, family and carers responsible for safeguarding young people across Lancashire, including in schools, colleges, universities and clubs. It provides tools needed to identify and support a young person in crisis.
2. Promoting public awareness of the importance of positive mental health and emotional well-being amongst young people.
3. Encouraging the promotion of positive mental health and suicide awareness at all levels of education.
4. Promoting positive discussion around the issue of suicide, empowering people and communities to identify and respond to those in need.
5. Promoting awareness of the risks surrounding mental ill health and disseminating examples of good practice in suicide prevention to remove the stigma surrounding suicide and reduce the number of suicide related deaths.

Public Benefit

The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

Through our charitable activities, the Mary O'Gara Foundation aims to directly benefit young people who are feeling suicidal or suffering from ill mental health that may result in a person having thoughts of suicide. We provide advice and approved training so that people can provide direct support to such young people, particularly those of school age in the Lancashire area.

Our work extends to people who may not be in immediate need of support and those who work closely with young people. Our ultimate aim is to ensure that any young person has access to the support they need, when they need it.

Our presence in the local community and via social media has encouraged people to share their own experiences of suicide and whilst bereavement support is not a core objective of ours, we often find ourselves working closely with people who have been bereaved by suicide or are working closely with a young person who is struggling with ill mental health or thoughts of suicide and may therefore be at risk.

Through our local awareness campaigns, work with other charities and the roll-out of training for adults working with young people, we aim to promote help seeking behaviour, encourage more open conversations around the topic of suicide and reduce the stigma associated with suicide, thereby reducing the number of young people who take their own life.

In our first year as a charity we have been moved by the number of personal stories of suicide shared by people where our training and awareness activities have either directly or indirectly resulted in positive live saving outcomes

Volunteers

Volunteers are vital to the Charity's ability to deliver on its aims. As an organisation, we rely entirely on volunteers in the form of friends, family and supporters who share our passion for reducing deaths by suicide in young people.

Our volunteers are diverse in gender, ethnicity and nationality and offer a rich variety of skills, perspectives and experiences.

Their support is critical to the ongoing success of the Charity and we are incredibly grateful and thankful for their continued support and generosity.

ACHIEVEMENTS AND PERFORMANCE

The period to 31 March 2023 represents our first year as a charity and we are both delighted with our performance and encouraged by the overwhelmingly positive feedback we've received from the communities and individuals we have supported.

The contribution our activities have made towards the continued prevention of suicide can be split across the areas of training, awareness and fundraising, which are covered below.

Training

Our primary objective is to support young people at risk of suicide or ill mental health through the provision of training to adults responsible for the wellbeing of such young people. Our work provides individuals with an understanding of the triggers surrounding suicide and equips them with the skills and confidence to intervene where suicide is a risk or a young person is in immediate danger.

During the period we delivered 7 fully funded training sessions to a range of institutions and businesses working with young people of all ages, ranging from High School to working age people under 35 years old. This included eight high schools in the Preston area with a combined student population of approximately 4,500 pupils, two higher education providers (including the University of Central Lancashire), Preston City Council and several not for profit organisations.

We regularly receive feedback from delegates who have undergone the training. For example, a member of staff from the safeguarding team at Newman College approached us at our last fundraising event to say how important the training has been to them as it has given them the skills and confidence to openly ask students about having suicidal thoughts, when previously they would not have done so. In several instances the response was yes and the person(s) in crisis were supported and signposted, therefore keeping them safe.

Awareness and Working in Partnership

Raising awareness of suicide and influencing peoples perceptions and attitudes towards the subject is a key aspect of the charity's overall mission. Whilst our footprint remains relatively small (given our infancy as a charity) we have big ambitions which are supported by a team of talented marketing professionals who kindly volunteer their time and expertise. With their support we are able to deliver creative, educational messages to our supporters and beneficiaries via social media.

These regular 'online' touchpoints are also supplemented with high-impact campaigns that targeted new audiences through a variety of media formats. During the period we delivered a number of 'big' campaigns in the form of:

- Preston Wellfest offered us the opportunity to site a piece of artwork in a vacant retail unit on Preston Bus Station, a public space with a large footfall. The theme was "Hope around Action" in the context of suicide. The campaign ran for six weeks and reached a large audience.
- Radio and TV appearances – we have given interviews on local radio stations and also BBC News to tell "Mary's Story" to dispel the stigma associated with suicide. The feedback from listeners has been overwhelmingly positive and we continue to utilise media opportunities to spread awareness.
- Lytham Festival – The Mary O'Gara Foundation was chosen as one of five charity partners supporting Lytham Festival, a series of music events in Lytham which attracts c.20,000 festival goers per night. Whilst the festival itself was outside of the reporting period, the planning, application and decision making phase was underway earlier in the year. The event was held on 28 June 2023 and proved to be a massive success, raising vital funds and promoting the charity and our mission to a huge audience, spanning multiple generations and different demographics. We hope to use this a springboard to target training at schools and institutions in the Fylde Borough area to further grow our reach.

We are also members of Preston Wellfest a network of health and wellbeing organisations, that are based and/or work in Preston. It is coordinated by Lancashire County Council and has the support of Preston City Council.

We are also members of Lancashire Suicide Prevention & Self-Harm Reduction Strategy Group also coordinated by LCC

Fundraising

All of our income is from fundraising and we could not do our work without our incredible supporters, funders and volunteers.

A large proportion of our income came via third parties who undertook a whole variety of fundraising activities including endurance events, marathons, skydives, 24 hour gym and beauty sessions, charity dinners and sponsored walks. Among these were two endurance events (a 30 mile run and the 'David Goggins Challenge' – a 4 mile run, every 4 hours, for 48 hours) where the runner carried a 15kg weighted vest to symbolise the burden of ill mental health and suicidal thoughts.

The success of these events and incredible generosity of the people who organised and supported them has contributed significantly to raising our profile and ensuring we remain financially viable.

We also delivered a number of successful events organised and managed by the charity's trustees and volunteers. These included a community family fun day, a spring raffle and several public collections at Preston North End football matches. Of particular note was a gala dinner, organised in celebration of the achievements of a supporter who completed a 100 holes in 24 hours golf challenge. The event was a great success in income terms and generated a huge amount of positive engagement amongst the local community, which paved the way for a now annually re-occurring charity golf day, which is cornerstone event in the charity's fundraising calendar.

The Mary O'Gara Foundation is immensely grateful to all who supports its work and thanks everyone who volunteers, fundraises, donates, promotes and raises awareness of our organisation and our mission to reduce deaths by suicide.

FINANCIAL REVIEW

Financial Position

The Trustees are delighted with the financial performance of the charity in its first year of trading.

A number of successful fundraising initiatives and the generosity of public donations have resulted in total income of £41,262 being generated in the period. A material proportion of this (£18,710k) related to a transfer of cash assets following the dissolution of the Unincorporated Association known as The Mary O'Gara Foundation, which operated prior to the incorporation of the charity on 18 July 2022.

The charity received no grant income or other forms of restricted funds during the period.

Expenditure of £12,515 includes £2,834k of costs associated with delivering suicide prevention training, whilst a further £5,968k was spent on awareness campaigns.

As at the period end, the charity had total cash reserves of £28,747, which have been carried forward.

Reserves Policy

The Trustees have agreed a policy on the analysis and use of reserves. The policy allocates money from unrestricted funds to be held in reserve for specific purposes. At the financial year end, reserves are as follows:

Closedown reserve – £2k - this fund provides for the costs of dissolution should the charity be unable to continue. It is only to be used in the event of the Trustees' deciding the charity should cease to exist.

Continuity fund – £3k – this fund is to be used to bridge any delays in funding and/or reductions in the amount of projected income which may mean the charity cannot meet its ongoing liabilities before the trustees can take suitable action. The trustees agree this should equate to approximately twelve months operating costs.

General reserve – £5k - this fund is to be used for unforeseen day to day operational costs or other unexpected needs for funding, the absence of which may mean the charity is not able to deliver a key initiative that would otherwise further its aims.

Fundraising

The charity's primary source of income is fundraising, both as a result of donations from the public and dedicated fundraising events managed by the charity's trustees.

The charity is registered with the Fundraising Regulator and complies with the standards set out in the Code of Fundraising Practice when undertaking fundraising activities.

We do not engage professional fund raisers or have commercial participators.

There have been no failures to comply with the Fundraising Regulators Code of Fundraising Practice and there have been no complaints about our fundraising activities.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The Mary O'Gara Foundation is a Charitable Incorporated Organisation governed by a Constitution of Members dated 18 July 2022 and amended on 6 August 2022. It is registered as a charity with the Charity Commission.

Appointment of Trustees

As set out in the Charity's constitution, trustees must be appointed by a resolution passed at a properly convened meeting of the charity trustees.

THE MARY O'GARA FOUNDATION
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Independent examiners report to the Trustees of The Mary O'Gara Foundation for the period ended 31 March 2023

I report on the accounts of the charity, which are set out on pages 10 to 11.

Respective responsibilities of trustees and examiner

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

It is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- Follow the procedures laid down in the general directions given by the Charity Commissioners under section 145(5)(b) of the 2011 Act; and
- State whether particular matters have come to my attention.

Basis of independent examiner's report

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

Independent examiner's statement

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

1. which gives me reasonable cause to believe that in any material respect the requirements:
 - to keep accounting records in accordance with section 130 of the 2011 Act; and
 - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Charles William Arnold (ACA)
Sentio Partners LLP

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Income and Expenditure Account
for the period 18 July 2022 to 31 March 2023

	Restricted Funds £	Unrestricted Funds £	Total Funds £
Donations and legacies	-	27,760	27,760
Fundraising Income	-	13,502	13,502
Total Income	-	41,262	41,262
Fundraising events expenditure	-	(5,968)	(5,968)
Funded training activities	-	(2,834)	(2,834)
Marketing, education and awareness expenditure	-	-	-
Total cost of charitable activities	-	(8,802)	(8,802)
Equipment	-	(2,226)	(2,226)
I.T - web hosting	-	(108)	(108)
Insurance	-	(139)	(139)
Sales and marketing	-	(847)	(847)
Subscriptions	-	(105)	(105)
Training	-	(288)	(288)
Total other expenses	-	(3,712)	(3,712)
Net funds	-	28,747	28,747
Funds at 18 July 2022	-	-	-
Funds at 31 March 2023	-	28,747	28,747

THE MARY O'GA FOUNDATION
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Statement of Assets and Liabilities as at 31 March 2023

	Restricted Funds £	Unrestricted Funds £	Total Funds £
Cash at bank and in hand	-	28,747	28,747
Funds as at 31 March 2023	-	28,747	28,747

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Notes to the accounts for the period ended 31 March 2023

1. Charity Status

The charity is a Charitable Incorporated Organisation registered with the Charity Commission under charity number 1199691.

The Address of its registered office is:

37 Deborah Avenue
Fulwood
Preston
PR2 9HU

These financial statements were authorised for issue by the Trustees on 14 October 2023.

2. Accounting Period

The Charity was incorporated on 18 July 2022 and these accounts are prepared for the period from 18 July 2022 until 31 March 2023.

3. Basis of preparation

The charity's gross income for the period was less than £250,000 and accordingly these accounts have been prepared on a Receipts and Payments basis in accordance with section 133 of the Charities Act 2011 ('the Charities Act')

Income and Expenditure accounts contain a summary of amounts received or promised, and money spent or owed during the period and a list of assets and liabilities at the end of the period.

4. Restricted funds

Where restrictions are placed on how money is spent, these funds are ringfenced and such monies received, and monies spent in relation to restricted funds, are shown separately in the Income and Expenditure account.

The charity received no grant income or other restricted funds in the period and at the period end had no restricted assets or liabilities.

5. Debtors

The charity had no debtors as at the period end.

6. Creditors

The charity had no creditors as at the period end.

7. Trustees' remuneration

Trustees received no expenses, remuneration of benefits in the period.